

Tour Guiding

Level – II

Based on October, 2021 (V- IV) curriculum version I



Module Title: Interpreting Aspects of Ethiopian Culture

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Table of Contents

Acknowledgement	2
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Page 2 of 49	Ministry of Labor and Skills Author/Copyright	Interpreting aspects of Ethiopian culture	Version -1
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Acronyms	4
Introduction to module	5
Unit one: Consult with the local community.	6
1.1. Consulting cultural tourism resources for community members	7
1.2. Identifying potential conflicts within the local community	10
Self-check-1	14
Unit Two: Identifying and interpreting aspects of Ethiopian cultural tourism resources, festivals and events	15
2.1. Identifying and interpreting Ethiopian cultural tourism heritage.....	16
2.1.1. Promoting festivals and events	29
2.1.2 Showing and Briefing Ethiopian culture and values.....	31
2.2. Sources of information.....	36
2.3. Copyright and intellectual property for local customs	43
Self-check-2	47
Reference	48

Acronyms

RIA - Regulatory Impact Analysis

ERG -Employee resource group

CBT- Community-based tourism

IATA- International Air Transport Association

ETOA - Ethiopian Tour operators Association

EAE - Ecotourism Association of Ethiopia

Introduction to module

This module describes the performance outcomes, skills and knowledge required to interpret different aspects of Ethiopian tourism heritage including: culture, festivals, and events. The unit focuses on the ability to source and comprehend general Ethiopian culture, festivals, and events information, and covers those cultural tourism resources in Ethiopia.

This module describes made up of traditions, beliefs, and way of life, from the most spiritual to the most material. It gives us meaning, a way of leading our lives. Human beings are creators of culture and, at the same time, culture is what makes us human.

Module units

- Consulting with the local community
- Identifying and interpret aspects of Ethiopian cultural tourism resources, festivals and, events

Learning objectives of the Module

At the end of this session, the students will able to:

- Apply Consult with the local community
- Identify and interpret aspects of Ethiopian cultural tourism resources, festivals and, events

Module Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Read the information written in the information Sheets
3. Accomplish the Self-checks

Unit one: Consult with the local community.

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Consulting cultural tourism resources for community members
- Identifying potential conflicts

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Identify cultural tourism resources for community members
- Estimate and Identifying potential conflicts

1.1. Consulting cultural tourism resources for community members

Consulting is defined as the practice of providing a third party with expertise on a matter in exchange for a fee.

A **cultural consultant**; is more frequently a role than an actual job title. It can refer to anyone familiar enough with a given cultural community or group to be able and willing to identify and clarify some of the common norms, values, and practices for many members of that group. A cultural consultant can provide insight on how a situation or solution to a problem might be viewed from a group member's perspective.

Offer a potential explanation for what has been observed about a family member of the culture or group.

Help the caseworker develop a sensitively-worded line of interview questions for the family member(s)—questions that will help discover what does or does not apply to different family members, what is or is not of concern to them, and what services may or may not be appropriate for them.

- Become directly involved with the client as a kind of cultural liaison—only if both the client and consultant are interested.
- Recommend other services or resources that might be of value to the caseworker and/or members of the family.

Community

Community can be described as a group of people that recognizes itself or is recognized by outsiders as sharing common cultural, religious or other social features, backgrounds and interests, and that forms a collective identity with shared goals. A community might be inclusive and protective of its members; but it might also be socially controlling, making it difficult for sub-groups, particularly minorities and marginalized groups, to express their opinions and claim their rights. Refugees and displaced persons living in temporary “communities” often have different nationalities, religions, languages, ethnicity, and backgrounds, and do not perceive themselves as belonging to any community.

Community-based tourism (CBT)

Tourism where travellers are invited into local homes. Experiencing the actual local culture, the diversity, local rituals and beliefs.

The aim of CBT is directly benefiting local communities financially, while travellers experience local way of life. Communities that participate in community-based tourism are strong, resilient and ready to show travellers their culture.

Be aware that CBT is a very sensitive segment. That's why, it's essential that it's developed and operated right to ensure actual benefits for the local communities. It's a growing niche market, as more and more travellers are looking for authentic experiences that create benefits locally.

Benefits of community-based tourism

The unique feature of community-based tourism is the fact that tourism experiences are hosted and managed by local communities. It is a promising niche tourism experience with lots of opportunities. More and more travellers are interested in learning about local cultures and ways to genuinely interact with local communities. Among others, the key benefits of CBT are that it:

- Sustains local culture for future generations
- Facilitates local employment
- Directly benefits locals financially
- Is fairly easy to develop with the right network
- Creates and empowers resilient and strong communities

Communities include:

- **Neighbours**

Some towns or neighbourhoods are more tightly knit than others, but many people belong to a community that's formed by virtue of a shared zip code or street. For some, the people you pass on the sidewalk or in the hallway every day might be strangers. But they can also be friends, allies or even people to turn to in times of trouble.

- **Faith-based organizations**

A group of individuals united by religious or spiritual beliefs is a longstanding community institution. Whether they meet in a church, synagogue, temple, or online, faith-based organizations may be one of the most easily recognizable forms of community because of their history, reach, and dense networks.

- **Hobby-focused clubs**

Cooking, reading, running, music—there are an infinite number of possibilities for groups cantered on shared interests. Clubs or groups joined by interest or activity allow members to meet new people and foster newfound or long time personal passions. The virtual options available make finding and participating in these groups easier than ever.

- **Volunteer groups**

Volunteering can take many different shapes, from phone banking to cleaning up a park. And volunteer work might be driven by a big national non-profit organization or a tiny grass-roots effort that started in your own backyard. In any case, people working together on a cause that's important to them often create a meaningful community.

- **Alumni networks**

An alumni association or network typically exists in the context of an educational institution, and it combines several layers of shared experiences in one. Members might fondly recall their time on the same campus, the class requirements they all completed or the institutional traditions they participated in. Alumni networks provide social and professional connections long after individuals have graduated.

- **Co working spaces**

While they've always been more than just a place to work, the traditional coworking space has recently undergone new shifts to become more than a physical space. Modern coworking spaces have evolved in design and approach like this cohort of founders launching places for people of colour. Offering both inclusive physical spaces and digital communities, they highlight the importance of community development in the workplace.

- **Professional development groups**

Career-focused networks exist for nearly every type of job or specialty imaginable, and they can often be a great resource throughout an individual's professional life. These groups might gather for conferences, offer mentorship or training, explore industry issues and help members achieve their goals. Over time, these communities can serve as a critical form of support and guidance for individuals and even leave a mark on entire professions.

- **Employee resource groups**

In organizations, an employee resource group (ERG) is an employee-led group that fosters inclusivity and builds community. The purpose of an ERG is to create a safe, supportive space for underrepresented employees who share a common identity, and they may be organized by certain shared characteristics like gender identity, ethnicity, religious affiliation, sexual orientation, or age. As a community, ERG members and organizational decision-makers work to create an inclusive company culture, connection, and personal and professional growth.

Community members:

- Bring a breadth and depth of local knowledge. They know what solutions will work.
- Are community historians. They know what has and hasn't worked in the past.
- Can help identify and connect with community leaders -- both formal and informal.
- Bring their own constituencies, knowledge, and clout.
- Can identify and access resources within the community.

1.2. Identifying potential conflicts within the local community

A conflict is a state of opposition between persons or ideas or interests. It is essentially a disagreement about something. A complaint which is not resolved can become a conflict. The situation is characterized by the people involved holding „conflicting“ ideas or interests.

- Lack of service or poor service
- Expectations not being met
- Unhygienic conditions
- Low comfort levels
- Error in the reservation or reservation not found
- Special requests not being adhered

Those potentially involved in conflict with local community

- **Visitors**

Dissatisfied visitors are often the source of conflict. The reason for their dissatisfaction may not make sense to you but does to the visitor involved.

Reasons for their dissatisfaction can include:

- ✓ Lack of service, or poor, service – this can involve the guest having to wait 'too long', the quality of products being sub-standard, staff (waiters, drivers, tour guides) who are disrespectful, rude or offensive or who have little product knowledge to allow them to make recommendations or provide informed commentary
- ✓ Expectations not being met – the advertisements placed by the venue coupled with word-of-mouth advertising create these expectations and they may often be unrealistic
- ✓ All businesses must be aware of the dangers inherent in creating false expectations/expectations which cannot be met

- ✓ Dissatisfaction with the products or services – a steak may have been tough, the room too noisy or the view not what was anticipated; the plane may have been late and the flight may have been bumpy
- ✓ Unhygienic conditions – perhaps the room showed a lack of proper attention to detail and incorrect housekeeping practices, or the general public area appeared untidy; the food provided may have been contaminated out-of-date or tasted „off“
- ✓ Low comfort levels – an area of the property could have been too cold, too noisy, or too crowded; the seat on the tour could have been too cramped and the bus may not have had air conditioning Rowdy and unacceptable behavior displayed by others – the gaming room may have been patronized by a noisy and boisterous group who were swearing loudly, and making suggestive comments; a young group of footballers on the tour/plane could have made the experience unpleasant for others
- ✓ A mistake with an account – the customer account may have charged for items which should have been on someone else's bill. An over-charge may have been made; an advanced deposit may not have been deducted from the amount owing; a discount to which the customer was entitled may not have been given; a promised/quoted price may not have been charged
- ✓ Error in the reservation or reservation not found – the customer may have arrived, late at night, after a long drive in bad weather only to find there was a problem with a booking they had been led to believe was guaranteed; an airline may not have been able to locate a reservation made by an agent on behalf of the customer; the reservation for six people may have only been made for four; the dates and/or times of the booking may be have been incorrectly entered into the system
- ✓ Special requests not being adhered to – the flowers and champagne ordered for 4:00PM for the room were not delivered and spoiled a very special occasion; the request for an aisle seat was not fulfilled; the request for a quiet corner table translated into a table in the middle of the room in front of the band.

Because you work in a „people business“ these complaints are unavoidable – there are so many different things which can go wrong and cause dissatisfaction

- **Suppliers**

Conflicts with suppliers tend to be of a different nature than conflicts with customers or other staff members.

This is usually because you are the customer and the supplier wants to keep your business.

- **Tourism employees**

- ✓ There may be many reasons why conflict may flare up amongst colleagues. Some reasons include:
- ✓ Pressure of work – staff feel they are being expected to do too much; they may feel they do not have the resources or equipment necessary to do what is required; rosters do not have sufficient staff to address demand
- ✓ Lack of – or bad – communication which may cause misunderstandings. Poor (or no) communication is a common reason for many conflicts
- ✓ Prejudices – about many things from which sporting team the other person follows, what kind of car they drive, through to issues of ethnicity, gender, body shape and age. Jealousy is often at the center of these issues
- ✓ Ineffective working procedures – where the internal operations or systems of the business cause the problem through delays, inefficiencies, wastage, or production of inferior products
- ✓ Difference in opinions and/or beliefs – conflict may arise simply because two people hold a different view on the same topic. Common topics causing conflict are opinions about management and the way they run the business, politics and religion
- ✓ Team member not pulling their weight – staff not contributing 100% to a team effort causing other staff to work harder

Identify and manage conflict situations

- When identifying and managing conflict situations:
- Realize conflict can occur with customers, suppliers and co-workers
- Always be alert to the potential for conflict to occur
- Understand there are many possible reasons for conflict
- Look for the warning signs of conflict – verbal and non-verbal
- Take action to prevent escalation of the conflict
- Seek to identify threats to safety as soon as possible
- Always take action when a threat has been identified

- Never put yourself in danger
- Put the protection of people above the protection of property
- Know the house rules, policies and procedures for handling threatening situations

Personal characteristics to employ when resolving conflict include

- Being assertive without being aggressive
- Being constructive
- Being well-informed
- Acting on workplace policies and procedures
- Exercising patience
- Showing tolerance
- Understanding the total picture
- Compromising
- Being consistent

Self-check-1

Directions: Answer all the questions listed below.

Part one: Say if the statement is correct True and statement is incorrect false.

1. Consulting is defined as the practice of providing a third party with expertise on a matter in exchange for a fee
2. Dissatisfied visitors are often the source of conflict.
3. Community members bring a breadth and depth of local knowledge.

Part two: fill in the blank space

1. ----- Is a state of opposition between persons or ideas or interests. It is essentially a disagreement about something
2. ----- Is a way of sustainable tourism that allows travellers to closely connect to local communities.
3. -----Is defined as the practice of providing a third party with expertise on a matter in exchange for a fee.

Part three: give short answer the following statement

1. Write the Benefits of community-based tourism?
2. Define a cultural consultant?

Unit Two: Identifying and interpreting aspects of Ethiopian cultural tourism resources, festivals and events

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Identifying and interpreting Ethiopian cultural tourism heritage
- sources of information
- Copyrighting and intellectual property for local customs

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Interpret Ethiopian cultural tourism heritage
- Understand sources of information
- Apply Copyright and intellectual property for local customs

2.1. Identifying and interpreting Ethiopian cultural tourism heritage

Heritage is what elements of the past a society wishes to keep. This shows that heritage is selective to some cultural and natural artifacts. Heritage is our legacy from the past, what we live with today, and what we pass on to future generation. Heritages are irreplaceable sources of life and inspiration.

Culture is a complex whole which includes knowledge, belief, art, law, moral, costumes, habits and any other capabilities acquired by a man as a member of a society (**E.B. Taylor**). Culture is not a single product. Rather it is an amalgam of different components. Culture is a very powerful tool for human survival, but, it is also a very fragile phenomenon and we have to care of it

Generally culture has the **concepts** of philosophy, aesthetics, sociology and literacy.

- **Philosophy** defines culture in terms of creative thinking.
- **Aesthetics** defines culture in terms of beauty.
- **Literacy** defines culture in terms of knowledge.
- **Sociology** defines culture in terms of behaviors of humans in group

Cultural factors refers to the channels through which a country presents itself to visitors. These factors can include entertainment, food, drinks, hospitality, architecture, handcrafts, nation's way of life etc.

Cultural tourism

Cultural tourism is an experiential tourism based on being involved in and stimulated by the performing arts, visual arts and festivals. Cultural tourism is a type of tourism which includes learning about others and their way of life, learning about self-travel for personal enrichments (education researching, creative thinking etc.).

Cultural heritages and their categories

Cultural heritage/resource refers to anything tangible or intangible which is a product of creativity and labor of man in the pre-history and history times; that describes and witnesses to the evolution of nature and which has a major value in its scientific, historical, cultural, artistic and hand craft content.

Cultural heritage constitutes the imprints of people's aged old way of life, labor and creativity. It is wide and multidimensional by its nature. it includes; fossils of animals and plants, historical

things, ancient coins, stamps, different nations and nationalities and their instruments, old books, brana written materials, tembirs, obelisks, churches, mosques etc.

Cultural resources

Intangible cultural resources: refers to any cultural resource that can't be felt by hands but can be seen and heard and includes different kinds of performances and shows, folklores, religious, belief, weeding and mourning ceremonies, music, drama, literature and **other** similar cultural values, traditions and costumes of nations, nationalities and peoples.

Tangible cultural resources: refer to cultural resources that can be seen and felt.

Tangible movable cultural resource: refers to cultural resources which are not attached to the foundation and that can be moved from place to place easily and which are handed down from the past generation. This includes;

- Parchment manuscripts, stone paintings, implements, sculptures and statues made up of gold, silver, bronze ,copper, wood stone; inscriptions of skin, horn, ivory, archaeological and bone or earth or if any other material and also paleontological remains.
- Written and graphic documents or cinematographic and photographic documents.
- Coins
- Ethnographic implement, ornaments and any other cultural objects of nations nationalities and peoples

Tangible immovable cultural resources: refer to cultural resources attached to the ground with a foundation & which can be moved only by dismantling. These includes

- Sites where cultural heritage have been discovered pale ontological historic & pre-historic archaeological places
- Buildings ,palaces, monuments & memorial places
- Remains of ancient towns, burial places , cave paintings and inscriptions
- Church, monastery, mosque or any other place of worship

Factors which can stimulate illicit import & export of cultural resources

Registration of cultural resources means registering in the forms prepared to collect wide information of cultural resources which can include photographing, recording in film or video, so as to put in the place the means to catalogue, inspect, study, protect and conserve cultural heritage and facilitate utilization of recreation and education.

Conservation is a general protection and preservation activity carried on a cultural resource without changing its unique content. But, in the case of restoration there is some change.

- If there is no law, convention or agreement with regard to cultural resources.
- Illegal & private archaeological findings
- Absence of clarity on the term “gift”
- Lack of skilled man power to implement rules & regulations at different levels
- Problem (lack) of capital etc.

International code of ethics and professionalism for dealers in cultural tourism

- There should not be any deal if it is known that the resource/property/ is illegally imported, exported or transferred.
- There should be clarity and transparency while dealing i.e. properly transfer of ownership: Example cost ,name, ID---
- Loyalty and honesty of the dealers
- Awareness creation about illicit import, export & transfer
- Dispatching /Dismantling/any cultural property is strictly forbidden.
- Getting professional counseling from the nearby agencies & organizations
- Dealers must carry all the necessary documents

Someone who did not follow those codes of ethics and professionalism should be administered accordingly and taken the necessary measures

The future of cultural tourism

Cultural tourism is a phenomenon that has gained wide currency in current decades. A product of demographic, social and cultural trends; cultural tourism has been identified as a growing and lucrative sector of the tourism industry in this 21st c. Here are some of the most important few trends that will impact cultural tourism.

- **Increasing popularity of shorter “gate way” holidays**-this is due to the little time left over for rest and recreation. This trend is closely related to increasing mobility of people, money, capital, idea, image, information, object and technologies.
- **Growing importance of adventure and eco-tourism**-cultural tourists are becoming increasingly aware of the environmental issues and often seek out environmentally friendly activities.

- **Experiential Vs object based tourism**-cultural tourists are increasingly seeking experiences than objects.
- **The changing face of museums**-museums has been evolving in ways that reflect the growing concerns and interests of the population. Example; empowering traditionally marginalized groups (first voice museums) idea museums (example; globalization, war, peace...)
- **Convergence between “popular” and “high” culture**-this might be related to the demand of museums to boost attendants.
- **Growth of the internet and the impact of technology**-use of the internet and other technologies are opportunities that can easily be leveraged if effective strategies are employed.

Values and significances of cultural tourism

Cultural tourism resources have various interrelated areas of significances. The extent to which society adopts and accepts certain cultural resources depend on the degree of awareness the value of that particular resource

Economic significance: it helps to assist the economic and social development of country through visitor expenditure on the culture and entry fees. It also helps to improve the quality of life of the community through employments.

Socio cultural significance: it helps to determine a sense of place; creating situations where people can use their cultural resources to get attachment to an area and maintain a sense of place that remains virtually unchanged. It plays a major role in enabling the next generation to acquire a profound & extensive awareness about its culture & history, which is expression of its identity, & hence encourages protection & preservation of the heritage. It helps for exchange of information & innovative methods. It also helps to protect & promote indigenous believes, practices & traditions.

Political significance: Heritage has also its own spiritual and political significance. It serves as good symbol of identity, unity & strength. It is an authentic factor of solidarity & peace.

Scientific & Educational significance: useful research can be undertaken in such protected & non threatened context. It helps to provide visitors education about the different aspects of culture. Even it helps to facilitate education for the locals themselves.

Artistic and aesthetic significance: it is common for historic towns and old buildings to be valued simply for their aesthetic value or simply because they are old and therefore have a “scarcity value.”

Environmental significance: once sites of historic value are gone, they cannot be reintroduced or regenerated, even if lifelike replicas are created, they cannot replace the original in scientific, aesthetic or educational terms. Owing to their irreplaceable environmental value many cultural heritages have to be conserved and protected.

Functional value: it is common for historic properties to be renovated and used for purposes other than their original objectives. Evaluate the diminished utility against the costs of constructing new buildings taking in to account the heritage conservation value as well.

Cultural Tourism Resources of Ethiopia

Culinary traditions

Ethiopians’ have unique and original verities of culinary delights;”injera” and “Wot” are the most prominent. Injera is the heart of every meal in Ethiopia. The national dish of Ethiopia is locally known as “Wot”usually a hot spicy stew which comes in many varieties. Together with the meal,Ethiopians enjoy a variety of drinks like Coffee, Tej,Tella,Arake e.t.c.



Fig.2.1 Culinary traditions

Festivals and special events

These range from those that have international appeal to small seasonal community based festivals that attract only local interests. A number of festivals are celebrated throughout the year in Ethiopia. During celebrations of festivals, best clothes are worn, food and drink are plentiful, musicians play and people dance and sing.



Fig.2.2 timket festival

Pilgrimage

Pilgrimages are travel on particular occasions made by religious people to holy places in order to get spiritual blessings. Pilgrimages are very common both by Ethiopian Muslims and Orthodox Christians. This includes Axum Tsion Maryam (November 30/Hidar 21), Lalibella; Debre Roha (January 7/Tahsas 29), Kulbby Gabriel (January 28/Tahsas 19), Sheikh Hussein Shrine and Sof Omar cave in Bale, Negashi in Tigray, Harar e.t.c.

Traditional art and craft

Traditional paintings are found in the form of icons, as murals in the churches and in manuscripts. Paintings on wooden panels of sacred objects are called **icons**. Murals are paintings on the ceilings, walls and columns of the church. Most Ethiopian manuscripts and paintings with the exception of ancient rock carvings have religious orientations. Of all religious personalities, the painting of **Virgin Mary with her infant son** occupies a prominent place.

Crafts are also major aspects of the Ethiopian cultural heritage. They are reflections of the traditional ways of life of the people. Various ethnic groups of the country have developed their own peculiar crafts. Basketry, pottery, wood work, metal work, horn work, weaving and leather work are some of the major types of crafts in Ethiopia.



Fig.2.3 Traditional art and craft

Traditional music

Music in Ethiopia plays an important part of many socio-cultural activities. People use it in ceremonies, work, personal and social activities to express their feelings and ideas and to entertain and relax themselves. Music is also part of the expressions of political and economic relations and mental processes in daily life.

Ethiopians have a very rich tradition of both religious and secular music that constitute an important part of their cultural life. Music has a considerable contribution in promoting and preservation of the traditional cultural features of a region or population.

Religious music is the major manifestation of the beliefs and traditions. There are different instruments used in this religious music like Drum, Sistrum, Staff, Embilta e.t.c.

Secular music in Ethiopia has unique feature and largely varied in style and content. It is usually accompanied by a variety of traditional dances. Music and dance are the major aspects of the peoples' socio-cultural activities. Among the major types of Ethiopian secular music are folk music, Fukera, Musho, and song (e.g. the national anthem). Various types of traditional instruments are used like Kirar, Mesinko, Washint, Embilta, Meleket e.t.c.



Fig 2.4 Traditional music material

- Secular music in Ethiopia has unique feature and largely varied in style and content.
- It is usually accompanied by a variety of traditional dances.

- Music and dance are the major aspects of the peoples' socio-cultural activities.
- Major types of Ethiopian secular music are folk music, Fukera, Musho, and song (e.g. the national anthem).

Various types of traditional instruments are used like Kirar, Mesinko, Washint, Embilta, Meleket e.t.c

Sport

In Ethiopia there are many indigenous cultural sports like horse riding and genna games. But, long distance running, football, tennis, e.t.c. are also famous.



Fig 2.5 Gena games and horse riding

Giving respect for elders

Respecting elders is a moral obligation adhered by most of the people of Ethiopia. Similarly giving any type of assistance for old people in general and the parents in particular is largely expected from youngsters and children. Example; when an elderly person enters a room, it is customary to stand up and give him/her a better seat.



Fig 2.6 Giving respect for elders

Welcoming guests (hospitality)

The people of Ethiopia have been well known in hospitality since ancient times. Guests have been welcomed warmly and have enjoyed a variety of entertainment. It is said by many foreigners that the people of Ethiopia are very friendly, smiling and polite for guests.

Religious tolerance

Christianity and Islam have been co-existed peacefully in Ethiopia for more than a thousand of years. In most of the socio-cultural activities in general and special occasions in particular including wedding ceremonies, religious feasts and the like, it is very common to see invitation of one another. In general, Ethiopia is a best example for the world for the tolerance and peaceful coexistence of different religions.

Sending elders to arrange marriages

Marriages in Ethiopia have been performed in different ways. Almost in all cases, arranged marriages have been the norm although it is becoming much less common now. Elders have been sent from the groom's house to the parents of the bride to ask for marriage. In such kinds of traditional marriages, the bride virginity is highly valued and the great pride for the family.

Condolence and others

It is customary in Ethiopia to show sympathy or to express condolences when someone is lost part of his family or friend due to death or when other accidents occur. Example; Iddir. There are also other values like **visiting the sick, assisting the needy** and so on.

Culture of the peoples' in South Omo Valley Villages

It seems facile to label south omo as a **living museum**. Yet in many senses, that exactly what it is. Southomo is often portrayed as some sort of **cultural garden**. This notion is unduly romantic. Romanticize or condemn it, southomo is there, it is fascinating and it is utterly unique. It is a region where age-old African cultures are still –practiced. Around the omo, clothing style for men are simple in the extreme; ranging from nothing at all among the Bume, the Karo and the Galebi; to plain wrap-around clothes and togas amongst the Amer and Bena.

Multiple earnings, elaborated hair style shapes are also their characteristics. Markets in omo valley are colorful.

This area is almost **unique** in the world being home to so many people in such a small area. Quite different ethnic groups like Cushitic, Nilotic, Omotic, and Semitic met from all directions.

The people are known in their body decorations, lip plate hair style, and different traditional cultures such as:

- **Hamer& Bannaperiodic ceremonies (jumping of bulls or Maz);** held from July to September and the 1st half of December. It is performed in areas of Turmi and Dimeka. It marks the imitation of the young men in to the adulthood. It is in this ceremony that the fate of a young Hamer man is determined. Besides the ceremony of Maz, greater attention has been given to hair styling and decoration of the Hamer people.Hamer night dancing is known as **Evangadi**.



Fig 2.7 jumping of bulls or Maz

- **The Karo people:**besides the Hamer,'bull jumping' is also an important feature of the Karo people. They call it **Pilla**. More than other peoples of the omo valley, body painting and scarification characterize the Karo people.TheKaro are also famous in their traditional dance.They are considered as endangered groups.



Fig 2.8 karo people

- **Mursi and Surma people:** women **lip plates** and the ‘**Donga**’ (stick fighting) are the major features of both the Surma and Mursi people of the omo valley. At present, the practical use of the lip plate is as a sign of beauty. Body painting is also an important part of these people to make them more attractive to the opposite sex. The Mursi are more subject to recent television documentaries and are the **most known** from the omo valley peoples



Fig 2.9 Mursi and Surma people

- **Dorze:** Belonging to one of the many branches of Omotic peoples of the southwest, Dorze are famous for **huge beehive huts** (standing up to 12m high). The huts look fragile but made up of hard wood poles and can last up to 60 years; they can be easily transported to the new location. The Dorze people are also known for their woven cloth locally called ‘**Shema**’. The Dorze are more over known for their colorful celebration of ‘**Meskel**’.



Fig 2.10 dorze

- **Chencha:** The famous weavers are known by their best woven cotton and it is a place where fine cotton Shema (cotton Togas), Gabi (thicker Shema) can be bought. So that, there is a **colorful market** that displays woven products of Chencha.

- **Konso:** Konso refers to both the land and the people. The town of Konso is the gate way to Omo valley & beyond. Most of them are pagan societies. The Konso people have a long tradition of commemorating dead heroes with carved wooden figures known as 'Waka' which literally means something of the grandfather. Konso are most famous in **agricultural economy** & boast of rich culture. Surrounding the villages and fields are sturdy stone walls, which serve as a defense against straying cattle and flash flooding, as well as against intruders. Visitors must enter a Konso house on hands & knees, via wooden tunnels. A popular excursion from Konso is to the village of **Gesergio** (pronounced as gas-ag-ee-yo) popularly known as 'New York'. Local tradition- when a sacred drum is stolen the God himself retrieves it with his hands.



Fig 2.11 konso

- **Jinka:** located 138km north from Konso, is the nearest town to the Omo and Mago NPs. At 1490m ASL, it feels like a breath of fresh air after travelling in muggy and muddy lowlands. After a raid in to omo, Jinka can seem like **Paris** for its standard in addition to services and facilities.
- **Ari:** they are known for keeping large livestock and produce large amount of honey, often used for trade. Women wear skirts made from the Enset tree.



Fig 2.12 ari

- **Banna:** most of them practice agriculture, though their diet is supplemented by hunting. If they manage to kill buffalo, they decorate themselves with clay and put on a special celebration and feast for the whole village.
- **Bumi:** they are agro-pastoralists. They are known as **war mongers** and are at war with almost every one, particularly the Karo, Hamar and the Surma. The Bumi use scarification for cosmetic purposes, tribal identification and as indication of prowess in battle.



Fig 2.13

- **Dizi:** they are sedentary agriculturalists. They also practice terracing on the mountain slopes.



Fig 2.14 dizi

- **Koygu:** they are also known as **Muguji**. They are known for fishing and for hunting of the **hippo**, which they eat. They use both guns and traps for hunting.



Fig 2.15koygu guns hunting

2.1.1. Promoting festivals and events

- A number of festivals are celebrated throughout the year in Ethiopia.
- During celebrations of festivals, best clothes are worn, food and drink are plentiful, musicians play and people dance and sing.
- Ranges from those that have international appeal to small seasonal community based festivals that attract only local interests

Effective tips on how to promote a festival.

- **Partner with your community and local sponsors**

A festival becomes extra special when it is a community effort. Partnerships and sponsorships with local businesses will bring a sense of belongingness to the community. And this is beneficial for you because you want to establish connection and loyalty with them.

Involve your local community by commissioning them for their services. Hiring food trucks from local restaurants is not only low-cost but will also ensure that your audience will love it especially if they come from the same place. In addition to that, you can approach your local sponsors to display your flyers containing your event logo and other promotional materials in their shops.

- **Promote on Social Networks**

Promotion is only effective when you are advertising your upcoming event to places where your target audience is. That's why it is very important to know your target customers first. What are their demographics? What are their interests? Which social media platforms do they hang out on?

Festivals are undoubtedly a fun and entertaining type of event. They are great means to showcase local culture and creativity. Festivals are powerful drivers for tourism and help boost

the local economy. For businesses and organizations, they are an effective way of brand exposure and customer engagement.

- **Partner with an effective registration and ticketing system**

Registration and selling tickets can be draining especially if your music festival or film festival is relatively big. Avoid all the hassle with Event Smart. Manage online registrations, sell tickets and accept payments right on your event website. With Event Smart, you can set up multiple ticket levels with different prices.

These festival tickets come with a QR code or a barcode that you can scan on-site for fast check-in. Registrants can make payments online. You can receive funds through credit or debit cards by connecting your account with a payment service like PayPal or Stripe. It will directly be reflected in your merchant account without any additional commission fees from us.

- **Maximize influencer marketing and email marketing**

More businesses commission influencers in promoting their brands. Exposure from a notable influencer, no matter how brief and minimal may it be, can do so much for you. Hiring an influencer means tapping into their fan base.

Another marketing strategy that you need to utilize is email marketing. Your email list is very useful in not only connecting to your active customers but also to those who've gone inactive.

- **Set-up competition and give promotional items**

Competition is an effective way to stir up festival attendees. Hold little contests right on your website and social media platform. By doing so, you are not only interacting with your attendees but they get to interact with one another as well.

Festivals are special because they give opportunities for like-minded people to meet and enjoy their common interests while promoting your business. Give away some festival merchandise, some incentives and giveaways as prizes for your winners and participants.

- **Ask for feedback**

Customer feedback is a necessity for knowing customer satisfaction and evaluating areas you need to improve. Asking for feedback based on their festival experience, furthermore makes the customers and festival goers feel valued and heard. And it heavily reflects your customer service as well.

You can also ask your artists, performers and vendors for additional feedback and recommendation. Get this valuable information by using your social media accounts or doing a manual post survey. And this is also a great way to continue engaging with your participants.

Don't forget to remind them about using your official hashtags.

2.1.2 Showing and Briefing Ethiopian culture and values

Cultural values are the core principles and ideals upon which an entire community exists and protect and rely upon for existence and harmonious relationship. The concept is made up of several parts: customs, which involve traditions and rituals; values, which are beliefs; and culture, which is all of a group's guiding values

Cultural values are often difficult to understand if you are not familiar with their culture. For members inside the group, cultural values are the core principles and ideals upon which the entire community exists.

Cultural values are the core principles and ideals upon which an entire community exists. This is made up of several parts: customs, which are traditions and rituals; values, which are beliefs; and culture, which is all of a group's guiding values

The term custom refers to a set of rules that people follow consistently and willingly. In almost all societies, custom plays a significant role in the regulation of human behavior. Customs is the most important source for the development of law

Values, Customs, and Culture

While the terms 'culture,' 'values,' and 'customs' are often used interchangeably, each is actually a distinct piece of the bigger picture. A custom is a ritual or other tradition that is an outward sign of the group's cultural values. The group's values aren't always obvious right away - they run deep! Cultural values can be pieced together by observing the various customs that the people have passed down for generations. Culture is defined as all of a group's guiding values and outward signs and symbols taken together as one big whole.

In our example of Mexican culture, the cultural value is believing that loved ones who have passed on can return and reunite with their friends and families, a celebration of honouring ancestors. The custom originated with the Aztec people and was brought to Mexico by Spanish invaders in the 1500s. It represents a larger picture of Mexican culture.

Do Cultural Values Change

Culture adapts and evolves along with the group members' needs, wants, and opportunities. Change can be the result of the group moving to a new geographic location or simply be due to

the passage of time. Technological advances have commonly been the driving forces behind changes in daily practices, shifting the framework inside which humans operate.

Historically, many cultural values changed in response to the Agricultural Revolution, when human groups became sedentary farmers, and the Industrial Revolution, when we moved from the farm to the city.

Defining My Cultural Values

No matter what school district you teach in or how diverse it looks on paper, students in every school and classroom across America are unique. After learning about cultural values, students will reflect on and write about what they value.

After drawing the person, they will surround that image with things that they identify with for their culture. They will want to put things near the body part related to it (or symbolically related). Some ideas include:

- Near the heart: Images/ descriptions of their belief systems, traditions important to their family, etc.
- Near the mouth: Images/ descriptions of the language they speak, their heritage
- Near the leg and feet area: Images/ descriptions of what they like to do for fun and how it ties into their culture

Cultures have visible and hidden elements. Visible cultural features include artefacts, symbols, and practices; art and architecture; language, colour, and dress; and social etiquette and traditions.

But visible cultural differences are only ten percent of our cultural identities: hidden cultural differences including values, assumptions, and beliefs represent the remaining ninety percent of our cultural identity.

Values are the central feature of a culture. They shape tangible cultural differences. For example, a cultural emphasis on success is reflected in achievement-orientated characteristics like competitive economic systems—for example, capitalism—, child-rearing practices that encourage and reward achievement, a high prevalence of status symbols such as luxury goods, heroes who have accumulated great wealth or fame, and the acceptance and promotion of assertive and ambitious behaviour.

The value in values

Focusing on a tangible culture feature (for example, dress) captures only a narrow aspect of a culture. Certain cultural values are emphasised in some elements, different cultural values in

others. Collectively, the entire cultural system encourages, legitimises, and rewards a set of core cultural values. Thus, comparing differences in cultural values is the most efficient method of understanding cultural differences.

Cultural problems cannot be resolved at the surface. Focusing on the visible features of culture alone will not prevent misunderstandings and conflict. The less obvious elements of culture create the most difficulty when we interact with others, yet these are typically invisible and subconscious and are often overlooked.

National cultural value differences

National values are shared ideas of what is good, right, and desirable in a society. They are a national society's preferences for managing external adaptation and internal integration challenges that threaten its survival. National values sit on a continuum between two contrasting approaches to a societal problem. Every nation sits somewhere between the opposing alternatives.

• Individualism vs. Collectivism

In Individualistic societies, people define themselves in terms of 'I' and their unique attributes. Autonomy and independent thought are valued and the interests and goals of the individual prevail over group welfare. Personal attitudes and needs are important determinants of behavior. Ties between members are loose. Nuclear families are more common than extended families. Love carries greater weight in marriage decisions and divorce rates are higher. Members of Individualistic cultures are likely to engage in activities alone and social interactions are shorter and less intimate, although they are more frequent.

In Collectivistic societies, people define themselves in terms of 'we' and their group memberships. Members are integrated into strong, cohesive in-groups. Social interdependence and collective harmony are valued. Relational ties and obligations are important determinants of behavior; group goals take precedence over individual goals. Shared living is emphasized. Extended families (with uncles, aunts, and grandparents) provide protection in exchange for unquestioning loyalty. There are lower divorce rates yet love carries less weight in marriage decisions. Members of Collectivistic cultures are likely to prefer group activities. Social interactions are longer and more intimate.

• Power Distance

In high Power Distance societies, hierarchical systems of assigned roles organize behavior. Power Distance is defined from below rather than above. In high Power Distance cultures, the less powerful members expect and accept inequalities. Power is perceived to provide social order, relational harmony, and role stability. The social hierarchy needs no further justification.

High Power Distance societies are differentiated into classes. They have stable and scarce power bases (for example, land ownership). Upward social mobility is limited. Only a few people have access to resources, knowledge, and skills. Different social groups have differential involvement in governance.

In low Power Distance societies, members believe that inequalities should be minimized. Power is seen as a source of corruption, coercion, and dominance. People recognize one another as moral equals with shared basic human interests. Members care about the welfare of others and cooperate with one another.

Low Power Distance societies have large middle classes. They have transient and shareable power bases (for example, skill, and knowledge). There is high upward social mobility and a mass availability of resources and capabilities. Different social groups enjoy equal involvement in governance.

• **Uncertainty Avoidance**

In weak Uncertainty Avoidance societies, members are comfortable with ambiguous and unknown situations. They are tolerant of change. Members hold multiple ideas as valid and accept different viewpoints. They are contemplative, emotionally stable, and relaxed.

Members of weak Uncertainty Avoidance societies prefer fewer rules. Rule-breaking is allowed. Exchanges are informal. Members prefer to rely on the word of others they trust rather than enter into contractual relationships. They are not concerned with orderliness and keeping written records.

In strong Uncertainty Avoidance societies, members are threatened by uncertainty, have an emotional need for predictability, and exhibit a high resistance to change. This resistance is expressed through nervousness, stress, and attempts to control the environment. Members formalise their interactions with others, verify communications in writing, and take more relatively more moderate and calculated risks.

In strong Uncertainty Avoidance societies, members hold rigid beliefs. There are strict behavioral norms, formal rules and law, and an intolerance of rule-breaking or unorthodox ideas or behaviours.

• **Orientation to Time**

Cultures with a Future Orientation have a strong tendency and willingness to imagine future possibilities. Members set long-term goals, develop plans, and work hard and persevere to achieve their ambitions. They delay gratification and display a strong propensity to save and invest.

Members of Future Orientated societies are psychologically healthy and socially well-adjusted because they feel in control of their lives, but they may neglect current social relationships and obligations, and can fail to ‘stop and smell the roses’.

Members of Short-Term Orientated societies are more focused on the present and past than on the future. They value instant satisfaction. Members spend now rather than save for the future. They live in the moment and are not concerned with past or future anxieties.

On the flip side, members of Short-Term Orientated societies may engage in risky, pleasure-seeking pursuits and fail to recognise the negative longer-term implications of their indulgences.

• **Gender Egalitarianism**

Biological constraints in childbearing have long dictated societal norms about the roles of men and women in many societies. But outside childbearing, sex-role distinctions are purely social constructions. Societies differ with respect to the extent to which they define different social and emotional roles for males and females.

In Low Gender Egalitarianism cultures, male social and emotional roles are different from females. Men are assertive, tough, competitive, and focused on material success. Women are modest, tender, and concerned with quality of life.

• **Assertiveness**

Societies with low Gender Egalitarianism typically display high Assertiveness. These societies value assertive, dominant, and ‘tough’ behaviour in both genders. Strength is admired. Aggression is viewed positively (for example, aggression is associated with winning).

Members of high Assertiveness societies value competition and success. They expect demanding and challenging targets. Performance is rewarded and results are stressed over relationships. Members of high Assertiveness societies value what you do more than who you are. Members

think of others as opportunistic. In communication, members of high Assertiveness cultures are direct and value expressing true thoughts and feelings.

- **Being vs. Doing**

High Doing Orientated societies believe that people have control over their destiny—anyone can succeed if they try hard enough. A Doing Orientation encourages self-assertion to master, direct, and change the natural and social environment to achieve group or individual goals.

High Doing Orientated societies value initiative; members display a ‘can-do’ attitude. Societies with a Doing Orientation stress performance and encourage and reward innovation and excellence. These societies have a monochromatic (linear and limited) view of time and a high sense of urgency.

- **Humane Orientation**

Members of high Humane Orientation societies believe that others are important. That concern extends to all people and all nature. High priority is given to altruism, benevolence, and love. Members are urged to be sensitive to all forms of racial discrimination. The need for belonging and affiliation motivates.

Members of high Humane Orientation societies are responsible for promoting the well-being of others. Personal and family relationships offer protection; the close social circle receives material, financial and social support and the state does not provide welfare. The children of high Humane Orientation societies participate in the labour force to help out their families. Children are expected to be obedient and parents closely control them.

- **Indulgence vs. Restraint**

Indulgence orientated societies encourage pleasure-seeking. Members pursue fun activities for the sake of personal enjoyment.

In contrast, Restraint societies believe that hedonistic pleasure needs to be curbed and regulated by strict social norms.

2.2. Sources of information

Sources of information are typically classified into two broad categories: primary and secondary. A primary source provides direct or firsthand evidence about an event, object, and person work of art Oran attraction. Characteristically, primary sources are contemporary to the events and people described and show minimal or no mediation between the document/artifact and its creator. Primary sources are works created at the time of an event, or by a person who directly

experienced an event. As to the format, primary source materials can be written and non- written, the latter including sound, picture, and artifact. It is the content, not
Necessarily the format, of a work that makes it a primary source. Examples of primary sources include:

- personal correspondence and diaries
- works of art and literature
- speeches and oral histories
- audio and video recordings
- photographs and posters
- newspaper ads and stories
- laws and legislative hearings
- census or demographic records

Secondary Sources

A secondary source, in contrast, lacks the immediacy of a primary record. As materials produced sometime after an event happened, they contain information that has been interpreted, commented, analyzed or processed in such a way that it no longer conveys the freshness of the original. History textbooks, dictionaries, encyclopedias, interpretive journal articles, and book reviews are all examples of secondary sources.

Secondary sources are often based on primary sources. Secondary sources are works that are:

- one step removed from the original event/experience
- provide criticism or interpretation of a primary source

Sources of information

There are many different places that you can go to find information on the tourism industry. These include

- State (federal), Regional, Zonal and Local (District) tourism authorities local tour operators
- Accommodation properties/associations industry associations
- Guide books and destination publications
- Trade press
- Attending seminars or conferences local press or news
- Local associations

- Consulting with industry colleagues media
- Other sources of information

State, Regional and Local Tourism Authorities

The individual state regional and local tourism Authorities usually have an information center in the capital city and in some tourist destination areas. They have plenty of information about products, services and facilities of the area that you can easily access them. The information may relates to visitor attractions, accessibility, accommodations, walking trails, local parks or recreation facilities, location of banks, local sporting teams, historical churches and mosques and many more things that could be of use or interest to tourists.

The tourism authorities have an information officer employed to search for information that may be of use to residents or visitors. This information can include anything from rubbish collection days through to tourist attractions.

Local Chambers of Commerce

Some Local Chambers of Commerce provide the funds to support local information booths and offices. They often store a lot of tourism information and can direct you to your local information center. They can also provide you with information about local commerce and industry.

Local tour operators

Local tour operators include any organizations that operate tours in the area. These operators include city bus tour groups, scenic flight operators, national park groups, walking tours and horseback tour operators.

Local tour operators are a wonderful source of tourism information. Their main aim is to provide services or products to incoming tourists. To do this effectively, they need to have a wealth of up-to-date information.

Accommodation properties/associations

All accommodation properties have information about themselves. Generally, this is included in a brochure listing the facilities, their location, a picture of the room's they have or the reception area, and sometimes the prices for accommodation.

Any business that provides accommodation to visitors must attempt to meet all of their customers' needs, including the need for information about the area and where to find local attractions.

Many accommodation properties and resorts have a lot of information on the activities, facilities and sites of the local area. This information is often included in a brochure or pamphlet produced by local tourism operators, wildlife park owners and restaurant owners.

Industry associations

Industry associations include organizations associated with or working in the tourism industry, such as:

- IATA (International Air Transport Association)
- ETOA (Ethiopian Tour operators Association)
- EAE (Ecotourism Association of Ethiopia)

The role of each of these organizations is slightly different, but they have the common goals of promoting travel and tourism and improving professionalism in the tourism industry. They provide information, support and advice for travel agents including ticketing handbooks (IATA), accreditation and training career advice, developing and managing tourism in a sustainable manner to improve the environmental and social integration tourism produced and services at destinations.

Guide books and destination publications

There are many books available that have been written on the history, attractions, and culture of an area, and there are other books which simply provide general information. Some of these books focus on an entire country, e.g. Bradts Guide to Ethiopia, Ethiopia and Eritrea (Lonely planet) publications. Other books concentrate on cities, e.g.: A Guide to Addis Ababa, A guide to labella, or on specific areas. Computer stores also offer arrange of travel and tourism related CD-ROMs such as Microsoft World Atlas.

The information found in atlases includes maps of the different parts of the world as well as specific maps of countries and information on their geography, geology, climate and population. They give facts and figures and an idea of the physical make up of different places around Ethiopia and the world. They are a great place to go for basic information about an area.

General reference books may include a brief description of the following:

- Climate
- Population
- Religion
- Language
- History
- Government
- Economy
- Communication
- Education

These are extremely useful when researching a particular destination. Travel guides for specific countries give a much more detailed description of these things, as well as giving further information such as:

- getting there
- places to see and how to get to them
- costs
- health
- currency
- Events and festivals.

These are updated regularly, usually every two to three years. An example of this type of Guide book is the Lonely Planet Guide.

Trade press

There are several magazines or publications designed to provide information for people working in the tourism industry. These provide information on:

- current events in tourism
- personnel
- resort developments
- changes to airline prices or rules
- visa information
- advertising
- destinations

The internet

Another valuable source of information is the internet or the World Wide Web. Information from all corners of the globe can be found on the internet if you look in the right places. Therefore, it is important that you learn how to properly search for specific items on the internet. It could prove to be one of the most valuable and convenient ways of finding information.

Information can be accessed via a principal's web site or a tour wholesaler's web site. Your organization may have an intranet site where product information and/or advice may be stored. There could be a blog or a wiki page where colleagues may be able to share information.

Attending seminars and conferences

Anyone in the tourism industry has the opportunity to attend:

- training seminars
- product launches
- familiarizations (educational trips to experience travel products first- hand)
- Industry travel shows or trade shows (to keep abreast of latest products).

Sales representatives from wholesale companies and principals also conduct sales visits specifically to up-date, educate and motivate the agents to recommend their product.

Seminars and conferences are regularly organized by tourism operators, tourism associations and tourism authorities. These would be ideal for anyone in the tourism industry to attend, as it would provide the opportunity to source a great amount of up-to-date information, which could help you better serve your customers.

Local press

Your local area will probably have a local paper. Local papers give you stories about what is going on in your local area. Therefore, you should make a special point of reading each edition of your local paper. You may find it very useful in developing your knowledge of the local area.

Consulting with industry colleagues

Building good relationships with industry colleagues is important, as having regular reliable contacts will ensure the information you include is always relevant and up-to-date. Keeping in touch with your local Visitor Information Centre will also mean you are informed of new attractions and events in which your customers may be interested.

Direct contact with customers

A successful business needs to keep in contact with their customers and actively seek customer feedback. Feedback could include:

- A simple question and answer session at the end of a tour could generate some valuable ideas, e.g.: ‘What did you find most interesting?’ Or ‘was there anything else you would like to have had included?’ Of course, when asking for feedback face-to-face, it is important that you ask in a friendly, open manner so that the participants feel able to answer honestly.
- A short questionnaire, whereby the guests at a hotel are asked to answer a few basic questions. This can be an effective way of receiving feedback, as it is not as threatening as asking face-to-face and can be anonymous if they have any major changes they would like to see!

A good manager will encourage feedback, as it helps them to keep their ideas fresh and contemporary. Each tourism business must continue to be current, relevant, interesting and meet, or exceed, the expectations of all of their customers.

Finding out information about your clients is important in a successful business. Registration or contact detail form provides a good source of client information. Client booking and/or enquiry forms provide information to the organization to enable matching of products and services to client needs and wants.

Media

Just reading newspapers and magazines on an informal basis can give you information on a variety of destinations. Newspapers and magazines often have a special travel section in each edition or will have features on certain destinations occasionally. Television programs like “Tourism for development”, “Ethio Tourism” and “Discover Ethiopia” are often very useful for finding information on the tourism industry.

Other sources of information

There are many other ways to locate specific information about your local area. Awareness of the relationship between tourism and other industries will help you to generate ideas for possible information sources. Tourism-related industries include those relating to:

- Events
- Hospitality

- Entertainment
- Arts
- Sports
- Agriculture
- Conservation
- science and research

Identifying and accessing sources of product information

Before identifying the wide range of products and services applicable to various sectors of the tourism industry, let's take a look at the different sectors of the tourism industry. These include:

- Retail travel agencies
- Principals, e.g.: accommodation properties or chains, transport operators, tour operators, attractions
- Tour wholesalers – negotiate rates with principals to put together different components into packages
- Tourism authorities – state, regional, and local, who coordinate the industry through strategic planning and development and who market and promote the industry
- Visitor information centers
- Meetings and events.

Depending on your organization, the range of products and services you may promote and sell include:

- Transportation, including coach, air, rail, car hire, cruises
- Packaged tour products
- Accommodation
- Travel insurance
- Attractions
- Visa, passport or vaccination information service

2.3. Copyright and intellectual property for local customs

Copyright is a form of legal protection given to content creators through the assignment of specific rights to works that qualify for protection. The main goals of copyright are:

- To encourage the development of culture, science and innovation

- To provide a financial benefit to copyright holders for their works
- To facilitate access to knowledge and entertainment for the public.

Intellectual Property

Intellectual property, as a concept, —was originally designed to cover ownership of literary and artistic works, inventions (patents) and trademarks. What is protected in intellectual property is the form of the work, the invention, the relationship between a symbol and a business. However, the concept of intellectual property now covers patents, trademarks, literary and artistic works, designs and models, trade names, neighboring rights, plant production rights, topographies of semiconductor products, databases, when protected by a sui generis right, unfair competition, geographical indications, trade secrets, etc.

Scope of Intellectual Property rights

Intellectual property rights include copyright, patent, trademark, geographic indication of origin, industrial design, trade secrets, database protection laws, publicity rights laws, laws for the protection of plant varieties, laws for the protection of semi-conductor chips (which store information for later retrieval), etc. There is a conventional mode of classification of intellectual property as industrial property and copyrights. Industrial properties include inventions (patent), property interest on minor invention (Utility model certificate) and commercial interests (trademarks, trade names, geographical indications, and industrial design), plant breeder rights, biodiversity, etc.

• Patents

A patent is a type of intellectual property right which allows the holder of the right to exclusively make use of and sale an invention when one develops an invention. Invention is a new process, machine, manufacture, composition of matter. It is not an obvious derivation of the prior art (It should involve an inventive step). A person who has got a patent right has an exclusive right. The exclusive right is a true monopoly but its grant involves an administrative process.

• Copyright

It is an intellectual property which does not essentially grant an exclusive right over an idea but the expressions of ideas which makes it different from patent law. Patent is related with invention - technical solution to technical problems. Copyright is a field which has gone with

artistic, literary creativity- creativity in scientific works, audiovisual works, musical works, software and others. There are neighboring rights. These are different from copyright but related with it – performers in a theatre, dancers, actors, broadcasters, producers of sound recorders, etc. It protects not ideas but expressions of ideas as opposed to patent.

Copyright protects original expression of ideas, the ways the works are done; the language used, etc. It applies for all copyrightable works. Copyright lasts for a longer period of time. The practice is life of author plus 50 years after his/her life. Administrative procedures are not required, unlike patent laws, in most laws but in America depositing the work was necessary and was certified thereon but now it is abolished.

Nature of Intellectual Property

Intellectual properties have their own peculiar features. These features of intellectual properties may serve to identify intellectual properties from other types of properties. Thus, we will discuss them in brief.

- **Territorial**

Any intellectual property issued should be resolved by national laws. Why is it an issue? Because intellectual property rights have one characteristic which other national rights do not have. In ownership of intellectual property of immovable properties, issues of cross borders are not probable. But in intellectual properties, it is common. A film made in Hollywood can be seen in other countries. The market is not only the local one but also international.

- **Giving an exclusive right to the owner**

It means others, who are not owners, are prohibited from using the right. Most intellectual property rights cannot be implemented in practice as soon as the owner got exclusive rights. Most of them need to be tested by some public laws. The creator or author of an intellectual property enjoys rights inherent in his work to the exclusion of anybody else.

- **Assignable**

Since they are rights, they can obviously be assigned (licensed). It is possible to put a dichotomy between intellectual property rights and the material object in which the work is embodied. Intellectual property can be bought, sold, or licensed or hired or attached.

- **Independence**

Different intellectual property rights subsist in the same kind of object. Most intellectual property rights are likely to be embodied in objects

- **Subject to Public Policy**

They are vulnerable to the deep embodiment of public policy. Intellectual property attempts to preserve and find adequate reconciliation between two competing interests. On the one hand, the intellectual property rights holders require adequate remuneration and on the other hand, consumers try to consume works without much inconvenience.

- **Divisible (Fragmentation)**

Several persons may have legally protected interests evolved from a single original work without affecting the interest of other right holders on that same item. Because of the nature of indivisibility, intellectual property is an inexhaustible resource. This nature of intellectual property derives from intellectual property's territorial nature. For example, an inventor who registered his invention in Ethiopia can use the patent himself in Ethiopia and License it in Germany and assign it in France. Also, copyright is made up of different rights. Those rights may be divided into different persons: publishers, adaptors, translators, etc.

Self-check-2

Directions: Answer all the questions listed below.

Part one: Say if the statement is correct True and statement is incorrect false.

1. Festivals are undoubtedly a fun and entertaining type of event.
2. Promotion is only effective when you are advertising your upcoming event to places where your target audience is.

Part two choose the best answer among the given alternatives.

1. ----- known as the Danakils and a Cushitic people – inhabit the inhospitable Dankalia region, in Ethiopia's east, Djibouti's west and Eritrea's southeast.

A. afar B. Somali C. sidama D. Harari

2. Hamar women are some of the most elaborately dressed women of the region.

A. True B. false

- 3., in the east of the country, is officially the fourth most holy Muslim site in the world.

A. Bahirdar B. afar C. Sidama D. Harari

Part three: give short answer the following statement

1. Write and list the Primary Sources of information?
2. Define and explain culture?
- 3 what is Cultural Heritage Tourism?
3. Explain the history of Semitic speaking peoples of Ethiopia?

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