

# The Role of Cultural Heritage in Sustainable Tourism Development: a case of Amado/Ejjajo Kella Defensive Wall, among the Wolaita Nation, Southern Ethiopia



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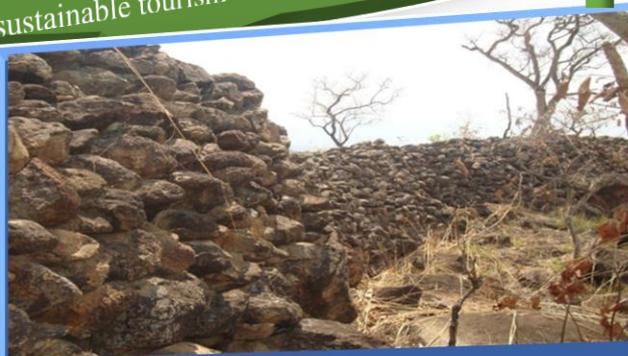


## Background and Rationale

Ethiopia is a land of unique cultural heritages and tourism potential. Well-known cultural heritages sites include Aksum, Lalibela, Gonder, and City walls of Harari. Cultural heritage tourism is a growing phenomenon, encompassing all present cultural marvels of tangible and intangible heritage. The tangible heritage monuments cultural landscapes, historical buildings, defensive walls etc (UNESCO 2015).

The UN Sustainable Development Goals (SDGs) the tourism and culture featured targets in Goals 8 and 12. Goal 8 target 9 stated that, “by 2030, develop and fulfil policies to promote sustainable tourism that creates new Jobs and encourages the local culture and products.” and goal 12 target b stated that “develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products” (UNWTO,2015). The cultural heritages of Ethiopia are not properly utilized. The study area Wolaita Zone is found in Southern Ethiopia and it has rich tangible heritages. This study focuses on the defensive wall of Amado/Ejjajo Kella. This defensive wall is now endangered through neglect, encroaching development and not managed for sustainable tourism. This study will contribute to the current understanding of tangible and intangible heritage of the wall, exploring cultural heritages and its role on sustainable tourism development, disclosing the defensive wall, acknowledge the past, build citizen’s identity, cultural dynamism conversation, establish the sustainable tourism strategies, and control the way of cultural heritage sites and developing a resilient area.

**Research Questions:** How can the cultural heritage of defensive wall be managed by the community for sustainable tourism development?



**Outcome:** To Understand the cultural heritage of defensive wall

- To Propose sustainable tourism -based strategies for preservation and protection of cultural heritage,
- To promote awareness of the cultural value of the wall and the potential for improved cultural resilience.
- To improve recognition and appreciation for indigenous knowledge and management system
- To make recommendations for how policies for tourism-based income generation applied

**Data Analysis;** Ethnographic description (targets two – five) and Explanatory for the target one



**General Objectives:** To investigate the role of cultural Heritages in sustainable tourism development the case of Amado/Ejjajo defensive wall/ AEDW/ Wolaita Zone

**Targets:** To determine the motivation behind the construction of the Amado/Ejjajo defensive wall

- To identify the challenges of preservation of Indigenous knowledge,
- To distinguish the major obstacles of sustainable tourism development potentiality of the cultural heritage of AEDW
- To evaluate the potential for sustainable tourism development opportunities through community participation in management and conservation of the wall
- To promoting the cultural heritage of AEDW and cultural resilience.

**Methodology:** The study will use Ethnographic research methodology. It is conducting data through in-depth interview, participant observation, case study and focus groups discussions instruments with all informants and secondary sources.

**This PhD study design and utility:** Few investigations have been done on the defensive wall and surrounding area. The motivation is to explore the potential for sustainable tourism which in the long -term will encourage employment creation, poverty reduction, and growing revenue from the sale of arts and crafts, attracting business and, investment. The aim is to improve awareness of local cultural heritage and to support superior cultural resilience. It will give a direction to the policymakers on the management of cultural heritage and a basis for reference for a further study on the area and out of the area in the similar title. Finally, it is important to the community engagement in preservation and protection of cultural heritage and Publishing three articles in universally accepted reputable journals.

Reference: UNESCO 2015 Culture: a driver and an enabler Thematic Think Piece of sustainable development UNWTO/UNGA (2015). Transforming our world: the 2030 Agenda for Sustainable Development. NY: UN,