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Full Length Research Paper

Roles of Events for Local Development: The Case of Dessie And Kombolcha Cities

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Article Info

Abstract

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This study aims to assess the impact of events on local development in Dessie and Kombolcha towns. The study employed a mixed research approach, utilizing a descriptive research design. Data was collected from 136 participants through questionnaires, and interviews were conducted with various sectors including culture and tourism offices, hotels, sports offices, religious institutions, cultural clubs, cinemas, and other government and non-governmental organizations. The findings reveal that local communities have a positive attitude towards event development. Religious festivals, trade fairs, and conferences were types of events in these towns. The results indicate that 61.2% of respondents believe that events play a significant role in boosting the local economy, while 70.6% perceive events as having a significant positive impact on expanding cultural perspectives. The study found that 88.5% of respondents believe that events have the potential to maximize tax revenue for local socioeconomic development. Events also contribute to the advancement of cultural performances for both hosts and guests. However, there are several challenges hindering the development of the event industry as a tourism business, such as low promotional efforts, a limited number of conference centers, low community awareness, lack of experience among businesses in organizing events, and inadequate coordination among stakeholders. To overcome these challenges and stimulate local development, it is crucial to promote and develop the event industry as a catalyst. This requires creating an enabling environment and providing external support. Additionally, strong local governance should be developed to effectively manage and leverage the potential of events.

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INTRODUCTION

Background of the Study

An event is a happening at a given place and time, usually of some importance, celebrating or commemorating a special occasion (Andrews and Leopold, 2013). Event tourism is one of the largest and rapidly growing industries in the world. Sometimes it expressed as MICE tourism (M=Meeting, I=Incentive travel, C=Conference and E=exhibitions). For this paper we use the term event tourism instead of MICE. The event is all about people coming together to create, operate, and participate in an experience (Silvers, 2004). More elaborative definition was given by Thailand Convention and Exhibition Bureau (TCEB) as “Any public or private activity consisting of a minimum of 15 persons with a common interest or vocation held in a specific venue or venues and hosted by an organization (or organizations). This may include (but not limited to): conferences, conventions, symposia, congresses, incentive group events, marketing events, special celebrations, seminar, courses, public or trade shows, product launches, exhibitions, company general meetings, corporate retreats, study tours or training programs”. In the early years of the twentieth century, events have continued to expand. The continuing growth of event in the past century clearly indicated the greatest contribution of the sector in its economic, environmental, social and cultural dimensions. According to World Tourism Council (WTC) estimation around 60 % of tourism industry taken up by business tourism. Its growth rate is 5% by 2015 and contributed 1.2 trillion US dollar to the global economy (Nana and Natsvlishvili, 2017). The evolution of the event tourism

industry on recent decades has led to the emergency of a strong industry favored by the rapid globalization of markets and communication (Allen et al, 2002). Event tourism has emerged as one of the most promising methods of integrating income generation and cultural conservation, particularly in the developing world (Getz, 2000)

Event is also one of the best weapons for local development in all dimensions. Local development is multi-directional concept of change that bringing together the four dimensions of development (economic, social, cultural and environmental). It may be seen as a method which helps improving quality of life, supporting or accelerating empowerment of ordinary people, developing or preserving local assets, overcoming market failures, strengthening cohesion, and defining and delivering grass-root development projects (Yeoman and et al, 2004). Local development can be characterized as a dynamic process along three main lines: inputs, outputs and outcomes. Inputs are area, sense of belonging, community; bottom-up, partnership, endogenous potential, proximity (Andereck, Valentine, Knopf & Vogt, 2005). The outputs include local beneficiaries, self-help, increased incomes and revenues, access to services, quality, efficiency, relocation, diversification, new methods, and increased local value. The Outcomes incorporate collective and common goods, development, strategy, regeneration, effectiveness, future, social innovation, empowerment, legitimacy, well-being, amenities, and collective intelligence (Jouled, et al, 2010).

According to Getz (1997), events have become an important means for

communities and tourist regions to gain advantage and meet a variety of economic, social and environmental goals. Due to the increased competitiveness among tourist destinations, the pursuit and development of events has become big business (Getz, 2004).

According to Getz and Goldblatt (1997), events are a unique moment in time. Public or private, commercial or charitable, celebratory or commemorative-events bring people together to share an experience and produce a measurable outcome (Silvers, 2004). Civic events, conventions, expositions, fairs and festivals, hallmark events, hospitality, incentive travel, meetings and conferences, retail events, reunions, social life-cycle events, sport events, and tourism are the examples of subfields of events (Goldblatt, 2005). People have become more and more interested in events of all kinds and will travel far away to participate in events that they find interesting.

Event although could impact socio-culturally on a host community by way of strengthening the regional values or traditions, and it also has the potentiality of introducing social and cultural costs to the host community. Despite the fact that a host-guest interaction is improved through joint participation in festivals and events, it can also be strained by events and tourism in general (Getz, 1997).

In Ethiopia a lot of events are held. Among these the following are the major and have touristic role. Enkutatash “Gift of Jewels” is the celebration of the Ethiopian New Year in September 11 (September 12 the year before leap year). Meskel (Finding of the True Cross), September 27 (September 28 the year before leap year) is the

celebration of the finding of remnants of the actual cross on which Jesus was crucified. The Erecha Ritual of Oromos at Bishoftu (October), The annual Great Ethiopian Run (October-December), Hidar Tsion in November 29-30, Genna January 7 (January 8 in leap year), The Ethiopian celebration of Timket (also known as Epiphany), is a symbolic reenactment of the baptism of Jesus in the River Jordan by John the Baptist. Fasika is Ethiopian Easter and is celebrated in conjunction with Orthodox Easter celebrations around the world (Bantalem Tadesse, 2010)

Event in Ethiopia is considered to be in its lower stage, and it needs many activities to be done to develop. Amhara National Regional State is rich with many natural and cultural resources that can be and needs to be developed and managed. Dessie and Kombolcha Cities are also rich in manmade and natural resources that able to attract both foreign and domestic tourists. So this is an ideal for the development of event in the Cities.

Nowadays events play an important role in both employment creation and income generation for developing countries. It also plays a great role for the development of towns and cities through income generation, employment opportunities for the youth, contributed for better service development and infrastructure and exchange of business and innovative ideas among the citizen. In the major towns and cities it continued as a source of the overall dimensional development. In the Town of New York (Page, 2003), Delhi (Williams and Bowdin, 2007, Manzoor, 2015), Nairobi Kenya (Fred and et al 2016), Dubai, (Henderson, 2006), Addis Ababa (Kalleab Belachew, 2012; Kidane Mariam, 2015), Cairo (Nasser, 2007), South

African major cities like Johannesburg and Cape Town (Rogerson & Rogerson, 2014; Siyabonga, 2017); events are the major sources of income and hard currency. In Ethiopia regional cities of Hawassa, Bahir Dar, Mekele, Adama and Debre Birhan are a newly emerging event destination. Hawassa and Bahir Dar cities particularly attract many national and international events next to Addis Ababa because of the development of facility and infrastructure. Events can enhance the tourism experience by providing newness, freshness and change, which sustain interest in the destination for locals, and promote its attraction for visitors. Tour operators choice of which destinations to promote depends on the agenda of events of destinations and its popularity and strength built attractions and facilities everywhere have realized the advantages of ‘animation’ the process of programming interpretive features or special events that make the place come alive with sensory stimulation and appealing atmosphere. Before efforts and investments are made to develop these events, it is necessary to assess the impact they may have. These assessments are crucial to the planning process (Williams and Bowdin, 2007).

The event has also a lot of significance for the overall development of these cities. In the growing towns like Dessie and Kombolcha not that much developed except some events held. In the two cities many local events and some national event were held. However, they have a potential to become the center of events due to both cities geographic proximity within the two cities, the presence of varied tourism resources, the coming of railway road that cross Kombolcha and many other opportunities. The researchers come

across different literatures and cannot get any research on event tourism. There is no study on what type of event was/is held, the significance of different dimensions of events held and the challenges as well as the integration framework of event and local development. Therefore, this study tried to describe the roles of events for local development and challenges and integration framework of event and local development in case of Dessie and Kombolcha Cities. The study will have significant tool to provide information for researchers, tourism offices, private sectors that plan and participate in event tourism, hotels and other event related business. The religious organizations, sport families and other concerned stakeholders are also the direct beneficiaries. More significantly, the study will also very important for event organizers, local community development and policy direction on how to utilize and benefit from event development the cities.

OBJECTIVES OF THE STUDY

General Objective

The general objective of this research is to assess the roles of events local development in the case of Dessie and Kombolcha Cities.

Specific Objectives

- To identify the types of events in Dessie and Kombolcha Cities
- To analyze the roles of events for the socio-economic development of the local in Dessie and Kombolcha Cities
- To assess different dimension of challenges that hinder event development in Dessie and Kombolcha Cities
- To assess how local developments frameworks, elements and events are integrated in Dessie and Kombolcha

cities

RESEARCH METHODOLOGY

Description of the Study Area

Dessie is one of the rapidly growing cities of Ethiopia, which is Zonal capital in north-central Ethiopia for South Wollo Zone. Dessie located at about 401 kilo meters north of Addis Ababa on high way of road. Dessie has a tropical high land but climate, more to the east there is a hot semi-arid climate. It's mean annual temperature of 15C -17.5C; mean annual rainfall of 1000-1400mm. Dessie cities is the center of many secular and religious events conducted many times in a year like Geshen Debre Kerebe religious passengers via Dessie in September and January, Aholele cultural festival and many governmental and non-governmental meetings, seminars and conferences held. Kombolecha is found in North Central Ethiopia, South Wollo Zone, Amhara Regional State. It is found with an elevation between 1842 and 1915 meters above sea level. It is found 23 kilo meters from Dessie. Kombolcha is also home to Kombolcha Steel products, a metalworking factory and the Kombolcha Textile Factory and now it is also the center of national industrial park. Because of its potential business center; Kombolecha city is the center of many events too like Dessie.

RESEARCH DESIGN

In this study, the researchers were used mixed (qualitative and quantitative) research approaches because qualitative research approaches help to explore the issue to understand the fact and also to answer the research questions. The quantitative approach may help to organize and interpret the respondent's response. The study was used descriptive research

design because it helps to gathering data that describes events and then organizes, tabulates, depicts, and describes the data collection.

SOURCE OF DATA

The study was used both primary and secondary data. The primary data's were collected through questionnaire and interview. Document analysis was used by the researchers for the purpose of collecting secondary data. This data was collected from different documents, books and other related materials.

Primary data collection tools were:

Questionnaire: Questionnaire was distributed to the samples in order to understand the type of events, the challenges and the roles of events for local development in Dessie and Kombolcha city.

Interview: Interview was conducted to know the detail challenges and the framework strategies for the development of event for local development with office managers, religious leaders, and selected office managers.

TARGET POPULATION OF STUDY

The subjects of this study was selected from entities concerned with organizing (Efiog, 2013). Therefore, taking 20 % of the total target population is very important for the reliability and

events such as culture and tourism offices, hotels, sport offices, religious institution, cultural clubs, cinemas and other governmental and non-governmental office employees who are working related with service industry and event which is found in Dessie and Kombolcha Cities.

SAMPLING TECHNIQUE AND SAMPLE DESIGN

In the study, the researchers were used probability sampling techniques. From probability sampling simple random sampling was used to select the samples from different target population found in the study area. Based on the preliminary survey of the researchers the target populations of the study areas were around 682. From this we selected 20 % of the target population. Based on this the following table summarize the target population and the sample we taken. This is logical and scientific to take 20% because of 10 % and above taking is reliable and enough for one study (Udofia, as cited in

representativeness of this study. The sample proportion shown in the following table

Target population(category)	Total target population	Each sample size (20% or 2/10)
Culture and tourism staff	58	12
Sport staff	32	7
Religious institutions (Dessie and Kombolcha)	120	24
Senior hotel staffs	200	40
Cultural and other entertainment clubs staff	40	8
Restaurants staff	36	7
Other governmental and non-Governmental office employees who are working related with service industry	196	40
Total number of sample	682	136

Table 1: Sample proportion table

Therefore, we take 136 samples from the target population for this study. The numbers of sample were selected by using simple random sampling technique.

RESULT AND DISCUSSION

DEMOGRAPHIC CHARACTERISTICS

Table2. Demographic Characteristics of the respondents

Questions/Items	Category	Number/ Frequency	Percent (%)
Gender	Male	71	61.2
	Female	45	38.8
	Total	116	100.0
Age	18-27	21	18.1
	28-37	53	45.7
	38-47	37	31.9
	48 and above	5	4.3
	Total	116	100.0
Educational level	Illiterate	4	3.4
	High School	12	10.3
	Certificate	20	17.2
	College Diploma	56	48.3
	Degree	18	15.5
	Masters and above	6	5.2
	Total	116	100.0

In Table 2 the percentage and frequency of the gender of the respondents are shown. 61.2 % (Frequency=71) of the respondents are males while the remaining 38.8% (Frequency=45) are females. This figure shows us the numbers of male respondents are more than the female respondents.

As shown in the above Table the majority (45.7 % Frequency= 53) of the respondents are found in the age limit of 28 up to 37 year. 31.9 % (Frequency= 37) of the respondents are found in the age limit of 38 up to 47 year, while the remaining 18.1 % (Frequency=21) and 4.3 % (Frequency= 5) of the respondents are found in the age interval of 18 up to 27 and 48 and above years respectively.

On the other side; the majority of the respondents educational background was college diploma graduates (48.1 %) and 17.2 % were certificate level. The

maximum educational background was identified master's and above degree level counted as 5.2 % while very few 3.4 % were illiterate.

THE ATTITUDE OF THE LOCAL COMMUNITY TOWARDS EVENT TOURISM DEVELOPMENT

The attitude of the local communities about developing an event plays a crucial role to attract different visitors. Their attitudes maybe positive, and negative indifferent depend on their perception towards events development.

As indicated the charts below; the attitude of the local community towards event tourism in the cities was positive because 69.8 % of the respondents affirmed that the local communities have positive attitude towards events in the cities. 14.7% of the respondents believed that local communities have negative attitude while

15.5% of the respondents replied local people are indifferent with the development of events in the cities. From this the researchers conclude that much of the local community have a positive attitude towards development of events in the cities.

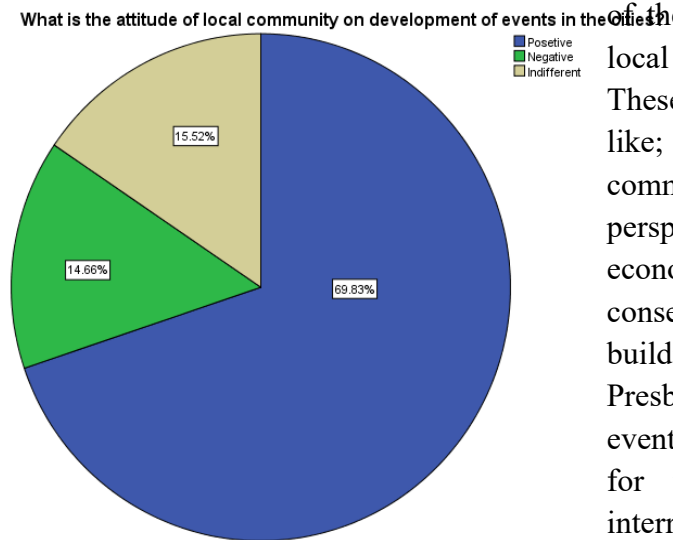


Chart 1: Local community's attitude on development of events (Source: Researchers survey (2020))

A TYPE OF EVENTS PREVAILS IN DESSIE AND KOMBOLCHA Towns

Based on the survey result; the respondents affirmed that religious festival, trade fair and conference events were the type of event majorly prevailed. Cultural carnivals and sporting events are also practiced in a small extent. The respondents also participated majorly in the religious festivals, conferences and trade fairs. As result of this the researcher concludes that religious festival and conferences and trade fairs are much of the respondents were participated while cultural carnival and sporting events were less in ratio.

THE SOCIO-ECONOMIC AND ENVIRONMENTAL ROLES OF

EVENT IN DESSIE AND KOMBOLCHA CITIES

Today events have very significant impact on socio-economic development in the world. Events contribute for sustainable flow of tourist and used to tackle the challenges of tourist seasonality. The role of the event tourism development for the local economy and community are great. These positive impacts of event tourism like; improvement in transportation and communication, expanding cultural perspectives, job creation, boosting local economy, tax revenue, environmental conservation and protection, and event for building the image of the destination. Presbury and Edwards (2005) addressing events suggest that they can be very helpful for the destination mainly for three interrelated reasons;

- Their capability to attract tourists and generate economic benefits
- The development of infrastructures and services
- The creation or strengthening of a brand image for the destination.

As of indicated by different researchers and the interviewees; events are the significance part of human life which expressed in the forms of communal celebrations and social gathering podiums. All the specific social gathering, social presentations, religious celebrations and traditional sports are the sources of socio-economic significance tools in Dessie and Kombolecha cities. Events have a special significance for the environmental conservation in the study areas. Because events are a unique characteristics like it has a limited duration and infrequent occurrences. Many of the events are conducted two or three times with in the year especially the religious events.

Therefore, during the off time the space of the celebration was free from human contact.

events in different dimension of social-economic life of the local economy and infrastructure.

The following table affirmed the role of

Role of events

Role of event	1	2	3	4	5	Total % & Freq
	% & Freq	% & Freq	% & Freq	% & Freq	% & Freq	
Events as a means for improvement transport and communication systems	1.7%	19	38	31	8.6	100
	1	.8 %	.8 %	.0 %	23	10
Events play role on boosting the local economy	0.9%	16	21	41	19.	100
	1	.4 %	.6 %	.4 %	8%	23
Events expanding cultural perspectives of the local	10.3%	4.	19	33	37	100
	12	3 %	.3 %	.6 %	9	31.
Events for job creation	3.4%	10	24	35	26.	100
	4	.3 %	.1 %	.3 %	7%	31
tax revenue from event industry	6.9%	17	23	41	47.	100
	8	.2 %	.3 %	.0 %	5%	58
Event for environmental conservation	0.9%	25	37	31	5.2	100
	1	.0 %	.9 %	.0 %	6	6
Events to advance cultural performances	14.7%	29	44	39	11.	100
	17	.3 %	.8 %	.3 %	2%	13
Events for building the image of a destination	0.9%	14	24	37	27	100
	1	.7 %	.1 %	.1 %	3	23.

Table 3: Roles of Events (Source: Researchers survey (2020))

As it is revealed on the table; around 40 % of the respondents perceive that the events cause high and very highly significant as a means for improvement transport and communication systems while 38.8 % of the respondents indicated that events has medium significance for the improvements of transport and communication system. Since, events have an ability to attract many customers into the cities and this leads to the demand for more infrastructural development such as transportation and communication system. Similarly, 61.2 % of the respondents have replied as the event tourism has play role on boosting the local economy in a high and very high level. 70 .6 % of the respondents affirmed that events create a significant positive impact in expanding cultural perspectives of the local in a high and very high level. This implies events have ability to create cultural exchange among the visitors and the hostess. In the creation of job; event play a great role in the local economy. The event industry creates many job opportunities for the local peoples where the event is organized. In this regard 62 % our respondents indicated that events have a power create job for the socio-economic life of the local. It is also explained in the same table that 88.5 % of the respondents perceive that events have a great ability to maximize tax revenue. In addition to this, the data collected from interview respondent’s states that different events provide potential revenues resulting from those attending it and also offer an opportunity for leisure, social interaction and entertainment for the community and

visitors. The revenue which is collected from event is used for the development of infrastructures and facilities which is important for event development. Events bring together different performances throughout its program including a didactic component for the public (Getz, 1997). On the other hand 50.5% of the respondents replied as events have a role to advance cultural performance of both host and guests in a high and very high level while 44.8 % affirm the issue in a medium level. Finally, 64.1% of the respondents replied that events have roles for building the image of the destination. In fact, hosting events can enrich the image of the area and of it is host community, and increase the number of visitors both at short-term and long-term (Lee et al., 2005).Based on the above data, the researchers concludes that tax revenue from event industry, event as a cause for improvement in communication and transportation, events for job creation, and event for expanding cultural perspectives are the major roles of event industry in the local economy. Andersson & Lundberg (2013) also found that; events contribute for the social advancement of the local; communities. Slabbert & Viviers, 2011) found also in his a survey among local residents of Estonia, opinions and feelings about Song and Dance Festival. Even more, the value and meaning of this tradition was studied and significant on the socio-cultural life of the study area.

THE CHALLENGES OF EVENT DEVELOPMENT IN DESSIE AND KOMBOLCHA Towns

Role of event	1	2	3	4	5	Total
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	% & Freq	% & Freq	% & Freq	% & Freq	% & Freq	% & Freq
The awareness of local communities about event tourism	3.4%	33.6%	22.4%	26.7%	13.8%	100%
	4	39	26	31	16	116
The experience of businesses on organizing events	2.6%	34.5%	30.2%	28.4%	4.3%	100%
	3	40	35	33	5	116
The coordination among stakeholders to develop event tourism	12.1%	30.2%	39.7%	14.7%	3.4%	100%
	14	35	46	17	4	116
Security problem for organizing events	4.3%	34.5%	37.1%	16.4%	7.8%	100%
	5	40	43	19	9	116
The contribution of government for developing events	4.3%	31.9%	37.9%	25.0%	0.9%	100%
	5	37	44	29	1	116
The number of conference centers in in the cities	4.3%	36.2%	31.0%	22.4%	6.0%	100%
	5	42	36	26	7	116
The promotional level of event industry in the cities	12.1%	54.3%	22.4%	7.8%	3.4%	100%
	14	63	26	9	4	116
The number of professional event organizers in the cities	12.1%	44.8%	26.7%	16.4%	0%	100%
	14	52	31	19	0	116

Table 4: Challenges of event development of Source: Researchers survey (2020)

In the above table shows; 33.6 % and 22.6 % of the respondents have indicated the communities have low and medium level of awareness about event tourism in the study area. Hence, more than 60% of the respondents perceive that local communities have low, very low or medium awareness about event tourism in Dessie and Kombolecha cities. The interviewees also affirmed that; the local community's awareness level was low in event tourism development due to low coordination of stakeholders including government in the awareness creation practice in events development in the study area. As indicated in table 4.3 not less than 64.7% of the respondents have replied that the experience of businesses enterprises on organizing events were found at low and medium level. 42.3 % of the respondents

show the coordination among stakeholders to develop event tourism in the study area was low or very low. Not only these; event industry is also affected by the security problem. However, in our case around 34.5% and 37.1 % of the respondents believed that the situation of security problem can be rated as low and medium respectively. Only 24.2 % of the respondents feel that security problem is the challenging issue for the development of event tourism in Dessie and Kombolecha cities in a high and very high level. This indicated that; Dessie and Kombolcha cities were not faced security and safety problem to develop event. The contribution of government is crucial for developing an event by funding money and through different mechanism. As in table, above shows that 37.9 % and 31.9 % of respondents rate the contribution

of government in event industry as medium and low level respectively. This implies that the government does not participate in event industry development in the cities. In addition to this the data that get from interview indicate that the contribution of government for developing an event is very low specially in terms of funding money for event facilities. The number of the conference and event centers also plays a great role for the development of event tourism. In this regards; 36.2 % of the respondents feels that the number of conference centers in the cities is low while 31.0% of the respondents indicated the medium level on the numbers of conference centers in the cities. Therefore, this figures show that the number of conference and events centers in the cities is not satisfactory enough to hold an event. This implies that lacks of conference centers are the challenge that hinders event tourism development in the cities. As the interview conducted with culture and tourism office, sport office and hotels, it is possible to say that there is a lack of facilities such as lack of conference hall, lack of enough stadium, shortage of concerts and hotel rooms are the challenging issues to event tourism development, because without the availability of those facility the industry does not develop and attract tourists. Promotion is very vital component of tourism business development. Effective promotion can motivate tourist visit to a particular destination even if there is infrastructural problem (Kauffmann, 2008). Promotion becomes effective whenever promotion is done through targeting the potential customers using appropriate media. As the table 4.3, above shows that 66.4% of respondents replied that the promotional level of event industry is low or medium in the cities. This implies that

the majority of the respondents said a low promotional level is a challenging issue for the development of event industry. The interviewees also affirmed the low level of promotion in event industry in the cities. Therefore it is possible to conclude that limited promotion is a challenge for developing event tourism. It is known that tourism fluctuates from season to season in our country. 44.8 % of respondents replied that low level of number of professional event organizers in the cities to develop event tourism. This implies that the number of professional event organizers in Dessie and Kombolecha cities is small and not well organized professionals. The data that get from interview, interviewees say that there is a lack of professional event organizers which is not well trained, well equipped and well experienced for organizing an effective event and this poor performance may leads to failure of an event.

HOW LOCAL DEVELOPMENTS FRAMEWORKS, ELEMENTS AND EVENTS ARE INTEGRATED IN THE STUDY AREA

Development frameworks, elements of local development and events are needs a strong integration approach for the better development in local prosperity. These integration and elements of development expressed in different ways. In our case; Dessie and Kombolecha city local empowerment, local governance, creating enabling environment and external supports are the manifestation of an integration and development framework. Due to the presence of some events in the study area the local communities are empowered through socially, economically and culturally. Involving the community in the planning process is also one of the key parts of the local development framework.

The respondents affirmed that in order to integrate local development frameworks and elements for local development through events; cultural dialogues across different segments of a community, building trust, the social capital are very crucial. These cultural activities are very essential to support artistic activities and cultural enterprises in the local development framework. Just events are the social activities and considered as social economic asset they need to be integrated with the local community in reciprocity and in cooperation ways.

Based on the interviewees response on how local development frameworks, elements and events are integrated; the researchers develop the following integration framework.

THE INTEGRATIONS OF LOCAL DEVELOPMENT AND EVENTS

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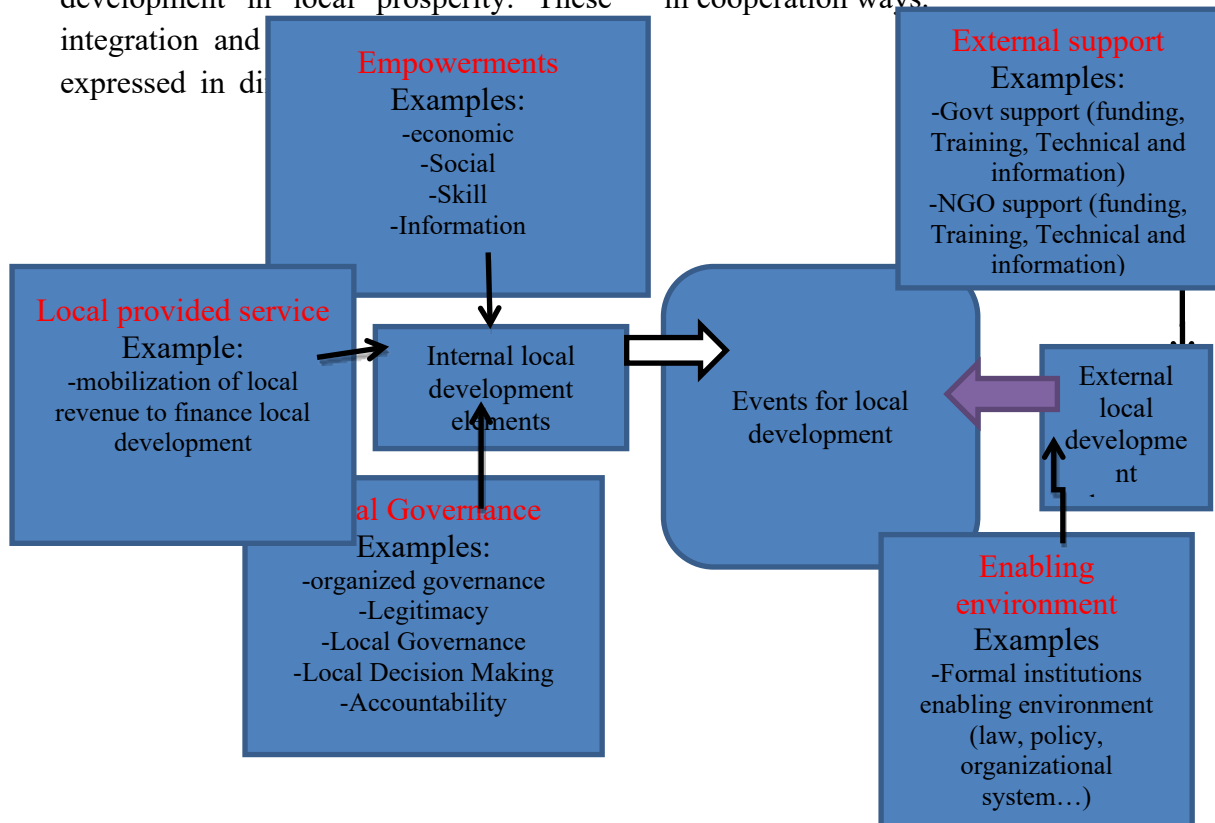


Figure: 2: the integration of local development and event (Source, Researchers development)

Simply the diagram explain that; if there is external support (Government support via funding, Training, Technical and information, NGO support via funding, training, technical and information) and community based organization through training, technical, information...) and enabling environments (formal institutions enabling environment like law, policy, organizational system, informal institutions enabling environment like norms, values, social practices come up with external local development elements events for local development is glorified. On the other side of the chart (left side); different forms of empowerments, Local provided service for Example mobilization of local revenue to finance local development and Local Governance For examples: organized governance, Legitimacy, Local Decision Making and Accountability used in the Internal local development elements agenda event will be a weapon for local development in the study area. Todd; Leask, & Ensor, 2016) developed the role of different stakeholders for the local development in decision making, policy development and legitimacy and authentication.

CONCLUSION AND RECOMMENDATIONS

This study is mainly focused on to assess the roles of event for local development by focusing in Dessie and Kombolecha cities. The results of this study analyzed the types of events, their roles and challenges of event development in the cities. Event tourism like religious festival, trade fairs

and conference are the major types of event in the study area. Event can effectively be a crucial resource to attract different types of visitors. These different types of events tourism provide revenues, resulting from those attending it and also offer an opportunity for leisure, social interaction and entertainment for the community and visitors. All events have a direct socio-cultural and economic impact locally. These events are improving the image in which spreading positive attitudes about a destination. Its economic roles was manifested through creating job opportunities, and this is increasing the level of interest of local people to participate in activities related to the event tourism; reinforcing traditional values and customs at the destination. To the visitor, the event is providing chance for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience.

The finding of this research is indicating that there are many challenges that hinder the development of event development in the cities. The leading challenge were low promotional level of event industry, small number of conference centers, the awareness of local communities about event tourism, the experience of businesses on organizing events and the coordination among stakeholders to develop event tourism.

In Dessie and Kombolecha city local empowerment, local governance, creating enabling environment and external supports are the manifestation of an integration and development framework. The respondents affirmed that in order to integrate local development frameworks

and elements for local development through events; cultural dialogues across different segments of a community, building trust, the social capital are very crucial.

RECOMMENDATIONS

Based on the finding of the study the following recommendations have been forwarded in order to minimize the challenges that hinder event development in the cities.

- ❖ Creating awareness for the local community and other stakeholders towards the importance of event tourism. Culture and tourism office of the cities should use its effort to create awareness on local community to have a sense of belongingness about event tourism.
- ❖ Encourage local communities, private sectors and sponsors participation in event tourism development activities.
- ❖ The government must participate and contribute for event tourism development in terms of funding finance for event, and by providing different incentives for event organizers.
- ❖ Encouraging the private investors, larger cooperation's and the city council to invest in the development of the event tourism infrastructure. If more finance is made available for the hosting of events, especially bigger events like sport event, more tourists both local and internationally will be attracted to the city and the positive impacts will be high.
- ❖ Developing and promoting a high-quality, sustainable, and inclusive program of public events to raise the profiles of the city as a tourist destination of great importance.

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