

4.2. Society, Culture, Tourism and Community Learning & Development

The traditional survey and descriptive research are not contributing to social transformation or cultural change of the Ethiopian society. Social transformation, which Ethiopia planned to have achieved since the 1990s (in its Education & Training Policy, Growth and Transformation GTP1 and Global Millennium Goal, etc.) theoretically involves the process by which an individual alters the traditionally or culturally ascribed social status of their parents into a socially achieved status for themselves; and, cultural change involves modification of a society through innovation, invention, discovery, and/or contact with other societies. These are supposed to further stimulate cultural, social change, alteration of mechanisms within the social structure characterized by changes in cultural symbols, rules of behavior, social organizations or value systems.

The following are focus areas:

- Youth and communities Participation-- to encourage young people, in particular, and adults at large, to become more interested in socio-cultural decisions that affect their lives;
- Linguistic-cultural preservation and revitalization
- Ancient and medieval artefacts and heritage management activities,
- Traditional educational and democratic processes and systems;
- Designing and validating culturally/linguistically relevant, innovative, technology-based packages and material
- Developing new perspectives or models in social-cultural research methodology