



ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

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**Ecotourism Development Potential and challenges in Jibat forest &
its environs in West Shewa Zone of Oromia Regional State.**

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Ecotourism Development Potential and challenges in Jibat forest & its environs in West Shewa Zone of Oromia Regional State Submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in **Tourism Development and Management** complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

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Acronyms

CABI: Center for Agriculture & Bioscience International

CBET: Community Based Ecotourism

CTEs: Community Tourism Enterprises

EAE: Ecotourism Association of Ethiopia

IBAs: Important Bird Areas

IFMP :Integrated Forest Management Project

IUCN: International Union for Conservation of Nature

IYE: International Year of Ecotourism

UN: United Nations

UNU-INWEH: *United Nations University* Institute for Water Environment and Health

WAJIB: Waldaa Jireenya Bosonaa (Afaan Oromoo- which mean forest dwellers)

WES: World Ecotourism Summit

Abstract

This study was conducted to assess the ecotourism development potentials and challenges in Jibat forest and its environs, West Shewa Zone of Oromia. Data was generated through discussion with local community, interviews with relevant stakeholders and field observation. A perception of the local community towards ecotourism development was measured using likert scale measurement. The target populations included for this study were experts from Jibat district culture and tourism office and Jibat Gedo district forest and wildlife management enterprise, key informants from community representatives as well as the local community living around the ecotourism site to be studied. The sample was selected purposively and randomly based on the nature of research questions. The data collected was analyzed and summarized using frequency tables, percentage and narration.

The study found that the Jibat forest possesses huge ecotourism resources including endemic floras and faunas, bird cliff, mountaineering, trekking, waterfalls, pleasant weather conditions, and cultural values such as irrecha festival, horse riding and racing, kocho processing, hospitality of the local community. The development of ecotourism in the study area was, owing to be limited by lack of infrastructure facilities and services, poor marketing and promotion, and poor linkage among tourism stakeholders. The local community has positive attitude towards ecotourism development assuming that it will benefit them economically, socially and environmentally. The study concludes that there is a high potential for ecotourism development in the study area. Therefore, in order to alleviate the challenges the existing resources should be protected, basic infrastructures should be developed, local community training and promotion of the resources should be made.

Key word: *Ecotourism, Development, potential, challenges, willingness, Jibat forest.*

CHAPTER 1: INTRODUCTION

1.1. Background

Ecotourism is a form of tourism that was officially defined in the 1980s. Since then, it has been evolving and current ideal ecotourism practices promote sustainable tourism; tourism which considers “its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities” (World Tourism Organization, 2005). With destinations facing increasing rates of poverty and degradation of environments, the need for a win-win solution is necessary. As such, Ecotourism is a potential solution that could help contribute to poverty alleviation and conservation efforts and help encourage more sustainable development. Ecotourism was emerged as an alternative to mass tourism because of the world realized that mass tourism caused harm to natural, biological, cultural, and social environment, with expectation that ecotourism will reduce or eliminate such impacts(Fannel, 2011). It is one of the boosting and promising tourism segmentation in the world today. Many countries of the world build up their economic advancement by using this types’ tourism. Ecotourism has minimum negative impact on the environment. It is economically, socially and environmentally sustainable. Tourists want to stay closely with the local communities of the ecotourism sites. They can know the traditions and cultures of the local area as well as natural beauties of the tourism places. Home stay can give better chance to the tourists for enjoying this advancement

The mystery of globalization has allowed many political barriers to disappear and caused and satisfied an opening of knowledge in terms of civilization. Due to the advances in transportation and information technology, even the most remote places on Earth are getting within reach of the traveler (Fonseca, 2012a). Tourism is, in fact, the world's largest industry, and nature-oriented tourism is the fastest-growing segment. Tourism is among the economic and social sectors that are registering rapid growth in the world, and nowadays it has found to be making its contribution to supporting and accelerating national development. It makes a tremendous contribution and serving as a source of foreign exchange, promoting micro and small-scale enterprises, creating employment opportunities, and ensuring sustainable development (MoCT, 2009).

Industrial growth and urbanization in the developed world led to the destruction of ecosystems and a general deterioration in the environment. At the same time, increasing affluence led to a growth in tourism from these areas towards the natural areas of the developing world. Furthermore, stagnant or declining commodity prices and growing foreign debts forced developing countries to search for economic alternatives, such as ecotourism and diversification of productive activities in order to generate badly needed foreign exchange (Cruz & Lugo, 2005). On the other hand, the impacts of mass tourism necessitate countries to look for an alternative form of tourism development. It is relatively a new form of tourism in which nearly every country around the world is engaging in which typically occurs in natural areas, and should contribute to the conservation or preservation of such areas. It is an ideal component of a sustainable development strategy where natural resources can be utilized as tourism attractions without causing danger to the natural environment (Moore, 2005). It takes place in unspoiled natural areas, lodges, and conservation areas such as national parks (Bothma, 2015). As a result, the act of responsible travel can directly provide immense benefits in the form of income, employment, decent facilities, and dignified social life.

Many local community have found ecotourism to be a significant development alternative because it is a means of marketing traditional knowledge, and it allows for the utilization of natural resources without exploitation of the land or people (Kelly, 2009). It has been an important means in maintaining environmental integrity, empowering the local community, and bridging conflict between people and wilderness. It is an environmentally friendly and responsible travel to areas of outstanding beauty and exceptionally pristine places with an identity of their own. It is a win-win development strategy especially designed for underdeveloped rural areas. The key considerations of ecotourism value the natural environment, respect for host culture, and the local quality of life.

Ethiopia's unique geological history and diverse topography and climate have made it known to the world as one of the few countries in Africa that harbor diverse biological resources with actual and potential ecological, economic and cultural values of both local and global importance. Ethiopia is the second country in Africa with the highest number of endemic birds; there are 17 in total. There are 34 Important Bird Areas (IBAs) identified as conservation hotspots that contain diverse common, endemic, threatened, endangered, and globally threatened species of birds. There are also 201 species of reptiles (14 endemics); 63 species of amphibians

(30 endemics), 287 species of mammals (61 endemics), and 150 species of fish (40 endemics) in the country ((Plan, 2015).

Oromia regional national state is one of the regions in Ethiopia. It is the land of amazing natural beauty offering all sorts of landscape scenery that ranges from semi desert steppe to afro alpine high lands soaring as high as 4377m. Its scenery, natural beauty like mountains, river gorges, forests waterfalls and various lakes, the region's flora and fauna, different culture, and the history of the Oromo people, their wisdom and tolerance and hospitability make Oromia breathtakingly beautiful. In addition, one of the world's biggest cave, Sof Umar, the biggest alpine park of Africa, Bale mountains National Park, the rift valley lakes region, the spot of Cradle of mankind, Malka kunture, several churches, mosques, monasteries, shrines and cultural ceremonies like democratic Gada system of the Oromo People are among the major tourist potential (Oromia Culture and Tourism Bureau, 2014).

1.2 Statement of the problem

As globalization continues, several fragile protected areas in the world become popular tourism destinations, whereas others remain less known and undeveloped. Developing environmental tourism and ecotourism in today's world, where massive destruction of nature is common, is significant to the society and seen as an important tool in achieving sustainable development and avoiding uncontrolled movement of tourists (Ceit and Sevik, 2016). Even if Ethiopia has various protected areas in different parts of the country, the areas have been challenged largely by human-induced land-use pressure. The state of many of the protected areas is under greater conservational problems including extensive incursions by livestock and people and the associated impacts like degradation and loss of natural habitats (Plan, 2015). However, Ethiopia's tourism sector is weakly growing despite its tourism potentials (World Bank Group, 2012).According to the reporter (2019), tourism development in Ethiopia is unable to show progress as no newer products are being added on or no expansion of existing ones has been appreciably made hence, the sector has yielded to low performance. Of the root causes of this stagnation, the ineptitude of the sector in ecotourism product diversification is the most significant one. That the government aspires to harvest more tourism gains without adding significant new tourism products to those discovered earlier is paradoxically a fantasy. How the government can sustainably develop tourism and utilize for economic growth, image rehabilitation, and poverty reduction to achieve the stated vision is, therefore, obscure.

Accelerated human population growth mostly coupled with poverty has enhanced negative impacts on natural ecosystems of Ethiopia (Shiferaw, 2018). Natural resources found in, and around, Jibat forest contribute greatly to the daily sustenance of communities in the study villages. Human impact in the Jibat forest, notably forest clearing and tree felling, is evident at the edges at some places in the interior of the forest (Bekele, 1994). On the other hand, the local communities residing in and around these tourism resources are unaware of the alternative significance of these resources and give less attention for its conservation and protection and they solely focus on the immediate benefits from the resources as a means of livelihood this by turn increase pressure on natural resources which once get depilated and difficult to restore it (West Shewa Zone culture and tourism office, 2017). The contribution of Ecotourism to livelihood outcomes is found to be imperative at varying degrees to the assorted livelihood outcomes (Yideg, 2010). Moreover, ecotourism is taken under consideration to be a rescuer for fewer developed or ecologically fragile regions possessing abundant but relatively undisturbed natural resources However, ecotourism cannot achieve the desired outcomes if it is not properly planned and managed. Therefore, an appropriate development strategy is required to substantiate that resources are going to be both exploited and guarded during an inexpensive fashion and native economies promoted to an oversized extent (Jing et al., 2017). In addition, the community has never been a component of state conservation and tourism based benefit within the park. The effect in community eroded sense of ownership and developed negative perception towards the park activities (Woyesa, 2013).

Because of low level of communities' involvement, the local communities aren't empowered in benefits and decision-making. There are natural resources conservations and tourism development cooperatives but they're weak in material, finance, and creating job for local youths, income creativity, and weak organizational structure and big in number in each group (Tegegne, 2014). On the other hand, the foremost important hindrances in Ecotourism development in Lake Zengena and its environs identified includes less government attention and other stakeholders participation , poor infrastructure, lack of economic support, lack of skilled man power, use of lake as a source of "Holly Water" by the church(Beza, 2014).

The above studies mostly focused on assessing community based ecotourism that were under operation and their impacts on the livelihood of the local people with their respective level of involvement, level of awareness and benefits gained from the community based ecotourism and

challenges that hindered the development of community based ecotourism in numerous parts of Ethiopia. Nevertheless, no effort has been made so far to assess the potentials and challenges of ecotourism development in the Jibat forest of West Shewa Zone. This initiated the researcher to conduct the study with the following objectives. This research gap initiated the researcher to conduct this study.

1.3 Objectives of the study

1.3.1 General objectives

The general objective of this study is to identify the potential, challenges and attitudes towards ecotourism development in Jibat, forest and its environs.

1.3.2 Specific objectives

The specific objectives of the study are:

- To examine the ecotourism resource potentials in the study area for ecotourism development,
- To investigate the challenges of eco-tourism development in the study area,
- To assess the willingness of local community towards ecotourism development in the study area

1.4 Research questions

1. What are the resource potentials of the study area for ecotourism development?
2. What are the major challenges of ecotourism development?
3. What is the willingness of local community towards ecotourism development?

1.5 Significance of the study

Sound research is beneficial for development of effective tourism businesses, activities and directions. The results of this study would have developmental, political and academic & research importance. To this effect, this study would encourage various stakeholders which would like to work in the area for ecotourism development. It serves other researchers as a reference material for those interested to conduct their studies on similar and related research topics. For policy makers and development planners, it could be taken as an ingredient for what and how ecotourism can be designed/or developed. This study also identified the attitudes and perceptions of the local community towards ecotourism development and enable planners and developers to consider the communities interest while designing ecotourism project in the study

area in a way that would benefit the local community. Further it would contribute towards the effort of poverty reduction and would serve as an input to attain ecologically sustainable development in the study area.

1.6 Scope of the study

This research was conducted in the West Shewa Zone of Oromia regional state Jibat district, specifically in the Jibat forest. Conceptually, the study was limited to assess the potential, challenges of ecotourism development in the Jibat forest and its environs. So, this research was limited in terms of the number of variables and time. Respondents which included in this study were Jibat Gedo district forest management enterprise officials and the Jibat District Tourism and Culture Office officers, local elders and five kebele's administrators members of the household because they are important stakeholders who are more knowledgeable about the area.

1.7 Limitations of the study

While doing the study the researcher encountered various limitations that could affect the success of the researcher towards achieving the objectives of the study. Particularly, accessibility towards the Jibat forest was very difficult at the time of data collection due to fear of possible insecurity in the forest that limited go in depth for assessing the details of ecotourism potentials and challenges. In addition, unwillingness of some respondents to fill the questionnaire were also another challenge the researcher faced during data collection. This limits the results of the research to be generalized to the entire country due to some differences between ecotourism destinations. Therefore, for future research, it might be interesting to do an in-depth analysis.

1.8 Ethical Considerations

In this study, ethical issues have been taken into consideration. The respondents were assured that the response given by them used with complete confidentiality of the research and the participants have been informed about the purpose of the study by the researcher. The researcher also took individual responsibility for the conduct of the research by adhering to the time schedule agreed upon with the research advisor and department. The researcher was open and honest when communicating with the respondents. During the study strict compliance was ensured with regard to the guidelines stressing the need to define the objective of study and the advantage expected from participants, the rights of participants and how these were protected

and kept confidential and getting the informed consent of participant during the process of interviews.

1.9 Operational terms and definitions

Ecotourism: Travel to natural areas where flora, fauna, fragile, pristine and cultural heritage are the primary attractions. The travel should not lead to disturbing and damaging the eco-system and local value system. But, it should help the local people to improve their economic conditions, preservation of the biodiversity, educating people about preservation of biodiversity but also lead to promotion of local culture.

Potential: the abundance tourism resources of the Jibat forest and its environs for ecotourism development

Development: is a process that creates growth, progress, positive change or the addition of physical, economic, environmental, social components to the destination.

Local communities: - Community that live adjacent to Jibat forest and its surrounding environments.

Perception: - The way local community regards, understand or interpret ecotourism; their mental impression of ecotourism.

Challenges: the hindrance factors for the development of ecotourism development in the Jibat forest and its environs that has limited the area's attractiveness for ecotourism development.

Willingness: the positive interest of the local community to participate and support ecotourism development in the Jibat forest and its surrounding

1.10. Organization of the study

This research paper contains five chapters. The first chapter discusses the introductory part of the study, whereas the second chapter dealt with the review of related literature. Besides, the third and fourth chapter focuses on research methodology and data presentation, results and discussions respectively. Finally, chapter five contains a summary of the finding, conclusion, and recommendation.

CHAPTER 2: LITERATURE REVIEW

2.1. Definitions of ecotourism

Many scholars have defined ecotourism in different ways, but their core points of definition share common characteristics. The first formal definition of ecotourism is generally credited to Ceballos-Lascuráin (1987), who defined it as: ‘traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas’ (CABI international, 2001). Ecotourism has been described as the ideal kind of tourism, as it aims to conserve the natural, cultural and other tourist resources for continuous use for future generations whilst still bringing benefits to the present societies (Dimitriou, 2017). It is a form of travel that enables people to visit some of the most awesome, and oftentimes remote, places throughout the world (Kelly, 2009).

Ecotourism, as alternative tourism, involves visiting natural areas in order to learn, to study, or to carry out activities environmentally friendly, that is, tourism based on the nature experience, which enables the economic and social development of local communities (Kiper, 2013). Another definition of ecotourism is that it is a form of tourism in natural areas that are based on knowledge about the responsibility of humans towards the ecological system of the area. Thus, ecotourism is a form of responsible tourism in an identified natural area, including cultural and historical components related to this ecosystem (Bhodharamik, 2000). Some defined it as voluntary travels to intact natural areas in order to enjoy the natural attractions as well as to get familiar with the culture of local communities (Bozorgnia, Jafar, & Maryam, 2010). Although the concept of ecotourism is widely used, there is no universal definition. However, the various descriptions of ecotourism feature some recurring characteristics of the concept: environmental conservation, minimizing environmental impacts, and involving and promoting the interest of the local community and its economy.

2.2 Historical development of ecotourism

The term ecotourism emerged in the late 1980s as a direct result of the world’s acknowledgment and reaction to sustainable practices and global ecological practices. In these instances, the natural-based element of holiday activities together with the increased awareness to minimize the ‘antagonistic’ effects of tourism on the environment contributed to the demand for ecotourism travelers (Diamantis, 2010). The emergence of ecotourism, which is one of the fastest-growing

sectors in the tourism industry, in particular, has lent itself to the concept of sustainable development, enthusiastically. Developing countries, to a great extent, welcome and value ecotourism as a promising strategy to promote their development without destroying their natural environment (Jiang, 2008).

Ecotourism was taking the peak during 1980s, an eco-tourist those days was less responsible and activities such as bird watching, observing the insects in the grasslands, finding the rare plants and mushrooms were done. The industry of ecotourism rose dramatically later. Ecotourism is now a very effective tool to promote the conservation of nature and preserving culture. Ecotourism provides natural and authentic breathtaking experiences. After 1983 many organizations adopted ecotourism; ecotourism was the key success for sustainable travel and for the conservation of the environment (Prabin, 2015).

Ecotourism has become one of the most influential slogans of the 1990s in the conservation and protected area management context (Borchers, 1996). Hence, it implies an environmentally focused alternative within the tourism industry. It is expected to provide a comprehensive win-win solution, encouraging sustainable development for the good of both local communities and the environment. It does not merely push the growth of the local economy, but equally promotes social equity rights and conserves the surrounding environment. Although there are several difficulties within ecotourism, it is often promoted as a positive agent of development (Pradati, 2017).

Its perceived potential as an effective tool for sustainable development is the main reason why developing countries are now accepting it and including it in their economic development and conservation strategies. It focuses primarily on experience and learning about nature, its landscape, flora, fauna, and their habitats, as well as cultural artifacts from the locality (Kiper, 2013). Although it has been difficult to calculate the size and growth rate of ecotourism, a range of estimates indicates that it has become the fastest-growing sub-sector of the tourism industry (United Nations Economic Commission for Africa, 2011). The demand for nature-based tourism and ecotourism has been steadily increasing, a trend that can be expected to continue (Brandon, 1996).

2.3 Characteristics of ecotourism

The ecotourism industry is experiencing increasing popularity as the demand grows for tourism that is environmentally sensitive, informative, and beneficial for local communities

(Phanthavong, 2009). Because of their ecological value, protected areas, especially those found in the tropics and in less-developed countries, contain many of the world's greatest ecotourism attractions. These attractions may consist of one or a combination of rare or endemic species of flora or fauna, abundant wildlife, high indices of species diversity, unusual or spectacular geomorphologic formations, or unique historic or contemporary cultural manifestations in a natural context (Moore, 2005). Ecotourism is small-scale tourism that visits areas of exceptional natural and cultural interests in a manner that: (1) protects the nature; (2) preserves the culture; (3) enhances the local economy; and (4) educates the tourists (Mcgahey, 2012).

Displaying the natural environment in an ecological and culturally sustainable way and educating the tourists at the same time is the basis of ecotourism that provides economic benefits at the local level. National parks and protected areas are the main sources of ecotourism (Mehmet Cetin and Hakan Sevik, 2002).

Ecotourism focuses on the natural beauty, geology, flora, and fauna of a particular area along with its indigenous cultures. Locales around the world with unspoiled, unique, or magnificent natural and cultural attributes are draw attention in a 'sustainable' manner in order to preserve these attributes and at the same time generate revenue for the destination area (Masberg & Morales, 1999).

Scholars argued in various ways to clarify the major characteristics of ecotourism. Among them Wallace and Pierce (1996) suggest this tourism may be said to be true ecotourism if it addresses six principles :(El-Harami, 2014).

1. It entails a type of use that minimizes negative impacts on the environment and to local people.
2. It increases the awareness and understanding of an area's natural and cultural systems and the subsequent involvement of visitors in issues affecting those systems.
3. It contributes to the conservation and management of legally protected and other natural areas.
4. It maximizes the early and long-term participation of local people in the decision-making process that determines the kind and amount of tourism that should occur.
5. It directs economic and other benefits to local people that complement rather than overwhelm or replace traditional practices (farming, fishing, social systems, etc.).

6. It provides special opportunities for local people and nature tourism employees to utilize and visit natural areas and learn more about the wonders that other visitors come to see.

2.4 Principles of Ecotourism

Ecotourism presented as a more caring, softer and greener type of tourism. Its primary goal is to conserve an area's cultural heritage, protect and enhance the environment still as target the socio-economic sustainability of a tourist destination. Emphasis is given to maintaining the unique sense of historic, cultural, and community identity of every place (Dimitriou, 2017).

Quebec's declaration on ecotourism (2002) recognizes the principles of sustainable tourism. Its main purpose is that the setting of a preliminary agenda and a collection of recommendations for the event of ecotourism activities within the context of sustainable development. Recognize that ecotourism holds the principles of sustainable tourism, concerning the economic, social, and environmental impacts of tourism. It also embraces the subsequent specific principles that distinguish it from the broader concept of sustainable tourism: a) Contributes actively to the conservation of natural and cultural heritage, includes local and indigenous communities in its planning, b) Development and operation, and contributing to their well-being, c) Interprets the natural and cultural heritage of the destination to visitors, d) Lends itself better to independent travelers, furthermore on organized tours for tiny size groups (Quebec declaration on ecotourism 2002).

Hetzer identified four fundamental pillars that needed to be followed for a more experienced type of tourism. These included: (1) minimum environmental impact; (2) minimum impact on and maximum respect for host cultures; (3) maximum economic benefits to the host country's grassroots; and (4) maximum 'recreational' satisfaction of participating tourists (Fennell, 2003). Generally, ecotourism focuses on three important aspects like socially responsible travel, enrichment of data, and improvement of mental and physical health and environmental sustainability.

2.5 Ecotourism products/activities

Ecotourism products require a special environmental setting, one that features a neighborhood of unspoiled natural beauty, is somewhat off-the-beaten-path, and has the potential for related activities that appeal to a particular kind of tourist, called an Ecotourist or Eco traveler (Wood, 2002). Whenever possible, ecotourism should highlight existing attractions and activities, and

ecotourism facilities should be locally owned, locally operated, and human-scale (Mcgahey, 2012).

Ecotourism is sustainable tourism doesn't consume any resources and sustainable tourism permits only a few persons, tourists, and visitors to explore encounter nature and also the environment. The most aim isn't to disturb any flora, fauna, and visitors, tourists can perturb the wild animals mating, feeding, and therefore the systems of migratory terms (Prabin, 2015). Using ecotourism indicators helped to spot the potential ecotourism sites that supported the physical environmental and socio-economic parameters. during this context, the land ecosystem resources cover landscape, flora, fauna, culture, and therefore the way of life of local people while its activities encompass like trekking, biking, bird watching, cultural study, nature study (Mehmet Cetin and Hakan Sevik, 2002).

2.6 Ecotourism development in Africa

Ecotourism first became widespread in East Africa as an alternative to an unsuccessful arrangement of a protective viewpoint of wildlife management that disconnected resident people from national parks. This idea came as a response to the widespread elephant and rhino poaching. A variety of terms have been introduced to describe the same phenomenon which may be referred to as nature travel, nature-orientated tourism, nature tourism, nature based tourism, sustainable tourism, alternative tourism and special interest tourism (Diamantis, 1999). In line with the concept of sustainable tourism, ecotourism is concerned with promoting economic and social development, without compromising the state of natural ecosystems and biodiversity (Eriksson, 2013). Local economic benefits by maintaining ecological resource integrity through low-impact and non-consumptive use of local resources (Anup, 2016).

Ecotourism has gained popularity among developing world countries, and has shown increased impetus since 1988 due to the proliferation of specialized ecotourism tour operators and by the increasing number of ecotourism conferences, festivals and fairs in those countries (Kiper, 2013). Ecotourism in Africa is a developing sector and have passed through a number of changes and have learned from their failures. By 1980, many species in Africa's varied ecosystem were on the verge of extinction. Efforts to preserve species like the mountain gorilla in Uganda, Rwanda and Congo were hampered not only by unstable political systems, but also by misunderstanding by indigenous people (Levesque, 2018).

2.7 Ecotourism development in Ethiopia

Ethiopia is a country of diverse culture and nature. Even though tourism has history of more than 60s years in Ethiopian it passes through different ups and downs. Changes in governmental policies with the change in political ideologies play its main roles in limiting the contribution of the sector to the overall economy of the country (Henze, 2007). Beginning from the end of 1990s tourism shows significant change due to the shift of governmental attention to the sector with some improvements in policy, institutionalization of the sector, privatization, and some incentive for private sectors that have motives to participate in the sector.

The idea of ecotourism is a new occurrence and it is challenging to clarify its important accomplishment since the approach of ecotourism is not broadly distributed in Ethiopia. Although, policy makers do not well taken the idea of ecotourism, some shareholders started to include in development of ecotourism in different regions of Ethiopia. Bishangari Eco-Lodge located at Eastern of Langano Lake in Oromia National Regional State and Village Ethiopia located at Afar Region (Bilen) is examples of these private ecotourism developments in Ethiopia (Theodros, 2004).

However, the country has spectacular landscapes and biodiversity, diverse culture and tradition, and ancient historical places aged as old as 3000 years. Ecotourism development and significance in social, environmental and economic aspect is low compared to the neighboring countries (Dejene et al., 2014). Absence of adequate study on ecotourism potentials and the less dissemination in the ecotourism notion and approaches hinder the effective and sustainable development of the ecotourism in Ethiopia (Birhan and Gebreyes, 2015).

2.8 Protected Areas and Ecotourism

Protected areas are aimed at protecting biodiversity and large scale of natural environments. However, these protected areas are increasingly facing a number of challenges (Wearing and Neil, 2009). It is defined as a geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long term conservation of nature with associated ecosystem services and cultural values (IUCN, 2008). Protected areas are main destinations for increasing tourism like ecotourism given that it uses diverse nature, landscapes and biodiversity as major attractions. In these protected areas, there might be a potential threat to, and an opportunity for conservation of natural resources. If well scheduled and succeeded

ecotourism may reduce the environmental influences whereas significantly contributes to the protected areas (Strasdas, 2002).

The Ethiopia's biodiversity is quite unique compared to neighboring countries. Ethiopia's Protected Area (PA), which includes national parks, game reserves, wildlife sanctuaries and controlled hunting grounds, covers about 14% of the country. The protected areas offer ecotourism and leisure activities such as wildlife viewing, trekking, mountaineering and bird watching (Euromonitor International, 2010).

2.9 Roles of Stakeholder in Ecotourism Development

The involvement and participation of all stakeholders in ecotourism development activities have a great role for ecotourism sustainability; the parent may be the local community, the government, private sector, NGOs, educational institutions and others directly or indirectly benefited from ecotourism developments (Pforr, 2001). These partnership and participatory approach is the tool for ecotourism development. Among these roles: researching the viability of ecotourism as a sustainable development tool; development of standards, guidelines, codes of practice and certification; promotion, lobbying and advocacy; education of consumers and professions; policy development and implementation; fundraising for communities and biodiversity conservation; and development of management tools and strategies. It is widely accepted that sustainability as a challenging social goal can only be achieved if a broad consensus base is established through extensive cooperation between the relevant forces within society (Pforr, 2001).

In the Ethiopian case one of the reasons for less development of ecotourism is lack of coordination and active participation among stakeholders. Successful ecotourism development, the way that satisfies both conservation and development objectives and involving as many stakeholders as possible, including the local community, tourism industry and government in the process of planning and implementing tourism development, greatly increases the chances of long-term success (Hawkins, 2004).

2.9.1 Local community

Community refers to a heterogeneous group of individuals who share residence within the same region and access a collection of local natural resources (Moore, 2005). Local participation is taken into account one among the most features of sustainable ecotourism development (Himoonde, 2007). If poverty is to be reduced, ecotourism must represent a viable economic

alternative, in order that local people can participate in building traditional houses, home stay program, food, handicraft and transport businesses, and native community organizations can act as providers for these support services as an example, local people can become effective nature guides if they receive adequate training since they need good and practical local knowledge (Ahmad, 2006).

An important component is that the active participation of the area people within the management of ecotourism activities (Bhodharamik, 2000). The involvement of local communities in resource management and access to income generated is emerging as key in achieving the first goals of ecological sustainability of the resources involved and a few type of democratic distribution of advantages at the local level. Many local communities have found ecotourism to be a vital development alternative because it's a method of promoting mental object, and it allows for the employment of natural resources without exploitation of the land or people (Kelly, 2009).

If poverty is to be reduced, ecotourism must represent a viable economic alternative, so local people can participate in lodge operation, home stay program, food, handicraft and transport businesses, and native community organizations can act as concessionaires for these support services. Essentially, when local people can meet many of the wants of tourists themselves, they're more likely to retain some control over tourism (Ahmad Puad Mat Som, 2006). Ecotourism has several stakeholders, but none is more vulnerable and passionate about its success than the host community (Mcgahey, 2012).

Ecotourism's appeal is its potential to provide economic benefits to local peoples while simultaneously conserving natural resources through low-impact, non-consumptive use. Some of the positive changes that can result from ecotourism include: employment and income generating opportunities, which lead to an improved standard of living; training and other educational opportunities; improved infrastructure; increased business for local stores; preservation of cultural traditions; maintenance of social, cultural, and spiritual values; improved self-esteem; and conservation of the natural environment.

Many indigenous peoples have found ecotourism to be a worthwhile development alternative because it is a means of marketing traditional knowledge, and it allows for the utilization of natural resources without exploitation of the land or people. Some indigenous communities have become more organized as a result of ecotourism, and they are able to develop it on their own

terms. It has the ability to “empower” local communities by helping them develop “a sense of pride in and awareness of the importance of their natural resources and control over their own development” (Scheyvens, 2000). Ecotourism also provides indigenous communities with international support from both environmental and community development organizations, which enables them to make more informed decisions as to the use of their natural resources. Ecotourism development has the capacity to come back up with other multipliers which will enhance and sustain the livelihood of the indigenous people and also ensure the sustainability and conservation of natural resources (Okechi, 2009).

2.9.2 Nongovernmental organizations

NGOs refer simply to formal organizations that are neither part of the state nor profit maximizing commercial companies. NGOs can be valuable partners in the process of developing ecotourism in almost any area. The major intervention areas include sources for training, technical assistance, advocacy, and in some instances, they can also provide financial assistance (Swarebrooke, 1999). NGOs are also serving as adviser, material and financial incentive for sustainable development of ecotourism. These organizations often have members or constituencies that want information and guidance on ecotourism issues, so they can also influence the consumers of ecotourism.

2.9.3 Industry

Tourism industry refers broadly to collections of business firms, private lodge owners’ organizations and other resources which foster or support the activities of tourists, in particular by providing services and facilities (Swarebrooke, 1999). Local investors participating in small and medium sized tourism and travel enterprises like catering, manufacturing and sales of souvenirs, lodging, sales of agricultural products and tour guide enterprises are considered as local stakeholders. As the tourism industry has many diverse characters than the tangible goods industry outbound tour operators, inbound tour operators, travel agents, carriers providing transportation, accommodation, sectors can be considered as stakeholders. The private sector has a paramount contribution for development of tourism in Ethiopia.

2.9.4 Government

Most of the time tourism related policies are formalized at the center of the Government. So the governments have a critical role in formulating policies for ecotourism development. The

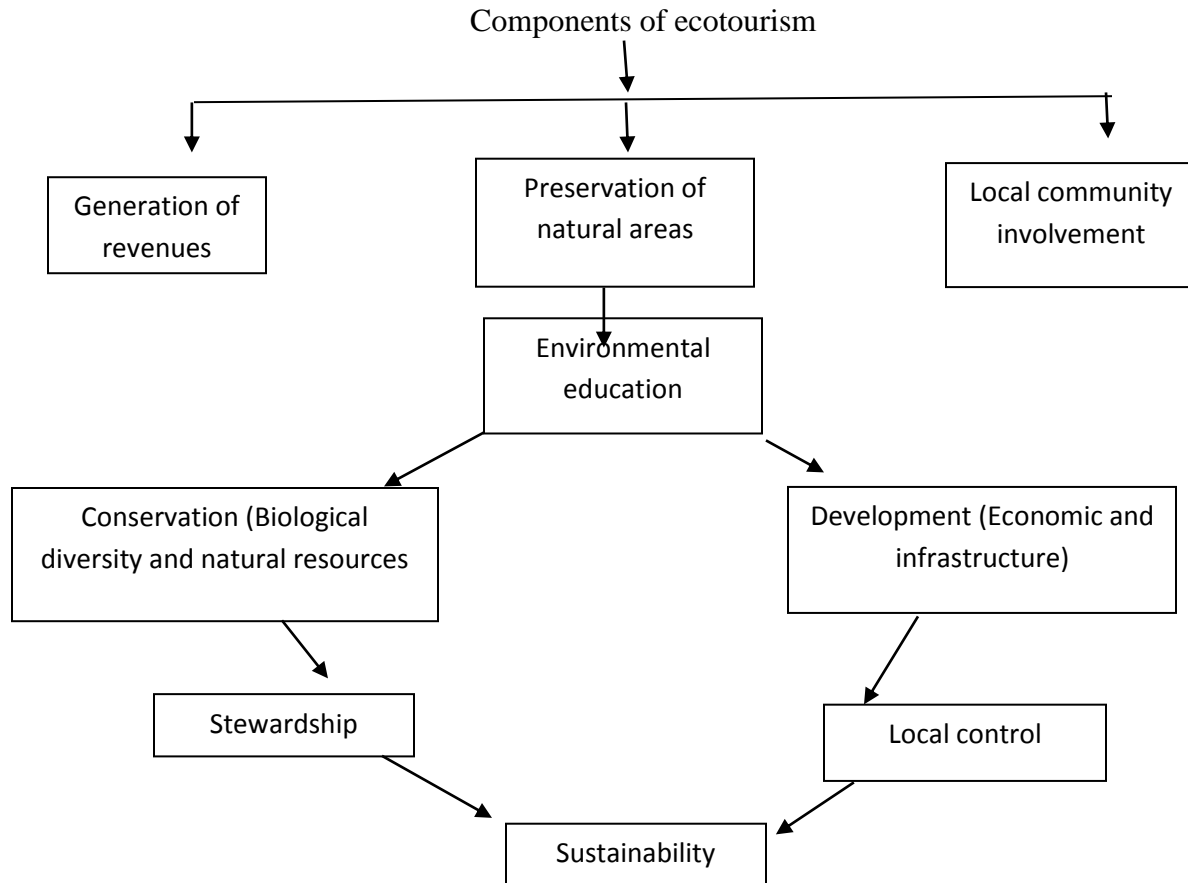
national level tourism organizations are responsible for the development of tourism in the country. Governments with their policies, programs and directives can easily advance or facilitated ecotourism development in a different way (Swarebrooke, 1999). The national government promotes the overall arrangements of the policies to ensure sustainable development of ecotourism in the country and provide the way that how the stakeholders are participating in all aspects of ecotourism managements.

Government also influences tourism in a number of ways, and can play a role in the development of sustainable ecotourism by variety of means: providing a platform of coordination between the ecotourism project and other related projects; providing technical assistance through established government departments for the environment, social services, or cooperatives; providing market research and promotional assistance through the tourism bureau; providing direct financial support for sustainable ecotourism development; developing and implementing policies and develop legislations and codes to regulate tourists behavior and negative impacts over economy, culture and environment and promoting the local community to participate in ecotourism development issues (Swarebrooke, 1999).

2.10. Models and Components of Ecotourism

Boo (1990) identified the three components of ecotourism in his ecotourism model. According to this model local participation, preservation of natural areas and revenue generation are integral components of ecotourism. Thus, the central focus of ecotourism as concept is preservation of natural and cultural settings, involvement and benefit of local community in all terms through involving them in all aspects of ecotourism development while generating revenue for conservation. Preservation of natural and cultural setting will achieve through educating all stakeholders involving in the activities/ tourists, ecotourism industries, public institutions, etc/ to be environmentally and culturally sensitive.

Figure 1: Components of Ecotourism



Source: Boo. Ecotourism: Potential & Pitfalls, V-1, 1990

According to the model the ecotourism development is mainly aims at four aspects of developments: Economic, ecological, social and cultural aspects.

Economic development: The development of ecotourism in a given destination has a potential to maximize the degree of significance of the existing resources, because the demand for those resources increases, especially the least known ones in order to achieve the minimized pressure on exploited resources.

Ecological: the development of ecotourism in nature based resources will have a significant positive contribution towards the preservation and conservation of ecological if proper implementation of ecotourism principles exist and implemented in a place. It reduces and eliminates wastes and if possible applying recycling techniques for efficient utilization of resources with minimum wastes.

Social: for sustainability of ecotourism development, it demands maintaining some occupations, traditional professions of the local community in the areas, which determine the increase of the number of jobs by attracting the population in to practicing different forms of tourism.

Cultural: Capitalizing the civilization, art and cultural elements that express a certain cultural identity and which develop the spirit of tolerance.

Source: Stefanica and Gurmeza, 2010, Ecotourism – model of sustainable tourist development, Romania,

Hence ecotourism focuses on preserving and sustaining the diversity of the world's natural and cultural environments and also initiates hospitality providers to promote recycling; energy efficiency, water reuse, and the creation of economic opportunities for local communities are an integral part of ecotourism.

2.11 Challenges of ecotourism development

While ecotourism has the potential of serving as a great development tool, many studies do show that it does not always produce positive results, and instead creates many challenges. Ecotourism's success may actually be one of its greatest downfalls in that with increased interest in an area comes a greater number of tourists. If promising ecotourism projects are not prepared for the influx of tourists it may receive, or if it is not managed properly, negative impacts can quickly ensue. The costs of ecotourism can include, but are not limited to, the following: local peoples being marketed as objects; social inequality; increased access to drugs and alcohol; uncontrolled population growth; failure to provide widespread economic benefits; local peoples receiving limited access to decision making; contamination in the form of solid waste and noise; habitat disturbance; forest degradation from trail use; urbanization, which can bring with it a loss of customs and values; and leakage of tourism revenues to industrialized nations (Nash, 2001).

The development models that societies have adopted throughout the 20th century were characterized by encouraging industrialization and promoting process, rather than the maintenance of environmental goods and services provided by the ecosystems (Fonseca, 2012). So, the local people's reliance on the conservation area's resources has been increasing and so the realm size is additionally declining from time to time (Kidane, 2012).

Hence, it's evident that the increase of tourism in sensitive natural areas may become a threat to the integrity of ecosystems and native cultures, if not administered in accordance with proper planning and management. Hence, the growing number of holidaymakers to areas with sensitive

ecosystems, from the ecological point of view, can cause considerable environmental degradation (Fonseca, 2012). While ecotourism planners may claim that they are just offering locals an economic activity, it's often observed in their practice a trial to push a selection of cultural or ideological changes among local people still that planner's shorthand as 'education' (Fletcher, 2009).

While global prospects for the tourism industry are promising, success for individual countries and projects are subject to a range of things, many of which are beyond the control of tourism suppliers, wholesalers, or operators. The key factors are political, social, environmental, economic, and technological (Brandon, 1996). Although a range of initiatives are started in Africa to push tourism, limited attention has been given to ecotourism and as a result, it is not yet been fully utilized by most destinations and countries(United Nations Economic Commission for Africa, 2011).

Additionally, current lack of coordinated effort in governmental policies, the absence of sufficient funding for promotion and marketing of Kenya as a destination and also the projects both within Kenya and abroad, rising competition from destinations with similar packages, and also the over-reliance upon traditional source markets must be overcome(Helene Eriksson, 2003). Furthermore, for example, Nepal has an abundance of opportunities for the ecotourism industry. But its effective practice and implementation aren't promising thanks to a scarcity of commitment to governmental policy and planning strategy with a mix of integrated conservation and development (Yogi, 2010).

Within the context of Ethiopia, although no specific regulatory framework put in place by the govt. to develop ecotourism, it's slowly but steadily taking root, especially with private sector initiatives. Ecotourism Association of Ethiopia (EAE) has been at the forefront of promoting and developing ecotourism within the Country. Ecotourism Association of Ethiopia brings together over 30 private companies ranging from five-star hotels, tour operators to small lodge operators, with a mission to form high standard eco-destinations and facilities that contribute to the alleviation of poverty, upgrading of human resources, promoting Ethiopia's rich cultural heritage, and conserving environmental resources(United Nations Economic Commission for Africa, 2011).

The lack of adequate infrastructure in Ethiopia has been severe limits the flexibleness of tourism to develop, and poor infrastructural resources negatively affect tourist satisfaction levels

(Robinson, 2016). The road facilities in Ethiopia weren't completed and convenient to travel to tourist sites and thus the general network facility was poor (Sheferahu, 2016). In practice, ecotourism has often didn't deliver the expected benefits to indigenous communities thanks to a mix of things, including shortages of human, financial and social capital within the community, lack of mechanisms for a decent distribution of the economic benefits of ecotourism, and land insecurity(Coria & Calfucura, 2012).

Honey believes that the introduction of the various foreign visitors encourages industrialization and commercialization of underdeveloped nations. This could lead to the destruction of previously untapped landscapes and might intensify the harm done to the native flora, fauna, and culture of the people (Butler & Morin, 2009). Hence, the foremost factor contributing to inappropriate land uses and natural resources destruction is over the aggregation of Eco tourists in some specific natural areas like forests and rangelands; while other parts remain unvisited because of the shortage of an accurate broadcast about those areas (Bozorgnia et al., 2010).

Limiting factors include language, a shortage of information and skills, and poor ecotourism infrastructure. Majority of the local communities had little confidence that the government was willing to support them to participate in ecotourism (Chengcai, Linsheng, & Shengkui, 2012). The destination faced increasing human and wildlife conflict, lack of selling and promotion, inadequate value creation and products diversification, inadequate infrastructural stock, limited skill working class, limited partnership and cooperation, and lack of researching and inventory challenges (Nigatu, 2017).

Furthermore, several factors block effective community engagement among which poor government support and follow-up, poor community awareness about what ecotourism can do to communities, lack of entrepreneurial skills, and lack of capital are the foremost pressings. Communities don't seem to be also empowered and given capacity building training to develop their skills and market access to determine permanent value chains (Wondirad, 2017).

2.12 Empirical review

The contribution of Ecotourism to livelihood outcomes is found to be imperative at varying degrees to the assorted livelihood outcomes (Yideg, 2010). Moreover, ecotourism is taken under consideration to be a rescuer for fewer developed or ecologically fragile regions possessing abundant but relatively undisturbed natural resources However, ecotourism cannot achieve the desired outcomes if it is not properly planned and managed. Therefore, an appropriate

development strategy is required to substantiate that resources are going to be both exploited and guarded during an inexpensive fashion and native economies promoted to an oversized extent(Jing et al., 2017). Even though the lake has greatest potential for community based ecotourism, conflict of interest over resource usage and ownership of the lake, unfair benefit sharing, incapability of ecotourism business to benefit the local community equitably, inability of ecotourism to substitute traditional agriculture, illegal land marketing and tension among local community are encumbrances that can impede the sustainability of ecotourism of Wenchi crater lake (Ketema, 2015).

According to (G/Libanos, 2011), ecotourism has never been considered as an unlimited contributing factor to the economic development. In addition, the local people reliance on the conservation area's resources has been increasing and also the realm size is additionally decreasing from time to time and aside from low awareness level about CEET and low capacity, poor infrastructure, poor tourism facilities were also identified as challenges within the study area (Kidane, 2012).Similarly, low level of knowledge, interest, and perception of area people towards Ecotourism; the resource ownership questions like land; capacity problems of the Ministry of culture's and native level business establishment staff; lack of legal registration of CTEs; conflicting policies and legislations; communities ' expectation for immediate financial benefits; quality and standard of products and services; lack cooperation among stakeholders; emerging challenges on marketing and booking were identified as challenges of Ecotourism within the study area(Ambelu, 2011). The local peoples of the study area are smitten by agriculture as their main livelihood, a minority of them have made tourism as their means of livelihood. Hence, any future tourism activity within the realm should take into consideration the requirement, ability, and capacity of the local people so on make them an element of the tourism business (Berhe, 2011).

Effective, efficient, and practical training on tourism and tourism-related businesses should be to the local communities, administrators, and other experts within the study area to create a memorandum of understanding between tourism stakeholders to work hand in hand in developing infrastructures, facilities, and inaugurating ecotourism projects in Lake Hashenge so on create alternative means of livelihoods to the local communities, strengthen the social wellbeing and preserve the environment sustainably(Syraj, 2013).

The contribution of Ecotourism to livelihood outcomes is found to be imperative at varying degrees to the assorted livelihood outcomes (Yideg, 2010). Moreover, ecotourism is taken under consideration to be a rescuer for fewer developed or ecologically fragile regions possessing abundant but relatively undisturbed natural resources. However, ecotourism cannot achieve the desired outcomes if it is not properly planned and managed. Therefore, an appropriate development strategy is required to substantiate that resources are going to be both exploited and guarded during an inexpensive fashion and native economies promoted to an oversized extent (Jing et al., 2017). In addition, the community has never been a component of state conservation and tourism based benefit within the park. The effect in community eroded sense of ownership and developed negative perception towards the park activities (Woyesa, 2013).

Because of low level of communities' involvement, the local communities aren't empowered in benefits and decision-making. There are natural resources conservations and tourism development cooperatives but they're weak in material, finance, and creating job for local youths, income creativity, and weak organizational structure and big in number in each group (Tegegne, 2014). On the other hand, the foremost important hindrances in Ecotourism development in Lake Zengena and its environs identified includes less government attention and other stakeholders participation, poor infrastructure, lack of economic support, lack of skilled man power, use of lake as a source of "Holly Water" by the church (Beza, 2014).

The above empirical studies mostly focused on assessing community based ecotourism that were under operation and their impacts on the livelihood of the world people with their respective level of involvement, level of awareness and benefits yet as challenges that hindered the event of community based ecotourism in numerous parts of Ethiopia. To the present end since no study conducted on the ecotourism development potential and challenges of the Jibat forest and its environs in West Shewa Zone of Oromia regional state. This research gap initiated the researcher to conduct this study.

2.13. Conceptual framework of ecotourism development

Ecotourism resource potential

The figure below show that, the amount of ecotourism resource (floras, faunas, waterfalls landscape, climatic condition, cultural tourism resources... etc) available in a given geographic area determines the ecotourism development to be proposed and implemented to benefit the ecotourism stakeholders and brings the desired economic benefit in general from tourism sector and ecotourism in particular while its absence couldn't motivate the stakeholders to give due attention for its development.

Ecotourism development challenges

The absence of basic infrastructure facilities in a given ecotourism destination will negatively affects the desired development by limiting the number of investors and tourists attracted to the area in turn limits the expected benefits from the ecotourism development like job opportunities, income, social benefits, economic diversification, enhancement of destination images, multiplier effects and poverty eradication. The absence of promotion and marketing practices also has a potential to limit the ecotourism development in the destination area. Poor stakeholders' collaboration can also deter the ecotourism development in the study area. Furthermore, the absence of skilled and experienced manpower in ecotourism project development also limits the potential development of ecotourism project and businesses development to be proposed.

Knowledge and willingness of the local community

In another way, the knowledge and the willingness of the local communities may have its own impacts i.e. negative and positive impacts based on their perceived costs and benefits respectively.

For ecotourism to be developed there has to be abundant ecotourism potential in a place and supportive working environment to overcome potential challenges that could hinder its development. In addition, Ecotourism stakeholders have to be given emphasis prior to designing any ecotourism project in order to support while implementing the stated project.

The availability of ecotourism potential alone is not a guarantee for an ecotourism development unless sound developmental strategies designed and implemented with consent of stakeholders at varies levels. Local participation and Local capacity have also influence the success and the failure of the development. Local livelihood can also influence the development. These all are seen through the community's point of view.

Government policy and guidelines on ecotourism

The figure also demonstrates that Ecotourism Policy and Guidelines have indispensable role for the success of the tourism development. Government authorities have great role in the tourism development through offering supports. The supports can be in terms of providing training, financial and technical assistances. It presents that the availability of ecotourism infrastructures positively affect the success of the tourism development while its absence results opposite of this. Ecotourism projects, when properly managed, will lead to host and visitor satisfaction which will contribute to economic, socio cultural and environmental benefits which in turn contribute for sustainable jobs and conserved environment.

But its effective practice and implementation is not promising due to lack of commitment of governmental policy and planning strategy with combination of integrated conservation and development. Thus to run ecotourism project properly, principles and theories of ecotourism must be considered a major base while make its policy and planning. Policy must be integrative, collaborative and comprehensive to achieve real outcome of ecotourism by realizing importance of environmental, social and economic imperatives

Policies are the action plans architected and adopted by governments and business industries to achieve a main goal. To achieve objective or main goal, policies should be very strategic with incorporation of different levels- from micro (local) to meso (regional) to macro (national) level. This can help to incorporate all required components to formulate innovative and dynamic policy. Government is a policy maker that has to take into account different issues and components before shaping a final policy format. Ecotourism is the fastest growing sub-sector of the tourism industry. So ecotourism needs to be guided by very holistic policy for its effective practice to achieve real sustainable ecotourism that can be a more beneficial to local communities, safeguard to natural and cultural environments, and advantageous to tourists and other stakeholders. But ecotourism policy in various countries is not sufficient to address all sectors and components and it becomes ineffective in many ecotourism destinations (Fennel and Dowling, 2003).



The arrow indicates that the amount of ecotourism resources available in a destination highly contributes for the development of ecotourism development in the study area



This broken arrow indicates that the absence of infrastructure, trained manpower, lack of adequate finance to support development and promotion and marketing of ecotourism and illegal expansion and settlement around the ecotourism sites will deter the ecotourism development but if they were improved and exists in place, they will support and facilitate ecotourism development



This tiny arrow also implies that the existence of supportive government policy and guidelines plays a great role in promoting ecotourism development processes in a given destination while its absence discourages the ecotourism development in various aspects.



This single line arrow indicates that the knowledge and willingness of the local community towards ecotourism development in the study area determines the level of support and acceptance towards the desired development. If the local communities are willing to accept the development of ecotourism in their area assuming that it will benefit them, it paves the developer to incorporate the interest of the community and the community can be part of the decision making in the project to be designed and community can also support such development otherwise if the local community doesn't have the necessary knowledge and willingness to support and accept the development of ecotourism, any desired development will not be realized and sometimes unsustainable by its nature.

In general this conceptual frame work implies what should be in place for the ecotourism to be developed in the destination area and what can deter the desired development.

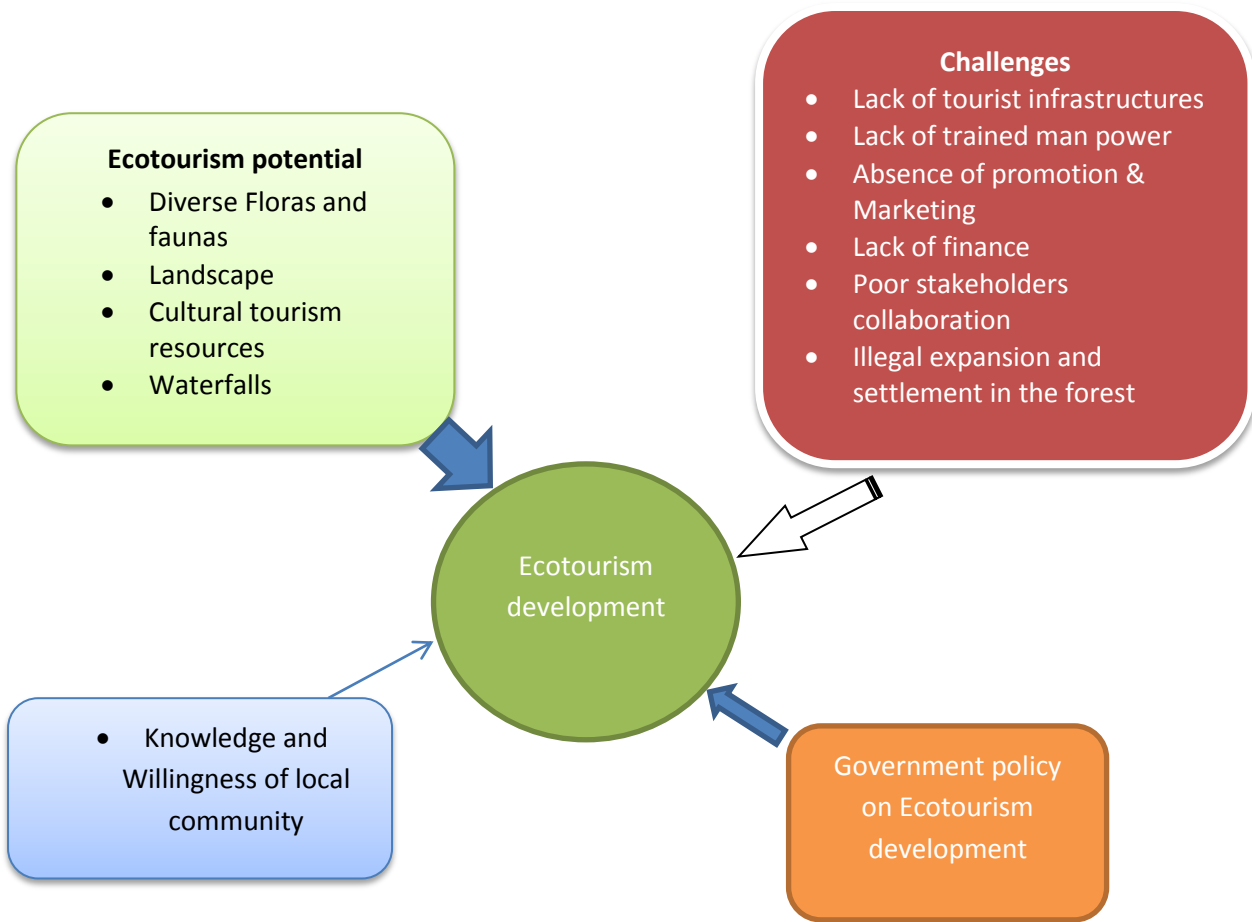


Fig 2: conceptual framework of the study

Source: Own construction from the literature review

Chapter 3: Research Methodology

3.1 Description of the study area

This study was conducted in Jibat districts of West Shewa Zone of Oromia Regional State about 174 km west of Addis Ababa. Jibat District lies approximately within the coordinates 9° 02' North to 9° 01' North Latitude and 37° 25' East to 38° 16' East Longitude and it covers a total area of 550.70 km². The capital town of the district, Shenen, is located at 174 kms west of Addis Ababa. The altitudinal range of the district is between 1600 and 3200 m a.m.s.l. (JWARDO, 2016). The main part of the forest extends between 2000 m and 3000 m a.s.l. The soils of this area have not yet been systematically described. However, most of the plateau soils on hillsides and steeper slopes are red to reddish-brown. At the peak of the mountain, where there is at present an extensive bamboo cover, there are signs of what is believed to be the ruins of a palace from the 15th century. Charcoal pieces and fragments of pottery have been found in soil pits. This indicates that once there was a settled population at the site and that the existing forest includes secondary vegetation.

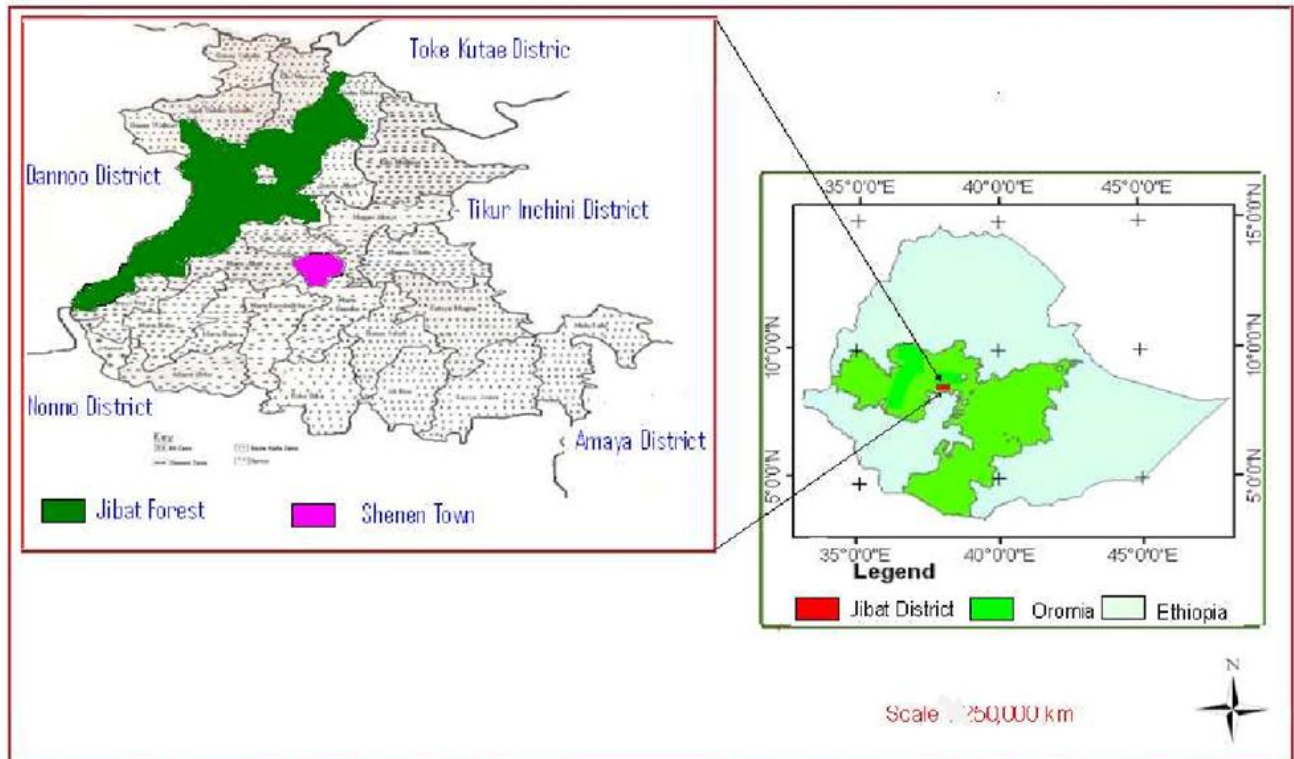


Fig 5: Map of the study district showing the study area (Source: Bekele (1994)).

Climate

Rainfall occurs throughout the year, but there are two peaks, in March and August. Average monthly temperatures are between 14.4-16.2⁰C with average minimum & maximum temperature of 8.8⁰C and 21.6⁰C respectively (Bekele, 1994).The nights may be cold, especially in summer; hail and frost are not uncommon in the area, as could be observed during the field work. The months November to January are relatively dry.

3.2 Economic activities

Agriculture provides almost the largest shares of the livelihood of the population in the study area. However, it is characterized by lack of access to modern technology, market, low productivity, dependency on rainfall and lack of irrigation practice, etc. As a result the sector is remained subsistence in its nature. Despite of this fact, the study area has potential for farming practice. The agro-climatic condition does suitable for production of cereals, and inset (the draught resistance species).

Mixed farming is a common practice prevailing in this district. As a result, the livelihood of the rural people is dependent on both crop farming and livestock rearing. Some of local community led their life with income generated from business activities and employment. Another notably important, but 'illegal' and environmentally devastating source of livelihood in the area, is the production and sale of charcoal and firewood. Some households produce charcoal/firewood and sale it at the nearest towns for their daily cash requirements (Regasa, 2016).

3.3. Research approach and design

Mixed research approach was used in this study. Descriptive research design was used for better understanding the potentials and challenges of ecotourism development. Data was generated from both primary and secondary sources in order to achieve the research objectives. The primary data were obtained with the help of a questionnaire from local community using questionnaire. Questionnaires comprised of closed questions were administered to gather information on the socio-economic and demographic profiles of the households, while semi-structured interviews were collected in one to one basis from the key informants. The field observation checklist was also used to identify the existing ecotourism resources and infrastructure facilities in the study area.

3.4. Sampling technique

3.4.1. Target population

The target populations of this study were households from local communities in and around the Jibat forest, experts from the Jibat Gedo District Forest Enterprise, and Jibat District Culture and Tourism Office. To get relevant data, the researcher selected the respondents for an interview, purposefully who work on tourism development and expansion position from the Jibat district's culture and tourism office as well as forest conservation and development experts from Gedo Jibat district forest enterprise. Elders and community leaders were also included. From local communities surrounding the forest, only individuals who are 20 years old or older were included. This age group was chosen because these individuals could legally account for their actions and using under age participants would require parental permission, which could make the study unfeasible.

3.4.2 Sampling procedure

This study was used multi stage sample techniques: the study area was purposively selected due to its potential cultural and natural ecotourism resources and the study villages were also purposively selected due to their proximity to the Jibat forest further Purposive sampling was used to select 6 (six) experts and government officials, 5 (five) kebele administrators, 1(one) Abagada, 1(one) Aba Tulu and 1(one) Hadha Sike from the study area as key informants. Through random sampling techniques 219 respondents were selected from the households living adjacent to the study area through stratified proportionate random sampling. Generally, the research participants from the local community required to meet the following requirements aimed to ensure that they were sufficiently familiar with their respective communities. First, participants should have lived in the Jibat forest and its surrounding region for at least five year and aged 20 years old and more second, participants should be familiar with the actual daily community life; and third, participants should be involved actively in the local community's affairs.

3.4.3. Sample size determination

The researcher selected five Kebeles from the Jibat districts through a purposive sampling technique according to their proximity to the Jibat forest. Households have been selected by proportionate stratified sampling technique. Based on this, Tutu Jibat, Maru Jibat, Mugno Abayi, Abayi Reji and Shenan town have been selected for this study. To determine sample size of the

total number of households from concerned kebeles and town, the researcher used the formula of Yamane, (1967) cited in Israel, (1992) to determine sample size for survey questionnaire which is reliable up to 95% and deviation factor has less than 0.05 Social scientists usually establish a cut-off point at 5% chance of sampling error Derbew (2009).

To determine the required sample size at 95% of confident level based on the following formula:-

$$n = \frac{N}{1 + N(e)^2} \quad N=485$$

Where n=sample size e= 0.05%

1=constant number

$$n = \frac{485}{1 + 485(0.05)^2}$$

n=219 sample size

Accordingly, 219 Households have been selected for this particular research where proportionate stratified random sampling has applied since the numbers of household representative in each selected kebeles and town are not the same, the sample sizes of respondents from each kebeles & Shenan town was calculated using the following proportionate sample size determination formula as follows:

$$n_1 = \frac{nN_1}{N'}$$

Where n= Total number of samples

n_1 =Number of samples in each kebeles

N= Total number of population from sampling frame

N_1 =Number of sampling frame population in each area

Table 1: Sample Size determination from each selected households

Name of Kebeles and town	Number of Households in respective kebeles who lived more than 5 years and aged more 20 years	A Sample of respondents from each kebeles &shenan town who lived more than 5 years and aged more than 20 years
Tutu Jibat	117	53
Maru Jibat	91	41
Mugno Abayi	89	40
Abayi Reji	93	42
Shenan town(Kebele 01)	95	43
Total	485	219

Source: *Researcher own calculation based on data from Jibat district Agriculture and Rural development office, report on 2019.*

3.5. Sources and Methods of data collection

In order to achieve the objectives of this study, data were gathered from both primary and secondary sources. Primary data were collected through interview, open and close ended questionnaires, and secondary data were collected from written material, book, reports, thesis and etc. while field observation were used through photography. A Household data have been gathered with the help of enumerators employed from the area. Five people who know the area have been given training on the application of instruments of data gathering. Accordingly, they have been deployed in the predetermined kebeles and town supported with close supervision of the researcher in which all the necessary information has been collected from the pre identified sources.

3.5.1. Semi- structure Interviews

The personal contact between interviewer and respondent often leads to more meaningful answers and a higher rate of response. In addition, the interviewer may judge the quality of responses, notice if a question has not been correctly understood, encourage a complete answer and, finally, better understand the responses by observing the visual signs of interviewees (Walliman, 2006). For the purpose of this study, semi-structured face to face key informant interviewee was conducted with two different groups which comprises officers and local key

figures which account for a total of 14(fourteen) key informants 3 from the Jibat Gedo district forest enterprise, 3 from the Jibat District culture and tourism office, 5 from kebele administrators of the study area, 1(one) Abagada, 1(one) AbaTulu, 1(one) Hadha sike. The reason to have a key informant interview with the officers were due to the fact that they have responsibilities on the study issues of ecotourism development and the fact that they were assumed to have adequate knowledge and attachment with the study area. And the local key figures were selected assuming that they were represent the voice of their respective community. The interview was conducted in *Afan Oromo* language; length of interview varied between 30 and 45 minutes. Specific codes were developed to identify each interview on transcripts, and during the analysis to ensure and maintain confidentiality and participants' anonymity.

3.5.2. Questionnaires

A questionnaire has been prepared in English and translated into the local language (Afan Oromo) for the respondents. Later, all responses were translated and transcribed into English. The researcher conducted a pilot survey with twenty randomly selected participants from the selected kebeles in order to ensure that participants would understand the intent of the questions and provides appropriate responses. The final revised questionnaire had a few minor changes based on the pilot survey; changes were made to accommodate Afan Oromo expressions.

3.5.3 Observation check list

Techniques for collecting data through observation checklist includes written descriptions of situations or environment, photographs in order to identify, categorize, describe and collect observable information or phenomena such as ecotourism recourses and its challenges, infrastructure facilities in the study areas.

3.5.4 Secondary Data Collection

In an effort to make this research more valid, credible and applicable secondary data sources which are important to the study was reviewed. For this purpose, both published and unpublished sources were investigated thoroughly, especially books, reports, project papers, annual and action plans.

3.6. Method of Data Analysis

The method of data analysis of this study includes categorization of data, for the purposes of classification, summarization and tabulation. Therefore, the content analyses of the qualitative

data were conducted on two levels. Including the basic level of analysis of descriptive account of the data, from which what said by the respondents were described, while the interpretative analysis were used to see what was meant, inferred or implied by the response. Data analysis was conducted using Statistical Package for Social Sciences (SPSS) version 21. Descriptive statistics such as frequencies, percentages, mean scores and standard deviation were used to summarize respondents' demographic and socio-economic profiles. The demographic information collected from respondents includes age, gender, education level, and other characteristics were analyzed in this step. The result of the analysis was interpreted and discussed using descriptive statistics (frequency, mean, standard deviation). To ensure validity the triangulation of data from questionnaire & interview items were resulted to confirmation with the literature review.

3.7. Ethical considerations

To ensure ethical considerations in conducting this study, principles of voluntary participation were applied and no respondents were coerced to respond to the questionnaires, observations & interviews. All respondents had responded voluntarily & informed consent had used while conducting questionnaires and interviews. The respondents had informed from the outset about the purpose & use of the data collection. They had voluntary to have photography and written records of their respondents with full consent of the respondents.

CHAPTER 4: RESULTS AND DISCUSSION

4.1 Socio-demographic characteristics of respondents

Out of the 219 questionnaires distributed for the respondents, 212 (96.80 %) were returned and 7 (3.19%) were not returned. Out of the returned questionnaires, 9 (4.1%) were invalid or incomplete. This means for the study, 203 (92.69%) of questionnaires successfully completed and, therefore, the reported data are based on a total of 203 respondents.

Some studies have shown that there is a relationship between people's demographic characteristics and their attitudes and perceptions towards certain phenomena (Cantiello et al, 2015). In this vein some demographic characteristics that are perceived to have relationship with people's perception and attitudes were considered for the study. These include gender, age, and level of education, main occupation, marital status, and years of residence, family size, farm size and number of livestock.

Respondent gender was recorded for the purpose of comparison. Gender distinction of the respondents was used in determining influence on a number of social aspects within the community and more so when it came to decision making and use of resources (Scheyvens, 2000).

Table 2: Gender of respondents

Gender	Frequency	Percentage
Male	175	86.2
Female	28	13.8
Total	203	100

According to the above table, data revealed that majority of the respondents were males with 86.2 % representation whilst 13.8% were females. This higher representation of men cut across all the four villages of the study area. Indicating that male respondents dominate the household in the study area.

Table 3: Marital Status of the respondents

Marital status	Frequency	Percentage
Un married	44	21.7
Married	159	78.3
Total	203	100

As presented in the above, 78.3 % of the respondents were married where as 21.7% of the total respondents were unmarried. The result of the data indicates that majority of the respondents are married which indicates that high demand of searching additional alternative economic opportunities to supplement the lives in which ecotourism can be used as an option.

Table 4: Age of respondent

Years	Frequency	Percentage
20-28	16	7.8
29-38	42	20.7
39-48	53	26.3
49-58	25	12.3
Above 58	67	33
Total	203	100

With respect to age, the studies found out that the highest proportion of respondents were above 59 years old forming 33 % of the total respondents followed by those within 39-48 age range which accounts with 26.3% of the total respondents. This can be explained by the fact that there is a lot of old people who knows the area very well and able to provide rich information required by the study. The presence of adulthood aged household could play a great role in the decision making of how to develop the sector (ecotourism) and biodiversity both by directly participating in the process and adding their imputes in all needed aspects. In addition, it is easy to convince the working class to do (when it is positive) or not to do (when it is negative) anything, because they do have the ability to understand things easily.

Table 5: Year of residence in the study area

Year	Frequency	Percentage
More than 5 years but less than 10 years	31	15.3
More than 10 years but less than 15 years	39	19.2
More than 15 years	133	65.5
Total	203	100

Concerning years of residence, the majority of the respondents 65.5% of them were lived for more than 15 years in the study area, and 19.2% of the respondents were lived in the study area for more than 10 years but less than 15 years. This implies that the majority of the respondents were lived for a long period of time in the study area which enables the respondents to provide the necessary information about the study area regarding any changes happened through time.

Table 6: Education level of respondents

Education level	Frequency	Percentage
Illiterate	93	45.8
Elementary	59	29.1
High school	33	16.2
College/TVET	12	6.1
Degree & above	6	2.8
Total	203	100

Education level affects the skills and level of knowledge that an individual has and enhances the ability of people to take advantage of opportunities that can improve their livelihood. The education levels of respondents were important so as to establish its influence on the attitude, perception and the level of knowledge about ecotourism by the local communities. Frequency table 4.2. Shows that education levels varied across respondents where the highest proportion of the respondents (45.8 %) has had elementary education. This is followed by 29.1 % who were illiterate. Therefore, the higher rate of respondents who achieve low education levels could affect the ability of individuals or groups to be involved in the ecotourism development process, particularly to fulfill new types of job demands in the village. With limited achievements in education, they may be able to obtain only low skill jobs offered by the tourism developers.

Table 7: Main occupation of the respondents

Occupation	Frequency	Percentage
Farmer	151	74.4
Government employee	14	6.9
Business owner	19	9.4
NGO employee	19	9.4
Total	203	100

The study found that farming is the main occupation of the community in the study area. However, findings also show that communities have diversified their income by engaging in other activities which included; farming, business, NGO, Government employees. The majority of the respondents were farmers with 74.4 % representation. This is followed by 9 % of the respondents who fell in the business owner category. The high percentage representation in farming coincides with the national and district data where the majority of the labor forces are engaged in agriculture. Again, all the surrounding kebeles are rural except Shenan town where employees and business owners to be found.

Table 8: Distance in km from Jibat forest

Distance	Frequency	Percentage
Less than 1 km	43	21.2
Between 1-2 km	51	25.1
More than 2 km & less than 3km	24	11.8
More than 3km & less than 4km	69	34.0
More than 4 km	9	4.4
Total	203	100

Majority of the respondents which account 34 % live at the distance between 3km and less than 4 km followed by 25.1% who live at the distance of 1-2 km form the Jibat forest. This implies that most of the respondents included in the study know the study area better and committed to give relevant information concerning the issues under the study.

Table 9: Family size of the respondents

Family size	Frequency	Percentage
2-4 members	52	25.7
5-6 members	93	45.8
7-8 members	35	17.3
More than 8	23	11.2
Total	203	100

Family size of the respondents in the study area depicted as 45.8% possessed 5-6 members, followed by 25.7% with 2-4 family members. This implies that majority the respondents had large family size which demands them more income to support their family. This can encourage the local community to participate in alternative livelihood like ecotourism businesses.

Table 10: Number of livestock owned by the respondents

Livestock	Frequency	Percentage
1-5 livestock	12	5.9
6-10livestock	36	17.7
11-16livestock	43	21.2
More than 16 livestock	112	55.2
Total	203	100

Source: survey questionnaire (2019)

According to the above table majority of the respondents 55.2 % had more than 16 livestock. Where these numbers indicate that local community demand more land for grazing their livestock further this may leads for illegal encroachment to the Jibat forest.

Table 11: Types of ecotourism resources available in the study area

Ecotourism resources	Frequency	Percent
Historical	5	3.54
Cultural	18	12.7
Nature based	39	27.65
All types of resources	79	56.02
Total	141	100.0

Source: survey questionnaire (2019)

Majority of the respondents 56.02% were stated that the area under the study was rich with all types of ecotourism resources. This implies that the study area has huge ecotourism resources.

Tourism development practices of Jibat district culture and tourism office

With regards to the practices of ecotourism development of the Jibat forest, the district's culture and tourism officers were asked what they did in this regards, and they responded that;

Even though the office was very eager to promote the district's tourism potential resources to the prospective investors and tourists, due to poor attention and limited budget allotted for this office it was impossible to realize it. But the office tried to collect and record the various types of tourism resources even though they demand further studies and investigation. (JDCTO1, 2019).

We are working with Abagadas, Hadasike and knowledgeable elders to gather and document cultural and historical artifacts of this district. The lists of some major tourist attractions yet identified have been posted in our office but we were unable to distribute to the concerned stakeholders due to budget limitation promotional posters and brochures and other media outlets.

From these the researcher identified that the office tried to shift the weaknesses to other stakeholders as if they did their contribution and the other stakeholders didn't, even if they couldn't show any attempt they have done to convince the concerned government organizations whom they work together for the improvement the current status of tourism in this district.

4.9 Potential Ecotourism Resources of the Jibat forest and its environs

The potentiality of the study area as an ecotourism attraction sites was assessed through document review as well as through personal observation and key informant interview with community representatives. As revealed, the Jibat Forest and its environs have huge tourism attraction sites in terms of natural, cultural, and historical ecotourism activities. These ecotourism resources are described in the following section.

Jibat montane forest is one of the Important Bird areas of Ethiopia located in the Oromia Region of western Ethiopia. Jibat forest is endowed with varying species of trees which can serve for different purposes like for research, medicinal values, recreation and habitat for varying wild animals. During the rainy season, this thick forest is covered by cloud which makes the forest and its environs more attractive coupled with its other features. Due to its altitude and high vegetation cover the forest is also a source of rain and cooling pot for the district and its surrounding area. Further, the Jibat forest is also a source of various streams and rivers which can serve the nearby community by providing them with the possibility of water supply for house consumption and small irrigation purpose. It has the potential to attract rain.

Table12 : Flora species of Jibat forest

Life form	No. of species
Tree	43
Shrub	49
Herbs	65
Woody climber	10
Climbers	8
Epiphytes	3
Grasses	3
Ferns	2

Source: (Burju, Hundera, & Kelbessa, 2013).

Furthermore, at the top of the Mount Jibat, highland bamboo (*Arundinaria Alpina*) is dominant and grown extensively along with woody plant species. Through planting of different species of seedlings of commercial trees, there are also a wide range of exotic forest plantation, particularly eucalyptus and Cuppressus species, which is used for enrichment planting of logs natural forests.

This forest is inhabited by both natural and commercial trees planted by Gedo Jibat forest district office, to rehabilitate and it is used for the sake of commercialization. Indigenous trees like bamboo are largely confined to the Jibat forest. Herbs had the highest composition followed by shrubs and trees. According to information collected from Gedo Jibat district forest management enterprise,

Endemic species of Jibat forest and their IUCN categories (T=Tree, S=shrub, H=Herb, NT=Nearly Threatened, LC=Least

Table 13: Endemic species of Jibat forest and their IUCN categories

Species	Family	Habitat	IUCN category
<i>Crotalaria roseni</i>	Fabaceae	H	N T
<i>Erythrina brucei</i>	Fabaceae	T	L C
<i>Impatiens tinctoria</i> ssp. <i>Abyssinica</i>	Balsaminaceae	H	LC
<i>Kalanchoe petitiiana</i>	Crassulaceae	H	LC
<i>Maytenus addat</i>	Celastraceae	T	NT
<i>Mikaniopsis clematoides</i>	Asteraceae	C	LC
<i>Millettia ferruginea</i>	Fabaceae	T	LC
<i>Solanecio gigas</i>	Asteraceae	H	LC
<i>Vepris dainellii</i>	Rutaceae	T	LC
<i>Solanun marginatum</i>	Solanaceae	S	LC
<i>Bothriocline schimperi</i>	Asteraceae	S	LC
<i>Impatiens tinctoria</i> ssp. <i>Abyssinica</i>	Balsaminaceae	H	LC
<i>Chiliocephalum schimperi</i>	Asteraceae	H	-
<i>Cineraria abyssinica</i>	Asteraceae	H	-
<i>Plectranthus garckeianus</i> Morton	Lamiaceae	H	-
<i>Satureja paradoxa</i>	Lamiaceae	S	

Source : (Burju, Hundera, & Kelbessa, 2013).



A) *Hagenia abyssinica*

B) *Rapanea*

Fig 4: Some species of flora in Jibat forest (*Hagenia* and *Rapanea* respectively)

Source: (photo taken by author, April, 2019)

Podocarpus falcatus

Among the dominant trees found in the Jibat forest and its surrounding podocarpus is few to mention. This type of tree occurs in the so-called undifferentiated Afromontane forest (falling within an approximate altitudinal range of 1,550- 2,800 m). In this forest type, podo is often one of the dominant species (the 'Podocarpus forest') or is one of the co-dominant species (e.g., the 'Juniperus- Podocarpus' forest). It is frequently encountered in relic forest areas (e.g., riverine habitats, open grave-yards, edges of farmlands, and along roads). Where farming is intense, individual trees may be found scattered in farmlands and are often heavily lopped. Under such circumstances, natural regeneration is very poor or does not occur at all.

Podo is a beautiful evergreen tree and, consequently, its former specific Latin name, *gracilior*, must have been coined to depict the elegance, beauty or gracefulness of the species. The tree's body is massive and can attain a height of up to 40 m. The evergreen and dense canopies, along with the droopy nature of the branches, make the tree distinct and attractive to the eyes. Hence, it is no wonder that, in some localities, an individual tree (often a female one) is chosen as a sacred tree. In Ethiopia, *Adbar* is the name given to the chosen, sacred tree. To honor an endangered tree in this manner is indeed a very good culture, not only for its contribution towards the tree's

conservation, but also as recognition of its pervasive role in promoting and maintaining ecosystem functions and services(Negash, 2019).

Hagenia abyssinica

Hagenia is known in English as African redwood, or kousso, in Amharic as kosso. It is the sole species of genus Hagenia, and its closest relative is the Afromontane genus Leucosidea. It is a tree up to 20 m in height, with a short trunk, thick branches, and thick, peeling bark. The leaves are up to 40 cm long, compound with 7-13 leaflets, each leaflet about 10 cm long with a finely serrated margin, green above, silvery-haired below. The flowers are white to orange-buff or pinkish-red, produced in panicles 30–60 cm long. It is generally found from 2000–3000 m elevation, in areas receiving 1000–1500 mm of rainfall annually. It can be found growing in mixed Afromontane forest with Podocarpus, Afrocarpus, and other trees, and in drier Afromontane forests and woodlands where Hagenia is dominant, or in mixed stands of Hagenia and Juniperus procera. It is often found near the upper limit of forest growth, giving way to giant heather zones above it. Hagenia is used as a food plant by the larvae of some Lepidoptera species including turnip moth. Kosso, kousso or cusso is a drug which consists of the panicles of the pistillate flowers of Hagenia.

4.9.1 Faunas in the Jibat forest

The Jibat forest has enormous types of fauna species with a total of 183 species representing 161 genera and 73 families were recorded. Of the total species, 16 (8.74%) species are endemic to Ethiopia. All of these fauna species are found in different sites of the attractions which are the major sources of ecotourism development. Moreover, the unique feature of flora and fauna species of the forest also has an appropriate environment for ecotourism development.

Table14: List of Large mammals in the Jibat forest

Scientific name	Common name
Tragelaphus Scriptus Meneliki	Menelik’s bushbuck
Crocutta Crocuta	Spotted Hyaena
Colobus Guereza	Black and white colobus monkey
Papio hamadryas Anubis	Anubis baboon
Chorocebus aethiops	Grivet monkey
Potamochoerus Larvatus	Bush pig
Panthera Pardus	Leopard
Hystrix spp	Porcupine
Xerus spp.	Squirrel
Sylvicapra grimmia	Common duiker
Oryteropus afer	Aardvark

Source: Gedo Jibat district forest management enterprises (May, 2019)



Fig: 5 Blue monkey

White colobus monkey (Colobus Guereza)

Source: Gedo Jibat district Forest Enterprise management enterprise

4.9.2 Bird watching

There are many bird species in the Jibat forest and its surroundings environs which can be a potential for promoting bird watching tourism in the study area. Birdwatchers those are eager to see some endemic species can make the Jibat forest as an ideal place of spotting rare bird species in their natural setting.

The escarpment and Jibat Forest are regarded as one of the important Bird Areas of Ethiopia. The bird cliff is one of the major ecotourism resources found within Jibat forest. It is a cliff where a large number of varying species of birds make their home and live together to hide themselves from predators and other potential threats. This bird cliff is a kind of hill estimated to be 120m long. Being at the top of this cliff enables potential visitors to experience sightseeing from various directions. In addition to watching birds in this cliff, it can also be breathtaking place. Further, it can be possible to see the Jibat forest extension towards the nearby Gibe River and the eastern Wollega Zone border. This place can also serve as a recreational center, especially for taking photography. It can also be an ideal place for tourist camp for those interested to experience the life within this spectacular forest.



A) *Rougetius rougetii* B) *Tauraco Leucotis* C) *Abyssinian woodpecker*



Fig: 6 Partial view of the scenery of Jibat Forest

Source: Photo taken by the researcher (April, 2019)

According to an interview made:

The forest is everything for local community since their life is based on this forest for fulfilling their basic needs like collecting fire woods from fallen trees, construction materials, grazing for their live stocks, source of water as well as rain for undertaking agricultural activities(JDCTO3,2019).

Other interview made also stated that:

Jibat forest provided for some of the nearby community an alternative to be employed as a guard (JGDFME2, 2019).

The above interview response implies that the connection between local community's livelihood and the Jibat forest is significant where any development desired in the study area demands the involvement of local community from planning to decision making process since any attempt excluding the local community interest will not be realized. In another way, this implies the local communities' reliance on the natural resources available in the study area which can affect its sustainability unless appropriate and timely measures undertaken considering the will of the community and the sustainable conservation and protection of these resources.

4.9.3 Climate

Jibat forest and its environs endowed with attractive climatic condition which can be one of the potential tourist attractions of the area. And it's also a favorable place for human being to live in such an attractive and pleasant place. Hence, climate and weather are important factors in tourists' decision making and also influence the successful operation of tourism businesses. For this reason, tourist destinations will benefit from understanding potential climatic changes in their area and how they might impact on their operation (Becken, 2014). Good weather is a major factor in terms of attracting tourists to specific destinations; amount of time required for a visit is another (Becken and Wilson, 2013). Fine weather facilitates tourism development to natural areas which are primarily dependent on outdoor activities, such as picnicking, to enhance satisfaction (Falk, 2014). Based on the personal observation, the Jibat forest climate and weather condition can be a potential source for attracting ecotourism travelers who wish to experience such product in their natural setting. The existence of such pleasant and attractive climate and weather conditions contributed by various factors which includes the altitudes and the vegetation cover of the study area enhance the study area's potentiality for attracting ecotourism travelers.

4.9.4 **Trekking**

Since Jibat forest has covered series of extensive Jibat Mountain chains which extends to the vast area not only the district of Jibat but also to the nearby Nono and Sayo districts, it is an ideal place for undertaking trekking in the Jibat forest to explore the entire ecotourism resources of the Jibat forest and its environs. Jibat Mountain chains can be an ideal place for travelers who seek to undertake trekking provided with an opportunity to see the lives of rural community residing near and around the natural forest of Jibat. Jibat Mountain would be an ultimate destination for the trekking enthusiasts. The mountain terrain offers a myriad of possibilities for trekking and the Jibat mountain has a potential to be called “A Trekkers Paradise” because the jungle forest and the surrounding terrain offers some of the most spectacular trekking routes in the country.

4.9.5 **Agro-ecosystem**

Currently the local communities around the Jibat forest are farmers where small scale farming practices which can possibly attract visitors who wish to experience the agricultural activities to be performed by the local community. This would provide an alternative source of income to the local community. In this district various types of crops are cultivated by the local farmers, including the farming of *Inset* (the drought resistant tree) used for making various types of local dishes and further it is the staple food well known in the area. Hence, the processes of preparing this inset for food by itself is one of the potential tourist attractions for tourist who are interested to know the lifestyle of the local community.

4.9.6 **Camping site**

Camping is an optional outdoor recreational activity. Generally, tourists spend time outdoor in natural area with the aim of recreation. The "camping" requires minimum of one night to be spent outdoor, distinguishing it from day-tripping, picnicking, and other similar short-term recreational activity. Camping can be enjoyed throughout all four seasons. Jibat forest can in its various villages can be good sites for adventurous camping to both domestic and international tourists. For visitors who wish to spend a night in Jibat forest and nature lovers who want to explore the night life of wildlife and others being in the this forest can have an opportunity to camp in some selected areas especially in the outskirts of the forest from the side of Shenan town. The availability of potential camping site can enhance the destination's appeal to the potential visitors hence facilitating host guest relationship.

4.9.7 Photography

The topography and the greenness of the mount Jibat and its surrounding environs can be potential site for photographers since it is an ideal place to take photograph for various purposes. In addition to this, it can attract potential jungle film makers who are eager to advocate conservation of natural resources and habitats.

4.9.10 Waterfalls

Jibat district is endowed with various waterfalls. These waterfalls constitute tourist attractions with their nearby floras and faunas with their scenic landscapes. As of the data collected from the Jibat district culture and tourism office, the district has many waterfalls with different shapes and sizes which can be an ideal place for waterfall lovers as well as photographers. Furthermore, these waterfalls have interesting and scenic beauty nature of land feature. So, such remarkable land and wonderful topography of the water fall makes the best tourism attraction potential for the Jibat district. It is important for wedding ceremony, swimming pool, fishing activities irrigation and habitat of wild life. Beside this, it can also be used for movie making too. Some these waterfalls include: Leman Water Fall which is estimated to be 40-60 meters long and it is the 3rd longest waterfall found in Jibat district next to *Fale Water fall* and *Gatira Water fall*. It can be an ideal place to take photography and recreational center since this waterfall is covered by dense forest called *Oddo Guda* which added value to this place and at the lower stream of this falls there are also some small waterfalls which can also be visited by the travelers. In previous time this water fall was used as a place where *Kutaye Liban's* clan conduct *irrecha* ceremony.

The other major water fall is *Fale waterfall* is located in the Jibat district in kuyu Areri kebele at a distance of 19 km from the Shenan town of the district. This waterfall is a natural fall, which is estimated to be 85m long and 20m wide. According to the respondents the name Fale is derived from the local language Afan Oromo "*Faallee*" which mean opposite ,due to the fact that this waterfall originated from two opposite springs found at the upper part of this waterfall. The size and width of this waterfall highly increases during the rainy season.

It is worth fascinating potential destination if properly developed and promoted. Currently this waterfall has only dry season road. Eventhough the area has woth visting with nearby other attractions it requires some basic facilities to make ease of visitor experience. Since waterfalls are enjoyed by many people, young and old, all over the world, it has the potential to increase

numbers of visitors at Jibat coupled with landscape features of the area for recreation and tourism.

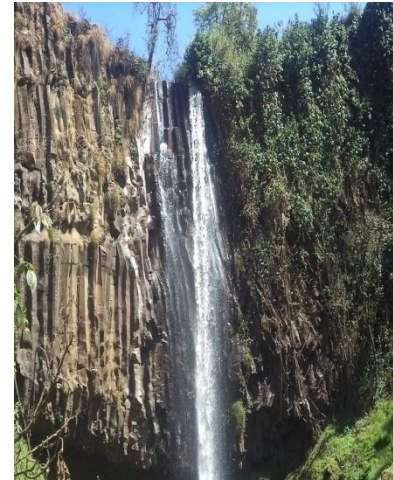


Fig 7: Leman Water Fall

Fale water fall

Gatira water fall

Source: Jibat Culture and Tourism Office (April, 2019)

In addition to the above discussed waterfalls, *Gatira* waterfall is also among the potential ecotourism resources found in the Jibat district in Maru Gombo kebele at a distance of 5 km from the Shenan town of the district.

According to the respondents,

This waterfall is unique in its feature where it falls two times at distance of 80m after the first fall. And it is also surrounded by various types of vegetations which added scenery to this water fall. There are also many caves found under this waterfall which are home to many wilds and birds species. Furthermore, the standing stones supporting this waterfall as pillar also have unique apple which can catch the eyes of visitors(JDCTO3,2019)

In addition to the above mentioned services, this waterfall further can provide the local community with an opportunity to utilize the water for irrigation purpose if provided with minor irrigation technology.

From this it can be said that eventhough the waterfalls have a potential to attrcat tourists, the local community's interst were to use it for irrigation purposes provided with the necessary

irrigation technology assuming that this will benefit them rather than waiting for benefits to be earned from tourism which is not yet known in the area.

The nature based tourism resources of study area is preferred as it has diverse range of geographical features like land forms, water basin, gorges, cliffs, native biological diversity and other spectacular views. Comprehensively, the results indicated that the scenic beauty of landscapes is the big nature based resources and wildlife resources, and variation of rainfall wind, temperature and humidity are the other nature based tourism resources.

From this, it can be said that the benefits to be pursued from developing ecotourism in the study area must outsmart the current benefits earned by the local community because less benefits will not be accepted and tolerated by the society.

4.9.11 Cultural ecotourism potential of the Jibat forest and its environs

One of the major attractions of the Jibat forest and its environs is its cultural assets where the way of life of the community, their dressing styles, food and beverages, wedding ceremony, mourning ceremony, dancing styles, and other major cultural festivals like Irrecha are among some to mention to be practiced by the Jibat district communities.

Irrecha Ceremony

In many countries of Africa traditional thanksgiving ceremonies are organized with different cultural contexts. Irreechaa or Irreessaa also known as Irreechaa Malkaa and Irreechaa Tulluu are a traditional Oromo thanksgiving celebrated every year at the bank of a river in the case of Irreechaa *Melka* and on a hill top in the case of Irreechaa Tulu.

Interview respondent expressed;

Irreechaa as a platform of peace, love and unity where prayers and thanks are offered to Waaqa. Irreechaa is not a forum of political agenda promotion or violence. It's all about thanks giving for being healthy, recovered from the hardship of rainy season, able to meet their relatives and neighbors, praying for love, unity, development, prosperity for all nations and nation nationalities across the globe(HSMJ,2019)

During the festivity the researcher has able to observed that, many of the participant of this festivity were ornamented with white sparkling cotton costumes and turbans, the men hold spears and a special stick that was designated by the Gada system, hundreds of thousands, gather at Tulu Jibat to celebrate *Irreecha Tulu*. During this festivity Women sing '*Maareyoo...* They were

decorated with *Caaccuu* (beads of different colors), traditional costumes and *Siiqqee* (stick traditionally handled by Oromo women). The men also hold a traditional stick called *Haroresa* as they chant the *Ireechaa* song with women.

According to the personal observation of the researcher in this festival elders like “*Abba Gada*”, *Abba Tullu* and “*Hadha sike*” including other people from the regional, zonal to district levels were assembled together in early morning at Shenan town for heading together towards Jibat mountain which is found at a distance of 7km where the “*Irrecha Tullu*” is going to be celebrated. In this festival large number of the participants including all age groups decorated with cultural dresses accompanied by horsemen heading to the Jibat mountain by showing cultural music and dance as well as supported by elders blessing where all faces of the participants were exhibiting the hope and happiness as well as joy to be part of this generational holiday.

The researcher asked respondents from the local community in Jibat and the surrounding area to discuss the local perceptions towards cultural sites, to what extent these resources are important to the local community and how they relate to the past. “What do the sites you mentioned mean to you?” The respondents revealed that they have a strong relationship with the sites surrounding them as it represents the past and constitutes continuity with the present through a sense of belonging to the place; by saying this is our history.

This connection will generate a willingness to conserve the site that they feel a sense of belonging to. Phrases such as a sense of pride, identity, or belonging were frequently used by the respondents. One of the interview respondents said:

“For me, Irrecha is my identity.” The same sentiment was also expressed by one of an expert from Jibat district culture and tourism office: “...it represents for me a sense of belonging, because a people without a past are a people without a present.” (HMJK, 2019).

Contrary to this, there were a number of people who attach this type of festivity as if it contradicts with their religion. So they don't be part of the festivity.



Fig 8: Irrecha Tullu festivity at Jibat Mountain

Source: Photo Taken by the researcher (April, 2019)

Hospitality of local community

For ecotourism to be initiated and developed, the friendliness and hospitality of the local community plays a great role. Local community living in and around the Jibat forest has a number of qualities suitable for developing ecotourism in the area. One of the main qualities of this community is their way of welcoming and hosting the new comers who want visit their area. They were eager to approach and help.

Personal observation during the Irrecha festivity implies that, the communities living in and around the Jibat forest are very hospitable and known how to host any strangers who come to their villages. They are very eager to host anyone who wishes to visit their villages and want to know their culture. They (.....the local community) show their smiling face when first meet strangers and happy to assist them (...Strangers).

The hospitality of the local community can be used as an opportunity to initiate the development of ecotourism in the study area. Since the development of ecotourism mostly rely on the participation and willingness of the local community living in and around the ecotourism sites. So their willingness of welcoming strangers and visitors to their community can enhance the success of the development of ecotourism.

Home stay

Homestay is a type of tourist accommodation that differs from typical house accommodation commonly found in communities. Homestay offers the traveler a unique local experience that combines basic needs of food and shelter, and possibilities of interaction with the host family. The guest can interact with host families, and can understand the local culture, traditions and

customs. Homestays are soothing destinations for couples, family and even singles who desire a private peaceful holiday. So that if the necessary training and awareness campaign undertaken the problem of shortage of tourist accommodation can be solved and the local community will be benefited in various forms.

Horse riding/racing

The Jibat ditrict has large number of horses which can be used as one of the potential ecotourism product since the communities of the Jibat district were well equipped with the knowledge and skill of horse riding and racing.

Kocho processing

The Jibat district is one of the district where “*warqee*” or Kocho is one of the most edible false banana tree where large number of the community rely for their livelihood if properly promoted it can be one of the product to be initiated as an ecotourism product. The edible parts of enset are the pseudostem and corm in the form of kocho, bulla and amicho. Kocho is the fermented starch obtained from decorticated leaf sheaths and grated corms. Bulla is obtained by squeezing out the liquid containing starch from scraped leaf sheaths and grated corm allowing the starch to concentrate into a white powder. Amicho is a piece of enset corm that is boiled and consumed in a similar manner to other root and tuber crops.



Fig 9: Processing enset for fermentation: a) women decorticating the leaf sheath of enset; b) women smashing the lower piece of enset pseudostem

Source: Tariku and Moges

The combination of these resources are crucial for ecotourism activities such as photographing, sightseeing, forest walk, wildlife viewing, camping, and admiring cultural ecotourism resources. The development of these potential attractions contributes for ecotourism and improves the livelihoods of the local community in different manner. As ecotourism has become a way to experience wildlife, ecosystems and culture through protecting and conserving the natural environment, implementing the programs that promote sustainable conservation, ecotourism and community benefit (i.e. lodging, eco-friendly tour operators, etc) is crucial in this regard.

4.10. Challenges of ecotourism development in and around Jibat forest

Despite the vast potential of tourist attractions available in the Jibat district, the economy of the district is still primarily dependent on agriculture and livestock rearing. The study also showed that there are adequate tourist attractions capable of supporting tourism businesses and economic growth of the destination. This is consistent with Buhalis (2000) argument that the availability of tourism attractions and resources in a destination provides the most significant component for tourism development. Hence, the availability of tourism attractions plays a significant role in attracting tourists in the destination. The tourism resources and attractions also create opportunities for investment in tourism and employment. Tourism resource endowment is therefore good stimulant capable of transforming economic livelihoods of the local communities and the local economy.

Even though the study finding confirms availability of diverse ecotourism resources and attractions, the area is not yet adequately developed, commoditized and packaged to optimally tap in to the domestic and international ecotourism market. The study area's rich in natural and cultural ecotourism characteristics if supported by development of infrastructure justifies the socio economic viability of ecotourism in the district.

Conversily, the availability of potential ecotourism resources in and around the Jibat forest did not benefited the local community as well as all the concerned stakeholders. This may be attributed to various reasons raised according to the interview respondents.

For instance one of an interview response stated that:

The Jibat forest is gifted with natural resources which can be used for various types of developmental options for community, like it can be an attraction for visitors who wish to experience the natural setting but due to the absence of basic

infrastructures and support services the number of people coming to this forest is very limited(JDCTO3,2019).

Similarly, the study conducted in Lake Zengena identified the major hindrances for community based tourism development include minimal government and stakeholder participation, poor infrastructure, lack of financial support, lack of skilled man power(Berhan, 2017).

4.10.1Lack of tourist infrastructure

The quality of the tourism business and infrastructure within a country provides a key driver for the growth and competitiveness of the ecotourism industry. The development of ecotourism relies on the availability of conducive business environment and the development of appropriate infrastructure which service tourists' needs and encourages the development of ecotourism in a given destination. In addition to the provision of the general infrastructure, the success of any ecotourism destination is dependent to a large degree on the nature of the facilities and services infrastructure that are available to the tourist since they are more interested to those place which have adequate facilities and services, good safety and security and scenic cultural and natural attractions.

Furthermore, (Geda, 2020) has stated thatBasic ecotourism facilities such as accommodation, transportation, health services and other support facilities are essential to enhance the satisfaction of eco tourists and to maximize the length of stay of tourists to any area. However, the findings of his review indicated that most of the ecotourism destinations in Ethiopia are devoid of these facilities and services. Simiarly, the absence of sufficient accommodation with food and water services as the main ecotourism facility problem in Dinsho and Goba woreda (Menbere & Menbere, 2017).

4.10.2. Poor road network

Poor road network is a major challenge hindering the ecotourism development in Jibat district. The roads to and within the various villages in the district are in a deplorable state. These roads are seasonal, characterized by being slippery and muddy during the rainy seasons, like the road linking Shenan town and Jibat forest as illustrated above and too dusty during the dry season. Some of the touristic sites are still enclaved and cut off from access to tourists who patronize the area. Hence, most of the ecotourism potentials (like *Gatira and Leman* Waterfalls, bird cliffs, floras and faunas species, mountainss and cultural ecotourism resources) remain idle and

unexploited for ecotourism purpose. Furthermore, most of the park areas are only accessible on foot. The absence of a reliable road network in the area is a significant hindrance to Ecotourism development.

Similarly, a respondent commented that;

“Due to the absence of all-weather condition road networks with in the Jibat forest and its environs, we are unable to transport our crops to the market especially during the rainy season.”(JDCTO, 2019).

Road connectivity is vital for any kind of development including ecotourism to make ease of travel within and around the ecotourism resources of the area, but when we come to the case of the Jibat district’s ecotourism resources.

As of the interview respondent

None of the community surrounding the Jibat forest has pipe born water or main electricity supply. They depend on local streams for the supply of water. Some of the communities are make use of the solar light to occasionally light their houses during festivity like wedding ceremony and some of them rent generators as well as for charging their mobile phone. This irregular supply of power and potable water is also a potential hindrance to the effective development of ecotourism in the area (JDCTO1, 2019)



Fig 10: Gravel main road leading to Jibat district



Fig 11: Paved road from Shenan town to the Jibat forest

Source: Photograph taken by the researcher (April, 2019).

4.10.3 Health facilities

Apart from Shenan town, most of the villages in the Jibat district have inadequate health service facilities. The health services and facilities of the local communities in the surrounding villages under the study were very poor according to the key informant interview. Local communities should travel a distance to get better health services at the zonal hospital at Ambo, 200 km far from the district.

4.10.4 Education

The illiteracy level of the communities in and around the Jibat forest is very high. The only secondary education found in the area is located in Shenan town. Most of these villages are, very far- off from the main secondary school thus most children do not continue their education due to the distance to track to the secondary school and they are required to rent house in which to live in shenan town which further becomes a burden for the poor farmers to cover for their children besides covering their food foods and other personal expenses. Those who were unable to continue their education back to farming to earn a living. Thus high illiteracy level would hinder educative collaborative management within this protected area which is very determinant to the planning and development of ecotourism within the area.

We have been fooled for too long. We were promised many times that they were projects to be initiated in this area which can benefit the local communities in various aspects but none of them were realized(HTJK,2019)

This study revealed that there is also financial constraints that hinders the local communities' capacity to participate in small and micro tourism related businesses since majority of the community depend on agriculture to raise income for house hold sustenance.

From the above findings, it is realized that, the challenges of ecotourism development within the Jibat forest is from multiple fronts. Despite the fact every stakeholders in the game is claiming to do its possible best toward the development of ecotourism, they were directly or indirectly blamed for the precarious situation and state of the communities and happening in this protected area.

The government did not meet their infrastructural and otherwise developmental goals which have greatly influence the community's capabilities and actions.

It is worth mentioning that accessibility constraints discourage tourists from visiting the Jibat forest and its surrounding environments. These accessibility constraints have a negative influence on tourists' arrivals and local earnings. This accounts for the low rate of tourism arrivals during the rainy season when accessibility is very poor to the major parts of the Jibat forest and surrounding attractions. Hence, during the dry season, too much dust is a deterrent to tourism activities, even plant species around this road are covered by dust and in long run it becomes dry. This dust irritated the local community whom reside near this road, since the dust from nearby road affects their cleanliness and breathing.

4.10.5 Accommodation

There is a lack of accommodation in this area. Currently the existing accommodation in this district is below the standard and lacks basic facilities for tourist as of the observation made by the researcher. But the home-stay system could be developed as an alternative accommodation system or as a community program. The district could offer this system successfully because it has many cultural and natural attractions to entice tourists to stay with local community members. There is a social value in acquiring a unique experience from the local culture by living the life of the host community, participating in activities with them, and eating authentic local foods. Also, the local community could benefit economically by securing the larger share of visitor spending, and could interact with other cultures but an awareness creation campaign must be given due consideration prior to implementing this program. In addition to this, it's viable to build lodges to be made of local materials which could exhibit the local culture.

Home stays operation can be an alternative accommodation system in Jibat district provided with the necessary training and awareness creation for interested local community on how to operate the business of home stay program. This will ensure employment and income opportunity for local people as well as economic enhancement of the country. It will be helpful for flourishing

ecotourism sites. Home stays can build up near the ecotourism sites and tourist wants to stay near the natural attractions. With proper planning and implementation, operational regulation and management, appropriate development and financial allocation in home stay operation will be ensuring sustainable ecotourism development in the Jibat district.

4.10.6 Electricity and Potable Water

None of the communities around the Jibat forest has pipe born water or main electricity supply. They depend on local streams for the supply of potable water and the rich villages has currently make use of solar to occasionally light their houses and during festivities. This irregular supply of power and potable water is also a hindrance to the effective development of Ecotourism in the area.

Even though most of ecotourist does not rely on luxurious tourist facilities and infrastructures at their destination, they prefer basic facilities to be available but other tourists prefer tourist destinations with adequate infrastructures and facilities. Infrastructure plays a critical role in the development of sustainable ecotourism outcomes that protects the natural environment. Improvement in existing infrastructure to attract more tourists to the sites is also of crucial importance. These improvements may confer benefits to the local community as well by providing them with amenities attached with it.

Ecotourism must rely on certain types of standard infrastructure to provide services like visitor transportation and access. Among other basic infrastructure needs, tourist's accommodation, demands serious attention. For the domestic budget tourists, moderately priced tourists bungalows, youth hostels, have sufficed. Much has to be done by way of popularizing the paying guest system and introduce home stays at the destination itself. Similarly, tented accommodation, especially in the more remote regions, can also mitigate the accommodation supply problem provided adequate camping sites are developed.

Facilities and amenities are a necessary aid to a tourist center. The basic infrastructural facilities of the ecotourism sites which cater to the special needs of the tourists are banks, health center, post office, police station, tourist office, souvenir shops, electricity, water supply and sanitation. A combination of facilities, in addition to the natural beauty and unique exotic spectacles are of great help in increasing the attraction of an area.

If, for instance, a destination is very rich in tourism attraction but lacks infrastructural facilities, tourists will not feel the need to visit the site. That is why attractions and amenities are the very

basis of any type of tourism activity; unless these are present the tourists will not be motivated to visit to a particular place. So that, for the Jibat district to benefit all stakeholders of ecotourism, it requires the government to pay due attention for the development of basic infrastructure for attracting tourist to the destination. This is supported by the finding of (Silvia and McDill,2004) which stated that, although the existence of tourism resources offers the opportunities for the development of community tourism, those opportunities are constrained by resource limitations such as water supplies, and land are accessible (Silva and McDill, 2004). Hence, in practice, ecotourism has often failed to deliver the expected benefits to indigenous communities due to a combination of factors, including shortages in the endowments of human, financial and social capital within the community, lack of mechanisms for a fair distribution of the economic benefits of ecotourism, and land insecurity(Coria & Calfucura, 2012).

4.10.7 Deforestation

Jibat forest was severely threatened by agricultural land expansion and commercial timber production. Grazing has a significant impact in the area in accelerating habitat degradation and competition with wildlife. In addition, firewood collection, illegal bamboo cutting is also observed in addition to charcoal production activities

According to one of the government official,

The cutting down of trees be it for timber exploitation, agriculture, road construction, settlement or the massive deforestation of hundreds of hectares of land by the large industrial this will obviously go a long way to destroy hundreds and even thousands of plant species in which some are of medicinal values and others are used for food. Apart from this, the animals and birds that live in the deforested area will be deprived of their natural habitat. Such act of poaching and deforestation will affect greatly the ecotourism potentials in the Jibat forest (JDCTO3, 2019).



Fig 12: Illegal timber production



Fig 13: Illegal forest clearing for Agricultural land expansion & illegal hunting with in Jibat forest

Source: Jibat Gedo district wildlife and forest management enterprise.

The extent of degradation of Ethiopia's resource base and the open disregard for many natural resource-based policies demonstrates that the government of Ethiopia has been unable to ensure the protection and sustainable use of its biodiversity and forest assets (United State Development Agency, 2008). Furthermore, the findings of this study was similar with that of deforestation, overgrazing and expansion of farming, coupled with conflicts between park and local communities are detected as the major problem contributors to the degradations of natural resources of the area (Dejene, Seyoum, & Ready, 2014).

4.10.8 Lack of partnership and cooperation among tourism stakeholders

The implementation of the sustainable tourism development strategy depends on the partnership between public sector investment, local businesses and private sector enterprises. At every stage of implementation, there is a need for governments to stimulate private investment by creating a favorable context for investment in general with specific tourism-related fiscal, financial and other incentives.

It is important to recognize that there are many other benefits from collaboration such as resource and expertise sharing, mutual capacity and knowledge building, enhanced visitor experience, and conflict management. Collaboration and partnerships with the industry are also important in awareness raising and capacity building for tourism development.

With regard to the relationship between Gedo Jibat district forest enterprise management and the local community, interviews revealed that “there is not enough communication, we think the situation can be improved and that we can work together”.

In addition to this, one of the interview responses indicate that:

“There is poor linkage among tourism stakeholders in this district due to less attention given to this sector at various level. This in turn has limited the level of stakeholders cooperation towards tourism development in this district.” (JDCTO2, 2019)

Results from the interviews with community members show that there is support for ecotourism development, and that there is willingness and desire to improve relations with Gedo Jibat district forest management enterprise.

The consent of local community is very important in any kind of development because they are the primary owner of tourism resources around them. So that, in order to realize the development of ecotourism in the study area regular contact among concerned stakeholders in various developmental issues must exist.

Moreover, the effectiveness of protected areas for biodiversity conservation has been questioned because of the lack of community participation, continuous habitat fragmentation within and outside the protected areas, poor management systems, and limited monitoring (Sharma and Yonzon, 2005). The analysis also revealed that conservation measures taken to safeguard global biodiversity and render it sustainable are ineffective and insufficient.

Meanwhile, whereas ecotourism development requires cooperation of all stakeholders, participation of the local communities remains the main condition of success. If tourism development and planning does not match with the local desires and abilities, this can destroy the tourism’ potential (Whelan, 1991). Therefore, different NGOs and governments incorporated local participation in their policies (Pretty, 1997). Many organizations nowadays claim that they involve local people in tourism projects in order to give their actions a moral value. In reality, however, there is more than one model for local involvement, and therefore, the term is often used inappropriately.

The participation of local communities in ecotourism projects, however, is not an easy process. Local people living near PAs are often scattered over a large geographical territory and are not part of any organization, which makes it difficult to reach them (Whelan, 1991). Moreover,

according to Tosun (2000) participation especially in developing countries has several operational, structural and cultural limitations.

Operational limitations include lack of coordination, and informational support of locals from protected areas. Structural are many. First, the locals do not have required level of skills or education, on that account, tourism professionals are frequently unwilling to negotiate with them. Second, managers themselves lack expertise and experience in work with local communities. Third, community participation is time and money consuming, and many Protected areas do not have financial resources for it. Furthermore, legal system in developing countries frequently does not secure community rights. Cultural limitations relate to limited capacity and low awareness of people to handle tourism development effectively. In addition to this, while many ecotourism projects have been developed in or near protected areas such as forest reserves, such projects sometimes exclude the local communities who depend on the natural resources in those areas(Mensah & Ernest, 2013).

Furthermore,the finding of this study also coincides with Alubel Workie's finding which stated that agricultural encroachment, unsustainable resource use patterns, lack of skilled manpower, lack of awareness, infrastructural challenges, poor cooperation among stakeholders, lack of promotion and marketing are amongst the major challenges in Lake Haya for ecotourism development(Workie, 2018).

4.10.9 Lack of awareness about ecotourism

What is questionable, however, is the extent to which the informants truly understand what ecotourism is, and what its underlying principles are. Even though the researcher explained what is meant by ecotourism prior to beginning each interview, it appeared as though the informants did not differentiate between ecotourism and tourism in general, and that the common belief is that tourism is traveling for recreation.

The interview responses from the respondents stated that:

“Eventhough this forest is endowed with varoius flora and fauna species, no significant contribution made from tourism due to very few number of visitors coming to this forest....., this discourages both local community and other private business owners not to give due attention to tourism related businesses establishment and development.”
(HARK,2019).

Given the living conditions and the quality of life experienced by those in the Jibat forest and its surroundings, it is not surprising that they would support ecotourism development, or any other type of development for that matter, that could potentially provide them with economic benefits. This type of attitude, however, has the potential of leading to problems in the future in that if there will be a large influx of tourism in the area, local peoples could benefit economically, but also end-up being displaced from an area their families have called home for several generations. As cited on (Geda,2020) on his Review on Potentials Resources and Challenges for Community Based Ecotourism Development in Ethiopia. He identified that most of the local people had no awareness about ecotourism in general and community-based Ecotourism in particular, and they did not participate at any stage in park management decisions (Alemayehu, 2011).

4.10.10 Lack of Marketing and promotion of the destination

Marketing and Promotion is an essential communication tool with the goal of changing the behavior of the tourists, specifically to purchase a tourism product such as air travel, hotel accommodations, restaurant meals, tours, or a complete destination package. However, the result of this study revealed that the marketing and promotion activities of tourist attractions in and around Jibat forest was limited to the distcic level due to absence of adequate budget allocated for promotion and marketing of those potential tourist sites in this distcic. In addition, the local distcic office also lack what and how attractions should be marketed in tourist-generating countries. Hence, the image of the district rremain unknown in tourist market both domestically and internationally

According to the respondents from Jibat district culture and tourism office:

“Very few budget is allocated to the Jibat culture and tourism office annaually. So that it is diffiiclut for the office to conduct indepth research about the ecotourism resources of the district as well as to conduct promotional campaign of the district’s tourist attraction sites to the rest of the wortld. Unless adequate budget and skilled manpower is allocated to this office, promoting and marketing of this distrcit’s potential tourism resources are unthinkable. It’s the least financed office at our district level.” (JDCTO1,2019)

During the visitation to Jibat culture and Tourism office by the researcher, there was no brochures, fliers and any printed materials designed to promote this district’s potential tourist attraction sites to the respective consumers. Hence, lack of proper marketing and promotion

schemes can hinder the development of ecotourism activities and further limits the number of visitors to these potential sites.

Due to the absence of promotion Jibat forest and its potentiality remain idle hence the local economy has not been injected by foreign currency. Even though the destination possesses huge ecotourism resources, local communities were not benefitting at all from tourism in terms of socio-cultural, economic and environmental aspects due to a lack of coordination problem among stakeholders, poor community involvement and participation in tourism development, a lack of funding, limited awareness, security concerns, insufficient marketing and promotion drives, poor physical infrastructure such as accommodation establishments, accessibility, pure water, health center, electric power and public toilets (Village & Eyassu, 2019).

Promotion is a marketing tool and has one of the strategic objectives, which is to spread product information to potential target markets, get an increase in sales and profits, gain new customers, maintain customer loyalty, maintain market stability, and shape the image of the product in the eyes of consumers as desired (Fiallo and Jacobson, 1995). However, in this study area, there is no media promotion about ecotourism products to attract domestic and international tourists. As a key informant and tourism office administrator explained, very limited or we can say no promotion at all about our cultural and natural tourism resources to the target customers.

4.10.11 Illegal encroachment of the local community

As rural communities' primary economic activity is mostly natural resource based, the local community living adjacent to this protected area in different directions rely on this forest for their livelihood.

An interviewee implies that:

Some of the local community illegally extend their farm lands, used as a grazing land, collect firewoods for household energy consumption and commercial purposes and for illegal hunting practices (HMTJK, 2019).

As a result of this, the demand for agricultural farming land is increasing. This causes negative consequences on the environment such as, illegal community settlement, encroachment, poaching, deforestation, and overgrazing, which are the inextinguishable challenges that are highly distracting biodiversity resources (Aynalem & Simane, 2016). These practices can negatively affect

the biodiversity of the area and its natural habitats. Further, it aggravates soil erosion, wildlife disruption, community conflicts .

Sustainable ecotourism is a result of infrastructure development, equitable sharing of benefit and creating alternative livelihoods to local communities around tourism destinations. In Ethiopia, sustainable ecotourism is doubtful or poorly managed as more than 80% of the population is nature dependent, agrarian community who manipulate nature on the basis of their interest rather than the approaches to sustainable ecotourism(Andabo, 2017).

Based on personal observation of the researcher during data collection, local community whom resides near the Jiabt forest in different directions were performing their agricultural practices (like farming, animal grazing) very near and in some places even within the forest. This kind of practices can have a potential threat towards this forest resource sustainability which demands intervention mechanisms.



Fig 14: Illegal encroachment of local community to the Jibat forest for grazing

Source: Photograph taken by the researcher (April, 2019).

The Jibat forest and its environs are quite rich in diversity of flora and fauna, historical and cultural places as well as its conducive climatic conditions. In spite of possessing great potentials for ecotourism, conservation and research values, however, the use of these capabilities requires careful and comprehensive planning which is still in early stages in the district. Furthermore, it demands the collaboration and cooperation of stakeholders' for the promotion and sustainable ecotourism development in this area and its surrounding environments. Furthermore, involving the local community in various ecotourism development activities for the betterment of local community life as well as to conserve the nature is mandatory.

Based on the researcher's observation, the assessment of natural resources relevant to the development of ecotourism in the case study area is strong indication that diversity of natural attractions exists, based on the beautiful landscape and topography which is characterized by varying heights above and below sea level, various species of floras and faunas confined to Jibat forest. However, the need to improve other elements in the tourism system such as accessibility and supporting infrastructure are a priority.

According to Kušen (2010), the ability of a given destination to be considered as a complete tourism product depends on the availability of various attractions. Sufficient attraction must be available; that is, tourism potential must be a reality and it must be possible to develop all services required. These two resources (attraction and services) are the most important components for a tourism product

According to the findings of this study, interview respondents stated that Jibat forest and its surrounding area as:

The availability of such diverse ecotourism resources can benefit all the stakeholders of tourism in the destination even though not yet given due consideration because of various factors (JDCTO1, 2019).

Ecotourism provides clearly a major opportunity for developing countries as an emerging market, which holds a great promise for ecotourism development. The relatively undeveloped and/or unexploited areas of the country possess a rich natural diversity and a unique cultural and historical heritage which can provide a solid base for the nationally and internationally growing ecotourism activity (Abakorma, 2017). Further, protected areas managed as ecotourism sites play a significant role in generating much needed revenue to pay for conservation of biological diversity as well as improving the financial income of the local communities (Belete & Assefa, 2005).

Even though, Ethiopia is the third country next to Tanzania and Uganda in terms of land surface of protected area; human-wildlife conflict, loss of biodiversity, and limited tourism and conservation attention with poor infrastructure are some of the major challenges (Amare, 2015).

4.11. Willingness of local community towards ecotourism development

Respondents were then asked to rank the statements on a 5-point likert scale ranging from 1 point, "strongly disagree" to 5 points "strongly agree"

Table 16 willingness to participate in ecotourism planning and development

Are you willing to participate in ecotourism planning and development?		Frequency	Percent
Valid	Strongly disagree	31	15.3
	Disagree	17	8.4
	Indifferent	21	10.3
	Agree	134	66
	Total	203	100.0

Source: questionnaire survey result (2019)

According to the above table majority of the respondents 66 % agree that they are interested in participating in ecotourism planning and development while a significant number of them 15.3% were not interested in participating in ecotourism planning and development in the Jibat forest. If the local communities take part from the initial phase, there is a chance for their voice to be heard in any sort of development and the local community awareness and level of understanding about the desired development will be improved. So that unnecessary rumors and ambiguities will be minimized regarding the development.

Table 17 : willingness to support ecotourism development through offering ecotourism services

Are you willing to support ecotourism development through offering ecotourism services?		Frequency	Percent
Valid	Strongly disagree	24	11.8
	Disagree	18	8.8
	Indifferent	7	3.4
	Agree	129	63.5
	Strongly Agree	25	12.3
	Total	203	100.0

Source: questionnaire survey result (2019)

Regarding respondents willingness to support ecotourism development, majority of them 63.5% were agree to support ecotourism development through offering ecotourism services followed by 12.3% of them were strongly agreed to support ecotourism development through offering ecotourism services. This is very crucial since no development can be realized without the active involvement and support of the local community.

Table 18 : willingness to engage in independent ecotourism projects

Are you willing to engage in independent ecotourism projects (e.g. running family hotel, restaurants, transportation)?	Frequency	Percent
Valid Strongly disagree	21	10.3
Disagree	17	8.4
Indifferent	27	13.3
Agree	119	58.6
Strongly Agree	19	9.4
Total	203	100.0

Source: questionnaire survey result (2019)

According to the above table, majority of the respondents 58.6 % were agreed to engage in independent ecotourism projects (e.g. running family hotel, restaurants, transportation) whereas 13.3 of them were indifferent followed by 10.3 strongly disagreed to engage in independent ecotourism projects (e.g. running family hotel, restaurants, transportation).

Table 19 : willingness to work in ecotourism enterprises

Are you willing to work in ecotourism enterprises?	Frequency	Percent
Valid Strongly disagree	3	1.5
Disagree	9	4.4
Indifferent	14	6.9
Agree	142	70
Strongly Agree	35	17.2
Total	203	100.0

Source: questionnaire survey result (2019)

Regarding the willingness to work in ecotourism enterprises the majority of the respondent 70% were agreed to work in ecotourism enterprises followed by 17.2% strongly agreed. This implies that the largest share of the respondents is willing to work in ecotourism enterprises if such alternatives provided in place coupled with the necessary training.

Table 20 : willingness to accept ecotourism education and training

Are you willing to accept ecotourism education and training?		Frequency	Percent
Valid	Strongly disagree	11	5.4
	Disagree	7	3.4
	Indifferent	17	8.4
	Agree	168	82.8
	Total	203	100.0

Source: questionnaire survey result (2019)

With regards to the willingness to accept education and training, the majority 82.8% of the respondents were agreed to accept ecotourism education and training. The willingness of the community to accept education and training on ecotourism further enhances the contribution of the ecotourism.

Table 21 : willingness to host visitors coming to you village

Are you willing to host visitors coming to you village?		Frequency	Percent
Valid	Strongly disagree	2	0.98
	Disagree	1	0.49
	Indifferent	6	3
	Agree	15	7.4
	Strongly Agree	179	88.2
	Total	203	100.0

Source: questionnaire survey result (2019)

Concerning the willingness to host visitors, majority of the respondents 88.2 % were strongly agreed to host visitors coming to their village. This can ease host guest relation for new destination like Jibat forest and its surrounding environs.

Table 22: willingness to integrate present use of ecological site for ecotourism

Are you willing to integrate present use of ecological site for ecotourism?		Frequency	Percent
Valid	Strongly disagree	35	17.2
	Disagree	4	1.9
	Indifferent	14	6.9
	Agree	139	68.5
	Strongly Agree	11	5.4
	Total	203	100.0

Source: questionnaire survey result (2019)

Based on the above table, majority of the respondents 68.5 % agreed that they are willing to integrate present use of ecological site for ecotourism while 17.2 % of them strongly disagree to integrate present use of ecological site for ecotourism. This may be attributed to the fear that their current benefits from the sites will not be maintained or realized if other sort of development like ecotourism initiated in the study area.

Wang et al. (2010) explained that local residents act as the core of the community participation, and their level of awareness had directly influenced its effectiveness and outcomes.

According to Tosun (2000), higher levels of community participation were more conducive to the evolution of sustainable tourism development. It is however interesting to note that many of the respondents were willing to participate in ecotourism activities.

The importance of gaining local community support for the tourism development has been researched by tourism scholars as vital components in achieving successful tourism industry. Support for future tourism development is a key factor in developing and implementing successful initiatives. On the other hand, residence should actively participate in community activities as well support ecotourism development. According to Kepe (2004), local communities must have the sense to help their community in order to ensure they can achieve the positive benefit from tourism development. Further, based on Gursory & Rutherford (2004), residents

tend to support future tourism development if they consider tourism as a tool to generate income as well as create job opportunities.

Ecotourism could be used to develop the community and its infrastructural facilities and services.

Other respondents stated:

“I strongly welcome the idea of tourism, because we have a very beautiful area and it is worth a visit and if ecotourism is initiated, it will also increase the number of tourists to the site, and create economic opportunities for members of that community. I am definitely with tourism. (JDCTO3, 2019)

In support, other official said:

“I appreciate if ecotourism is going to be developed in our district, because we have a lot to present for the tourists. Our culture, floras and faunas, various waterfalls and beautiful landscape are worth seeing. I hope that our area will be developed like other tourism sites in Ethiopia. So that my office will support any ecotourism initiative. (JDCTO2, 2019)

The researcher’s field observations also supports the respondents’ statements regarding the acceptance of strangers from different cultural backgrounds where during April, 2019: It was a festivity where local community from various nearby area came together to celebrate Irecha Tulu (thanks giving ceremony of Oromo people at the Jibat mountain). During the researcher stay in the study area for data collection, a lot of locals came to contact him. They were eager to provide help for the researcher and made suggestions where can the researcher go to get the desired information regarding the study (willingness and desire to interact and help stranger). The conversation started with brief questions and evolved into a friendly conversation. They invited me to have lunch and drink coffee. During the conversation, most of them were eager to provide any assistance to any person from outside the area. The researcher noticed that with pleasure.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Ecotourism helps in community development by providing the alternate source of livelihood to local community which is more sustainable. Its aim is to conserve resources, especially biological diversity, and maintain sustainable use of resources, which can bring ecological experience to travelers, conserve the ecological environment and gain economic benefit. However, achieving the aims in ecotourism depends on whether they are environmentally and ecologically sustainable and economically applicable.

Hence, it contributes to conservation of biodiversity; sustains the well-being of local people; involves responsible action on the part of tourist and the tourism industry; promotes small and medium tourism enterprises; requires lowest possible consumption of natural resources; stresses local participation, ownership, and business opportunities, particularly for rural people; and above all includes the learning experiences.

Furthermore, the whole idea of Alternative Tourism as development orientation, ecotourism as development model and community tourism as strategic approaches are all about sustainability. Jibat district has sites with historical, cultural and natural features that can effectively be utilized as resources for the development of ecotourism. In a poor and environmentally attractive region like Jibat district, such tourism resources can stimulate economic development. In addition, following the basic principles of ecotourism, the development of the tourism sector could become an avenue of securing the viability of nature, culture, traditional knowledge and skills.

Ecotourism can harmonize both the interests of host community (to satisfy their own needs) while maintaining the ecological sustainability of the ecosystem. Historical and cultural heritages are also increasingly becoming crucial tourist products. Having diverse tourism products, Jibat has promising grounds for the development of ecotourism that can serve as livelihood options and contribute to poverty reduction through conservation, employment creation, revenue generation, and the funding of development projects. Ecotourism could also act as a development vehicle to enhance the local communities' capacity through training, education and awareness that will improve the human resource base.

Generally, sustainable tourism, and its subset ecotourism, has been cited by an increasing number of leading world experts as a sustainable enterprise industry that can meet various goals serving as livelihood option, poverty alleviation and natural resource conservation, while at the

same time contributing directly to income generation of the rural poor (Wood; 2005). Therefore, it is believed that if ecotourism developed in the study area, it may have a paramount significance to tackle the prevailing challenges of environmental degradation which is, at least partly, caused by the poverty situation.

To develop Ecotourism in the Jibat forest there are different models. The appropriate model to go seems to be a form of Ecotourism securing the local people control and community participation in the management and development of projects to be initiated for the sustainability of the desired projects and further to minimize the possible leakage if the project is going to be handed over to strangers in order to secure employment opportunities, and revenues that could be used for conservation and development projects. Moreover, this will promote a sense of ownership and active participation among the local communities.

The existence of huge natural and cultural ecotourism resources available in the Jibat and its environs can attract potential and actual tourists. The attitude of the local communities are positive towards ecotourism development could be positive as long as local communities actively participated in ecotourism related activities. It is possible to conclude that ecotourism can be a tool for sustainable development in the Jibat district and can contribute for the well being of the local community in a much better way than currently.

5.2 Recommendation

As it was observed from the study population, still there is a very low attention to disseminate the necessary information and give training to the local communities about sustainable and alternative utilization of those natural resources. Ecotourism has never been considered as a big contributing factor to the overall economic development of the area. Therefore, Ecotourism development could make a major difference in Jibat district by enhancing the role of the government, local communities and business owners and the other players.

5.2.1 Role of the Government in Developing Ecotourism in Jibat forest and its surrounding

The Federal, regional and local government should constantly maintain the road so as to boost tourism activities as well as other economic activities within the district. The maintenance of roads is a necessary tool for investment in the light of economic emergence. The huge potentials that the Jibat forest and its environs is endowed with if harnessed, will lead to economic diversification and boost other economic activities.

The regional government should consider ecotourism as one of the critical factors for economic development and be committed to enhance the economic developments of Jibat.

The regional government should encourage NGOs and other funding institutions to provide loans on interest free or low interest rate on Ecotourism projects. Furthermore, the local government should also allocate adequate finance to support the Jibat culture and tourism office and authorize them to design and propose the necessary ecotourism development projects that can benefit the local community and preserve the nature and culture of the society.

5.2.2. Awareness creation

One of the major activities to make ecotourism as a force of change is by promoting community livelihood through intensive tourism awareness creation programs at grass root level. The communities should be aware of the advantages and disadvantages of ecotourism development in particular. This includes the importance of preservation and conservation of both natural and cultural heritages, participation of the community as collective groups to develop and run tourism, appraising the psychological relations of host-tourist, providing proper services and hosting tourists properly etc. so that the Jibat culture and tourism office should work hard to create awareness for the local community as well as the investors regarding the ecotourism development.

5.2.3 Providing training to the local communities

Local communities were not aware of the concept of ecotourism itself. Thus, they have to be trained on how to conserve and sustain both natural and cultural ecotourism resources of the area, how to develop and run ecotourism projects and how to produce attractive and portable gift materials and other income generating activities which reduce the burden on the natural and cultural resources and enhance its efficiency. Organizing some entertainment programs for tourist consumptions and promoting the potential market may also be useful. So that the Jibat culture and Tourism office should play its roles of promoting the district's potential tourism resources in collaboration with communication office of the district and other media outlets.

Due attention should be given for those communities who would like to be involved in community driven initiative such as beekeeping, horse renting, tour guiding, homestay program, local food and drink processing like kocho making from enset which is well known in the Jibat district. So that, if ecotourism is to be initiated in the study area, those people will be

recognized and involded provided with the necessary skill gap training which can enhance their contribution towards the realization of ecotourism development in the study area.

5.2.4. Improvement of tourist infrastructure and Services

To benfit the local communities and other stakeholders expansions of infrastructure and services that can accommodate tourists and increase their length of stay is highly recommended. Since, there are very poor quality road leading to Jibat district and its surroundings. Furthermore, the service rendering sectors such as accommodation facilities are also still lagging behind and needs high attention of both government and private sectors.

In this district, there is no tourist standard hotels, lodges, resourts and other accommodation facilities those availables are very poor in quality. So that in order to increase tourist length of stay in this distrcit tourist service provision centers should be established and improved inorder to enhance the destination's attractiveness and long term benfits to be ripped from the sector and to revive the other economic activities of the area through multiplier effect of ecotourism development. So that, private investors are highly encouraged to take part in such development alternatives provided with the necessary incentives and schems from the local and regional governments.

Based on these findings, the study suggest that Government and other stakeholders of the industry (private investors and host communities) should be carried along and committed in improving the ecotourism attractions by collaborating and working hand in hand to ensure better conditions of the facilities and amenities within and around the attraction sites of the study area. It is also recommended that more advertisement and marketing strategies be employed to create more awareness of the attractions and its facilities to the entire world through various media out lets.

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Appendix
Addis Ababa University
College of Development studies

Center for Environment and development
Tourism Development and Management program

I am Negash Solomon Toyi currently undertaking my MA thesis at Addis Ababa University College of Development Studies with the research title “*Ecotourism Development Potential and Challenges in Jibat forests & its environs in West Shewa Zone of Oromia Regional State*”. This questionnaire is designed to gather information relevant to the above mentioned research title. The information will only be used for academic purpose and the results are expected to identify ecotourism potential and improve challenges of ecotourism development of the study area. Please answer by filling or encircling against the most applicable response of the questionnaire items & put a ‘√’ mark within the box which shows your level of agreement among the given alternatives. To express opinion, use the provided space. Kindly answer the questions as honestly as possible and your responses will be kept confidential. Please do not write your name anywhere in the questionnaire.

I would like to thank you in advance for your interest to be part of this study and for sharing your very precious time to fill this questionnaire.

Part I. Demographic profile of respondents

1. Gender

- 1 Male
- 2 Female

2. Age

- 1 18—24years
- 2 25—34 years
- 3 35—44years
- 4 45—54years
- 5 55—64years
- 6 65years or above

3. Education level

- 1 No school education
- 2 Elementary school
- 3 High school
- 4 College
- 5 University

4. Occupation

- 1 Farmer
- 2 Run own business
- 3 NGO employee
- 4 government employee

5. Years of residence in the community

- 1 Less than 5 years
- 2 more than 5 but less than 10 years
- 3 more than 10 but less than 15 years
- 4 more than 15 years

6. Family Size (in numbers)

- 1 2-4
- 2 5-7
- 3 8-10
- 4 more than 10

7. Farm size (in acres)

- 1 less than 1 acre
- 2 1.0-2.0
- 3 2.0-3.0
- 4 3.0-4.0
- 5 above 4

8. Number of livestock:

- 1 1-2
- 2 3-4
- 3 5-6
- 4 7-8
- 5 above 8

9. Do you use resources from Jibat forest for your livelihood?

- 1 Yes
- 2 No

10. If you say Yes, for what purpose?_____

11. Do you know what does tourism mean?

- 1 Yes
- 2 No

12. Do you know that there are resources that can attract tourists in and around Jibat forest?

- 1 Yes
- 2 No

Interview questions for District culture and tourism office experts and officials

1. What do you know about tourism?
2. Is there any tourism potential in your district? If yes, would specify them please?
3. Where do you think these potential ecotourism activities located in your district? Why do you think these sites/attributes should be chosen?
4. What are the current status of governance, management and funding of these places? (Economic values of places?)
5. Who (Stakeholders) do you think are considered relevant to participate in potential ecotourism planning and development process?
6. What relationship does your organization have with other stakeholders? How collaborative is your organization with them?
7. Are there currently any tourism activities undertaken in your district? Do you recommend any for the potential ecotourism?
8. Have you conducted any capacity building trainings for the people involved in tourism? If yes what sort of?
9. What are your opinions regarding any potential contributions your organization could make to develop and promote ecotourism?
10. Does your organization see the development of ecotourism as an alternative way for local communities to earn an income outside farming activities?
11. What do you think are the major obstacles that hinder the development of ecotourism development in your district?

12. Do you think that tourism resources of your district are visited by both domestic and foreign tourist? If not what do you think are possible causes of lack of visitation of those tourism resources?
13. What do you recommend in order to enhance the contribution of ecotourism to poverty reduction, employment generation, empowerment of women, local and community development, preservation of natural and cultural heritage and to promote sustainable development?

Interview questionnaire for District's forest and environment protection office

1. What benefits do local people derive from the Jibat forest?
2. What are your opinions about ecotourism development in and around Jibat forest?
3. Do you think that Jibat forest is suitable for ecotourism development?
4. What are the major potentials of ecotourism resources in the area?
5. Do you think the area have other unidentified opportunities for enhancing ecotourism? If yes what are they?
6. Do you think ecotourism would improve communities' socio- cultural, economic, and /or environmental conditions? How?
7. What measures are considered and recommended in order to promote the full participation and involvement of local communities in ecotourism initiatives?
8. Is there any awareness creation program provided by your organization towards ecotourism development for the respective stakeholders? If yes what were the topics?
9. Does your organization have any future programs regarding the development and promotion of ecotourism in the area?
10. Will the local people be benefitted from this approach? If yes then how?
11. Have you conducted any programs for bringing awareness among people about developing ecotourism activities?
12. What are the key challenges in the district, and what might be the barriers to develop ecotourism in the sites you proposed? (What is the extent of security issues involvement in

potential ecotourism activities in the future? Are there any private and public land ownership problems?

13. Are there any alternative ways to overcome the challenges you just mentioned above? What are they?
14. What obstacles need to be overcome in order to use ecotourism as a sustainable natural resource management practice on the protected forest area?

Checklist for Field Observation

1. Ecotourism potential sites in the study area
2. Current level of ecotourism development in the area
3. Current level of infrastructure, accommodation, and facility
4. Major challenges and constraints to the development of ecotourism in the study area

Yuunibarsiitii Finfinnee
Kolleejjii Qorannoo Guddinaa
Gidugala Naannoo fi Misoomaatti
Muummee Misoomaaf Bulchiinsa Turizimii

Ani Nagaash Salamoon Toyii yeroo ammaa kana Yuunibarsiitii Finfinnee Kolleejjii Qorannoo Guddinaatti mata duree qorannoo “Carraafi gufuuwwan Misoomaa ikkooturizimii Bosona Jibaatiif naannoo isaa” jedhu irratti kanan hojjedhu waan ta’eef, odeeffannoo qorannoo kanaaf nagargaaruu gaafannoo kanaan kan sassaabamu ta’a. Odeeffannoon sassaabamu kun fayidaa barnootaatii qofa kan oolu ta’a. Bu’aan qorannoo kanaas carraawwan misooma ikkooturizimii bosona Jibaat adda baasuun gufuuwwaan adda baasuun akka fooya’an taasiisuun hawaasa naannoo fayyadamaa taasisuu ta’a.

Kabajamtoota gaafatamtoota deebii keessan sirri jettanii yaaddan filannoo dhiyaatan keessaa lakkoofsa saanduqa keessa jiran keessaa filachuun itti akka martan kabajaan isin gaafadha. Yaada dabalataa kennuuf bakkeewwan sararaan kennamanirratti deebii keessan akka guutan isin gaafachaa, deebii keessan amanamummaaf dhugaa irratti hundooftanii akka kennitan jechaa deebiin isin kennitan hundi isaa iccittiin isaa kan eegamu ta’uu kabajaan isin beeksisa.

Dhummarratti fedhii keessaniin qaama qorannoo kana ta'uun odeeffannoo barbaachisaa naaf kennuuf yeroo keessan naaf qooduu keessaniif galatni koo guddaadha.

Kutaa I Pirofaayilii deebii kennitootaa

1. Saala

1	Dhiira
2	Dhalaa

2. Umurii

1	18—24 waggaa
2	25—34 waggaa
3	35—44 waggaa
4	45—54waggaa
5	55—64 waggaa
6	waggaa 65years oli

3. Sadarkaa barnootaa

1	kan hin barannee
2	Sadarkaa 1ffaa
3	sadarkaa 2ffaa
4	kolleejii
5	yuunibarsiitii

4. Madda galii

1	qonnaan bulaa
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2	hojii dhuunfaa
3	hojjetaa miti mootumaa
4	hojjetaa mootumaa

5. Waggaa meeqa hawaasa naannoo waliin jiraattan?

1	waggaa 5 gadi
2	waggaa 5 oli wagga 10 gadi
3	waggaa 10 oli waggaa 15 gadi
4	waggaa 15 oli

6. Baay'ina maatii (lakkoofsaan)

1	2-4
2	5-7
3	8-10
4	10 oli

7. Bal'ina lafa qonnaa (heektaaraan)

1	heektaara 1 gadi
2	1.0-2.0
3	2.0-3.0
4	3.0-4.0
5	heektaara 4

8. Baay'ina loonii, hoolaa, re'ee, fardeen kkf:

1	1-2
2	3-4
3	5-6
4	7-8
5	8 fi isaa oli

Kutaa II. Hubannoo waa'ee Turizimiifi Qabeenya Turizimii

9. Qabeenya bosona Jibaat keessaa jiruu haala jireenya keessan fooyyessuuf itti fayyadamtuu?

1	Eeyyeen
2	Lakki

10. Deebiin keesan eeyyeen yoo ta'e, tajaajila maaliitiif itti fayyadamtu?

11. Turizimiin maal akka ta'e dhageessanii beektuu?

1	Eeyyeen
2	Lakki

12. Qabeenya daawwatota hawwachuu danda'u bosona Jibaatiif naannoo isaatti argamu jira jettanii yaadduu?

1	Eeyyeen
2	Lakki

13. Deebiin keessan Eeyyen yoo ta'e, qabeenyaa akkamitti jiru?

1	Qabeenya Seena qabeessa
2	Qabeenya aadaaa
3	Qabeenya uumamaa
4	Hundumtuu jiru

Kutaa III. Fedhii misooma turizimii keessatti hirmaachuu hawaasa naannoo bosona Jibaat

Jechoolta caalatti itti walii galtan fuula duratti mallattoo/x/ kaa'uun sadarkaa armaan gaditti taa'een ibsaa.: 1 = Sirrittan itti walii hin galu, 2 = Itti walii hin galu, 3= Giddu galeessa

4=Ittan walii gala, 5= Sirrittan itti walii gala

Hima	1	2	3	4	5
Qabeenya uumamaa fi naannoo bosona Jibaat kunuunssuf misoomaa ikkooturizimiif oolchuuf fedhii nan qaba					

Misooma ikkooturizimii deeggaruuf fedhii nan qaba					
Karooraa Misooma ikkooturizimii keessatti hirmaachuuf fedhii nan qaba					
Pirojektii dhuunfaa koo tajaajila misooma ikkooturizimiif ooluu danda'u irratti hirmaachuuf fedhii nan qaba? (Fakkeenyaaf Hoteela, mana nyaataa)					
Keessummoota daawwannaaf gara bosona Jibaat dhufan keessummeessuuf fedhii nan qaba.					
Barnootaaf leenjii ikkooturizimii fudhachuuf fedhii nan qaba					
Bosonni Jibaatiif naannoo isaa tajaajila ikkooturizimiif akka ta'uuf fedhii nan qaba					

Appendix III: Some photos taken during data collection





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አዲስ አበባ ፣ ኢትዮጵያ



ADDIS ABABA UNIVERSITY
Addis Ababa, ETHIOPIA

Centre for Environment and Development Studies
College of Development Studies

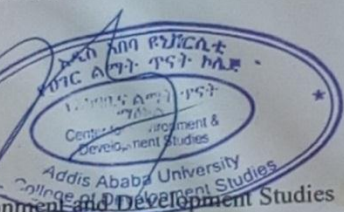
Date: April 2, 2019
Ref. No: CEDS /130/2011/ 2019

To: - Oromia forest & Wildlife Enterprise Jibat Fedo District
Slenan

Subject: - Request for Cooperation

Negash Solomon is one of the MA students with ID No GSR/9493/10 in Tourism Development and Management Program, at College of Development Studies of Addis Ababa University. He has finished his course work and currently, he is conducting his MA thesis entitled "Factors Ecotourism Development Potential and Challenges in Jibal Forest and its Environment". Therefore, I kindly request your esteemed office to provide him the necessary support. We would like to thank in advance for all assistances rendered to her.

Best Regards,



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