

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
INSTITUTE OF DEVELOPMENT STUDIES (IDS)

***PRACTICES, CHALLENGES AND OPPORTUNITIES OF
COMMUNITY BASED ECOTOURISM DEVELOPMENT IN
MEKET WOREDA, NORTH WOLLO, AMHARA REGION.***

By

GEBEYAW AMBELU

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A Final Draft Thesis Submitted to the School of Graduate Studies of Addis Ababa University in Partial Fulfillment of the requirement for the Degree of Master of Arts in Tourism and Development



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Tourism and Development

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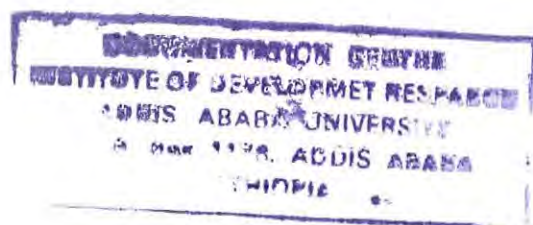
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Acronyms

ACSI	Amhara Credit and Savings Institution
ANDM	Amhara National Regional State
AT	Alternative Tourism
BoFED	Bureau of Finance and Economy Development
CBET	Community Based Ecotourism
CBT	Community Based Tourism
CMT	Conventional Mass Tourism
CTE	Community Tourism Enterprise
CTFE	Community Tourism Food Enterprise
CTGE	Community Tourism Guiding Enterprise
CTHE	Community Tourism Hosting Enterprise
CTTSU	Community Tourism Technical Support Unit
EIA	Environmental Impact Assessment
ESTA	Ethiopian Sustainable Tourism Alliance
FGD	Focus Group Discussion
FZS	Frank Furt Zoological Society
GA	General Assembly
GTZ	Deutsche Gesellschaft für Technische Zusammenarbeit
HH	Household (refers to members of CTEs)
IDP	International Development Program
LDC	Least Developed Countries
MC	Management Committee
MLDP	Meket Livelihood Development Program
MWCTO	Meket Woreda Culture and Tourism Office
MWGAC	Meket Woreda Government Affairs Communication Office
NGO	Non Governmental Organization
SNV	Netherland Development Organization
TESFA	Tourism in Ethiopia for Sustainable Future Alternatives
TIES	The International Ecotourism Society
UNEP	United Nation Environmental Program
UNWTO	United Nations World Tourism Organization

Abstract

So far, various studies attempted to study potentials for CBET development; and value of ecotourism for wildlife conservation and economic development has been done in Ethiopia, and little is done on exploring practices, challenges and opportunities of CBET development. Thus, this thesis was envisaged with objective of critically identifying the key practices, challenges and opportunities of CBET development in Meket woreda, North Wollo and recommends on how best it can be enhanced and replicated in other areas. In order to achieve the objective of the study, both primary and secondary data were generated by employing qualitative (using case study, focus group discussion, in depth interview and on spot observation) and quantitative (mainly using household survey and visitor survey questionnaires) methods. Purposive and simple random sampling techniques were used to select 3 CBET sites and 90 sample households respectively. The quantitative data was analyzed using frequency, percentage and mean when appropriate while qualitative data was used to triangulate and substantiate the study. The research revealed that CBET has brought a variety of favorable economic, socio-cultural and environmental impacts. On the other hand, the study also identified several potentially adverse effects, which suggest the need for improvement and strong effort. The research spots several meaningful CBET practices which can become a model for similar initiatives elsewhere with different blue prints. The study discloses that several challenges have been experienced at project implementation and running of CBET business in the study area. Low level of knowledge, interest and perception of local community towards CBET; the resource ownership questions like land; capacity problems of the MCs and local level government office 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 of cooperation among stakeholders; emerging challenges on marketing and booking; etc, were identified as challenges of CBET in the study area. However, several opportunities like strategic location of the sites, change of local attitude toward CBET, hospitality of local community, the potential tourism resources of the area, successful efforts on marketing and promotion, etc are identified as success factors for CBET. Results and recommendations of the study explore ways to improve and enhance the capacity of CBET to generate benefits at the study sites. Further, specific activities to be assumed to solve the existing challenges and maximize the strategic advantages are illustrated.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Over the last half century, the growth and development of tourism as both a social and economic activity has, by any stretch of the imagination, been remarkable. International tourism is notable in particular for its rapid and sustained growth in both volume and value since 1950. Technological developments, particularly in air travel; increases in personal wealth; and greater amounts of socially-sanctioned free time, such as holidays with pay, all of which have enabled more people to travel internationally and more frequently or, more succinctly, contributed to greater international mobility. In 1950, total worldwide international tourist arrivals amounted to just over 25 million. By the start of the new millennium, that figure had risen to more than 687 million and since then international tourism has continued its inexorable growth (Sharpley, 2009). In 2009, over 880 million international arrivals were recorded (UNWTO, 2010).

The substantial growth of the tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. For many developing countries tourism is one of the main sources for foreign exchange income and the number one export category, creating much needed employment and opportunities for development. Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products. The contribution of tourism to economic activity worldwide is estimated at some 5%. Its contribution to employment tends to be slightly higher relatively and is estimated in the order of 6-7% of the overall number of jobs worldwide (UNWTO, 2010). According to UNWTO tourism highlights of 2010, the overall export income generated by inbound tourism including passengers transport, exceeded US\$ 1 trillion in 2009, or close to US\$ 3 billion a day. Tourism exports account for as much as 30% of the world's exports of commercial services and 6% of overall exports of goods and services (UNWTO, 2010). Apart from a vehicle for economic development, tourism is also increasingly becomes important sector for simultaneously instigating cultural and environmental conservation in many countries.

In this regard, Ethiopia is among the world's least developed countries, with some 31 million people living below a poverty line equivalent to 45 US cents per day out of a population of 71 million; and up to 13 million people at risk of starvation. Over 80% of its population is rural, with agriculturally-based livelihoods and extremely low levels of off farm income (Mann, 2006). However, as one mechanism of tackling poverty in Sub-Saharan Africa, the potential of tourism was mentioned in World Bank report. Tourism is one of the major economic sectors of Ethiopia and government has labeled tourism as a priority sector, in part as a tool for poverty alleviation (Mann, 2006). It would be no exaggeration to say that Ethiopia has a cornucopia of attractions of many types ranging from landscape scenery, wildlife, culture, history, and archeology sites that set it apart from its neighbors. Its natural and cultural assets are unique and potentially very productive for CBET.

In Ethiopia tourism sector was actually a pioneer on the continent and a strong competitor to a current powerhouse on the continent Kenya. But today, Kenya's tourism industry attracts many more times the tourist arrivals as Ethiopia does (by almost a factor of 5 in 2007). What was true in 1960's is still true today; Ethiopia has as many attractions and a greater variety than its southern neighbor to share with tourists. It just has not been able to capitalize on its resources like Kenya has (Melaku, 2010). Despite its relative slow growth, tourism sector is growing fast and stands as the third foreign exchange earner, following coffee and oilseeds (Mann, 2006). According to the official statistics of the Ministry of Culture and Tourism of the Federal Democratic Republic of Ethiopia (2006-2008), Ethiopia hosts 383,399 tourists in the year 2008. Compared to 2005, 2006, and 2007 it has increased by 68.6%, 16.2% and 7.1 % respectively. For the year as whole, in spite of the economic crises in the world, Ethiopia has achieved growth in the sector. As part of the international economy, tourism is a major force as it generates 13.98 % of Ethiopia's total exporting earnings in 2008 (Ministry of Culture and Tourism, 2009).

The challenge is thus to formulate tourism development strategies which specifically harness this benefits into the local community. The effectiveness of tourism in the future will ultimately depend on what form of tourism has to be developed and who will benefit, as well as where, when and how it can be appropriately implemented. Different types of tourism will assume

different forms and functions, and how they are developed and managed will also influence the degree to which they can contribute to development. In this regard, CBET has emerged as one of the most promising methods of integrating natural resource conservation, local income generation and cultural conservation in the developing world (Miller, 2004). World ecotourism summit held in Canada by the year 2002 acknowledged the significant and complex social, economic and environmental implications of tourism and the role of ecotourism in ensuring sustainability of the overall tourism by increasing economic benefits for the host community. CBET is believed to be an important force that contributes to the war against poverty (TIES, 2000).

Although CBET has long been taken as a sustainable development strategy for developing countries like Ethiopia, no such community-owned and managed products have come to the fore in a lasting and meaningful way so to become a model for similar initiatives elsewhere. This is not to say of course, that there are no attempts to develop CBET destinations rather community participation in tourism has been exceptionally poor and genuine CBET is rare. However, CBET will only bring benefits to conservation and communities if good quality, viable ecotourism products, which reflect market demand, are created and actively promoted. The tourism policy of Ethiopia which is endorsed in 2009 highlight some specific provisions for active participation of local people in tourism. Yet, despite this policy call for community involvement in tourism, there is still no formal mechanism for community participation.

Despite few attempts to develop CBET in different sites like, Wonchi Creator Lake by GTZ, Bishangari (Lake Langano) in the 1990s by FARM Africa, Adaba-Dodola (Bale) which runs by GTZ IFMP, and Meket CBET project by TESFA; to date it is difficult to name fully functioning CBET enterprise developed and managed by the community in Ethiopia. Meket rural communities are involved in CBET with support from outsider mainly Tourism in Ethiopia for Sustainable Future Alternative (TESFA). Since 2004 a local Non Governmental Organization (NGO) called TESFA have established six community tourism sites in Meket woreda, North Wollo, Amhara Region at Mequat Mariam, Wajela, Aterow, Yadukulay, Boya Mikael and Aina

Amba where the construction of the campsite was completed and all sites are hosting visitors from across the world.

1.2 Statement of the Problem

CBET developments are most of the times aimed to realize the betterment of livelihoods for the people suffered from different problems caused by food shortage, population pressure, marginality and decline in productivity of land. Denman state that in CBET communities assume substantial control over, and involvement in; its development and management, and a major proportion of the benefits remain within the community. In line with this it is increasingly being advanced as a strategy to help address economic and social problems in local communities, and as an appropriate and effective tool of environmental conservation (Denman, 2001). The full and effective participation of local communities in the planning and management of ecotourism is, however, rarely the feature of ecotourism projects and it has become increasingly debatable issue.

At best, ecotourism projects tend to aim for the 'involvement' of local people, and at worst, ecotourism projects can ignore the issue of local participation completely. Such projects frequently fail after a relatively short period of time (Garrod, 2003). The participatory planning approach implies recognition of the need not only to ensure that local stakeholders become the beneficiaries of tourism development but also to integrate them fully into the relevant planning and management processes. This is particularly important in the context of ecotourism, where genuine sustainability can only truly be aspired to with the effective participation of all of the stakeholders involved (Garrod, 2003).

Even though, the degree of benefit accruing to the local economy is unknown; in Ethiopia there are already small scale benefits to the community in general and the poor in particular with considerable difference between the regions and the destinations. More or less it is unanimously agreed that the major proportion of the benefits go to the tour operators that are mainly based in the capital city. Next to the tour operators, the local tour guides benefit significantly at local levels. The elites or influential people are also among the most benefited (Kubsa, 2007). This

situation leads to debate on tourism development in Ethiopia. Domination of the sector by small groups of private investors means that adverse impact on the environment and local communities have received insufficient attention (Connell and Rugendyke, 2008). However, the more that local resident's gain from tourism, the more they will be motivated to protect the area's natural and cultural heritage and support tourism activities (Liu, 2003).

Moreover, many challenges still lie ahead in promoting CBET at start up and operational phase on the demand and supply side of tourism management. The challenges facing the tourism industry are complex and numerous. Since , tourism sector is recently a growing sector, most of the local community are not aware about the economic, social, cultural and environmental significance and impacts of tourism sector and some of the members of local community will not support the community based ecotourism projects. In addition, studies indicate that many community based projects have failed, usually because of lack of financial viability (Mitchell and Muckosy, 2008). As a result, it is still rare to find examples where projects are not initiated, planned or managed by forces outside the community (Belsky, 1999; cited by Miller, 2004).

On the other hand, when the NGOs fully implement the project and hands over management to the community, the project can easily fail because there has not been either initial or sustained support on the part of the community. However, when the community is involved in the planning from the outset or, even better, wholly responsible for it, it has been found that there is a higher level of support for the project community-wide (Hipwell, 2007). Despite these obstacles, developing ecotourism is not unreachable idea, but a project that can be realized if the community is embraced and supported by efficient communication and cooperation between the various stakeholders so as to improve the livelihood of rural communities. CBET initiatives all faced some difficulties and constraints in their due course of development and operation to achieve sustainable development, but their experiences provide lesson for others. As a driving force, the approaches followed to develop and integrate CBET as a livelihood diversification option, the extent and type of challenges and opportunities faced during the entire phases of CBET development require thorough study.

Some researchers have done studies on community based ecotourism in different parts of Ethiopia. These researches have mainly focused on surveying potentials for community based ecotourism development and value of ecotourism for wildlife conservation and economic development (Micheal, 2008; Cherinet, 2008; Sewbesew, 2010). However, studies to see the practical tasks carried out to develop CBET, challenges faced and opportunities realized are remain untouched. In an attempt to bridge these gaps, the study focus on assessing the practices, challenges and opportunities of CBET development by taking Meket Woreda as a case study. The reason why this site is selected as an area of study is that majority of the households in the area are categorized as chronically food insecure and there is CBET practices to improve the livelihood of local communities as of 2004. Besides, in this area, no study has been done so far on issues related to CBET.

1.3 Research Questions

The basic research questions that the study strives to answer and serve as a frame work are:

1. What major resources of Meket are used for the development of ecotourism?
2. Does the development approach really contribute on conservation of culture and environment?
3. Does ecotourism really economically benefiting the community of Meket area?
4. What kind of practices can we find out from Meket ecotourism sites which can be replicated somewhere else in other areas with different blue print?
5. What kinds of challenges are faced to develop CBET?
6. What kinds of opportunities are faced to develop CBET?
7. How this CBET development can be made sustainable?

1.4 Objectives of the Study

The general objective of this study is to critically identify the key practices, challenges and opportunities of CBET development in Meket woreda, North Wollo and recommend on how best it can be enhanced and replicated in other sites.



The specific objectives of this study are:

- A) To find out the practical tasks carried out to develop CBET in the study area;
- B) To investigate the major challenges and shortcomings faced in developing CBET in the study area and to point out how the challenges are resolved;
- C) To explore the opportunities of CBET development and to propose on how the opportunities can be maximized and
- D) To propose on how the project will be sustainable and replicated in other areas.

1.5 Significance of the Study

Sound research is a prerequisite for the development of effective tourism businesses, activities and destinations. The results of this study have scientific, social and political importance. To this effect, this study will give insights in the extent of the problems to other researchers who would like to undertake research in the areas of CBET. It will serve as a reading material and reference for the practitioners and researchers in the sector. Particularly, for policy makers and planners, it could be taken as a good ingredient for what and how questions of community based ecotourism; and it is a typical guide for those who want to replicate the experience of Meket into practice in other parts of the country. It is also hoped that this study will encourage various stakeholders working in the area to rethink their activities and take action for the running of successful CBET.

1.6 Scope and Limitation of the Study

The study attempts to assess the practices, challenges and opportunities of CBET development in Meket woreda by taking three CBET sites as a case. It considers the livelihood situation of household driven by CBET program and factors such as economic, environmental, social and operational challenges which have direct and indirect influences on the sustainability of CBET are addressed. There were some limitations in this research. Among the problems lack of proper documentation of different organizational data like on the financial performance and membership trends of the CTEs affected the study by making it difficult to analyze and provide accurate information.

1.7 Organization of the Study

This thesis is divided into five chapters. In the first chapter, the introduction of the study is presented. This covers background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope and limitation of the research. Chapter two presents the literature review which encompasses definitions of concepts, empirical review of literatures related to community based ecotourism like principles, benefits, stakeholders and challenges. Chapter three describes the study area and methodologies. Chapter four presents a discussion in the findings of the study. Socio economic characteristics of sample households, assessment of community based ecotourism practices, challenges and opportunities are presented in this chapter. Finally, chapter five presents conclusion and recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Concepts and Definitions

The term ecotourism, alike many other social science terminologies, is one of the most enigmatic and controversial concepts which has no distinct universally accepted definition. The complexity of ecotourism has especially been recognized. Ecotourism has been called by many names such as 'soft tourism', 'responsible tourism', 'green tourism', 'alternative tourism' and so on. At times, the terms nature-based tourism, ecotourism, and sustainable tourism seem to be used almost interchangeably. The only consistency found within these names is the link to nature.

The meaning given to the word ecotourism, therefore, ranges from its mere dictionary meaning of "tourism directed towards unspoiled natural environments and intended to support conservation efforts" (Concise oxford dictionary, 2000) to other definitions by professionals on tourism studies. The first formal definition of ecotourism is generally credited to Ceballos-Lascuráin. In 1987 he defined ecotourism as:

'Travelling 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'.
(Cited in Blamey, 2001, p. 5)

In this definition the fine line between preservation and development was partly lost. The focus was on the behavior of the travelers and the characteristics of the area visited. The preservation dimension was not explicitly included. Later in 1996 he added the preservation dimension; maximize the outcome for some while minimizing the effects on culture and nature.

However, the most used definition of ecotourism today is the one coined by The International Ecotourism Society (TIES) defines ecotourism as a nature-based form of specialty travel, which involves: "Responsible travel to natural areas, which conserves the environment and sustains the

well-being of local people” (TIES, 2000). This definition not only implies that there should be a recognition of, and positive support for, the conservation of natural resources, both by suppliers and consumers, but also that there is a necessary social dimension to ecotourism. These general and vague ecotourism definitions have been criticized because they leave too much room for interpretation (Higham, 2007).

In the absence of a common definition ecotourism tourism has become the fastest growing sector of the tourism industry growing 3 times faster than the industry as a whole (TIES, 2008). Ecotourism has become a central platform in many countries’ development strategies. It is particularly attractive for governments in its potential in providing an alternative to other forms of economic development: through employment generation, for its ability to generate foreign exchange, and its ability to generate sustainable regional growth (Weaver, as cited in Wearing and Neil, 2009, p. 52). Ecotourism consists of sensitivity toward and appreciation of biodiversity and local cultures; visitor behavior that is conscientious and has low impact; support for local conservation efforts and sustainable benefits to local communities; local participation in decision making; and educational aspects for travelers as well as local communities.

CBET has emerged as one of the most promising methods of integrating natural resource conservation, local income generation and cultural conservation in the developing world (Miller, 2004). The development of community managed tourism in the developing world is a response to criticisms of the socially and economically divisive effects of mass tourism. CBET is a form of ecotourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community (Denman, 2001). The term community based ecotourism takes the social dimension a stage further. Meaning community based form of ecotourism takes the idea of participation much further (Duffy, 2002). Instead of merely joining a scheme run by private operators or government agencies, local people organize and manage their own ecotourism businesses to ensure that they are able to gain control over the economic and social benefits. In addition, community based ecotourism is meant to ensure that communities are able to negotiate and mitigate potential negative impacts. CBET concept implies that the community has substantial

control and involvement in ecotourism project, and that the majority of benefits remain in the community (Epler Wood, 2002).

The importance of CBET is its emphasis on active participation and empowerment of local people in the tourism opportunity. Hatton's 1999 study (as cited in Sharply, 2008, p. 141) stated that community based tourism is one type of tourism that incorporates high levels of community involvement under the sustainability umbrella. This means that community members are involved in just about every aspect of tourism in their village, e.g., lodging, food, guiding, and craft sales. It is often viewed at the opposite end of the spectrum from large-scale, all-inclusive, mass tourism resorts owned by corporations that have limited economic linkages to communities with, perhaps, some residents of the local community being hired in low-skilled and low paid jobs.

In the same work Hatton 1999 identified several goals of CBET. The first is that it is socially sustainable. Tourism activities are developed and operated for the most part by local community members and participation is encouraged. In addition, the revenues are directed towards the community through various potential ways such as co-ops, joint-venture community associations, businesses that employ local people, or to a range of entrepreneurs starting up or operating small and medium-sized enterprises. The second major goal for community based ecotourism is respect for local culture, heritage and traditions. It has been suggested that community based tourism can also reinforce or rescue local culture, heritage and traditions. In addition, respect is implied for natural heritage especially when the environment is part of the attraction.

2.2 Evolution of Terms from Conventional Mass Tourism (CMT) to CBET

The origins of the term 'ecotourism' are not entirely clear. Until recently, there has been some confusion surrounding the etymology or origin of the term 'ecotourism', as evident in the tremendous volume of literature on the topic. For example, Blamey (2001) write that one of the first to use it appears to have been Hetzer in 1965, who identified four 'pillars' or principles of responsible tourism: minimizing environmental impacts, respecting host cultures, maximizing

the benefits to local people, and maximizing tourist satisfaction. While Thompson (1995) states that Ceballos-Lascuráin was the first to coin the phrase in the early 1980s. It is likely that the principles, which form the basis of ecotourism, evolved, at least in part, from the environmentalist crusade of the 1960s, the eco development movement which emerged during the 1970s, and from sustainable development which took off during the 1980s (Fennell, 2002). On the other hand, Honey (1999, cited in Blamey, 2001, p.5) note that ecotourism is developed 'within the womb' of the environmental movement in the 1970s and 1980s. Similarly, Higham states that the historical origin of the ecotourism concept can be traced back to the 1960s when ecologists and environmentalists became concerned over the inappropriate use of natural resources (Higham, 2007).

Muller described that the euphoria, however, to view tourism as "the smokeless industry" disappeared in the 1970s, when the increasing criticism of conventional mass tourism brought to the attention its negative ecological and socio cultural impacts. With increasing realization that tourism will also generate severe adverse environmental, economic and socio cultural impacts; social scientists and decision-makers have promoted alternative options to CMT. As reaction to real or perceived threat to environmental and socio cultural quality from CMT has been to advance ecotourism has got recognition as a form of sustainable tourism (Muller, 2000). The roots of this increasing interest in ecotourism lie principally in the emergence of the alternative tourism (AT) movement as a response to increasing concern over the negative consequences of conventional mass tourism (Sharpley, 2006).

Consequently an inflation of terms were invented to describe 'new' types of tourism, such as 'alternative, green, nature, simple, low-impact, low-density, small-scale, environmentally-sound, nature-based, sustainable, wilderness tourism', and many more (Mieczkowski, 1995; cited by Muller, 2000, p.242). Although, these various terms are not identical, they have nevertheless one common characteristic, namely to suggest an attitude of opposing the 'undesirable' CMT, and thus, at least, attempting to minimize the negative ecological and socio cultural impacts of visitors at the recreational locations. Certainly, the idea of alternative types of tourism to mass tourism seems to have found favor with a significant segment of the tourist market. Besides the

growth in environmental consciousness since the late 1980s, the development of alternative forms of tourism can also be associated with consumer over-familiarity with mass tourism, and a subsequent desire for new types of holidays. This latter point means that the concept of AT can be interpreted in at least two ways: as a form of more environmentally aware tourism; or as types of tourism that are different to mainstream tourism without necessarily being any less environmentally damaging.

Alternative tourism emerged in the early 1980s as part of the adaptancy platform. The term was conceived to encompass products and activities that were thought to be more appropriate than CMT (Rinzin et al., 2007). AT have in common that they are essentially small-scale, low-density, and they attempt to attract a special segment of the society, namely tourists with above average incomes and higher education (Muller, 2000). Alternative tourism may therefore be regarded as an early form of engagement with the idea of sustainability. Over the years, alternative tourism has been further segmented into nature, rural community-based and cultural events-oriented tourism (Rinzin et al., 2007). Nevertheless, there has been an increasing interest in alternative forms of tourism development. Many of the criticisms of conventional tourism, such as foreign domination and nature of the tourism-related employment, also apply to alternative forms of tourism. However, alternative tourisms such as ecotourism are meant to reduce the negative effects of tourism and contribute to positive social, cultural, economic and environmental developments (Duffy, 2002). In recent years, the term ecotourism as a form of alternative tourism became widely accepted. An indicator of this prominent position includes the United Nations declaring 2002 as the International Year of Ecotourism.

2.3 Principles of Ecotourism and CBET

Several writers try to identify different list of principles that deemed to ensure sustainable development. For example, Bramwell and Lane (1993) outline four basic principles of sustainable development and sustainable tourism development: holistic planning and strategy making; preservation of essential ecological processes; protection of both human heritage and biodiversity; and development to ensure that productivity can be sustained over the long term for future generations (Blamey, 2001). Specifically, TIES based on the results of stakeholder

meetings since 1991, has developed certain principles which are being embraced by a growing constituency of NGOs, private sector businesses, governments, academia and local communities. These are:

- 1) Minimize the negative impacts on nature and culture that can damage a destination.
- 2) Educate the traveler on the importance of conservation.
- 3) Stress the importance of responsible business, which works cooperatively with local authorities and people to meet local needs and deliver conservation benefit.
- 4) Direct revenues to the conservation and management of natural and protected areas.
- 5) Emphasize the need for regional tourism zoning and for visitor management plans designed for either regions or natural areas that are slated to become eco-destinations.
- 6) Emphasize use of environmental and social base-line studies, as well as long-term monitoring programs, to assess and minimize impacts.
- 7) Strive to maximize economic benefit for the host country, local business and communities, particularly peoples living in and adjacent to natural and protected areas.
- 8) Seek to ensure that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents.
- 9) Rely on infrastructure that has been developed in harmony with the environment, minimizing use of fossil fuels, conserving local plants and wildlife, and blending with the natural and cultural environment (Epler Wood; 2002:13-14).

Ecotourism can be further narrowed to what emerged as subsets to it: community based ecotourism. UNWTO provides further characteristics of community based ecotourism including: involves appreciation not only of nature, but also of indigenous cultures prevailing in natural areas, as part of the visitor experience, contains education and interpretation as part of the tourist offer, generally, but not exclusively, organized for small groups by small, specialized and locally owned businesses, minimizes negative impacts on the natural and socio-cultural environment, supports the protection of natural areas by generating economic benefits from the management of local areas, and increases local and visitor awareness of conservation (UNWTO, 2008).

Even though there is no one set of literature specify principles CBET, on the merit of its goal and characteristics the following ideas like recognize, support and promote community ownership of tourism; involving community members for starting small scale business; promote community pride and cultural difference; improve quality of life; ensure environmental sustainability; preserve the unique characteristics and culture of local area; foster cross cultural learning; distribute benefit fairly among community members and contribute a fixed percentage of income to community project can be taken as principles of CBET.

2.4 Benefits of CBET: Potential Indicators of Sustainability

Community-based ecotourism is a popular tool for integrated conservation and development projects, especially in developing countries. It is a part of the tactical response to the ongoing global challenge of sustainability (Duffy, 2006). The potential benefits of CBET will be considered mainly from socio-cultural, environmental, and economic perspective. Groupings can overlap at times. However, because of its emphasis on local communities, most of the literature explores the socio-cultural implications of CBE (Weaver and Lawton, 2007). One of the goals of CBET is to promote new economic incentives, e.g. selling of local (environmentally safe) products, crafts, and cultivated medicinal plants thereby create some entrepreneurial skills; to ensure communal ownership and control, and that part of the profits flow into community development programs rather than into personal enrichment. From an economic perspective CBET is believed to have potential to contribute to local economic development through an extensive channel. It provides the local community with variety of jobs including, tour guides, mule suppliers, craft and food producers. At some ecotourism destinations, residents benefit from revenue sharing programs that either provides cash payments or, more commonly, funding for community projects such as wells or schools (Lindberg, 2001).

Revenue derived through CBET includes entrance fees, admission fees, user fees, licenses and permits charges, royalties and sales revenue, concession fees and voluntary donations. In general, economic impacts can be looked from direct, indirect and induced benefit point of view (Charles and Ritchie, 2009). The direct economic effects are those that occur at front line tourism related establishments like community lodges, restaurants, souvenir shops, etc. This visitor expenditure

gives rise to an income that, in turn, leads to a chain of expenditure- income-expenditure, and so on, until leakages bring the chain to a halt. Consequently, the impact of the initial income derived from the tourist's expenditure is usually greater than the initial income, because subsequent rounds of spending are related to it. The subsequent effect as a result of the direct economic effects can be called as indirect income. For instance, when the tourists spend money in a community lodge, the lodge will spend some of the money it receives on food and beverage supplies and other business services and so on. While the induced economic effects occur because at the direct and indirect levels of economic impacts, income will occur to the residents of the local economy and this will generate further level of economic activity through multiplier effect. The economic benefit thus passes through out the tourism system.

In achieving economic objectives of community based ecotourism efforts has to be made to benefit the local communities who are economically weak. In this regard, in the publication "Tourism and Poverty Alleviation: Recommendations for Action" the Sustainable Tourism-Eliminating Poverty Program (ST-EP) listed 7 different mechanisms through which the poor can benefit directly or indirectly from tourism.

Seven mechanisms to benefit the poor
1. Employment of the poor in tourism enterprises. 2. Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor. 3. Direct sales of goods and services to visitors by the poor (informal economy). 4. Establishment and running of tourism enterprises by the poor - e.g. micro, small and medium sized enterprises (MSMEs), or community based enterprises (formal economy). 5. Tax or levy on tourism income or profits with proceeds benefiting the poor. 6. Voluntary giving/support by tourism enterprises and tourists and 7. Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors (www.lintangbuanatours.com).

The second impact of CBET is called socio-cultural impact. CBET aims to foster a feeling of pride and community through a revival or preservation of “traditional” practices and cultural techniques. Successful CBET can lead to empowerment of local people in economic, social, political and psychological aspects (Scheyvens, 1999). Tourism can add to the vitality of communities in many ways. One example is that events and festivals of which local residents have been the primary participants and spectators are often rejuvenated and developed in response to tourist interest. The jobs created by tourism can act as a vital incentive to reduce emigration from rural areas. In addition, as tourism supports the creation of community facilities and services that otherwise might not have been developed, it can bring higher living standards to a destination. In general, well managed CBET project have the following major socio-cultural advantages: conserve cultural landscape, promote local traditions and handicrafts, sharing cultural knowledge, preserve authenticity of culture, enhance income for conservation and preservation of culture, maintain the original authentic way of life, etc.

From environment point of view CBET has the following aims to help preserve ecosystems and natural areas (usually already within protected areas) with a high tourism potential; to cultivate environmental consciousness among the local population by educating them about the dangers of overexploiting resources and unrestricted number of tourists. Ecotourism has been promoted widely as a potential tool in conservation and community development, in both developed and developing nations (Fennell, 1999). Environmental benefits were closely linked to the awareness and change in people’s attitudes to natural resource management. As a result, CBET has also become popular as a tool for biodiversity conservation, not only due to the economic benefit it may bring to the local people, but also because it improves local communities and visitors attitudes and behavior towards conservation and natural resources.

2.5 Stakeholders Role and Participation in CBET Development

Each sector and individual involving in tourism sector has their own special functional areas. There are many roles that CBET stakeholder play in their efforts to make CBET a viable tool for sustainable development. These roles include: 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 Ethiopian case one of the reasons for less development of CBET is lack of coordination and active participation among stakeholders.

Failure to include all key stakeholders within a destination is the most common cause of discord and ultimately, failure of a tourism destination. Successful CBET development, that is, ventures that satisfy both conservation and development objectives, are supported by partnerships between local communities, government agencies, NGOs, and the private sector. 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).

2.5.1 Community

Community can be referred to as an umbrella body that covers various distinct stakeholders represented on the one hand by an organized sector that represents people with varied interests but share a common goal and, on the other, those with no interest at all in the shared common goal (Shirlow and Murtagh, 2004). Although communities may have many things in common, they are still complex and should not be thought of as one homogenous group. Communities are comprised of specific groups, such as landless and those with land, rich and poor, new immigrants and old residents. A number of separate interest groups that belong to one community may be affected differently by changes that are introduced. How separate interest groups respond to change is equally tied to kinship, religion, politics, and strong bonds between community members that have developed over generations. The community that will be considered the partner community must be well defined, and defining the community is a considerable task.

There are four models that can be used to interpret the inclusiveness of the community definition (Hulme, no date; cited in Parker and Khare, 2005, p.40). These are (1) the resource user model: recognizes members of the community who benefit from the resources of the target area, (2) the ecological model: the population living in the ecosystem within which the target area is situated, (3) the biological model: the population identified with key species' dispersal areas outside the target site's boundary and (4) the territorial model: defined on the basis of proximity to the target site and usually delineated by existing administrative boundaries. Whatever the case, Honey note that implementation of successful ecotourism projects as a strategy for sustainable development in rural communities must include local people as central planners and decision-makers (Honey, 2008). It is important that the entire community has some level of involvement and some level of benefit. Local community involvement can lead to an increase in individual conservation efforts. For example, (Stem et al., 2003) argue that ecotourism provides a much higher return per hectare of land used compared to other sustainable practices like sustainable harvesting.

There are two types of community participation, even though not one source was found in which this distinction was explicitly made. The first type is called political participation which refers to community participation in the decision making processes of the planning, implementation and evaluation stages of tourism development. Therefore, this type mainly has a political dimension and will be referred to as political participation. It could also be called project or process participation. Community members could be involved in the decision-making process of tourism development (because it influences their lives), without actually being involved in the delivery of tourism products and services themselves (Hoof, 2006). The political legitimacy of communities may be enhanced if their participation means that they have a greater share of decision-making about issues that affect them, leading to a building of the knowledge, insights and capabilities of involved stakeholders and the sharing of ideas (Bramwell and Sharman, 2000).

Political participation alone is not enough for tourism to qualify as CBET. CBET includes another type of community participation; community participation in the actual delivery of tourism products and services. This type of participation has a more economic dimension and



will be referred to as economic participation from now on. It could also be called product participation. However, tourism can only be qualified as CBET when it includes both political participation and economic participation. Active participation of local communities in decision-making is important for two reasons. First of all, an increasing number of people nowadays consider it unethical to impose tourism development on communities, especially if these tourism developments have negative impacts on the communities. Secondly, tourism development will be more successful and sustainable if the local communities are actively involved in its development. Active involvement of local communities will help to create community support for tourism development, which is an essential prerequisite for tourism development to succeed (Hoof, 2006).

2.5.2 Government

Government has a critical role in formulating policies for CBET. 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 hinder CBET development in different way (Swarebrooke, 1999). In Ethiopian case the government partners working directly in tourism refers to Ministry of Culture and Tourism, Regional Tourism Bureaus, Zone Tourism Branch Offices and woreda level tourism offices. While other government offices like Wildlife Authority, Peace and Security, Health, etc, are important stakeholders which have a great role in CBET development.

Government influences tourism in a number of ways, and can play a role in the development of sustainable CBET by variety of means. Specific ways that government can intervene in a CBET include: providing a platform of coordination between the CBE 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 CBET enterprises; reducing, deferring, or exempting tax payments from the community; developing and implementing policies which allow for the flexible development of CBET; and develop

legislations and codes to regulate tourists behaviour and negative impacts over economy, culture and environment.

2.5.3 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 CBET 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). These organizations often have members or constituencies that want information and guidance on ecotourism issues, so they can also influence the consumers of ecotourism, the eco tourists.

In Ethiopia there are some national and international NGOs which are working directly or indirectly in tourism sector. This includes GTZ/SUN working in Bale Mountain National Park and Wenchi Creater Lake; Frank Furt Zoological Society (FZS) working in oromia and Amhara region on conserving natural resources of tourism; Netherland Development Organization (SNV) working in Amhara and southern people nations and national regional state on pro - poor tourism; Integrated Development Program of Australia (IDP) working in Simien Mountain National Park for conservation of natural resources and tourism development; Ethiopian Sustainable Tourism Alliance (ESTA) working on sustainable tourism on the Rift Valley; and TESFA working in North Wollo on community based ecotourism. However, there are no several NGOs directly working on CBET specifically and tourism development by large. As a result, the contributions of NGOs are too small to see in the case of Ethiopia.

2.5.4 Industry/Private sectors

Tourism industry refers broadly to collections of business firms, organizations and other resources which foster or support activities of tourists, in particular by providing services (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

have many diverse character than the tangible goods industry out bound tour operators, inbound tour operators, travel agents, carriers providing transportation, accommodation, etc, sectors can be considered as stakeholders.

The private sector has a paramount contribution for development of tourism in Ethiopia. They can perform marketing activities, For example 85% of foreign tourists were brought by out bound tour operators (Mann, 2006). The extent to which the private sectors are taking significant initiative to make their activities according to the principles, regulations and codes that is developed to ensure CBET in a given area matters more than anything. Different private initiatives relating to ecotourism are scarce in Ethiopia. Private sector business enterprise like eco-lodges where ecotourism concept is included in their business includes Bishangary Lodge and Aregash Lodge.

2.5.5 Training Institutions and Professional Associations

Training institutions could contribute a lot in filling the gap of lack of trained man power in the sector as well as through the relevant researches that will be carried out. Tourism Training in Ethiopia has been available in Ethiopia since the establishment of Catering and tourism institute in 1969. Currently, several government universities are offering undergraduate courses. There are also several private and government vocational institutions providing training in core competencies like guiding, tour operation, food preparation, etc. And the starting of postgraduate program in Tourism and Development in Addis Ababa University has a paramount importance for the sector development.

Tourism associations have an important role in fostering CBET. There are several professional associations which are directly or indirectly related with tourism. These are Ethiopian Tourism Professionals Association, Ethiopian Hotel Professionals Association, Ethiopian Hotel Owners Association, Ethiopian Tour Operation Association, Ethiopian Ecotourism Society, Ethiopian Wildlife Natural History Society, Ethiopian Heritage Trust and Ethiopian Wildlife Association.

2.6 Challenges of Community Based Ecotourism Development

Developing CBET is a complex and difficult undertaking. The effectiveness of using CBET as means for sustainable community development and conservation is still not a fail-safe method. CBET projects hardly succeed immediately and yield immediate profits in comparison with other projects. Even one successful project may need a lot of time to adapt to a new situation. It needs a long-term effort on capacity-building and following up on monitoring and evaluation, as well as sustaining marketing, to ensure that the CBET moves forward. The level of success is varying depending on many factors known as challenges of CBET development and these challenges must be identified prior to undertaking the development of an ecotourism operation. Addressing these challenges will require a high level of coordination and cooperation to marshal resources more effectively. This part of literature review assesses the potential challenges that constrained the development and sustainability of CBET initiatives.

2.6.1 Stand of Government and Other Stakeholders

Government agencies can play a key role in fostering the right conditions for a successful ecotourism sector. Thus, to increase the feasibility and longevity of projects, all plans should be linked with the overall socioeconomic development of the community. Weaver et al. (1996) identify lack of government programs as a critical barrier to entrepreneurs entering the ecotourism sector. Encouraging government interference can take the form of incentives (e.g. grants and low-interest loans), marketing and promotion, or business counseling and training. Government agencies also create barriers through regulations, taxes, and bureaucratic red tape, or because of a lack of interagency cooperation and coordination (Weaver et al., 1996).

The other most common problem on CBET development is lack of broad based policies (lack of sectoral integration) which integrate tourism in general and CBET in particular with other sectors. Integration of national policies concerning rural development and ecotourism is often a challenge to the success of CBET in developing countries (Foucat, 2002). For example, while the Ethiopian government promoted sustainable development and poverty alleviation through tourism there was little offered support for ecotourism ventures (Sukkar, 2002). In many of the developing world CBET investment suffers greatly from a lack of political vision, good institutions or

proper law enforcement. Absence of special department at ministry and regional level pertinent to the sector is a critical factor which result lack of government regulation, resulting in short-sighted management practices, was identified as an obstacle to the success of ecotourism. To ensure that products that are developed and marketed as ecotourism are beneficial and not harmful to environments and communities legal frameworks like certification and CBET development guide line are crucial. The lack of regulation was considered to be the result of poor coordination between different government departments. Multiple government departments, including ministries of tourism, natural resources, and rural development, should coordinate policies and programs in order to pursue the success of ecotourism projects. International organizations, which often fund ecotourism projects, must also coordinate with government agencies and local non-profits.

2.6.2 Lack of local skill and capital

Host communities can create barriers to the ecotourism sector. Local traditions, availability and quality of social amenities, and attitudes towards tourists are key factors in the success of ecotourism businesses (Mathieson and Wall, 1982). A friendly, welcoming host community enhances local business opportunities for tourism Bird and Inman (1968; as cited in Silva and McDill, 2004), while local resistance to increased numbers of visitors and to tourism in general negatively affects opportunities sought from tourism (Mathieson and Wall, 1982). Host community support and participation in the planning and provision of ecotourism is therefore fundamental to realizing its benefits (Ross and Wall, 1999; Weaver et al., 1996).

The business experience of the communities or owners affect the likelihood of success of businesses in the ecotourism sector. World Ecotourism Summit report of 2002 states a lack of awareness of tourism among African local communities as a barrier to tourism development. Local communities often lack access to market information, knowledge of contracts and other business details, and have limited experience in engaging with tour operators. Local communities need to appreciate the benefits and the demerits of tourism. Communities should be involved and empowered, such that there is no ecotourism development where there is no desire for involvement in tourism. It is important for governments to ensure that communities are trained to

administer joint ventures, as without capacity building it is difficult to sustain an equitable approach to management (UNWTO-UNEP, 2002).

On the other hand, businesses in the ecotourism sector often struggle to survive because of scarce resources and their owners' lack of business experience particularly tourism related experience. Obtaining financial resources to operate the CBET business for the first few years is among the most important barrier to doing business (McKercher and Robbins, 1998). Financial problems occur because of difficulties in obtaining loans from financial institutions (Weaver et al., 1996) and as a result of higher than expected costs and slower than anticipated business growth (McKercher and Robbins, 1998). In Ethiopia there is no facilitated ways for private investors to put in their money in the sector to support the marketing and conservation efforts i.e. there is lack of allocated finance. The challenges related to this topic are how to develop mechanisms to ensure that revenues from ecotourism activities are invested in training, conservation, marketing, etc and frameworks to involve stakeholders in funding conservation and marketing tasks.

2.6.3 Difficulty of Marketing and Promotion

Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. CBET destinations do not have the resources to tap the overall travel market, nor the inclination, owing to the magnitude of domestic and international travel. Instead, businesses target certain segments based on the product that they are selling and the needs and expectations of the group to which they wish to sell (Kotler et al., 1999). The travel tourism industry is becoming an increasingly competitive market place at international level, where only the best managed and marketed enterprises and destinations are likely to enjoy the competitive market. Thus, carefully designing the product, knowing the audience (the visitors) to target and ensuring that marketing strategies reach the right people with the right message is critical to building and sustaining an effective and sustainable CBT operation(Asker et al., 2010).

A CBT operation requires an effective and appropriate marketing strategy to inform tourists of the existence of the destination and encourage them to include this experience in their travel

itinerary. To ensure marketing efforts reach the right market with the right message, marketing strategies must be tailored to suit the CBT initiative and be attractive to the target audience (Asker et al., 2010). The marketing communications mix consists of five major modes of communication: advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. Developing effective marketing communications involves eight steps: (1) Identify the target audience, (2) determine the communication objectives, (3) design the message, (4) select the communication channels, (5) establish the total communications budget, (6) decide on the communications mix, (7) measure the communications' results, and (8) manage the integrated marketing communication process (Kotler et al., 1999).

A clear marketing strategy, which promotes the products through many avenues, has also contributed to the success of the CBET venture, such as: developing networks with other tourism operators, government organizations and community groups, using certification and prestigious awards to promote the quality of the experience, ensuring product and service matches the visitors' expectation to achieve ongoing word-of-mouth visitations, creating unique events to obtain free publicity and boost local and international profile, participating in tourism shows and joint ventures to create awareness and diversifying the product base to target larger groups for education and convention purposes (Asker et al., 2010). If the means of communication are limited, it obviously creates major complications for tourists who need to make advance bookings with guides and lodges, especially when they want to trek.

In a nutshell, CBET projects must be based on an understanding of market demand and consumer expectations and how to place the product offer effectively in the market place. The main reason why many CBET projects have failed is that they have not attracted a sufficient number of visitors. Often, assumptions made about the marketability of a particular location or experience has been unrealistic and not based on research. A problem has been the lack of tourism knowledge not only among local communities themselves but also among advisors and supporting agencies. In addition, use of cost effective promotion is a challenge for many ecotourism enterprises because of their isolation, small size and lack of resources and skills.

2.6.4 Infrastructure and related challenges

An area's ecotourism potential depends on the presence of natural resources (e.g. water, wildlife, and vegetation), access to those resources, climate, and historical sites of interest. Scenic beauty and natural resources offer opportunities for ecotourism, but those opportunities are constrained by resource limitations such as water supplies, land area, and access (Valentine, cited in Silva and McDill, 2004, p.292). A common problem in ecotourism development is infrastructure development in the CBET development areas, such as roads, airports, widespread electricity, or construction of other tourist attractions would also, without doubt, change not only the number and type of tourists, but also the flows of money from tourism.

Where possible, ecotourism should be based on forms of mobility which have low environmental impact. In many destinations with ecotourism potential, it is felt that there is lack of infrastructure (e.g., accommodation) and services (e.g., well-trained guides). Thus, improvement of infrastructure for the purposes of tourism must be carefully weighed and thoughtfully implemented, with a broad view of potential impacts on the local economy and the ecology of the area. On the other hand, numbers of difficulties in project implementation can be identified in relation to resource ownership when several infrastructures are constructed. First of these was disagreement about compensation for land provided by the communities for construction of the guest houses and other tourism facilities (UNWTO-UNEP, 2002).

2.6.5 Seasonality of tourism

The movement of tourists to tourism destinations is strongly influenced by climatic conditions and timing of cultural festivals. The seasonality of tourism causes serious problems in view of the limited facilities and limited number of trekking routes. Considering the seasonal nature of tourism, efforts should be made to attract visitors in all seasons. Corresponding to this lack of organization among businesses reduced eco tourists' awareness of other recreational opportunities in the area and negatively affected their ecotourism experiences, reducing their likelihood of engaging in ecotourism activities again (Lynch and Robinson, 1998).

Tourism in Ethiopia is strongly influenced by climatic conditions and cultural festivals. The seasonality of tourism causes serious problems in view of the limited facilities and limited number of trekking routes. The seasonal nature of tourism has been a cause of concern for the government, so efforts are being made to attract visitors in all seasons. Until now it was assumed that the seasonal nature of tourism was due to the timing of major religious festivals and weather conditions during the four seasons.

2.6.6 Institutional Arrangement

Institutional arrangements can be described as a particular organizational structure that sets and/or implements written policies and determine specific courses of actions regarding the delivery of ecotourism. An effective institutional framework is considered to be one of the principal determinants of successful tourism development. Whilst many writers highlight broad management issues there remains little research into the linkage between the institutional framework in which ecotourism is delivered and the performance in terms of livelihoods of the communities involved (Hoon and Hyden, 2003; cited in Funnell and Bynoe, 2007, p.165). Institutions are fundamental to livelihoods, as they provide the governance structure within which all processes operate and define power relations in destination management (DFID, 2003; cited in Funnell and Bynoe, 2007, p.165).

Epler Wood in 2002 identifies three different models of institutional structures for community involvements in ecotourism. These are (1) community owned ecotourism called purest model where CTEs are owned, controlled and managed by members of the community; (2) Joint/partnership venture ecotourism where partnership venture ecotourism with the community or family and an outside business partner or NGO with a division of labor, community members are actively involved not only as staff, but also as part owners, planners and administrators and can make decisions jointly. And the third is tourism enterprise that is owned, controlled and managed by a private enterprise and employs members of communities as cooks, laborers, drivers, gardeners, porters, waiters, tour guides and souvenir vendors.

The type of institutional framework can either encourage or constrain the pursuit of sustainable CBET by influencing the ways different groups of people gain access to and control over the development and management CBET site. Emphasis on participation by local groups remains a central tenet of CBET projects as it is seen to be the way to guarantee success. Access to tourism resources is one way to guarantee its utilization by locals. The challenge of ensuring community participation and ownership over community based ecotourism product and business is dependent of the type of institutional structure designed to run a CTEs. For instance, in the case of private owned ecotourism enterprise there is lack of participation in the planning or management of tourism operation.

2.6.7 Negative Impact from Tourism

The feasibility of an ecotourism project is fundamentally based on its environmental and cultural potentials. Biodiversity levels and the lack of human influences (roads, buildings, power lines, pollution, etc) are critical to supporting a sustainable ecotourism project (Parker and Khare, 2005). If the enterprise is not contributing to the protection of the natural environment and cultural resources, then its resource bases are collapsed. If the environmental opportunities for ecotourism are not present and sustainable, the enterprise will not attract many eco tourists.

Despite good intentions, ecotourism can potentially have negative environmental effects. The potential negative effects that more visitors may have on the natural environment act as a challenge to ecotourism growth. The damage from the unregulated flow of tourists can lead to excessive solid waste, litter, erosion, sewage, water and air pollution, natural habitat disturbances, wear and tear of the infrastructure base, and environmental degradation. Even building a small facility for accommodating visitors will entail environmental disturbance through land use, waste management and increased human presence. On the other hand, the communities and other stakeholders' commitment and action over the economic, social and environmental element of the destination are other challenges for sustainability of CBET in a given area.

2.7 Conceptual Framework

As it is discussed on the preceding theoretical literature CBET development has several challenges and opportunities that it can face both at project implementation and operation time. These different factors are interlinked with one another in different scales. These factors have direct and indirect influence on the success and sustainability of CBET initiative. For this study, conceptual framework illustrated in figure 2.1 is adopted. The conceptual framework gives particular emphasis to CBET destination development practices, and challenges and opportunities faced during and after CBET destination development and there implication on sustainability. Specifically it includes assessment of tourism potential, product development and marketing; economic, socio-cultural, environmental, institutional and operational factors; and the negative and positive impacts that could be the future opportunity and challenges of CBET development. The framework generally indicates how these factors are complex and how they affect CBET development and impacts in a given area.

Figure 2.1 Conceptual Framework of the Study



Source: Own Formulation, 2011

CHAPTER THREE

Description of the Study Area and Methodology

This chapter contains two major sections. The first section presents the geographical, economic and social elements of the study area while the second part describes the methodology which includes the study site, sampling techniques, data sources, data collection instruments and method of data analysis.

3.1 Description of the Study Area

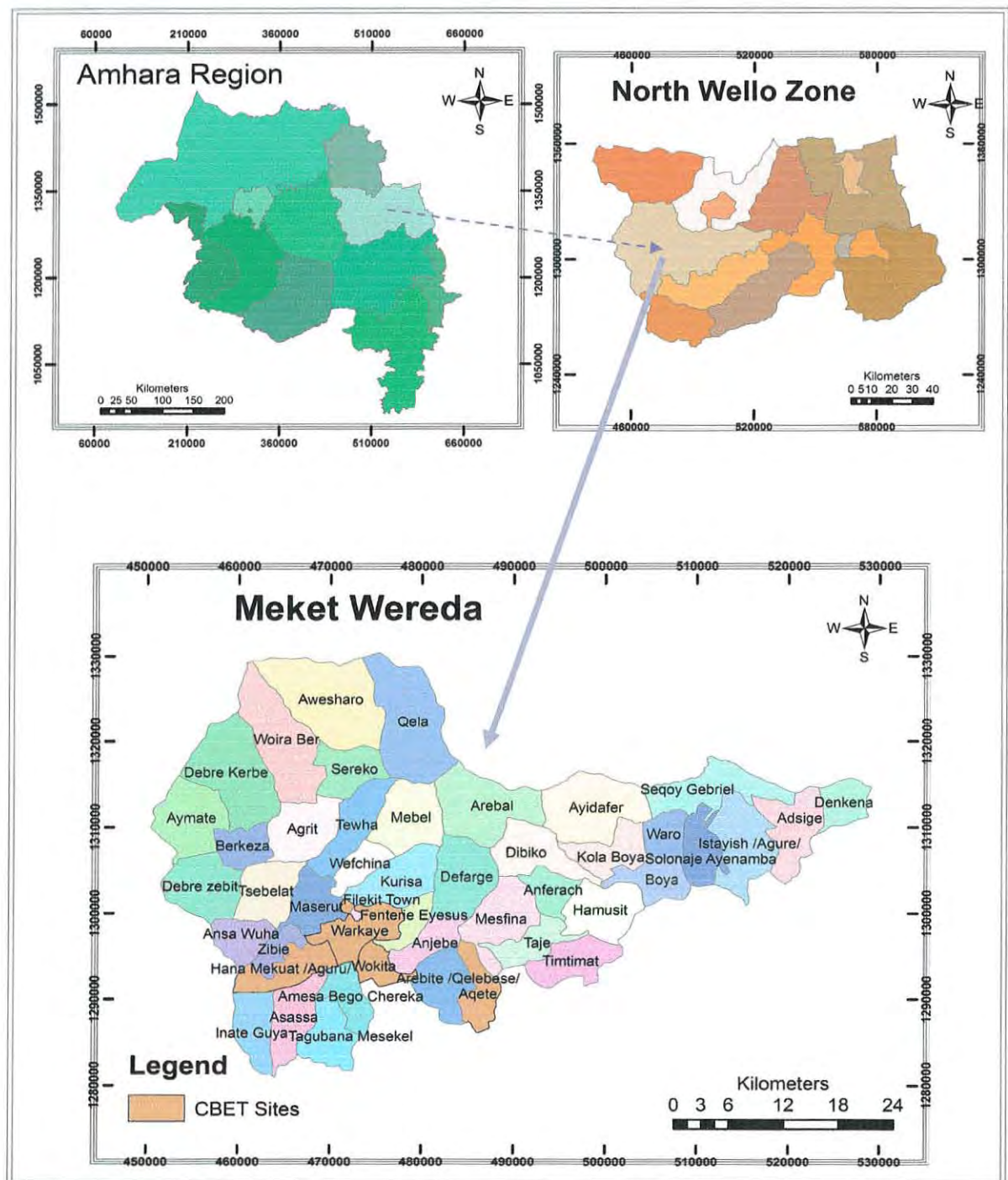
3.1.1 Geographic Position and Location

Meket Woreda is one of the ten woredas that is located in the East highlands of Amhara Region, North Wollo Zone. The total land area of the woreda is 1919.59 Sq. Kms. It is located on the western side of the North Wollo (see figure 3.1). Meket is bordered by the Wadla in the south, Southern Gondar in the west, Bugna in the north, and Guba Lafto in the east. Its main town, Filekit is laying at about 665 km north of Addis Ababa, 217 km North East of Bahir Dar and 137 km North West of Woldiya town (MWGAC, 2011). Its geographical coordinates are 11° 40' 0" North, 38° 48' 0" East. In terms of administration, Meket Woreda is sub divided into 45 rural and 2 urban kebeles.

3.1.2 Population

The result of the 2007 population and housing census showed that the total population of Meket was 226,644 in the year 2007. According to the BoFED projection of population size for 2009 based on 2007 census, the total population of Meket woreda is 234, 933. Out of this total population 118,551 (50.46%) are males while 116,382 (49.54%) are females. In terms population size by place of residence, the vast majority of the population which accounts 222,156 (94.56%) lives in rural areas residing in 45 kebeles and the remaining 12,777 (5.44%) is living in urban areas namely Flakit and Geregera towns.

Figure 3.1 Map of the Study Area



Source: ANRS BoFED, GIS Team, February 2011

3.1.3 Topography and Climate

According to Meket Woreda Government Communication Affairs Office (MWGAC) the woreda is characterized by dissected plateau in which its topography is highly intersected by valley bottoms and gullies, which constitute about 65% of the woreda's land area; 28% is level land (flat plain) and the remaining 7% is mountainous land. The topography ranges from 1500-3300 meters above sea level. Agro ecologically, the woreda is classified as Dega (20%), Woyna Dega (55%) and Kolla (25%).

3.1.4 Natural Vegetation

Vegetation cover of a certain area is a reflection of climatic and human factors. Previously, Meket woreda was endowed with dense vegetation cover. The vegetation includes scattered trees and bush/shrubs like acacia species, *dodena*, *dedeho* (local name), *Olea africana*, *Croton macrostacheous*, *embacho* (local name) and eucalyptus plantations. Nevertheless, for the obvious reasons of over cultivation and grazing, population increase, and declining farm size; the vegetation cover has increasingly depleted. According to the information obtained from MWGAC currently 54, 000 hectares of the land is under forest cover.

3.1.5 Land Use and Agriculture

Land use denotes the pattern of land allocation to various activities. In Meket woreda land is held both at private and communal basis and used mainly for farming, grazing, forest and settlement. Out of the total land found in the Meket woreda only 49,450 ha is potentially cultivable and 15,800 ha (31.95%) of the cultivable land is used for irrigation purpose whereasthe remaining land mass is used for other purposes. The land use cover data collected from Meket woreda government communication office show that 15,152 ha and 39, 528 ha of the total land is used for grazing and settlement while the remaining 54,000 ha and 8, 659 ha of land is covered with forest, shrub and bush, and valley and gully (MWGAC, 2011).

The major livelihood activities in the study area include agriculture and nonfarm activities. Agriculture, mainly composed of crop production and animal husbandry, is the main livelihood of the population in the Meket woreda. Agriculture in the woreda is almost entirely rainfall

dependent and highly prone to droughts and floods. The agricultural practices employed in the study area is characterized by traditional oxen-plough and hoe-culture. According to the Meket Woreda Agriculture and rural Development Office, the main food crops grown in the area are teff, barley and wheat. Oat, sorghum and maize are also produced by the peasants of Meket woreda.

Livestock production is also an integral part of agricultural production in the woreda. It plays an important role in the economy of the woreda. According to Amhara livelihoods report of 2005 the potential of the woreda in livestock production is limited into traditional technology, subsistence production, scarcity of animal feed and diseases. Most households keep poultry. The main diseases and parasites affecting livestock are anthrax, blackleg (cattle and equines), sheep pox, pasteurellosis (all livestock), African horse fever, lumpy skin and parasites (tick, mange, helminthiasis, fasciolia). As a result the productivity of the animals is very low in Meket. Estimates of major livestock are listed in this table according to the report of 2010/2011 of MWGAC.

Table 3.1 Estimated numbers of cattle, sheep, goat, donkey, horse, mule and beehives of Meket

Livestock Category	Number
Cattle	154,426
Sheep	130,174
Goat	103,493
Donkey	16,793
Horse	5,456
Mule	1,153
Beehives	9,389

Source: MWGAC, February 2011

Off farm income generation is also another means of food security and livelihood. In the study area, the most common off-farm activities are petty trade, employment as a daily laborer in nearby towns, participation in the community tourism and few craft works. In most cases most farmers do not consider off-farm income as a primary source. Therefore, off-farm incomes are considered as an alternative means of livelihood. The communities on the principal tourism sites where TESFA starts developing community based ecotourism, however, such as Mequat, Aterow and Wajela, now earn their livelihood largely from tourism.

3.1.6 Infrastructural facilities

Education

According to the Meket woreda Education Office, the woreda has 1 technical and vocational education training institute, 2 alternative basic education centers, 2 secondary schools, 1 preparatory school, 110 primary schools, 5 kindergartens and 2 special need education providing schools. The existence of those educational centers in the woreda attempted to eliminate the degree of illiteracy within the people of the woreda.

Health

Health is among key indicators for a socio economic development. According to the Meket woreda health office, in Meket woreda there are more than 97 health extension workers. Currently, there are 7 health centers, 44 rural health posts and 2 urban health posts to the entire population. The access to health service is limited in Meket woreda due to several reasons, of which lack of communication and transportation, lack of infrastructure, drugs and other supplies are the major ones.

Water and Electricity

The main sources of water for drinking and other purposes are rainfall, rivers, and springs. According to MWGAC about 71.2% of the woreda have access to potable water. The remaining population gets its water requirement from springs and rivers. In terms of electricity, two cities namely Flakit and Geregera, and 11 other small villages have electricity.

Transport and Communication

An asphalted main road connecting Bahirdar, Gondar, Gaint, Lalibela and Dessie passes through the woreda. According to MWGAC 72.2% of the study area kebeles are interconnected with all-weather roads. In terms of telephone service, two cities namely Flakit and Geregera, and 11 other small villages have access to telephone. However, some areas of rural kebeles have access to mobile telephone service.

3.2 Research Methodology

3.2.1 Selection of the Study Site

The study was conducted in Amhara Regional State, North Wollo Zone, Meket Woreda. The rationale for selecting Meket woreda is the presence of community based ecotourism development taking place since 2001 through the support of an NGO named TESFA which can be taken as the only community based ecotourism initiative ever in the country. The first CBET site was developed and started business in 2004. To date six CBET sites are developed in the study area.

After having made a choice of woreda to conduct the research, the next stage has been CBET site selection from the six CBET sites namely Mequat Mariam, Wajela, Aterow, Yadukulay, Boya Mikael and Aina Amba CBET sites. Three representative CBET sites where this study focuses namely Mequat Mariam, Wajela and Aterow were selected purposively. The reason why the sites are purposively selected for this study is due to their long year experience. These sites are the first three community sites according to their development time line that TESFA has started its operation. Thus, it is convenient to see how CBET practices are affecting the livelihoods of the host community and to comprehend challenges and opportunities of CBET development.

3.2.2 Sampling Technique

The subjects of the study are both male and female from the host community of the selected CBET sites. The total sample size is 90 households using the following sample size determination formula adapted from Israel (1992).

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

Where; N = the total population that will be studied

n = the required sample size

e = the precision level which is = (±10%)

Where Confidence Level is 95% at P = ± 5 (maximum variability)

The selected study sites have a total of 557 households; out of which 291, 80 and 186 households live in Mequat Mariam, Wajela and Aterow sites respectively. By using the above formula, the sample size becomes 84.779 households. Accordingly the sample size is made 90 HHs. The distributions of sample size across the CBET sites were proportionally selected based on their size of households. Accordingly 47, 13 and 30 sample households were taken from Mequat Mariam, Wajela and Aterow CBET sites respectively. As far as sampling technique is concerned first, the study area and the study sites are selected with non probability sampling technique purposively while the sample households were identified using probability sampling technique. Based on the name list of member households in each CBET sites households were selected using simple random sampling technique. All sample households questionnaire (90) were completed properly and used in the analysis.

3.2.3 Data Sources and Data Collection Instruments

To undertake this study, both primary and secondary data were generated by employing both qualitative (using case study, focus group discussion, in depth interview and on spot observation) and quantitative (mainly using household survey and visitor survey questionnaires).

3.2.3.1 Primary Data Collection

To gather the required primary information for this study, various instruments were used. They are presented as follows.

A. Household Survey

Questionnaire consists of both open and closed ended questions, was used to obtain information from the selected samples of 90 households from three CBET sites (see appendix 1). In this survey, household background information, attitude and knowledge related issues CBET, participation in CBET, benefit and costs of CBET in the livelihood of the households and measures to be taken to ensure sustainability of CBET in the K'ires¹ were obtained. The

¹ *K'ire* (also known as *Idir* in other parts of Ethiopia, especially urban areas) consists of a group of households that worship at the same church and who all join together economically to support bereaved families. The *K'ire* is an indigenous community based organization of households residing in a '*Debir*' i.e. around the local church.

questionnaire was prepared in English and translated into local language (Amharic). Before the actual data collection, the Questionnaire was pre-tested and corrected based on the feedback of pre-test. In order to conduct the household survey, a total of 15 enumerators (8 from Mequat, 2 from Wajela and 5 from Aterow) were employed and training was given to the enumerators on how to fill and collect data using the questionnaire. Data collectors were composed of preparatory students, teachers and development agents.

B. Tourist Survey

Questionnaire consists of both open and closed ended questions were prepared in English (see appendix 2). And it was used to obtain information from 21 tourists of the three CBET sites (7 questionnaires for each community tourism site visitors). This tourist survey were used to gather background information, attitude and perception of the tourists toward tourism products of the study area, source of information about the sites, and possible comments to better improve the character and performance of CBET in the study area.

C. Focus Group Discussion

In addition to questionnaire, focus group discussion (FGD) is the most important data collection tool to generate the qualitative information. In general, two types of focus group discussions were conducted. The first three FGDs were conducted in the study area three CBET sites. Meaning in each selected CBET sites there was one FGD. For these, a checklist of issues was prepared and the participants of FGDs were composed of MCs, community representatives, religious leaders, camp managers, guards and cooks (see appendix 4 and 6). The fourth FGD was one day workshop entitled Community Based Ecotourism in Meket Woreda held in Flekit town. It was organized by Meket Woreda Culture and Tourism Office. Participants were from the six community tourism sites of the study area, TESFA, CTGE and other related local stakeholders. The researcher was participated and the issues of discussions were directly related to the theme of the thesis. Thus, the data were useful for qualitative data analysis.

D. Key Informant Interview

For the purpose of this study semi-structured face to face key informant interviews were conducted with five different groups which account for total of ten key informants (see appendix 3 and 5). They were taken as key informants based on their knowledge and responsibility in relation to community based ecotourism in the study area. For each interviewee group, independent checklists were prepared. The first three interviews were conducted with the chairmen's of sample CBET sites (Mequat Mariam, Wajela and Aterow). The reason to have key informant interview with chairmen of MC is due to the fact that they have responsibilities on the study issues. Thus, important information about the CBET development practices, challenges and opportunities are collected at grass root level. The fourth and fifth key informant interviews were conducted with informants from community tourism guiding enterprises (CTGE). CTGE were other breathtaking sources that really show the overall feature of tourism activities and tourist psychology due to their long contact with the visitors of the area.

The sixth and seventh interview was held with the TESFA national project manager and North Wollo TESFA Branch Office Manager to get the whole picture of the CBET scheme and the administration procedures followed. The eighth and ninth interviews were held with the Amhara Region Culture and Tourism Bureau administrator and Meket woreda Culture and Tourism Office administrator. This was helpful to analyze their role in running community tourism in the study area and their organizational commitment in sustaining community tourism. The last key informant interview (tenth key informant) was held with one expert of Amhara Region Cooperative Agency. This was intended to look answer for the identified policy and legal related challenges on the study area.

E. Case Study and Observation

To supplement the information obtained using different instruments, the case studies (stories) of best practices that can be potentially replicated in other areas and on spot observation were made parts of data collection process. There are four cases which were selected on the merit of their value.

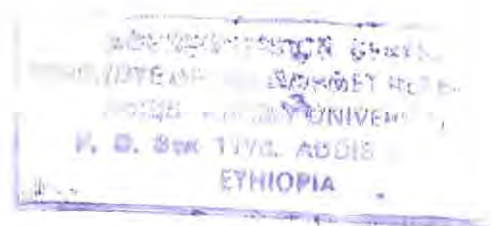
In addition to the case study, on-spot observation was the other component of data collection process. It includes observation of the infrastructure patterns, tourism activities, tourist services and facilities; natural resources particularly forest management and its coverage in the area, social interaction of tourists with host communities, manmade attractions like churches and the conservation practices, and accommodation conditions of visitors. Thus, the researcher opinion on his visit of the study area was included in the analysis.

3.2.3.2 Secondary Data Collection

In an effort to make this research more valid, creditable and applicable secondary sources which are found important to the study were reviewed. For this purpose, both published and unpublished sources were investigated thoroughly especially books, web pages, policy directives, reports, project papers, annual and action plans, etc. the secondary data was collected from Meket woreda Culture and Tourism office, MWGCAC, TESFA Lalibela branch office and TESFA Addis Ababa Head Office.

3.2.4 Method of Data Analysis

The information gathered from different sources, were compiled in the way that is easy to manage. Following the completion of the data collection, the household information and visitor survey information was coded and entered into Statistical Package for Social Science (SPSS) version 19 for analysis. The result of analysis was interpreted and discussed using descriptive statistics (frequency, ratio, mean, standard deviation). Qualitative data obtained using FGDs, key informant interviews and case studies were analyzed in narrative way. Pictures, Tables and a simple bar chart were used to present the results of the study.



CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1 General Characteristics of Sample Households

This section focuses on the analysis of the basic characteristics of the sample households. This include the principal demographic variables such as gender, age, and level of education, marital status, family size and source of income and status of agriculture to support the livelihood of the 90 sample households collected from the three CBET sites selected from the study area. In order to identify variations the data are summarized by CBET sites.

4.1.1 Gender, Age and Educational Status of Sample Households

The survey result of this study for the characteristics of gender, age and educational background of heads of household is well presented in table 4.1 below. The overall sample population is 90 (16.2 percent of total study CBET sites household) of which 75.6 % and 24.4 % respectively constitutes males and females. The distribution of households by the CBET sites accounts 52.22%, 14.44% and 33.33 % for Mequat, Wajela and Aterow respectively.

With respect to age structure of sample households, the maximum and minimum ages of the sample households are 85 and 21 years respectively. The majority of heads of households (32.2%) belong to the age category ranging between 41 to 50 years. The sample households between 15 to 30 years old and above 60 years old account of about 15.6% each. The rest of the sample population is 18.9% and 17.8% were those aged between 31 to 40 years and 51 to 61 years respectively. While, the mean age of the sample household heads is 46.69 years, the mean age of sample household heads of Mequat, Wajela and Aterow CBET sites is 46.83, 44.81 and 51 years respectively. The data reveal that on the average the households are adulthood age category, which could have positive implication in terms of labor resource for tourism sector.

An educated household in the tourism sites is able to understand technical and scientific concepts. Thereby actively participate in tourism development tasks, perform tourism activities

up to the standard and manage tourism products properly. All these elements excel the performance of the community tourism destinations and result positive return of tourism.

Table 4.1 Gender, Age and Educational Status distribution of the Sample HHs

	Name of CBET sites						Total	
	Mequat		Wajela		Aterow			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Gender								
Male	33	70.2	8	61.5	27	90	68	75.6
Female	14	29.8	5	38.5	3	10	22	24.4
Total	47	100	13	100	30	100	100	100
Age								
15-30	6	12.8	2	15.4	6	20.0	14	15.6
31-40	7	14.9	3	23.1	7	23.3	17	18.9
41-50	19	40.4	3	23.1	7	23.3	29	32.2
51-60	11	23.4	2	15.4	3	10.0	16	17.8
Above 60	4	8.5	3	23.1	7	23.3	14	15.6
Total	47	100.0	13	100	30	100.0	90	100.0
Mean	46.83	-	49.54	-	45.23	-	46.69	-
Educational Status								
Illiterate	30	63.8	9	69.2	16	53.3	55	61.1
Reading and Writing	9	19.1	1	7.7	5	16.7	15	16.7
primary school	3	6.4	3	23.1	9	30.0	15	16.7
Junior and Secondary	2	4.3	-	-	-	-	2	2.2
High school and Preparatory school	1	2.1	-	-	-	-	1	1.1
Above	2	4.3	-	-	-	-	2	2.2
Total	47	100.0	13	100.0	30	100.0	90	100.0

Source: Own survey, February 2011.

According to survey result, in terms of educational background of the sample respondents, illiteracy rate is found to be higher. Almost 61.1% of the sample household heads are reported to be illiterate without having formal education. Likewise, 16.7 % of the sample population was reported that they were not able to attend formal education; they reported that they can read and write. Most of these households have got limited access to basic education, which is claimed to be acquired through some informal and traditional religious education as well as literacy campaigns. On the other hand, about 16.7% and 2.2% of the sample households are found

between grade 1-4 and 5-8 respectively. Similarly, about 1.1% of the sample population attended a high school and preparatory level (between 9 to 10 and 11 to 12 grades). Of the total sample size, only a very few (2.2%) of the respondents had acquired one year certificate from teachers training college.

An effort has been made to see the educational status of the sample household heads in the respective CBET sites. Accordingly, 63.8%, 69.2% and 53.3% of the sample households in Mequat, Wajela and Aterow are illiterate respectively while 19.1%, 7.7% and 16.7% of sample households of Mequat, Wajela and Aterow CBET sites can read and write but they don't have any formal education. On the merit of this survey, one could say that in the study area included in the sample, the household heads that have no education and low level of education dominate the entire population. Generally, as shown in the above table, 77.8% of household heads were not educated. This in turn, could have its own implication in relation to community based ecotourism development.

4.1.2 Distribution of Marital Status and Family Size of Sample Households

As indicated in table 4.2 below, the marital status of the households indicates that the large majority heads of households (86.7%) are married. In contrast, the percentage of sample households who have never been married was very low: 3.3%. From the survey result, it was also possible to learn about 5.6% of the sample households have been living in broken families due to divorce while the rest 4.4% of sample households were widowed.

According to the interview with the cooks of the CTHEs and CTFEs, there is significant association between marital status of the females and community tourism where majority of the cooks of CTHEs are single and divorced. With respect to family size per household, as it is depicted in table 4.2 below about 54.4% of the sample households contain between 4 to 6 family members. The mean family size of the sample households was 5.57 persons. The mean household size of Mequat, Wajela and Aterow CBET site households was 6.02, 5.15 and 5.03 persons with standard deviation of 2.12, 0.86 and 0.57 persons respectively.

Table 4.2 Marital Status and Family Size of Sample HHs

	Name of CBET sites						Total	
	Mequat		Wajela		Aterow			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Marital Status								
Married	41	87.2	10	76.9	27	90.0	78	86.7
Single	2	4.3	-	-	1	3.3	3	3.3
Divorced	2	4.3	2	15.4	1	3.3	5	5.6
Widowed	2	4.3	1	7.7	1	3.3	4	4.4
Total	47	100.0	13	100	30	100.0	90	100
Family Size								
1-3	4	8.5	4	30.8	7	23.3	15	16.7
4-6	25	53.2	4	30.8	20	66.7	49	54.4
7-10	18	38.3	5	38.5	3	10.0	26	28.9
Total	47	100.0	13	100.0	30	100.0	90	100.0
Mean	6.02	-	5.15	-	5.03	-	5.57	-

Source: Own survey, February 2011

The family size data reveal that the great majority of the households (83.3% of the total sample population) are found to have four or more household family members of families under households. This in turn implies that as the family size increases, the dependency ratio of the households will be high. As a result, since current benefit sharing strategy of CTHes from tourism is on merit of the household heads membership, large family size results important differences among the households income negatively.

4.1.3 Source of Income and Status of Agriculture to Support Livelihood of Sample HHs

CBET is taken as one tool of sustainable economic development. However, local economic diversity is important to the sustainability of community based ecotourism projects. A potential problem in the development of ecotourism for rural communities is creating economic dependence on the trendy, fluctuating industry of international tourism (McLaren, 1998, cited by Cusack and Dixon, 2006, p.162). The main livelihood of the study area is agriculture, with mixture of subsistence crops and livestock (MWGAC, 2011). As indicated in table 4.3 below the major source of income for the sample households is agriculture where about 95.5% of the

respondents get income from agriculture. However, other sources of incomes like trade, and salary and wage account 15.5% and 13.3% respectively while sales of craft and other nonfarm sources account 8.9% and 4.4% respectively.

Table 4.3 Source of income of Sample HHs (based on multiple responses)

Source of Income	Count	Percentage
Agriculture	86	95.6
Trade	14	15.6
Salary and Wage	12	13.3
Sales of Craft	8	8.9
Others	4	4.4

Source: Own survey, February 2011

In an attempt to see the status of agricultural productivity and output to support the livelihood of the sample households as it has been indicated in table 4.4 below, sample HHs were asked about the status of agriculture to support their livelihood. From the survey result it is possible to understand that most households in the study area do not possess adequate food production. The majority (61.1%) of the sample households (87.2% in Mequat, 46.2% in Wajela and 50% in Aterow) replied that agriculture is not sufficient to support their families' livelihood while about 38.9% of the total sample households reported that agriculture is sufficient enough for their livelihood. Those respondents who indicated the insufficiency of agriculture were also further asked to mention the reason for insufficiency. The most frequently mentioned causes include low productivity of land, large family size, drought, pest infestation, livestock disease, lack etc.

Table 4.4 Adequacy of agricultural income for the sample HHs

Response	Name of CBET sites						Total	
	Mequat		Wajela		Aterow			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Is agricultural income adequate for your household?								
Adequate	14	87.2	6	46.2	15	50	35	38.9
Non adequate	33	4.3	7	53.8	15	50	55	61.1
Total	47	100	13	100	30	100	90	100

Source: Own survey, February 2011

Moreover, the officials of Meket woreda noted that even though due efforts have been made to increase agricultural production through agricultural inputs, extension packages and introduction of agricultural technology; the production increment has been rather limited showing a marginal increase. Thus, alternative livelihood strategies like CBET in this area are very crucial to solve the food insecurity. However, it needs to be highlighted that the effectiveness of managed ecotourism is influenced by the poverty level of the people who live close to the tourist sites.

4.2 Community Based Ecotourism as an Alternative Livelihood Option

4.2.1 CBET Development Trends in Meket Woreda

An interest in helping to enhance living conditions and the need to protect the threatened environment in the Meket Woreda were the driving force behind the running of CBET project. The central development philosophy is creating community owned and managed private sector enterprises in rural Ethiopia which stand on their own feet, without reliance on outside support or funding locally by working together with community. In 2001 SOS Sahel's Meket Development Program (MDP) initiated a small pilot to test the potential of community based tourism in North Wollo. This work came into an end with the end of MDP project. Later, in 2003 a local NGO called TESFA that is dedicated to develop CBET in Ethiopia received its license from the Federal Ministry of Justice and recommenced work as a component of Save the Children UK's Meket Livelihoods Development Program (MLDP). By working as a sub grantee to Save the Children finished construction of the first CTHE called Mequat Mariam CTHE in March 04, 2003 and commenced to construct other CTHEs (TESFA, 2006).

As it is depicted in table 4.5 below, in the study area there are six CTHEs and six CTFEs developed with the support of TESFA. In addition, from the table we can understand that a total of 1,431 households are getting an alternative income from CBET. For instance based on the average family size data of sample households it is possible to say that around 6,812 persons are making their livelihood from tourism in CTHEs. Likewise around 1,158 population of CTFE are beneficiary from tourism (This will be later discussed under economic impact analysis in this chapter). To date the project has expanded significantly. It is expanding geographically to Lasta in North Wollo and Hawzen and Genta Afeshum woreda in East Tigray and the CBET sites

increased from just two CTHEs in Meket in 2004 to 13 CTHEs in 2010. During the course of its activity, TESFA has muster financing from Save the Children UK, Irish Aid, Germany Embassy and British Embassy.

Table 4.5 Number of CTHEs and CTFEs by number of Beneficiaries in the study area

Name of Site (by type)	Date Establishment	Number of Beneficiaries		
		Male	Female	Total
Name of CTHEs				
Mequat	2004	244	47	291
Wajela	2004	63	17	80
Aterow	2005	143	43	186
Yedukulay	2007	166	16	182
Boya	2009	248	48	296
Aynamba	2009	170	32	202
Sub Total		1,034	203	1,237
Name of CTFE				
Gecha Mariam	2008	0	34	34
Meskel	2009	0	33	33
Warkaye	2009	0	23	23
Dufti	2010	0	40	40
Aykolushe	2010	0	40	40
Melki Defar	2010	0	38	38
Sub Total		0	208	208
Meket Total		1,034 (71.56%)	411 (28.44%)	1,445 (100%)

Source: Own computation of data obtained from TESFA project offices in Lalibela.

4.2.2 Structure of Community Based Ecotourism

As one of the strategies to facilitate phase out process for TESFA in the long run the structure of CBET in Meket includes four distinctive bodies that work for the same goal namely, CTHE, CTFE, CTGE and CTTSU. Accordingly TESFA's work as an NGO encompasses liaison with local government to obtain permit for CBET sites; community awareness creation; establishing CTHE through community mobilization; procurement of goods and services for site construction and follow up; capacity support; etc. While the role of CTTSU includes handling booking and marketing; provision of technical support; communicating booking information to CTGE and CTHEs; coordinating guiding and hosting services; etc.

CTGE have responsibility of providing guiding services to tourists, delivering cash (share of tourist fees) to CTHEs and CTFEs, facilitating communication between tourists and CTEs, responsibility for safety of tourists, etc. Correspondingly, the CTHEs and CTFEs are responsible for mobilizing community (their members) for site construction and rehabilitation, handling issues related to membership, providing hosting services to tourists, responsibility for safety of tourists and managing CTHE site and other resources. The CTHEs and CTFEs have a GA, MCs and employed staff while the CTGE and CTTSU have a total of 11 and 2 staff respectively.

4.3 Community Based Ecotourism Product Development in Practice

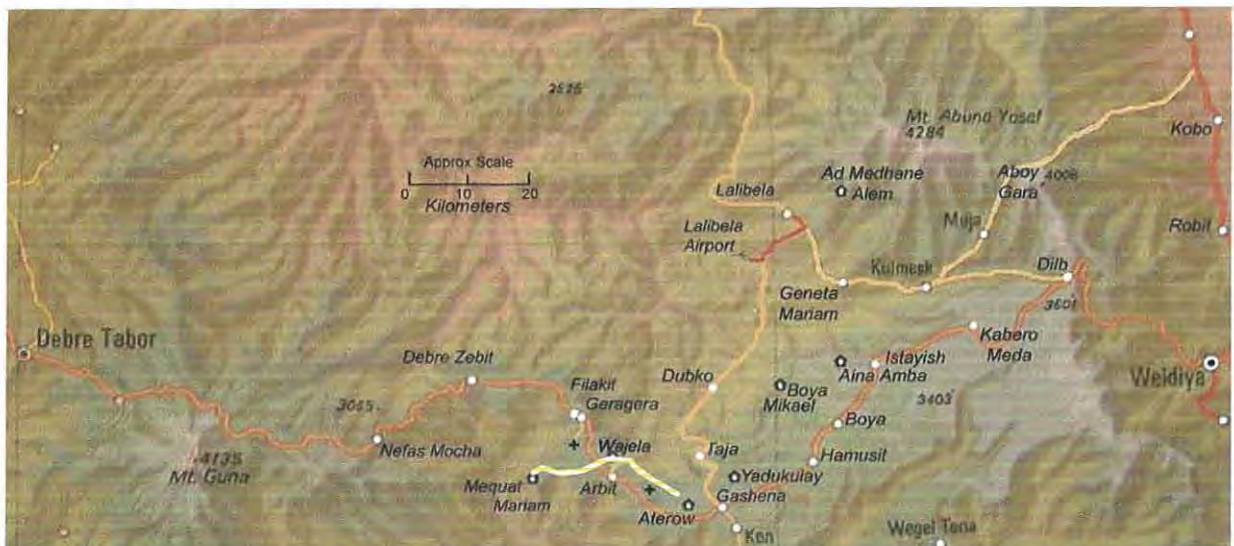
4.3.1 Site Selection

Community based ecotourism sites are not selected randomly. The composition of ecotourism products should vary in order to satisfy different market segments and local conditions. Understanding the community potentials like community organizations, accessibility of the sites and their relative location with major tourist routes and the type of resources that the community is endowed with is critical. The main ecotourism products include trekking, festivals, village excursions, bird watching, traditional accommodation, traditional food items, handicrafts, cultural performance, horseback riding, mountaineering, forest walk, scenery viewing, etc. However, efforts to scientifically study the geographical elements like mountains and gorges, and historical and cultural resources of the study area are not yet made. The interview results reveal that detail survey of the study area tourism potentials, identification of resources and resource mapping is not made in scientific way. To create an option of product diversity the resources value has to be studied and documented in a meaningful way. For instance preparing simple pamphlets about the resource values and characteristics which tourists can read while they are in the lodges is a good example.

Instead, trekking with simple looking of the scenery and living culture of the area is used as a product without detail product survey and study. However, capability of potential customers is given due attention in times of trekking route development. Accordingly the study area trekking routes developed are two types: soft trekking routes where the altitude and the slope is very conducive for the trekking while the second is hard trekking route which is full of up and downs.

In Mequat, Wajela, Aterow and Yadkulay trekking is done more or less on the flat landscape, and can be done by people who are relatively active. Families with children and older guests can use to walk while in Boya and Aina Amba there are more up and down stretches where only fit and active people can do it.

Figure 4.1 Trekking route map of Meket CBET site



Source: www.community-tourism-ethiopia.com/Pages/Transport.htm

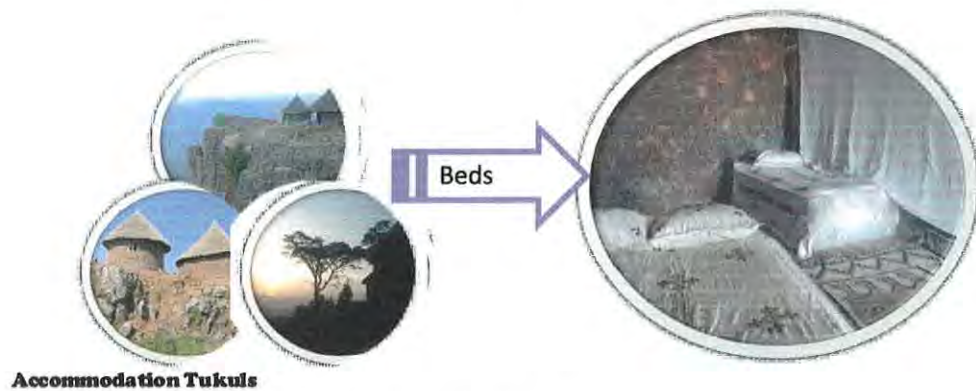
According to Mark, during trekking route and site selection, efforts were exerted to solve the problem of resource ownership by using the cliffs which are not conducive for the agriculture. The trekking routes cutting across in the area largely follow the escarpment edges, open meadowland, cattle grazing the communal land and the cliff path; and give a chance to see local farming techniques (ox-drawn ploughing, livestock threshing, hand winnowing and sowing, etc) and other elements of culture depending on the time of year and days of the month. Wildlife products discovered during site identification and later by the visitors include eagles, buzzards, hawks, etc. They can be spotted soaring in the thermals along the cliffs. In addition, the Gelada Baboons, endemic apes, are found all over the rocky escarpment of Mequat Mariam. On the other hand, cultural resources taken into consideration are the living culture and the abundance of churches in each site. Thus, associated festivals are attractions that tourists could enjoy as a tourism product. In addition, in selection of site for trekking, accommodation and toilet,

emphases were given to its attractiveness in terms of natural or scenic beauty. For instance the aspects of sun set and sun rise is given due attention in case of site selection for accommodations.

4.3.2 Construction of Accommodation

The eco lodge (tukul) constructed as for overnight stay is made up of local architectural, cultural and natural characteristics, promotes environmental conservation, and produces social and economic benefits for local communities. All sites consist of 3 bedrooms; with two beds in each (one is a double). There is also a dining tukul, an eco-toilet, and a simple shower facility. Hot water is hoisted into canvas shower bags each evening.

Figure 4.2 Accommodations and bed in CBET



Source: www.community-tourism-ethiopia.com

Each site is different, but based on the same blue print: three visitor huts on the edge of a cliff with jaw dropping views. The sites selected for construction of accommodation units is very interesting that most tourists forward their satisfaction too. The materials used for construction are accessed from the local community. Communities were a key source of man power by the time of tukuls construction. Food and beverage is supplied in CTEs namely on CTHEs and CTFEs. The food items supplied in the sites are absolutely traditional Ethiopian foods which are very communal. Injera, doro wot (stew), shiro, tibs (fried meat), bread, soup and some other food

items are supplied with coffee and tea. In the fasting season meat is not included in the menu to give respect for the religious value of the local community.

4.3.3 Formation of MC

While the aspects of community participation and ownership are taken as an integral component, the critical question of who is a community is challenging one for many of CBET projects. This was a challenge in initial project formulation. Decision on what community is depended on several criteria presented under literature review. The question of who is the community in the study area is decided to be at *k'ire* level i.e. territorial model. In the word of TESFA national project manager community is a group of local inhabitants that define themselves as a communal unit i.e. the parish around the church or the *K'ire*, which form a cohesive unit. In all existing sites, CTHE membership of households is determined by residency in the *K'ire*. Accordingly, all households around a common church or *Debir* (and, thus members of the *K'ire*) are members of CTHE. However, for the CTFEs while everything is the same, membership is reserved only for women.

Considering *K'ire* as a structure which determines the concept of community, the CTHEs and CTFEs are owned and managed by the community with technical support of TESFA. Opining on this, Yilma, state that since the outset of the project, community is participating in the planning, implementation and management phases. As it is depicted in figure 4.1 the general assembly refers to the whole member households of each community tourism site. Out of the community (GA), representatives which handle the management task called MC is established. Election of community tourism MCs should be done properly as it is the source of software for management issues. The five member committee is elected by the GA and hold monthly meetings with the community to decide upon human resources, financial, operational and other issues.

The results of interview reveal that election of MC for CTHEs and CTFEs in principle, conducted democratically in a meeting of all the recognized members (communities) called GA for three years. Likewise sample households were asked to express their view on the election system. Majority of sample households which account 54.4% believe that the election process is

free and fair while the remaining 45.6% of the respondents believed that the election system of the MC failed to be free, fair and periodic. However, due to lack of legal registration and auditing election of new staff for another term becomes very difficult i.e. no periodic election has been made since its operation.

4.3.4 Human Resource Development

Empowering the community to handle the management and service provision of the community tourism business is an integral element of CBET product development. Provision of training for the members of local community by large and staff of CBET specifically are an important element of human resource development. Trainings in the tourism and hospitality covers how to provide accommodation and local transport services, how to prepare and serve food; how to handle visitors; how to produce crafts; provision of first aid services, basic language, guiding, marketing and communication; etc. They are decisive to solve capacity related problems and ensure professionalism in the service delivery.

In line to this TESFA report paper and key informants state that training for three cook staff, one camp manager, three donkey drivers or luggage porters and five MC members of each CTHE were given. Similarly, trainings were given for the MCs of each CTFE. The training encompasses training on duties and responsibilities of the MCs and financial recording for MC members; camp management training for camp managers; food preparation, and hygiene and sanitation training for cooks; training on how to treat tourists when trekking to donkey drivers or luggage porters and training on how to keep camp sites secure for guards are given. In addition, cross visit prepared for cooks and camp managers to Geralta lodge is an important on the job training which the camp managers describe as a big experience in their course of life. Pertaining to timing of training, Yelma stated that *experiences in Mequat and Wajela show that trainees forget the practical components since they are not assigned to the job immediately after the course or training*. Thus, the researcher suggests provision of skill training after everything is made ready and organization of refreshment courses in the middle.

4.3.5 Marketing and Promotion

Marketing is the very decisive element of any product development. Especially in development of CBET products like this where the development approach is supply driven; strong marketing effort is required. One of the very decisive elements of CBET product marketing mix is decision on the price of the product. The price of products should be moderate so as to attain the intended objective of tourism. The price policy of community based ecotourism sites were developed by TESFA. According to Hanna, Booking Manager of CTTSU the price of the tour has been changed three times based on the market assessments that the head office has done and now it is planned to be changed again.

Table 4.6 Price break down of TESFA trekking by age of visitors

Age Category	Price
16 and above	600
Kids 12-15 years old	450
Kids 2-11 years old	300
Below 2 years old	-

Source: TESFA project offices, Addis Ababa

Initially it was 300 birr per person, later it became 450 birr and now the price of the tour is 600 as it is presented on table 4.6 above. The price of the tour includes the accommodation, guiding, food, and tea and coffee services. Expenses for horse and donkey, and alcoholic, water and soft drinking are not covered. The price of the tour is on the basis of age of customers. Solo guests visiting the area charged additional of 150 birr. In addition, a late booking fee of additional 60 birr is charged from customers to cover the miscellaneous costs that the CTTSU are spend to arrange the tour program. To manage the risk of tour cancellation, policies stipulating 100%, 80% and 40% cancellation fees are set for cancellation of tour less than seven days, seven up to fourteen and fifteen up to thirty days respectively.

The second element of CBET marketing mix is promotion. In community based ecotourism where the scale of business is very small, budget for promotion is challenging. In the study area various intensive promotional activities are carried out using brochures, calendars, web site

Corresponding to this, the sample households were asked to illustrate the source of their knowledge about CBET. According to the MC of CTHes the major source of information about tourism are the meeting and consultation that have been done starting from the site selection. Sampled respondents describe that the awareness creation campaign and consultation made during church time and the discussions made with friends and relatives as their main source of knowledge. To better understand how the community feels and understands community based ecotourism, sample households were also asked whether they know that community based ecotourism is going on their k'ire. The survey result depicted above in table 4.7 reveals that all of the sample households (100%) proudly knew that their k'ire is practicing CBET.

In line with this, MCs who are in charge of tourism management and participated in the interview explain the current knowledge basis from perspective of benefit that they start gain. They stated,

All seasons of misunderstanding about tourism and resistance are almost over after many consultations for a long period of time. Discussions, meetings and awareness creation activities by TESFA played a paramount role in creating understanding and positive feelings about CBET. But now, nothing will tell us about community based ecotourism more than the benefit that we start gaining from it (interview with MCs).

In a nutshell, the overall results of this study identify knowledge as a critical barrier of CBET in two phases. Initially during project introduction time lack of knowledge about the value of CBET makes things too complicated i.e. resistance were the response of local community. Later during CTEs operation, lack of knowledge among the community about technical tourism works like bookkeeping, marketing and booking, food preparation, foreign language, etc are the critical knowledge related barriers that CBET have been facing in the study area. Of course, these issues are challenging even among the literate communities. Here, it is better to underline that lack of educated persons do not only limit the benefit of single households, but also the benefits of the whole community. Thus, effective capacity building and human resource development plan should be there.

4.4.2 Attitude and Feeling of Community towards CBET

The attitude and feelings of communities toward community based ecotourism projects is a fundamental challenge that many of the projects had faced. The knowledge of community has direct effect over attitude. The attitude of community toward CBET should be compared to the interest and thinking of the community in other development projects and economies like agriculture. It is likely that community members are much more interested in projects that they can relate to than to a new project or means of livelihood (in this case agriculture to CBET), which is for most community members something that they are not familiar with. This could be much more complicated in projects where the initiative comes from external parties like NGOs.

If the community is not interested in CBT development, the development of CBT will fail, given that community participation is a crucial element of CBT. Therefore it is important to investigate the community's interest in CBT development first and foremost. Thus, sample households were asked the question do you think that you will fulfill your livelihood without farming? As it is depicted in table 4.8 below 54.4% of sample households have negative feelings about the new means of household while 45.6% of sample households express their interest for other livelihood options.

Table4.8 Attitude towards other means of livelihood

Response	Name of CBET sites						Total	
	Mequat		Wajela		Aterow			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Do you think you can survive without farming?								
Yes	23	48.9	1	7.7	17	56.7	41	45.6
No	24	51.1	12	92.3	13	43.3	49	54.4
Total	47	100.0	13	100.0	30	100.0	90	100.0

Source: own survey, February 2011

In view of this, sampled households were asked to express their feelings when the project was implemented in their k'ire. The summary of households' responses reflects that most of the sample households were not interested about the new alternative livelihood option (CBET). According to the result of FGDs initially, the innermost looking toward the project was

associated with the intention to convert local residents from Orthodox Christianity to other religions and suspicion on tourists. Discussants state that these diverse concerns apparently raised at an early stage of project introduction were emanating from low level of education among villagers.

Mark, reflecting his personal experience, noted that *since community-based ecotourism is a new concept for villagers, it has been difficult to convince villagers to adapt to the innovative approaches and procedures*. This has been very much complicated in the first CBET site, Mequat. The people don't recognize the opportunities that tourism could offer them. To get the consent of the community successive meetings aimed to introduce the idea of CBET development were held. Awareness creation campaigns involving information about CBET and its relationship with economic value and nature conservation were held in each k'ire after church service usually on Sundays. Then again, this was very complicated when people from the project office like Mark who are not locals involve in consulting of the community. Thus, a strategy to get the consent of some communities was developed. At that moment those who get convinced with the vibrant idea of CBET do the same for the whole community. Eventually, following the consultation and explanation made by several community members, the community finally agreed. Change of communities looking toward CBET is demonstrated by the time of construction of the community lodges where the community gives its time and resource for tourism works.

However, negative looking's that community demonstrated in the project introduction time become very easy in other CBET sites. Because, after the development of the first community tourism site, Mequat; the experience gained from Mequat was used as framework for the next CBET sites. Communities were consulted by creating a platform of information sharing between the MCs of Mequat site and the other newly projected areas in the form of cross visit. For instance, in the time of Wajela and Aterow community consultation peoples were taken from Mequat to brief what tourism really worth to community. Likewise, local elders and other community members were taken to Mequat to practically look what is going on (see and believe).

Table 4.9 Distribution of sample HHs by their satisfaction with TESFAs' plan

Response	Name of CBET sites						Total	
	Mequat		Wajela		Aterow			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Have you satisfied with TESFAs’ plan?								
Satisfied	45	95.7	11	84.6	27	90.0	83	92.2
Not Satisfied	2	4.3	2	15.4	3	10.0	7	7.8
Total	47	100.0	13	100.0	30	100.0	90	100.0

Source: Own survey result, February 2011

To analyze the current perception of the community toward the new means of livelihood: CBET; communities were asked to indicate whether they are satisfied with the TESFA's plan of CBET development or not. As it is shown above in table 4.9, majority (92.2%) of the respondents expressed their satisfaction with the plan while the remaining small (7.8%) of the respondents articulate their dissatisfaction. In the focus group discussion communities identify that the impact of CBET over their livelihood is very positive than other types of assistance and support provided by other NGOs. Most of the key informants and focus group discussants asserted that so far no adequate systematic attention has been given by the government and other NGOs towards the problem of food security in the study area like now: community based ecotourism. Another indicator of communities positive attitude developed gradually is the positive feeling and interest towards visitors (see table 4.13).

In general, the state of communities' attitude and feeling toward CBET has passed in three distinctive phases. The first phase is a time where a lot of critics were just raised over tourism but later in the second phase everybody understands the significance of tourism for their livelihood. The last phase which is now demonstrated in most community members is a need for much tourism development and much more expectation of every member of the community to be a direct beneficiary from tourism i.e. can be called an emerging economic challenge. In addition, Berihun, the Community Mobilization and Capacity Building Facilitator for the CBET project, described *"now even other nearby communities said you are so lucky. Many foreigners come here to visit you. Besides you are enjoying the profits. Even, some suggest why not us?"*

4.4.3 Community Participation on CBET

One way of insuring participation in CBET is called political participation where the communities are participated in decision making. In political participation if a community is asked to input local priorities, knowledge and experiences into the development of a process, a reasonable expectation is created that this input will be incorporated and reflected in the planning processes and outcome. If this is not the case, it can have significant repercussions on the relationship with communities and is, in itself, a statement against the value of community input (Hoof, 2006). Communities are expected to share their view and knowledge. It is vital to note that meeting and plan take place at times and places that do not automatically exclude the participation of some groups. For example, if planning takes place at certain times of the day like market day, women may not be able to leave their household responsibilities. The MCs believes that these all of factors were considered in an attempt to gather for general meeting.

Discussions with people from project office demonstrated that communities were involved in the entire process, from initial awareness rising to campsite selection, construction and the implementation of the activities. Thus, sample households were asked about the importance of community participation in tourism. Accordingly all of sample households (100%) point out the importance of community participation. Likewise the tourists also asserted the importance of community participation. Everything which is opts to be done by the MCs is often discussed within the community in the form of general gathering (GA meeting). One of the MC of Mequat CTHE reflects that *as far as the business owners are the member communities, we give a chance to reflect their view over tourism in every opportunity*. The results of the focus group discussion reveal that every members of the community is participated at list in the community meetings and gatherings held on holidays. Thus, to make sure the presence of political participation, communities were asked whether they initiate or been allowed to initiate any ideas for the overall tourism development in their village.

Table 4.10 below shows that 52.2% of the sample households give their comment for the betterment of tourism in their area using the available forums like general assembly meeting while the rest of sample households (47.8%) indicate that they are not initiated or been allowed

to initiate any ideas pertaining to tourism. However, the results of the focus group discussion reveal that for many villagers their experience was going to meetings to listen to what those MCs had to tell them; participating in order to receive information from MCs about tourism in the area including the financial management report. Some community members describe the negative impact of opinion leaders on participation of community.

On the other hand, in relation to political participation, the focus group discussants noted that the MCs have been in place for too long compared the draft bylaw and verbal agreement among the community groups. The verbal agreement states that the MCs should serve for two years, however the current committee has been running for over three years without community consent. In addition, the overall political participation level is not reach the level of decision making by community as TESFA and others like CTTSU and CTGE are sole riders of the business. Thus, ensuring the level of political participation where the community will taking up every decision on the community side is participation related challenge.

Table 4.10 Distribution of sample HHs by their political and economic participation in CBET

Response	Name of CBET sites						Total	
	Mequat		Wajela		Aterow			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Have you ever initiated or been allowed to initiate any ideas for the overall tourism development in your community?								
Initiate	27	57.4	8	61.5	12	40.0	47	52.2
Not initiate	20	42.6	5	38.5	18	60.0	43	47.8
Total	47	100.0	13	100.0	30	100.0	90	100.0
Have you participated in any CBET business activity since the last 12 months?								
Participate	46	97.9	10	76.9	22	73.3	78	86.7
Not Participate	1	2.1	3	23.1	8	26.7	12	13.3
Total	47	100.0	13	100.0	30	100.0	90	100.0

Source: Own Survey, February 2011

The second area of community participation is economic participation. The type and degree of economic participation depend on many different factors, such as level of ownership, skills and knowledge, financial resources, etc (Hoof, 2006). According to the observation and report data of TESFA, community members are involved in the employment opportunities created in the

areas of cooking, guiding, camp manager, etc, and indirectly as suppliers of different inputs. On the other hand, visitors were also asked whether they see any evidence of community participation or not. Accordingly all of the tourists affirm the presence of community participation and its value as a part of product. However, the interest to participate in CBET was limited during initial project implementation period. And at this time the most critical challenge on participation is the interest of every members of the community to be a direct beneficiary in tourism. The survey result presented above, in table 4.10 show the economic participation of the sampled households. Thus, majority of the sample households (86.7%) respond that they have participation in the community tourism undertakings. While the remaining 13.3% of the sample households do not participate in the community tourism. Participation status of Mequat, Wajela and Aterow accounts 97.9%, 76.9 and 73.3% respectively. However, focus group discussants illustrate that the values derived from their participation is not enough.

In economic participation at certain times of the year participation is challenging. Some identify that in the time of crop cultivation some refuse renting of donkeys because the opportunity cost is much in CBET. The other critical challenge in pertaining to economic participation is low wage and salary. Payment for cooks and MCs is according to the presence of customers in the lodge. If tourists are not hosted, they have no wage and the average daily wage is 15 birr per person which is less than a simple daily laborer paid birr 20-30 per day in the study area which have been repeatedly raised as a big economic participation related challenge. In addition, what is identified as critical participation challenges in tourism related jobs during FGDs is that elder people only have the option to participate in the community meeting; political participation because the nature of the jobs at the community tourism “trekking” is physically demanding.

Furthermore, gender issue is one areas of challenge on participation of communities in the study area. Efforts are exerted to give an opportunity to involve women in tourism business. In CTFEs all members are made women while in CTHEs the cooks are women. In addition, women have given a chance to be a member of the MC in CTHEs i.e. two woman in each MCs. As it is indicated in table 4.11 below, the proportion of sample households response for the question do

4.4.4 Conflict over Resource Ownership

According to Denman one of the preconditions for undertaking tourism businesses is a sufficient level of ownership rights within the local community. Resource ownership issues are one of the determining factors for the success and failure of CBET development projects (Denman, 2001). Like to other development sectors as tourism becomes developed, resource ownership questions may become contested. The resources that are directed to tourism will have important role for the community. Communities are the owners of the land, forest, wildlife, etc. Some resources are used as attraction while others are used for the community lodge construction and trekking route. It is better to survey community to determine what the community expects to get from tourism, what it is willing to contribute, what it is not willing to give up and the boundaries for tourism. The extent that the community is allowed to make decisions about the development of these resources determines the extent of confrontation comes from the community.

Yilma, describes that *considering the resource ownership issue as a critical challenge, proactive measures were taken by the time of site selection for accommodation and trekking route*. The criteria developed to select the land used for tourism purpose clearly depict that land of little local productive potential and value such as low lying sandy areas close to the cliffs as priority area. If these kinds of lands have natural or scenic beauties, it become significance for tourism as conflict become minor because most of the time cliffs are free from private ownership. However, in Mequat and Aterow tourism sites land ownership issues were a problem for development of community lodges. Conflict over farming land border is sometimes raised by communities where the trekking routes passed adjacent to their farming land. To this end, sampled households were asked whether they faced resource ownership problem or not. The survey result shows that majority (90%) of the households did not face resource ownership problem while few (10%) of the households did face resource ownership problem. In numeric value the resource ownership question seems small in the study area. However, an owner of important land or tourism resources that is not interested in tourism development can seriously affect the success of the CBET development project. This was what the project has faced in Mequat Mariam where a lot of time is devoted to negotiate with the owners of the land.



Unless the resource ownership questions are solved through a series of hastily arranged village meetings, discussion and negotiation, there is the ever-present risk that tourism will not be adequately supported (or will be resisted) by locals living in the communities. In the case of Mequat CTE, land ownership questions were solved through provision of another land for those farmers whose land were taken for construction of lodges. In addition, by the time of recruiting staff for CTHes priority was also given for those who lost their land. Practically, two of the guards of Mequat community lodge are employed on this basis but they express their irritation on the lost opportunity as a result of low paid job character. Furthermore, communities of Wajela clearly stipulate in the focus group discussion that the land where the community lodge is constructed now were used before for celebration of the Finding of the True Cross (Maskal). As a result, confrontation over ownership of the land was faced in the initial project operation time. This was further complicated due to its association with religious values. But, later through continuous discussion and negotiation in different level this problem was solved.

Nowadays communities of the adjacent k'ires where the trekking route passes through raise complain in relation to land and other related resources like crop. According to Mark, in route development the trekking is designed to be made in the cliffs where crops are not planted but nowadays the guides do not follow the original route. Discussants of FGDs explain that this kind of looking of the adjacent k'ires s attribute with greediness. However, ways to solve this kind of emerging challenges has to be in place. Otherwise, these communities concern will worsen security and other associated challenges.

4.4.5 Lack of Cooperation among Stakeholders

The main actors for community based ecotourism development are local government, local community and private sector. Their participation in the overall tourism development has a paramount importance for sustained growth of CBET. The development guidance in the study area was initially done only by the NGO where the government is participating only in the form of project approval and report system. According to Mark, initially the government bodies at woreda level do not know the concept of CBET but they show positive interest. Nowadays a good relationship has been created with regional bureaus, zonal bureaus and woreda offices. The

stakes at woreda level are actively involved however the regional bureaus especially culture and tourism office have hot and cold support. Even so, the existing organizational structure of culture and tourism office has created a big limitation on the expected support for CBET development. Frameworks to involve the stakeholders during CBET development were not developed. As a result, problems on the legal registration of CTEs and running of other practical tourism operations have been tackled from different stakeholder's interest.

With regard to private sector involvement and cooperation Million, TESFA National project coordinator described that the study area is not a typical tour operator destination. However, the project plan states that participation of private sectors is very crucial. Specifically, creating a link between CTTSU and private sectors is stated in the project proposal of TESFA. Equally important concerns like the private sectors, guided by their business interests, may start putting pressure on the communities to provide more services than planned, or to receive higher number of tourists, which may affect the purpose of the projects, and mistreat the aim of community based ecotourism are manifested. Consequently, efforts to involve the private sector in the sector are invisible. As a result, the diverse interest over marketing and booking is becoming fatal challenge.

In general, the loose relationship found among the stakeholders becomes a challenge to CBET development. Community based business is only sustainable in a location where the different actors possess, or have the potential for, a reciprocal understanding of the venture and community condition. Thus, a platform to local stakeholder participation has to be created. Involving all stakeholders with various field of expertise is important to encourage and support community based ecotourism development country wide. However, lack of cooperation and formal relationship between the CTEs and other stakeholders is identified as a bottleneck in the study area. This possibly emanates from lack of capacity and legal registration amongst CTEs and support from government offices.

4.4.6 Lack of political will and capacity related problem of Government offices

The attention given to the sector by government is another critical challenge for the development of CBET. While CBET is an important means of livelihood diversification in developing countries like Ethiopia, the emphasis given to tourism sector in general and CBET specifically is little. The institutional structure in culture and tourism offices does not consider CBET. An important indicator for this is the absence of any post to give guidance at federal, regional and woreda level culture and tourism offices. At ministry level by the time of this work employment posts to hire community based ecotourism officers is posted on Ethiopian Herald. Lack of possible guiding principles and support on development of CBET product is identified as a barrier too.

Similarly, the number of staff and their qualification is a big challenge for CBET development work of the study area. At woreda level, culture and tourism offices have only three staff where the manager is possibly working on the political issues while the rest two employees are responsible for a collection of works found in the office. Until, the time of this survey no experts of Amhara Region Culture and Tourism Bureau and Ministry of Culture and Tourism provide technical support for the CTEs. Besides, limitation of capacity on the woreda level government offices is mentioned as a challenge by informants. Culture and tourism related institutions should give due attention to CBET as it is very decisive to achieve sustainable development. In this regard, the regional and federal governments are expected to prepare a guide to CBET development and a specialized marketing strategy which includes CBET as a core product in the country. Otherwise, when NGOs like TESFA cut off their operation, the sustainability of the business is under quotation.

4.4.7 Marketing and Booking Related Challenges

The marketing and promotion activities done to promote the study area to the potential customers are worth important as it is mentioned in the product development part. The researcher identifies two options of marketing tourism product of the study area: either the CTEs themselves or outsourcing the marketing. However, capacity limitation of the community to perform the marketing task is a critical challenge. In addition, limitation in terms of lack of legal registration

is limiting the CTEs action to outsource the marketing task to somebody else through memorandum of understanding agreement or contract. To these effects, now a day the marketing and booking become an emerging challenge to the study area tourism activity. This is further complicated with weak government intervention and attention. The probable cause of the problem in marketing is conflict of interest among the CTGE, TESFA/CTTSU and Tesfa tour. This has been a huge challenge as it worsens the internal communication.

One of the important rationales of creating CTTSU in Addiss Ababa was to develop a link with private sector business. This could definitely bring support at the marketing and sales stages; but, if not managed properly, it could also result a risk. Now the big problem over here is while private sectors are bringing customers through their marketing and promotion effort the booking is made by the CTTSU. Private sectors like Tesfa Tour as a business entity demand 20% income for the marketing and promotion activity that they made. For instance, Tesfa Tour demand the value leaved for marketing and booking by CTTSU for the customer it brings to the study area. On the other hand, CTGE have an interest to shoulder the marketing and booking tasks carried out by the CTTSU/TESFA. Now they are doing the marketing and booking tasks by employing one booking and marketing officer at Lalibela and took 20% of the payment as their income for the marketing and booking they carried out. However, they perform informally without agreement with CTTSU.

These apparent concerns of Tesfa Tour, CTGE and TESFA/CTTSU on the marketing and booking have resulted conflict over CBET business. For instance without central booking/reservation system and communication among CTTSU, CTHE and Tesfa Tour, all of the entities give confirmation for their guests i.e. the challenge is booking without confirming occupancy of tukuls. The possibility of over booking of guests beyond the stated carrying capacity and double booking of for the same date is happening. This has created cancellation of the program which possibly results customer dissatisfaction. Here, the researcher suggests two major options: creating a simple formal communication platform through discussion and adoption of technologically advanced booking strategy where everybody can access to the booking page.

To conclude, lack of agreement among these three entities becomes a critical barrier of marketing and promotion. Lack of cooperation and presence of conflict is now disclosed on web. The issues posted on the Lonely Planet guest book page have negative impact over the image of the area. Hence, for the time being TESFA and respective government offices should take the leading role to discuss with relevant stakeholders on how and who should managing the marketing and booking functions effectively so that income of communities from the tourism business will not be in danger. This may involve critical assessment of various options available, for instance, building the existing internal capacity, empowering and legalizing the CTHes, forging partnership with private tour operators, and the like. In this instance, respective government bodies should exercise their role to settle this kind of issues.

4.4.8 Security Related Concerns

Criminal activity is probably the greatest threat to the tourism industry. Occurrence of acts of terrorism, theft and other crises influence tourists flow to destinations. Tourists will avoid destinations perceived as unsafe. In Meket woreda, significant violent criminal activity directed against foreign tourists is rare. In principle when the community is interested in tourism business, ensuring security need of tourists becomes easy. The role of community in crime protection is more than everything as nothing is out of the sight of the community. To guarantee security of visitors while they are in trekking the luggage porters are taken instruction to supervise the action of community. The result of FGDs shows that initially in relation to the negative feeling of the community towards tourism; there were some security related issues directed to visitors like throwing of stones. The survey result depicted below in table 4.12 reveal that majority of the sampled households (70%) report the absence of security problem while the remaining sampled households (30%) alert that there is security problem over the tourists. In the case of Aterow CTE the question of tourist security is a big concern where more than 53% percent of the sampled households were identified the problem of security over the site.

Table 4.12 Prevalence of security problem in CBET sites

Response	Name of CBET sites						Total	
	Mequat		Wajela		Aterow			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Have you noticed any security problem for the visitors?								
Noticed	8	17.0	3	23.1	16	53.3	27	30.0
Not Noticed	39	83.0	10	76.9	14	46.7	63	70.0
Total	47	100.0	13	100.0	30	100.0	90	100.0

Source: Own survey, February 2011

Three major security related challenges are registered in the Aterow. The MCs identify bag snatchings and theft of Photo camera and a few night-time robberies like theft of door and other materials on the grinding mill compound. The issue of weak law enforcement and justice system is mentioned by the majority of interviewees and all FGD participants held in Aterow. The MCs of Aterow reflects their suffering on the justice system while they faced big illegal matters like the aforementioned one. The justice organ there and police organs are less successful to provide justice and take appropriate measure against those who initiate and involve in illegal activities. Such circumstances are reported eroding confidence of MCs in the ability of the justice organ as a whole to bring justice. As a result, most of them preferred to take their case to the local elders (*Shimageles*) than the Justice system.

4.4.9 Capacity Problem of the MCs

Most of the challenges of community based ecotourism emanates from problems of capacity building. The community has not yet taken the full control over tourism in the study area. Unless, the community becomes empowered to do decisions on the business aspect the sustainability of the sector is under quotation. In community based ecotourism enterprises where the product is based entirely on local community, the standard and sustainability will depend on existing and potential local capacity especially to the MCs and staff. The extent of human empowerment achieved through capacity building is challenge of CBET success. The current successes seen in the CTHEs are the results of support from TESFA and CTGE. As it was discussed in product development component trainings were provided for the guards, cooks, camp managers, etc in different time.

However, to date the communities are not empowered enough to take the full decision making power from TESFA. Mulugeta, Head of Amhara Regional State Culture and Tourism Bureau, put forward that *so far remarkable achievements have been seen which can be a lesson for some other areas. But, a lot of efforts are also required to make it much better.* The probable challenge is making the CTHEs much more empowered and enables them to do the memorandum of understanding agreement signed by the CTHEs with the private sectors and other organs too. Currently many of decisions on the CBET are made by TESFA. For example pricing of the tour is a good example. As far as, it is community based ecotourism the local community in the form of its CTHEs should be the decision makers instead of government and TESFA. In fact, support and moderate participation of them is critical. Obviously, with current human resource capacity of the CTHEs, administration of booking and marketing activities by communities would be impossible. In addition, setting the price of tours is not done without analyzing the propensity to pay and other destination prices. Thus, since the community has no skill on this consultation is critical at this point. When the price of tours is set for the third time by TESFA, the communities have no says over it. Lack of language skill is another capacity related problem seen in the study area. Being a camp manager not saying a simple 'Hello' is challenging.

In general, capacity related challenges are reasons to the overall attribute of the CBET businesses. To ensure the success and sustainability of the project, training need assessment has to be made for the community. Then technical inputs should be provided to MC members and service providers. Inputs may include training on environmental issues, facilitation skills, problem solving, report writing, micro-project/business design, project implementation and management, implementation of relevant laws, and tourism service techniques and management. The last of these includes teaching CBET concepts, bookkeeping, accounting, financial management, tour guiding, first aid, hygiene and sanitation, Basic English conversation, computer skills, etc.

4.4.10 Ensuring Quality and Standard of CBET Products

A key part of the businesses future sustainability lies with the ability of CTHEs and CTGE to maintain quality in medium and long term. Quality does not necessarily mean luxury, but attention to detail and understanding customer needs. There are certain areas that cannot be compromised like, cleanliness and hygiene being at the top of the list. Equally food should be enjoyable to eat, beds should be comfortable and clean, and toilets need to be clean. Careful monitoring of these elements will be the core part of any quality control system. The quality of the product needs to be not just maintained but improved. Limitation in capacity makes the service standards poor gradually thereby dissatisfaction will be the feature of the product. Quality and standard involves the character of staff of CBET business, communities' hospitality and food, transport, accommodation and other related service quality and standard.

The tourist survey result done to show what tourists feel about the overall experience on the CBET site reflects that 71.4% and 28.6% of the respondents rate their experience as excellent and above average respectively. Even though, this survey reveals positive looking of the guests since development come in the world and some other competitive tourism products are open small improvements need to be made on the top of maintaining the quality that was experienced by customers at the start. However, during field observation some quality related challenges which seems simple but detrimental to the image of the area are found. On Mequat, Wajela and Aterow CBET sites the showers are not functioning and there is a need to make a shower area more private and add something to put soap chooks to hang cloths. Similarly, in both Mequat and Wajela CBET sites, the hand washing facilities are not functional. Some clients also complain on quality of bed sheets. The guest book in Aterow reads the need for more blankets.

In the discussion organized by Meket woreda culture and tourism office held in the Flakit town participants mentioned declining of the cleanliness of the products supplied in the CTHEs. Some participants demonstrate the lazy washing and absence of substitute bed sheets. Especially expectation for getting new bed sheets from TESFA instead of buying is a critical attitudinal challenge reflected from CTHEs. In addition, TESFA representative mentioned dropping off quality of the toilets as no one is maintaining them properly. Ensuring quality and variety of food

menu at hand on the CTHEs is the other challenge of CBET. Food designed to suit *ferenji* test is a must. In this respect, cooks from each CTHEs and CTFEs have been taught techniques of food preparation and how to serve tourists. However, some tourists are complaining over it.

The other important area of CBET product qualities is the type and character of transportation means. Transport carrying unit used to reach the starting place of trekking is not organized by TESFA, CTGE and/or the communities; but TESFA and CTGE have made arrangements on behalf of their guests with some local vehicle operators. Donkeys are used for transporting customers' luggage. Horses are also used for transport purpose. The quality and cleanliness of horses and donkeys should be kept in proper provision. For this currently no suggestion and comment is collected from the visitors by the CTEs and other bodies. Day to day supervision and customer satisfaction assessment on transportation has to be made to maximize the comfort of visitors. Customer handling is also another critical element of quality. Tourists were asked to rate the customer handling scale. Accordingly 71.4%, 19%, 4.8% of sample tourists rate the customer handling of the staff excellent, above average and below average respectively while 4.8% of sample tourists have no response.

Equally important, the service standard is dependent on the character of the staff participating in service delivery. Staff of every tourism business organization should give due attention to cleanliness and personal hygiene. They should demonstrate the following grooming character; well-shaven or well-trimmed facial hair, clean and well-presented hair, neat and tidy clothing, frequent washing, appropriate use of deodorants or perfumes, fresh breath and either neutral or pleasant body odors, clean and trimmed fingernails. The first of staff are community tourism guides where guests come into contact. Quality of guides is perhaps the single most important piece of infrastructure for the tourists. The extent of knowledge and professionalism that guides have matters the perceived performance of tourism too. To this end, tourists were asked to rate the guiding service performance. Accordingly majority of the tourists (67.7) rate the guiding service as excellent while 23.8% and 9.5% percent of the sample tourists rate it as above average and average respectively. Training in guiding technique and knowledge is vital. In line with this, CTGE members were asked to explain the type of training they took to be a tour guide. Tefera, manager of CTGE, explained that by the time of CTGE establishment criteria's to select

community tourism guide are experience and academic back ground. Moreover, trainings were planned to be given for CTGE by TESFA but until now no training is given for them. Underlining the strong language skill of guides he stress on the need for further training on birding, culture and natural resources specific to the area. Similarly, the tourists comment on improving of guides' knowledge on birding. Pertaining to guiding facilities lack of tourist map showing route of trekking and binocular are identified as problem in the area.

Following community guides; cooks, camp managers and the guards are expected to have the aforementioned grooming characters and a formal cultural dress code reflecting the traditional wearing style of the community that the tourists are fond to experience. In the field visit except the one cook of Wajela CBET site all of the staff of the CBET sites does not have a formal dress code. Unless they wear the formal dress code, the professionalism of the staff will be covered. Thus, it is better if the staff wears cultural uniform and put up photograph of the CTHes staff with their names in Amharic and English underneath. MCs of the Aterow reported that they think of uniform many times but they fear of the communities because they do say they are wearing by our money. However, discussions have to be made to solve such the like negative looking of the community.

4.4.11 Lack of Legal Registration

CTHes are not legally registered as a business entity in the time of this study. This is one of the big challenges that the CTEs are facing these days. Most of MCs identify lack of legal registration as a central factor for other challenges. Registration of these entities as legal businesses is important because it helps to clearly delineate the ownership of businesses, provide legal protection to them and provide the necessary framework for institutionalization and internal governance of the businesses. This will also enable to build sense of ownership among the communities and entrench internal accountability and participation in the management of the businesses.

While TESFA's engagement with the community and the tireless efforts to set up the enterprises is highly commendable, it should also be noted that these entities should sustain themselves as



active partners in the community based ecotourism business. Legal registration gives a legalized by law which would result accountability and of the member communities. By now the request of CTHEs to be legally registered is frequently forwarded to the culture and tourism office and TESFA. From a legal perspective, there are different options for the registration of the CTHEs like as cooperatives, share companies, etc. By the time of this survey TESFA has studied the mechanism of registering CTHEs through consultants and now creating cooperation with ANRS Cooperative Agency to facilitate registration of them in the form of cooperatives.

4.4.12 Lack of CBET Development Platform

Community based ecotourism is a new feature of Ethiopian tourism. Integrated effort among business entities working on community based ecotourism is vital to exercise their right. The key challenge for these CBET sites is to build up on human and social capital. This requires institutional structures and framework for coordination and collaboration between the enterprises and other governmental and non-governmental stakeholders on the one hand and also between the enterprises themselves. Visitors visiting TESFA trekking sites cover several CTHEs. Meket worda CBET site tourism activities were looked as a system i.e. when one says Meket trekking, what comes in mind is all community tourism sites.

In this case, the performance indicator for the TESFA trekking is the overall service and product characters supplied to the customers in every trekking destination i.e. One CTHE failure will result challenge on the over all trekking route CTHEs. As a result ensuring positive looking of all sites is vital. To date, no attempt has been undertaken to formulate association or any other organization which could serve as a platform to examine issues on how to maintain the quality of business through coordinated effort. However, formation of an umbrella organization to control the over all tourism system is essential. And strengthening their capacity to negotiate and engage with other stakeholders, facilitates exchange of experience and best practices, and provides forum for deliberation on their common issues and problems is critical. Unless, some sort of cooperative or community tourism association is formulated to integrate the over all tourism tasks in the area ensuring sustainability of business is challenging.

4.4.13 Access to Micro Finance and Credit Facilities

The extent to which the community members can meaningfully participate in CBT not only depends on their interest, degree of ownership and available knowledge and skills, but also on the available financial resources. In many cases community members will lack financial resources. The survey result reveals that lack of capital is one of the bottle neck limiting the participation of local communities in small and micro scale tourism businesses next to limitation in knowledge or capacity. Capital is the basis of job creation or other businesses which support local livelihoods. Credit offering is part of popular intervention of the poverty alleviation strategies and a mechanism to improve local economic growth in rural communities because cash income can be low and irregular and there is often a lack of reliable financial support services. Different types of occupations can be practiced by taking credit from financial institutions like vegetable farming, chicken raising, production and selling of souvenirs, etc which are directly in touch with CBET value chain within the local economy.

In Meket there are two types of formal credit offerings. The first type is credit offering by community tourism income while the second is from financial institutions. During focus group discussion provision of credit service for the members of CBET in each k'ires is practiced. The major formal sources of credits in the area have been the Amhara Credit and Saving Institute (ACSI) and Meket Micro Finance while the informal credit institutions in the study area include money lenders, friends and relatives. The sample households were asked whether credit and saving institutions are available or not. Out of the total sample households more than 55% were proved the absence of adequate credit facilities which enable them to run tourism related businesses while the sample households which account a total of 44.4% reflect the presence of the credit and finance service. Moreover, FGDs result shows that taking loan to invest in tourism business is not practiced till now. Lack of knowledge and skill on tourism ventures is identified as a cause for this. However, in the provision of credit there needs to be a clear understanding of the poor and vulnerable sectors (including women, widows, and female-headed households) in the community, and to consider them when setting up criteria for loan recipients. There needs to be acknowledgement of these sectors of society in order to help identify strategies that will not exclude them because in most cases the beneficiaries from credit service are wealthy families.

In line to this, one member of the MC in Aterow described that credits did not always provide advantages. Instead, it resulted in disadvantages if it was used in the wrong way and if people had taken much more than they could pay back. This can be associated with mismanagement of the loans as most households used it to invest it into their immediate cash need. The misuse of loans by the community is associated with factors like lack of knowledge, poverty, lack of hard work and illness. It is suggested that credit provisions are not a standalone strategy but they should be included and contribute to a more comprehensive community development support plan within CBET. In a nutshell, the concurrent challenges arise after the coming of community tourism loans are the failure of community to pay back the credit due to their use for immediate cash need instead of business.

4.4.14 Legal and Policy Frameworks

Policy and legal environments that support community participation and development are basic requirements of any community based development initiatives. Legal and policy issues that have direct effect on CBET development include tourism policy, land policy, cooperative policy, forestry proclamation, environmental policy, etc. The acts such as Wildlife protection act, environmental protection act, etc, are very supportive, especially in ensuring ecological sustainability. Despite Ethiopian tourism policy endorsed in 2010 description of roles and responsibilities of those taking part in implementing policy; mechanisms to work together are not arranged. As a result, discrepancies among policies are challenged CBET development in the study area. This has been seen as a challenge in cases of cooperative law and land use proclamation.

Cooperative law related problems starts with proceeding of community tourism initiative without taking into consideration of mechanisms to legalize CTEs. The first challenge is the fallacy between cooperative law and the membership criteria objectives of CBET initiative. Membership is restricted to residents of the K'ire who are household heads. K'ire and household heads are selected as a member unit to boost the income of tourism for the members. Because large membership means the benefit per household from the CTHEs activity will be very minimal, resulting in acute decline in membership interest and therefore participation in the activities of

the CTHEs. However, the cooperative proclamation provides that membership of cooperatives shall be open to those who are 16 or above. The law also provides that cooperatives may be organized on the basis of area of residence and profession, and also stipulates that admission criteria could be set by the cooperative. This paradox is now a big challenge limiting the pace of CTHEs legal registration.

The second critical challenge of cooperative law is determining the scope of the cooperatives' mandates. In tourism sector the most important economic impact is the multiplier effect and asset creation and reinvestment. Diversification of livelihood and income options is critical. On the basis of this some of CTHEs set grain bank, credit service, grinding mills, etc. However, experts in cooperative office describe that tourism cooperatives should focus only on tourism business i.e. hosting tourists only. The argument was that it is only certain types of cooperatives that can provide some of the suggested services. For instance, some argued that it is only credit cooperatives which could provide credit for their members (in cash or in kind). CTHEs should not therefore be allowed to provide these services. However, this argument doesn't seem reasonable because the cooperatives proclamation itself stipulates that cooperatives could be established with multi-mandates, (i.e. as a service and producers cooperative). To conclude, the aforementioned two cooperative policy related challenges are associated with inappropriate interpretation of legal meanings by the experts of cooperative.

The other policy environment which was a challenge for community based ecotourism is the Land Administration and Use Proclamation No. 46/1992E.C. All rural land will be registered and a book of land holding is given to owners. By the time of this survey two CTHEs do not get the land holding book. According to Meket Woreda Land Administration Office the CTHEs that have an area less than 0.25 ha are not given a land holding book in rural areas. By the time of this study, through negotiation and inclusion of some other land this problem was almost going to be solved. On the other hand, lack of CBET specific guidelines and certification programs at national and regional level is challenging when the development works are going on in the case of Meket. It is quite inadequate to promote community based ecotourism in the country as far as guidelines on how to develop eco lodges, CBET sites, etc is not prepared.

4.5 Opportunities of CBET

4.5.1 Hospitality of the host community

The community in general and service providing staff in particular has an incredible impact over the satisfaction level of the customers. Hospitality can be considered as a part of a product that tourists will experience while they are looking for rural life, farming technique and meeting people. As it is discussed in section 4.4.2 the state of communities feeling and attitude towards tourism shows positive improvement. On the top of this, as it is depicted in table 4.13 below sample households were asked to express whether they appreciate the coming of tourists. To this, all (100%) of the respondents answered that they like foreign visitors visiting their villages. They were also asked how they feel when they meet foreign visitors (happy, disturbed, embarrassed or indifferent). All (100%) of the respondents reported that they felt happy.

Table 4.13 Distribution of sample HHs by their feeling towards visitors

Response	Name of CBET sites						Total	
	Mequat		Wajela		Aterow			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Do you appreciate the coming of visitors to your locality?								
Appreciate	47	100.0	13	100.0	30	100.0	90	100.0
Not appreciate	-	-	-	-	-	-	-	-
Total	47	100.0	13	100.0	30	100.0	90	100.0
What do you feel when you meet foreign visitors?								
Happy	47		13		30		90	100

Source: Own survey result, February 2011

Supporting this feeling of communities, one of the tourist visiting Mequat and Wajela stated that *I had some of the most special encounters, such as the generosity of the children who picked armfuls of beans from their tiny fields to give us as I walked.* The guests' recommendations in guest books readout the attitude of host communities as friendly people, open, honest and welcoming. In the tourist survey, tourists were asked to rate the hospitality characteristics of host communities. Accordingly 71.4%, 19.0%, 4.8%, and 4.8% the respondent's rate as excellent, above average, no response and average respectively.

4.5.2 Abundance of Potential Tourism Resources

Meket CBET is promoted as community tourism in Ethiopia where trekking is a major product accompanied by attractive landscape and live culture and history. According to tourists description the purpose for visiting Meket is to witness the perfect natural environment and the beauty of the landscape especially along the escarpment while trekking. The products are purely natural and cultural where a balanced way of interaction with the local community is happened. Cultural characteristics of the accommodations and services are an advantage. The big view that involves sun set, sun rise school, farmers on work, etc is exceptional which advance the products attribute in one step up. The guest book comment by visitors in web site of TESFA reads the following appreciating the natural attractiveness of the area.

"We had reached the edge of the world. The flat ground abruptly stopped as we suddenly found ourselves on the edge of a precipice so high and beholding such a vast panorama that we could do nothing but gape, awestruck, at villages thousands of feet below us, mountains stretching out in the distance to the horizon. It was an unforgettable moment. The sun was low in the sky, casting a pale orange glow on the mountains, the smoke from cooking fires drifting up into misty sheens around settlements far below. We looked along the edge of the precipice, stretching as far as the eye could see in both directions, and saw where we were to stay that night." source: www.community-tourism-ethiopia.com/Pages/GuestBook.htm.

Besides, the study area is endowed with different bird species. Harwood's Francolin, Abyssinian Ground Hornbill, Hemprich's Hornbill, Ruppell's Black Chat, White-billed Starling, Abyssinian Catbird, a migratory Red Tailed Shrike, the African Grey Cuckoo, migratory Pelicans, Lammergeyer, the African Harrier Hawk (Gymonogene), Augur Buzzard, Tawny Eagle, Black Eagle, Red-Chested Sparrow hawk and the Common Kestrel are some of the bird species spotted in the study area (TESFA News Letter, 2008).



Figure 4.4 Birds in the Study Area



Source: TESFA News Letter, 2008

4.5.3 Nature of the Business

The overall result of visitors' perception toward the tourism products is very good. Most of visitors describe that instead of paying money for one pocket, paying to the group of community is the important aspect of community tourism. In this regard, it is the only typical purely community based tourism development in the country functioning with local participation. On the other hand, trekking as a product accompanied by local traditional means of transport like pack animals and the candle used for the overnight energy make the challenge for transport and electricity related infrastructure very simple while giving cultural element to the tour. On the other hand, most tourists do not expect luxuries service in the community tourism sites i.e. moderate local services given emphasis. Thus, this is an advantage to the study area in relation to the existing capacity of MCs and local community.

4.5.4 Location

Location is pivotal to the sustainability of CBET ventures as it needs to be accessible to the tourists, preferably in the vicinity or en-route to destinations which appeal to the same niche market. Preferable locations are relatively close to existing highways or airstrips and have an existing road network on the property. In this regard, the proximity of the trekking sites to the honey pots including Lalibela, Bahir Dar and Gondar is a potential strategic opportunity for the access to the market. For instance the study area where the trekking starts with takes 2 hours

drive from Lalibela airport. An important indicator for the location advantage of the study area is the number of tourists booked in Lalibela.

4.5.5 Sense of Ownership

Despite strong resistance during project implementation currently every member of the community had shown its concern due to the significant benefits seen gradually. The positive elements coming to the community through tourism foster communities' participation and interest toward tourism. Questions over activities and functions of the CTEs raised by the community shows the feeling of ownership. On the other hand, cooperation of community in finding the muggers of tourists' property is an exemplary to presence of sense of ownership.

4.5.6 Marketing efforts

Despite the current emerging challenges on the marketing and booking, the marketing practices performed to attract the potential customers are very successful. Strong positioning of the product has been made since its operation. Especially the media coverage through international magazines like responsible travel is the best experiences.

4.5.7 Support of Donor Agencies

In the areas like Meket where the communities have no financial means to invest in CBET some form of financial assistance is decisive. The support made by different donor agencies is vital for the success of the CTEs establishment and project progress. The support from TESFA and the supporting donors to TESFA are the source of finance and other resources. In addition, the interest and habit of tourists to support both financially and materially is a good opportunity to strengthen the economic basis of community tourism. Examples of this are a support for Aterow CTE to open a grinding mill and Wajela CTE to open school. Most key informants state that donors are fascinated about CBET project and they do support if all the appropriate formalities are carried out. However, the negative role of continuous support should not be forgotten.

4.5.8 Policy Calls

Even though, the practices let behind the policy calls which support the principle of CBET are opportunities to sustainable development of CBET in the area. The newly endorsed Ethiopian Tourism Policy paper and Wildlife Development and Conservation policy reflect most principles of CBET development. The tourism policy put communities' participation in tourism employment and decision making. Wildlife conservation policy describes the approaches and scales of development and community participation by taking into account ecotourism as one means of conservation. The act such as wildlife protection act, environmental protection act, etc are very supportive, especially in ensuring ecological sustainability.

4.6 Environmental, Social and Economic Dimensions of CBET: practices and impacts²

In this part of data analysis the environmental, economic and socio cultural impacts of tourism in the study area are presented. Probable challenges and opportunities that tourism had result in the study area are presented. Good practices that other areas can adopt and replicate too are presented in the form of case studies.

4.6.1 Environmental Dimensions of CBET Development

Nowadays trekking activities are becoming a special concern for tourism planners with respect to its negative environmental impact. In this regard, the basic development guidance of Meket CBET is 'high value, low impact' tourism where only maximum of 9 guests are allowed to visit each CTEs per day. Camping of tourists in the community based ecotourism sites is restricted. They are allowed to use only the existing community lodges. Accordingly the infrastructure developed consists of traditional cottages with thatched roofs (known as tukuls) for individual use: three for accommodation, a dining room, and a kitchen tukul as well as shower unit and eco toilet.

² This survey does not take into account non tourism factors.

From water utilization point of view the water utilization assessment done by TESFA proof that the sites are efficient in sustainable use of water. When water utilization scale of the study area is compared with Geralta Lodge found in Hawzien Woreda, it is too efficient. The average liters' of water that a tourist will consume including shower, cleaning of cookers and food preparation is 5 up to 15 liters' for Meket. While for Geralta Lodge per tourist 300 – 500 liters' of water is consumed (TESFA environmental impact assessment report, 2010). In addition, the eco toilet built in Meket uses very small water. Furthermore, to ensure sustainability of environment a lot of activities including tree planting and conservation awareness including land protection in areas threatened by erosion are done. According to Yilma, the awareness creation and community mobilization work done by TESFA results plantation of 7500 trees within the six CBET sites.

Another big environment related experience to be replicated in other areas is the development and adoption of eco friendly toilets in CTHes.

Case Study 4.1 Eco Friendly Toilet

A separating toilet, also called urine-diverting toilet which has two bowls to keep the urine separated from the feces is developed in CTHes. In the front bowl urine is collected and diverted via an outlet. In the rear bowl the feces are collected and diverted via another outlet. The composting container will be installed in the basement. Probably two toilets will be installed above the composting container, where the urine and feces are collected. The feces can be composted and the urine can temporarily store and applied on the land or used in the composting (agriculture). The feces will be collected dry and ideally urine is not diluted. Sometimes the urine is flushed with a small amount of water for rinsing the bowl and feces is flushed with ashes. Ideally there will be no contamination of the urine, because urine and feces are kept separately. For the construction different local construction materials were used. Probably less material than the conventional system is used.

The prominent environmental conservation tool of ecotourism is education of tourists and communities about environment. The local communities who were participated in focus group

discussion demonstrate their need to have many tourists per day more than the carrying capacity stated. This refers to gap on the understanding of the rationale of restricting number of visitors per day among communities and need for education. Education and interpretation activities directed to tourists are treated in most cases as key elements of ecotourism product. Tourists were asked whether they experience education on environment or not. Thus, tourist survey data reveal that majority (61.9%) of tourists got environmental education while the remaining 38.1% of sample tourists thought the absence of educative component in the tour. During discussion tourists express the absence of specialized education and interpretation component concerning environment in the tour. However, the type of tourists visiting the area is another factor of environmental impact. The lower level of education achieved by the sample tourists is college degree while majorities (85.7%) are achieved postgraduate degree. This could be probably a factor as their knowledge about environmental and cultural conservation will increase their sensitivity towards sustainability.

Best environmental practices will lead to change of attitude and perception that communities have over the environment. This will gradually result change in the habit of communities. On the other hand, there is a general belief that generation of income from tourism increases the awareness of communities about the economic value of the existing natural resources. This further leads to improved conservation and protection practices. Consequently, communities develop positive thinking and practice over their household and livelihood pattern. Therefore, sampled households were asked whether they bring change concerning the use of natural resources after the coming of tourism like on housing, cooking, toilet, etc. Thus, 68% of the sample households were brought positive change on utilization of natural resources while the remaining 32% of the sample households brought nothing different.

In the due course of environmental impact assessment sampled households were asked to rate the current positive environmental impacts that tourism had result on the destination. Majority (74.4%) of sample households believe that tourism had strongly effective positive impact over the environment. And 17.8% and 2.2% of the sample households rate it as effective and ineffective respectively. While the remaining 5.6% of the sample households state that they have

no opinion. Conversely, the sample households were asked whether they noticed any negative environmental impact or not. The survey result revealed that 75% of the total sample households believe that tourism had not resulted negative impact in the study area while 11% the sample respondents do believe that tourism had resulted negative phenomena over the environment. And 4% of the sample households are not able to decide on the issue discussed.

One of the local guides serving as donkey driver in Mequat expressed that nowadays cutting of small trees to use as a dula becomes a habit of most guides. In fact, the researcher observed that tourists are happy with it but the owners of the trees are complaining over it. Another possible environmental impact relates to food and the use of energy for cooking. Eucalyptus is used as a fuel for cooking food. If possible using other energy efficient resources is recommended. Otherwise, planting of trees somewhere around the site for fuel production purpose should be a culture. The other environmental impact could be litter from tourists. The shopping lists for trekking groups include tinned food, bottled juice and water. While the researcher observed clean trekking routes in Mequat, Wajela and Aterow; inspection of trekking routes to assess the waste disposal problem is not yet done.

In general, to date there is no organized trekking regulations and monitoring mechanisms supported with scientific study in the study area. In addition, code of ethics for tourists, guides and other entities is not developed. It is obvious that unless some measures are taken like calculating carrying capacity, limit of acceptable change, application of visitor management technique, education of tourists and communities, etc some form of environmental degradation is inevitable as the intensity of trekking increases. In line to this, Million, describes that TESFA were not done well on environmental component of tourism so far. Hence, by the time of this study they were preparing a project for fund to work on environmental protection and conservation.

4.6.2 Socio Cultural Dimension of CBET Development

The main principles or elements of ecotourism are designed to maximize the social benefits of tourism while minimizing the negative ones. Unless proper management and accepted standards

where the needs and preferences of all groups are respected and designed to manage the impact of visitors; the interactive process between host and guest creates benefit and impose costs over the culture of the host society. As a matter of fact, the mission statement of developing community based ecotourism in Meket by TESFA say publicly ensure sustainable improvements in the livelihood of the local communities while also contributing to the protection of cultural resources. Whilst tourism in Meket is not regulated by code of conduct or some other techniques; the tourist arrival shows progress over time (see table 4.14).

The staffs of TESFA believe that to date there is nothing bad that tourism had result over the culture of the community. Rather, the potential of tourism for cultural conservation is exemplified in the local master builder tradition. The community lodges introduce guests with elements of cultural entertainment. They are built by the communities using the materials supplied by the community namely grass, stone, sand, mud and eucalyptus wood. The architectural design of the tukuls is made on the basis of the local house construction style. The other important cultural element that most tourists like in the area is the use of candle as a lamp in the tukuls. Community tour guides actually believe that tourism has a positive effect on traditional culture as it is helping to revive communities' traditional arts and crafts. Some people start producing arts and crafts as a source of income. An example of this is hut weaving boy from Mequat generating more than 400 birr per month.

Equally, most of FGDs point out that with the current status of tourism in the study area they do not witness any bad cultural harm as a result of tourism. Added to this, but it does not mean that something bad would not happen in the future. Change of local community attitudes towards tourism, skill developed in provision of different services among community members and skills developed in managing their business among members of target community are identified as the milestones which shows how tourism is contributing in empowering the community. One of the community discussant from Aterow reported that so far a higher level of participation of women in the management of CTHEs and CTFEs as compared with the level of participation in their traditional associations like Idir, Ekub, etc is a critical indicator for the positive effect of tourism in the K'ire where gender equality is culturally unrecognized before. In contrary, some

discussants raise negative cultural impact of tourism on their k'ires. The most repeatedly raised complaint is that with coming of tourists children leave their fields or avoid school to spend time at the road side waiting and looking for tourists.

To this end, sample households were asked to rate the current positive socio-cultural impacts that tourism had result on their k'irie. Accordingly, majority of the sample households (63.3%) rate tourism's impact as strongly effective while 27.8%, 3.3% and 1.1% of the sample households rate it as effective, ineffective and strongly ineffective respectively. Conversely, sample households were asked whether they noticed any kind of negative cultural impacts as a result of tourism. Accordingly, majority of the sample households (83.3%) believe that tourism had resulted nothing negative on their culture while 12.2% of the sample households reported that tourism do not have an influence on their way of life. And the remaining 4.4% of the respondents are not sure to respond for the question. In addition, the current positive feelings that the community have towards visitors can be taken as an indicator for the presence of positive host guest relationship. In this regard, restriction of number of tourists visiting a site per day is a good practice seen in the study area. However, if the number of tourists visiting the site increases disturbing scenario could recur in the future, when trekking routes were seen to be crowded with visitors. Besides, to conserve local culture guidelines, codes of conduct and rules to access important monasteries and local festivals should be stipulated depending on the sensitivity socio-cultural values of the local community.

4.6.3 Economic Dimension of CBET Development

Community based ecotourism is a key in which developing nations have an opportunity to overcome poverty; the challenge in developing such programs is to create economic opportunities for local communities that incentivize the protection of local natural and cultural resources. Economic indicators included benefits and benefit-sharing within the community. In this part of data analysis economic related practices, opportunities and challenges of CBET are presented.

4.6.3.1 Benefit Distribution Plan

The benefit sharing mechanism has been designed to ensure that the opportunities from tourism have direct benefit for the local community. Figure 4.4 shows the current benefit distribution from CBET project for various sections. The price of tour (see table 4.6) paid by tourists is divided into four groups: CTHEs, CTGE, CTTSU and CTFEs. The benefit distribution plan of the study area shows change over time. The initial plan was 60% for CTHEs, 15% for CTTSU and 25% for CTGEs. The benefit distribution scheme used currently shows that 47.5% of the total payments of the tourists goes to the CTHEs while 26.5%, 20% and 6% of the income go to the CTGE, CTTSU and CTFE respectively. In the case of late booking, the income is solely for CTTSU whereas in the case of individual guests the additional 150 birr is the income of CTHEs and CTFEs.

Figure 4.4 Benefit Distribution Scheme



Source: Own computation of interview data obtained from TESFA project offices, Addis Ababa

Lack of community conservation fund to feed the environmental and cultural improvement of the area is identified as a weakness on the benefit distribution plan. As far as the beneficiaries are different groups, allocation of fund (in percent term) from CBET project for conservation tasks is critical. The results of FGDs reveal that the communities have no awareness on the benefit distribution plan i.e. lack of participation of communities on decision making pertaining to benefit distribution.

4.6.3.2 Income Effect

Running of CBET business is one means of injecting foreign currency to the country. In the study area 47.5 percent of the total income (see figure 4.4) from tourist payment and other moneys injected through different means are considered as direct economic effect of tourism. Table 4.14 depicted below shows the amount of money that each CTE are earning from 2007 to 2009. The income earned from tourism has shown increasing rate since 2007. However, this income refers only 47.5 percent of the total tourist payment for the tour. Additional 52.5% of the total income in each site which is the income of CTTSU, CTFEs and CTGE is not included. The three years income for Mequat, Wajela and Aterow is 403,760 birr, 494, 650 birr and 362, 810 birr respectively which accounts a total of 1,261,220 birr. On the basis of this, the total amount of income earned by CTTSU, CTFEs and CTGE which accounts 52.5% will be around 1,393,980 birr. Income from other sales for instance sells of souvenirs; sales of soft and alcoholic drinks; renting of horses and donkeys, etc. are not included.

Table 4.14 Tourist arrival and income earned by CTEs in birr, 2007-2009

Site Name	Number of Tourist			Income Generated		
	2007	2008	2009	2007	2008	2009
Mequat	306	437	420	87,610	133,950	182,200
Wajela	312	506	451	84,800	212,050	197,800
Aterow	238	474	346	70,700	140,310	151, 800
Boya	-	-	138	-	-	61,475
Yadkulay	59	203	185	17,300	90,050	81,650
Aynamba	-	-	150	-	-	66,875
Tourist nights	1,620	1,620	1,690	260,410	576,360	741,800

Source: CTTSU office, Addis Ababa

The expense that each site has is not deducted from the total income. The expense CTHes include salaries of those involved in the ecotourism project, including the MC (chair of community tourism, camp manager and cashier), guards, women who cook for visitors and the donkey drivers; and the cost of different products used to give service for the customers. In most

instances, as far as the community products are used by the CTHEs; the expenses are called income for the community. For instance salary is an employment income.

The community tourism industry is, quite simply, the collection of businesses that creates and sells a variety of goods and services to visitors. One of the major ways of boosting the benefit of tourism for the community is creating an opportunity to sell different products of the individual households to the tourists and community lodge i.e. expanding tourism value chain. To this effect, targeted communities have been participated and benefited from tourism since 2003. Hence, the results of household survey disclosed that the majority of communities (70%) from the sample household have been selling different products for the community lodge. Likewise, more than 78% and 92% of the sampled Mequat and Wajela households have been selling different products while in the case of Aterow only 46.7% of the sampled households have been selling products. The major products supplied by the community are agricultural products like egg, cabbage, hen, etc.

The other important direct source of economic income for the community is renting of horses and donkeys. By the time of this survey horses and donkeys rented 30 and 10 birr per day respectively. A rough data taken from TESFA office shows that the approximate numbers of horses rented in 2007 are 65 while in year 2008 and 2010 total of 212 horses were rented. In simple calculation, a minimum of 8,310 birr is generated. In addition, donation and support by the visitors are also other additional incomes that communities are enjoying from CBET of the area. MCs describe that most tourists have strong interest to help the community in different way. Some promise to build school in the villages and others support different teaching materials. The success of CBET projects is determined by the diversity of economic incomes found in the area. In this regard, even though donation and support given to the community are claimed to be negative as they could create dependency; if it is done in proper way, it could be vital. Especially supports to create an alternative means of incomes or assets have paramount importance. The financial support to open grinding mill house to Aterow CTE presented in case study 4.1 below is an indicator for the role of tourism as one means of creating opportunity to get fund and support to create another source of income and asset.

Case Study 4.2 Grinding mill as source of income for the CTHE

MCs of Aterow CBET site describe that they got financial assistance from the visitors to open grinding mill. By the time of this survey the house was built and they were waiting for the money to buy the mill machine. When the project is completed it could have a paramount importance for the community as the access for grinding mill becomes easy. One of the cooks in Aterow reported that it will save their women hours each day grinding corn by hand. In addition, the overall income could increase and strengthen the economic basis of communities. These aspects of CBET can serve as a prototype for other communities trying to develop a successful project.

4.6.3.3 Employment Effect

One of the important elements of CBET in Meket is the employment opportunity created for the community. The daily wage of those involved in the ecotourism project, including the MC (chair of community tourism, camp manager and cashier), women who cook for visitors and the donkey drivers/luggage porters, and the salary of two guards is called as employment effect of tourism in each CTE. However, the workers of CTEs complain over the value of payment which can be a negative economic aspect of tourism. The daily wage and that salary are noted as lowest by the employees during FGDs. However, the rate is set by the MC, and therefore considered fair remuneration by fellow communities. In addition, the employment opportunity created for the local guides is the other positive element. Currently eleven local guides are making their livelihood from tourism in Lalibela.

4.6.3.4 Asset Creation and Additional Incomes from Reinvestment

In order to deliver practical benefits to the community, a clear understanding is required of the ways to effectively channel visitor spending and associated investment into improved income and quality of life for people in poverty, so as to ensure that all possibilities are expected to be considered and used effectively. CTEs rationally allocated their income to different community needs and invested the remaining amount based on their local context. Through loan provision

and other services like grain bank and grinding mill; benefits are explicitly distributed throughout the community.

The MCs describe that tourism microfinance is now becoming a common livelihood intervention among member communities of community tourism. In this regard, one of the important experiences to be replicated in other CBET sites with different blue print is the tourism loan. Tourism incomes collected in CTHEs are now distributed to the member households in the form of loans. In the study area all of the households took loans regardless of their economic status, for various purposes to improve their livelihood activities. For instance, in cases of personal problems like illness loan is taken for medication.

Case Study 4.3 Community Tourism Loan

In Aterow revolving fund which helps the community to meet their social and economic goals are practiced for the third round. These objectives are achieved by making funds available for community undertakings, using a percentage of income from the loan interest at below-market interest rates. This type of fund is called "revolving" because as the original loans are paid back, the money is used to make further loans to additional borrowing groups. In this way, the money in the fund can be made available indefinitely. But, the households took loans from the CBET income on the basis of different conditions. Communities entitled to take a loan must be a villager (based on the family book) and loans are available to only one person in the family, either the husband or wife. The individual who takes a loan also has to mortgage a land title. But, proper decision on payback period seems to be critical because in the case of Mequat the credit provided before one year was not paid back.

The other important economic diversification strategy adapted in the study area is reinvestment of income for several purposes by supplying different food items. A typical case for this is found in Mequat CTE, presented in case study 4.4.

Case Study 4.4 Grain and Seed Bank

One of the important business philosophies to benefit majority of the community is running of some other businesses that will positively contribute to the livelihood of the community. In the discussion with the MCs of Mequat CBET site, they pointed out the running of grain bank as a business. The MCs buys grains and seeds during the low price season from Gojjam and Gondar area and sells it with credit for the community in the summer season where the community was food insecure. In addition, they are also processing to open a community shop where they can sell manufactured goods to the community with fair price.

In general, the study area communities are getting economic benefit from CBET in different aspects including income effect, employment effect, and multiplier effect and from other asset creation and reinvestment activities. To this effect, sample households were asked to rate the economic effectiveness of CBET for their livelihood. Majority of the sample household (80%) believes that CBET is strongly effective in contributing for poverty reduction through diversifying their livelihood option while 13.3% and 2.2% of sample households rate CBET as effective and ineffective respectively. The remaining, 1.1% and 3.3% of the respondents reflects no response and no opinion respectively.

On the other hand, sample households were also asked whether they notice negative economic impact of tourism in the k'ire or not. Accordingly, majority of the respondents (83.3%) believes that there is no negative impact they experience. However, the remaining 17.6% of sample households identify some negative economic effects of tourism. Most frequently raised one is unfair renting of donkeys and horses. Only horses and donkeys of families and relatives of the MC are rented regularly. In addition, low paid character of tourism jobs and seasonality of income are the common negative economic impact of tourism in the study area. Besides, during FGDs, community participants identified lack of proper mechanisms to involve the poorest families in CBET value chain as economic related concern. When income gains are limited to only some people in a community, resentment may be considerable. Investments on agro tourism potential and selling of artesian crafts are the future potential niche areas that the communities would generate revenue.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This thesis attempted to investigate the practices, challenges and opportunities of Community based ecotourism in Meket woreda, North Wollo Zone. The findings of the study indicate that CBET was started in the study area since 2003 by a local NGO called TESFA. Since then the livelihood of the study area is affected by tourism as it gives an opportunity to earn income. CTHEs, CTFEs, CTGE and CTTSU are earning considerable income from tourism. Benefit distribution schemes for the involved party is developed and 47.5 percent of the total income from tourism directly goes to the ownership of the community (CTHEs). This is further used for different income generating businesses like loan service, grinding mill and grain bank. However, direct income from tourism is not that much because mechanisms to involve the community in various CBET related ventures and employments (different levels of value chains) are not developed. Thus, the quest of many locals is economic participation in direct benefits.

Tourism in Meket is not regarded as demand driven rather it is supply driven. Solely what is used as a product is the scenic beauty of the cliffs and the live culture. The potential of the area is not scientifically studied. During the site selection competitive advantages of the area especially its proximity to the honey pots including Bahir Dar, Lalibela and Gondar is taken into consideration. Efforts were made to select areas which are free from resource ownership question. Accommodations reflecting the culture of the area which are deemed to be environmentally friendly in its operation are constructed in cooperation with the local community. Besides, necessary facilities including buildings, equipment, furniture and utensils have been put in place. Trainings on the specific tourism jobs like cooks, camp management, service, etc, were given to the MCs of each community tourism sites. But, similar expectation from TESFA among CTEs is seen as a problem during discussion.

Community membership is structured on the basis of local institutions at k'ire level taking household heads as members. Besides, membership in CTEs is free from discrimination.

Accordingly the GA becomes the whole residents of the K'ire. Then, MC has been established through election. Governance, decision making structures and benefit distribution strategies are developed TESFA without any community involvement and consultation. And this has been continued till now in areas like setting price of the tour i.e. the political authorization of CTEs is not fully happened.

Low level of knowledge and understanding among the community which results lack of interest and negative attitude towards tourism initiative is the foremost challenge. However, this has been solved later through intensive meetings and discussions. Likewise, the result of FGDs and observation shows that during operation the problem on capacity of MCs is another challenge. Limitation in capacity has further created another challenge on the quality and standard of service delivered. Quality of the service in CTHEs declines gradually. The systems for monitoring service quality and customer satisfaction are found weak. On the other hand, the financial process and management system used in the CTEs is very traditional. Yet, auditing is not done since its operation. As a result, this has become the serious question of community and their general feeling towards the MCs has become negative.

Despite the emerging challenges on the booking and marketing part of the product development, successful marketing strategy was developed. Promotion on international magazines likes Wonder Lust, Village Way, Times Online, Sunday Times, etc and tourist guide books like Lonely Planet and Bradat is intensively made. As a result, tourist numbers are now increasing, and since its operation, profits are being made. However, internal conflict over the marketing and booking task especially interest on the 20% income of the CTTSU becomes a big challenge in the marketing task. Consequently, over booking and cancellation of tour programs become a fatal concern of the business. In addition, lack of official agreement that guides working relationships among the CTHEs, CTGE, CTTSU and TESFA or with other external stakeholders like government is threat for the overall operation of tourism in the area.

On the other hand, sustainability of the CBET business in the study area is highly challenged with lack of legal registration, and formal systems, policies and procedures such as written bylaws and articles of association in place among CTEs. Legal and policy issues which

contradict with the existing structure of tourism are critical challenges identified in this study. The problem on the legal environment emanates from wrong interpretation of laws. Contradiction of membership criteria applied in the study sites and cooperative law complicated the registration process. This problem emanates from lack of participation of the stakeholders during the planning time. Further more, even though the scale is too small, security is becoming another concurrent challenge that CTE has been facing. Especially in Aterow the people from the community are performing theft and other criminal activities. With presence of these challenges if TESFA stop providing its support, CBET business is under question mark because mechanisms to involve other stakeholders are not properly designed. Even government is not ready to support CTEs as it has capacity and other coincident problems.

In a nutshell, CBET development and operation in the study area has experienced a multiple challenges since its development. In spite of these challenges, CBET development in Meket is blessed with a lot of opportunities which fosters its success. It includes hospitality of host community, nature of the product, resource potential, effectiveness of marketing practices, etc. As a result, valuable experience that can be replicated somewhere in other areas are identified. Limiting number of visitors per day, restriction of camping in the sites, construction of accommodation facilities using local resources, adoption of eco friendly toilet, low level utilization of water and the afforestation programs going on are some of the positive environmental initiatives. In addition, the economic benefits that the community started enjoying in different forms like income, employment and reinvestment of funds in the form of tourism loan, grinding mill, grain bank, etc are some of the positive ends of CBET. Socio-culturally women empowerment and adoption of new skill to the community are exemplary positive results identified in the study area. In contrary, even though detail analysis of negative impacts is not made some negative impacts like the use of wood for cooking, cutting of sticks for dulla, low paid characteristics of tourism jobs relative to other job opportunities and seasonality, unfair management of horse and donkey renting, and leaving of youngsters following cattle and school to watch tourists are claimed as negative impact of tourism in the area.

5.2 Recommendations

The findings of this research identify a lot of practices that could be possibly replicated in some other areas. In addition, challenges affecting development and running of CBET in the study area are thoroughly identified. Different tasks are being carried out in CBET product development and running of CTEs. Mechanism to benefit the community and to conserve environment and culture are developed and implemented. Even if efforts were made, there are a lot of challenges that influence sustainability of CBET in the study area. Therefore, based on the finding of the research, the following suggestions are assumed to play a paramount role in improving the CBET practices and opportunities and solving, at list minimizing challenges of CBET development.

- Besides the existing best practices on product development, scientific study of the areas potential should be made and documented. Alongside, training manuals for local guides should be prepared. Preparing a simple guide which describes tourism potential of the area and putting on the desk for tourists is recommended.
- Local control is so important to the long term functionality of ecotourism projects. TESFA/CTTSU, Tesfa tour and CTGE should not make things on the merit of their interest. Decisions on the marketing and booking should be on the hand of the local community.
- To date the CTEs are not legally registered. Thus, legal registration should be made. In addition, CTEs should start develop and implement strategic and operational plans.
- The situation at present calls for improving service quality and standard. Among others, the need for better sanitation and hygiene of CTHEs and CTFEs staff. Thus, effective monitoring and evaluation mechanisms should put in place to control the quality of service.
- Restoration and decoration of tukuls has to be made regularly to keep good looking.
- Due to strong influence of one CTE over the others, mechanisms to guarantee integrated management of CBET among CTEs should be developed. It is suggested that firm form of formal cooperation through memorandum of understanding agreement should be put in place.
- An umbrella organization to community based ecotourism should be set at destination, regional and national level. Hence, quality, stakeholders' participation, marketing, capacity building, etc becomes easy to handle.

- Mechanisms to create formal financial procedures and financial information system should be designed. Or else, mismanagement and corruption will influence the consent of community.
- Internal organizational relationships between and/or among the CTEs, CTGE, CTTSU and TESFA should take a formal structure. As well, relationship with other stakeholders like Tesfa Tour should be formal too. As a result, conflicts could be solved straightforwardly.
- Responsible government bodies like Culture and Tourism Bureaus should play significant role in supporting CBET development initiatives. Government should take CBET as one priority areas of tourism product of the country and promote it internationally in exhibitions and trade fairs.
- It would be most timely and appropriate at federal and regional level institutions to produce CBET development guidelines and certification systems.
- Local economic diversity is also important to the sustainability of CBET projects. Training and graduating local community on the craft production, organization of cultural events, etc are suggested to diversify economic participation in tourism.
- Ecotourism project that uses nature as an attraction clearly depends on proper management and protection of natural ecosystems. Using waste water of the lodges for planting trees that could be used for fire fuel should be a culture.
- Certain proportion of income from CTEs, CTTSU and CTGE should be allotted for conservation work. Greening programs involving local community should be in place.
- Communities' and tourists commitment to conservation is factor for environmental sustainability. Thus, education and interpretation activities which could possibly increase communities and tourists understanding of the value of nature should be a part of the tour.
- To solve the current capacity problem among the MCs; capacity building trainings comprising of techniques of micro project or business designing, implementation and management are critical inputs to be provided to MC members.
- Trained MCs, cooks and other staff will leave the job for several reasons. Therefore, on the job and other practical trainings should be given for other community members through rotation.
- To ensure the sustainability of CBET after TESFA withdraws; the concerned bodies like culture and tourism office should prepare themselves to provide technical support to CTEs.

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Appendix 1: Household Survey Questionnaire

Part I: Socio Economic Profile

1. Sex ☐ Male ☐ Female
2. Marital status ☐ Married ☐ Single ☐ Widowed ☐ Divorced/Separated
3. Age _____
4. Education level _____
5. Including yourself, how many members of your household are currently living with you?
Male _____ Female _____ total _____
6. What is your main source of income for the household?

Agriculture	
Trade	
Sales of craft	
Daily wage	
Salary	

If others, please specify _____

7. Is agricultural income enough for your household? ☐ Yes ☐ No
8. If the answer to question number 7 is "No" please specify the reasons for its insufficiency?

Part II. Knowledge, Interest and Attitude toward CBET

9. Do you know what Community based ecotourism mean? ☐ Yes ☐ No
10. If your answer for question number 9 is 'yes', please write the major source of information? _____
11. Do you know that community based ecotourism is going on in your Kire? ☐ Yes ☐ No
12. What was your feeling when tourism was started in your locality? _____
13. Do you think you can survive without farming ☐ Yes ☐ No
14. Do you appreciate the coming of foreign visitors? ☐ Yes ☐ No
15. How do you feel when you meet foreign visitors?
☐ Happy ☐ Disturbed ☐ No Opinion ☐ Embraced ☐ Indifferent
16. Have you faced any resource ownership problem as a result of tourism development in your area? ☐ Yes ☐ No

Part III: Assessment of Community Participation in CBET

17. Do you think that community participation in tourism is important? ☐ Yes ☐ No
18. Do you engaged in any kind of tourism related work in the last 12 months? ☐ Yes ☐ No

19. If your answer for question number 18 is 'yes' in what type of tourism activities are you involved currently?

No	Areas of involvement	yes	No
1	Trading of souvenirs		
2	Producing souvenirs		
3	Guiding		
4	Employee in the community lodge		
5	Supplying mules		

If others, please specify _____

20. Do you sell any kind of product for the community lodge? ☐ Yes ☐ No
21. If your answer for question number 20 is 'Yes' please write the products that you used to sell to the lodge?
22. If your answer is for question number 21 is 'No', what was your reason for not participating?

No	Entry Barriers	yes	No
1	Lack of awareness		
2	Lack of financial and credit facilities		
3	Busy with farming		
4	Lack of market		
5	Lack of opportunity		
6	Lack of technical skill		

If others, please specify _____

23. Is there any initiative to make credit available for micro business activity in tourism in your locality? ☐ Yes ☐ No
24. Have you ever initiated or been allowed to initiate any ideas for the overall tourism development in your community? ☐ Yes ☐ No
25. Have you participated in monitoring and evaluation of the community tourism project?
☐ Yes ☐ No
26. Do you think that tourism development of the area give equal chance to woman's?
☐ Yes ☐ No

III. Perception of CBET Development

27. Have you noticed any security problem for the visitors? ☐ Yes ☐ No
28. Are you satisfied with government and NGOs community tourism plan? ☐ Yes ☐ No
29. To what extent do you think that the CBET works are effective for economic gain in the area?
☐ Strongly effective ☐ Effective ☐ No Opinion ☐ Ineffective ☐ Strongly ineffective

30. To what extent do you think that the CBET works are effective for environmental conservation of the area?
☐ Strongly effective ☐ Effective ☐ No Opinion ☐ Ineffective ☐ Strongly ineffective
31. To what extent do you think that the CBET works are effective for socio cultural development of the area?
☐ Strongly effective ☐ Effective ☐ No Opinion ☐ Ineffective ☐ Strongly ineffective
33. Have you notice any threat to culture in your area as a result of tourism? ☐ Yes ☐ No
If yes, please list down some
34. Have you notice any threat to economic condition in your area as a result of tourism?
☐ Yes ☐ No If yes, please list down some
35. Have you notice any threat to environment in your area as a result of tourism?
☐ Yes ☐ No If yes, please list down some
36. Do you made any change concerning the use of natural resources after the coming of tourism like on Housing, Cooking, etc ☐ Yes ☐ No
37. Do you think that the current institutional frame work is effective enough to sustain the community tourism development? ☐ Yes ☐ No
38. Do you think that the election system that is followed to select MCs is free, fair and periodic? ☐ Yes ☐ No
39. Please list down some of the challenges of tourism development in your area?
40. Is there any suggestion for sustainability of CBET in your village?

Appendix 2: Tourist Survey Questionnaire (SSPS analysis result)

1. Sex of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	10	47.6	47.6	47.6
	Female	11	52.4	52.4	100.0
	Total	21	100.0	100.0	

2. Mean Age

Mean	N	Std. Deviation
38.24	21	8.018

3. Where do you come from?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belgium	1	4.8	4.8	4.8
	France	2	9.5	9.5	14.3
	Italy	4	19.0	19.0	33.3
	Norway	1	4.8	4.8	38.1
	Uk	8	38.1	38.1	76.2
	USA	5	23.8	23.8	100.0
	Total	21	100.0	100.0	

4. Educational Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	College	2	9.5	9.5	9.5
	Postgraduate	18	85.7	85.7	95.2
	Others	1	4.8	4.8	100.0
	Total	21	100.0	100.0	

5. Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	10	47.6	47.6	47.6
	Single	8	38.1	38.1	85.7
	widowed	3	14.3	14.3	100.0
	Total	21	100.0	100.0	

6. Source of information about the CBET sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	friends	6	28.6	28.8	33.4
	Guide book	13	61.9	61.9	90.5
	internet	2	9.5	9.5	100.0
	Total	21	100.0	100.0	

7. length of stay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	for a day	1	4.8	4.8	4.8
	2-4	10	47.6	47.6	52.4
	5-10	10	47.6	47.6	100.0
	Total	21	100.0	100.0	

8. Have you experience any education in the tour?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	61.9	61.9	61.9
	No	8	38.1	38.1	100.0
	Total	21	100.0	100.0	

9. How do rate the image of the area before you come?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	4	19.0	19.0	19.0
	Above Average	10	47.6	47.6	66.7
	No Response	5	23.8	23.8	90.5
	Average	2	9.5	9.5	100.0
	Total	21	100.0	100.0	

10. How would you rate your experience in this area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	15	71.4	71.4	71.4
	Above Average	6	28.6	28.6	100.0
	Total	21	100.0	100.0	

11. How would you rate hospitality of the local community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	15	71.4	71.4	71.4
	Above Average	4	19.0	19.0	90.5
	No Response	1	4.8	4.8	95.2
	Average	1	4.8	4.8	100.0
	Total	21	100.0	100.0	

12. How would you rate accommodation facilities of the area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	7	33.3	33.3	33.3
	Above Average	13	61.9	61.9	95.2
	Average	1	4.8	4.8	100.0

12. How would you rate accommodation facilities of the area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	7	33.3	33.3	33.3
	Above Average	13	61.9	61.9	95.2
	Average	1	4.8	4.8	100.0
	Total	21	100.0	100.0	

13. How would you rate the customer handling?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	15	71.4	71.4	71.4
	Above Average	4	19.0	19.0	90.5
	No Response	1	4.8	4.8	95.2
	Below Average	1	4.8	4.8	100.0
	Total	21	100.0	100.0	

14. How would you rate the guiding service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	14	66.7	66.7	66.7
	Above Average	5	23.8	23.8	90.5
	Average	2	9.5	9.5	100.0
	Total	21	100.0	100.0	

15. Do you think that participation of community in tourism projects is good?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	100.0	100.0	100.0

16. Do you think that the community you visited is benefiting from CBET?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	100.0	100.0	100.0

17. Have you seen any evidence that local people are involved in ecotourism projects?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	100.0	100.0	100.0

18. Do you think that the development is environmentally sustainable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	20	95.2	95.2	95.2
	no	1	4.8	4.8	100.0
	Total	21	100.0	100.0	

Appendix 3: Interview Questions for two Staff of TESFA

1. When was CBET started in this area and how it is developed?
2. What is your organization role in the tourism development work?
3. Before the project was started, was there consultation with the community to determine whether they wanted the project or not?
4. What are the budget and funding sources?
5. Why is the project located in this area and not in another?
6. To what extent does the community have control over the development process?
7. How has the community become involved in the ecotourism industry?
8. Why are tourists attracted to your project area?
9. What marketing strategy and plan do you follow?
10. Do you keep visitors statistics?
11. Have you faced any problem with resource ownership like, land? How do you solve it?
12. Does tourism contribute for improvement of community livelihood?
13. Does the project promote conservation of natural resources?
14. Is there any mechanism adopted on the area to conserve environment? Like on construction of lodges, trekking routes, etc
15. Does the project promote cultural conservation?
16. Does the community experience any negative aspects associated with ecotourism? If so, please explain.
17. What are success factors for CBET development in Meket?
18. Do the community have the capacity to run the project if your organization stop its operation?
19. Is there any attempt to form close working relationship with tour operator?
20. Is there any short term training provided for the community? If yes could you list the areas of training?
21. How and when the monitoring is done?
22. What are the challenges that you faced in the due process tourism development?
23. What is your view to make the existing developments sustainable in the area?

Appendix 4: Interview Questions for the CTGE Member Guides

1. What are the most common complains raised by the tourists about the community tourism sites?
2. What kind of roles does your enterprise play on the development of CBET in the Meket Woreda?
3. Are there any trekking rules and regulations?
4. Have you taken any training on tour guiding? Is it Short or long term training? What topics are covered?
5. Have you faced any problem while you are guiding guests on the sites?
6. Please elaborate the current features of community involvement and participation in the community tourism?
7. What would happen on the community tourism sites if TESFA has cut off its support?
8. What is your role as an enterprise in ensuring sustainable tourism development in the Meket woreda?
9. What is your recommendation to make the current community based tourism development sustainable?

Appendix 5: Interview Questions for the MCs of CTHes

1. What is your position in community tourism development?
2. Please state the number of members in community tourism committees, their duties and responsibilities, time limit?
3. How you express females representation in the committee.
4. Is there any training that you take relevant to your position?
5. How many locals are employed and what positions do they hold?
6. Does the Community representative consult and inform the local community about its activities?
7. Do you have a benefit distribution plan?
8. Do you think that tourism in your village is really community-based?
9. Has Community tourism brought any developments in your village?
10. In your opinion, has the CBET improved rural livelihoods?
11. What would happen on the community tourism sites if TESFA has cut off its support?
12. Do you think that the community have a capacity to fully own and run the community tourism sites?
13. What are the challenges that you have faced in running and management of community based ecotourism development?
14. What should be done to better enhance the performance of tourism in your locality?

Appendix 6: Checklist for FGDs

1. What are the challenges in undertaking CBET in your locality?
2. What kinds of solutions are made to the possible challenges?
3. What are the roles of community in CBET?
4. What interventions are there by the government?
5. Do you think that the CTHE can sustain if TESFA stop its operation?
6. What kinds of negative and positive economic challenges are happen in your locality as a result of CBET?
7. What kinds of negative and positive Socio-cultural challenges are happen in your locality as a result of CBET?
8. What kinds of negative and positive environmental challenges are happen in your locality as a result of CBET?
9. What should be done to promote and sustain CBET in effective manner?



DECLARATION

I, the undersigned, declare that the thesis is my original work, has not been presented for a degree in any University and that all sources of material used for the thesis have been duly acknowledged.

Declared by:

Confirmed by:

Name: _____

Name: _____

Signature: _____

Signature: _____