



**ADDIS ABABA UNIVERSITY COLLEGE OF
DEVELOPMENT STUDIES INSTITUTE OF REGIONAL AND
LOCAL DEVELOPMENT STUDIES**

**EFFECTS OF ECOTOURISM ON LIVELIHOODS OF
LOCAL COMMUNITY AND THE ENVIRONMENT:
THE CASE OF WONCHI**

BY: ADUGNA FEYISSA

July 2009

Addis Ababa

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**A Thesis Submitted To Institute Of Regional And Local Development
Studies Of Addis Ababa University in Partial Fulfilment Of The
Requirement For The Degree Of Master Of Arts In Regional And Local
Development Studies**

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**In memory of my late father who always wanted me to, in his very
words, “be a man!”**

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ACRONYMS

| | |
|----------------|---|
| AT | Alternative Tourism |
| ATLU | Average Tropical Livestock Unit |
| CDF | Community Development Fund |
| CMT | Conventional Mass tourism |
| C&TB | Culture and Tourism Bureau |
| C&TM | Culture and Tourism Minister |
| DA | Development Agents |
| FDRE | Federal Democratic Republic of Ethiopia |
| FGD | Focus Group Discussion |
| FTC | Farmers Training Centre |
| GTZ | the Deutsche Gesellschaft für Technische Zusammenarbeit |
| GDP | Gross Domestic Product |
| GNP | Gross National product |
| HH(s) | House hold(s) |
| LDCs | Least Developed Countries |
| M.a.s.l | Meter above sea level |
| M ² | Square meter |
| NGO | Non Governmental Organization |
| Non-WETA | Non Wonchi Ecotourism Association members |
| TLU | Tropical Livestock Unit |
| UNWTO | United Nations World Tourism Organization |
| WETA | Wonchi Ecotourism Association |
| WTO | World Tourism Organization |

Abstract

Evidences show that ecotourism has fallen in many places short of its espoused benefits. It induced at destinations little or no livelihood gains, imposed environment damages than helped it conservation, and exacerbated income variability than realized the objective of assisting the impoverished and disadvantaged sections of local communities. Some even label ecotourism as mass tourism under new disguise. This study sought to examine the positive as well as negative effects ecotourism has both on community and environment at around Wonchi Crater Lake located in Wonchi wereda, in South West Shoa Zone of Oromia Region, where ecotourism has been taken as instrumental of creating alternative livelihood basis for local community and help preserve the pristine environment which is under increasing population pressure. Given the exploratory nature of the study qualitative design with basic quantitative analysis was applied. Structured interview, Focus Group Discussion, Key informant interviews, and observation were the main instruments of inquiry employed in the study. The study analysis was conducted using primary data obtained from 122 sample households selected through systematic random sampling from Haro Wonchi kebele. Descriptive statistics and statistical analysis (Measures of central Tendency, Correlation, Regression and Chi-Square) were used to describe and test statistical significance of variables that influence sample households' direct benefit from ecotourism. The research result has shown ecotourism though positively affecting the lives of 20% of local community in terms of income and livelihood diversification the intended effects are too small to ecotourism serve as an alternative occupation. Direct benefits obtained as a result of participation in ecotourism related activities are not fairly distributed among residents. Environmentally ecotourism proved to have contributed nothing as of yet. No mechanism of soil or forest conservation is introduced, settlement is expanding in the previously preserved areas, the existing forest cover is under destruction for new farmland and commercial and domestic consumption of fire woods, and lake water is retreating as result of siltation from steep slope farming. Underpinning this all is the absence of strong formal institution that ensures both justifiable benefits distribution and the protection of natural resources. The implication of this to policy makers is that ecotourism should be founded on responsible strong institution which will refrain from pursuing the interest of few community members to be viable business. Moreover, it implicates that there should be mechanism by which a close supervision over such sites by government bodies is conducted. The case considered here has evidenced well that if not regulated common resources could be exploited beyond limit by few elites at the expense of the impoverished majority.

Chapter One

Introduction

1.1 Background

Tourism, with 903 million tourists travelling every year globally, has become one of the major deriving forces of the world economy (UNWTO, 2008). Tourism specifically, conventional tourism until recently often advocated as a means to solve developmental bottle necks of developing nations. This sector of the economy is often identified as a diverse and decentralized industry, which is believed to affect several sectors of local economies because it is 24 hours a day, 7-days a week, labour intensive business and generates multiple employment opportunities across sectors and for every section of a society (Wearing and Neil, 2000).

However, conventional tourism, which some termed it as “mass tourism” brings many problems along (William and Shaw 1994, cited in Hall and Lew, 1998). The essence of mass tourism, being driven, controlled and owned by forces outside of communities of the destination areas, it lacks creating sustainable employment (non-seasonal employment). Moreover, degradation and depletion of indigenous environment are some of the complex dire impacts of mass tourism (Wearing and Neil, 2000; Rowe et al., 2006).

Mass tourism which is a form of mass consumption (William and Shaw 1994, cited in Hall and Lew, 1998) is therefore, modified and took the form of more individualized and flexible types of tourism such as ecotourism, cultural tourism, green tourism, and adventure tourism. Ecotourism as an alternative form of mass tourism, which has acquired broad popularity as of 1990, (Tisdell, 1997; Cvetich and Scores, 2007) is considered by many countries of the world as a remedy to the threats mass tourism poses on environment and its inability to meet livelihood needs of indigenous population (Tisdell, 1997; Hall and Lew, 1998; Wearing and Neil, 2000; Rowe et al., 2006).

This relatively new sub sector of tourism has been given a due recognition in Ethiopia, though very recently, with the official establishment of new eco-lodges and community based ecotourism sites at various locations such as Langanano, Abyata and Shala Lakes, Sodare, and Awash National Park area.

Wenchi area community based ecotourism that has come into being only before seven years is one of such initiatives. It is located in Oromia Regional state, South Western Showa Zone, Wenchi Wereda at around Wenchi Crater Lake, which is the area of emphasis of this study.

As it is the case with community based ecotourism initiatives alike, Wenchi area community based ecotourism was launched with aim of minimizing the pressure on local natural resources and improving welfare of local community through generating sustainable means of livelihoods from ecotourism related activities. Having performed for over seven years it is about time to investigate the experiences obtained from this community based economic benefit and environmental protection targeting undertakings. In this study, therefore the major theme is to identify the effects this community based ecotourism initiative has brought on both livelihoods of local community and the environment.

1.2 Statement of the problem

Given the country's unique long history of political independence on the continent of Africa, its magnificent diverse culture, and breathtaking scenic beauty of its landscape bestowed with rich biodiversity, and its huge land size, Ethiopia should have been one of the leading tourist destinations in Africa (Schwenk, 2002). When compared to countries in its region such as South Africa, Morocco, Tunisia, and Kenya, few of Africa's leading tourist destination countries, Ethiopia has not yet tapped in its potential in tourism. The country, for instance, has managed only to attract 303,000 international tourists during the year 2007 (UNWTO, 2008). This size of tourist arrival may be taken as the highest ever the nation could have attracted. However, when weighed against South Africa's 9 million international tourist arrivals during the same period, or against Kenya's 1.6 million during year 2006, implies not only the tourism industry of country is still in its infancy stage, but calls for designing viable mechanisms of developing the sector.

Ecotourism, as the major sub-sector of tourism, is one such means of diversifying the tourism industry. The recognition of ecotourism in Ethiopia, though it is the fastest growing sub sector (20%-34% per year) of the industry (TIES, 2005), is a recent phenomenon. To be more specific community based ecotourism was only introduced during 2003/2004 following the study of ecotourism potential in Wenchi Area conducted by GTZ in 2002.

However, ecotourism as a recent segment of tourism industry is the area that has not been well studied. Subsequently few studies that have been carried out are area specific as

ecotourism project itself is. Majority of the limited number of studies undertaken have been conducted in localities where either ecotourism is operational or planned to operate. Stone (2002) looked in to the aspect of ecotourism and community development in Hainan, China taking the cases of two national forest parks. Himberg (2006) also assessed the issue of community based ecotourism as sustainable development option in Taita Hills of Kenya. Study of similar nature was also carried in Kenya by Ogutu (2002) which has stressed on the impacts of ecotourism on the livelihood and the natural resource management in Eselenkei-Amboseli Ecosystem. The areas of studies of these researches are more or less areas officially designated as nature parks or ecotourism parks. Their management and structure are of either government or private investors in which local communities' roles are limited. The context of examining the livelihood and environmental impacts can not be the same with the study area of this papers' concern. Likewise case studies done in Jamaica and Papua New Guinea by West and Carrier (2004) happen to focus on the anthropological approach should be considered than strictly finding out what livelihood and environmental effects ecotourism could result. Wondifraw (2007) also attempted to see Community Based Ecotourism Impacts: the Case of Adaba Dodola Protected area of Bale zone whose main emphasise, without looking into what is happening to the natural resource, was on finding out what impacts were there on lives of the local community.

However, in Ethiopia, it can be said that tourism as broad industry itself is an area in which least study is conducted. When it comes to the ecotourism segment since its introduction is a very recent experience lacks the focus of academic community. Essentially the prospect of ecotourism in Ethiopia on one hand the non researched nature of the area on the other hand calls for more studies to be done so that future ecotourism pertinent decisions made in the country could be based on scientific information.

Regarding the study area, Wonchi area community based ecotourism was initiated with two pronged objectives (Schwenk, 2002). It was basically aimed at creating alternative non-agricultural income for the local population and easing the burden on the local ecology and encouraging conservation of the natural resource base of the area. Moreover, it was speculated that the introduction of ecotourism in this study area would come with diversified non-farm employment opportunities to enable the rapidly increasing population of the area earn a better living. Simultaneously with minimal impact of ecotourism by its nature it was intended that the highly rugged and eroded resource of the area could be spared to recover as profound awareness towards preserving natural resource is created with the business.

Yet, the local community is not fully taking part in the business. The potential return from employment is limited to a small percentage of local community of the male youth elements of that rural society. Lack of diversification of economic activities aimed at exploiting the potential of tourism, except incomes from horse rent, boat transport and gate fee, is also observed.

Environmentally also the inflow of weekend tourists in several hundreds which used to be some 50 to 100 nearly a decade ago has exacerbated the pressure on the already fragile environment. Currently different sources point out the weekly tourist arrival is more than 400 people. Oromia Culture and Tourism Bureau record reveals more than 9000 tourists have visited the site last year alone. The introduction of tourist trails up and down the hills where the remnant natural forest has been well preserved up to date contributed to increased erosion and the barren land has been reported as being exposed to more destructions. The construction of dry weather road down the hill to Lake Wonchi is the cause of dust pollution to an area used to be relatively clear; more gully erosion was also caused by both the trails and vehicle roads. The unmet expectations of the local community from the ecotourism activity have been also the cause for less regard to the preservation of the local natural resource.

Generally, the short fall of this community based ecotourism in creating direct and indirect job opportunities as much as expected, its inability of triggering the creation of micro and small enterprise, and the lack of justifiable generation of income among local community members of the study area worth the attention of researchers. In spite of favourable effects ecotourism was expected to bring to the local environment of Wenchi the disturbance ecotourists cause in the form of air pollution by increased dust cloud, soil erosion, litter droppings in a relatively clean landscape, more pressure is placed on the local ecology through augmented food consumption, water and energy needs of residents, a case which has prompted the researcher to consider this study and fill the theoretical and empirical gap existing in this respects.

1.3 Objective of the Study

1.3.1 General Objective

The overall objective of the study is to examine whether community based ecotourism activity in Wenchi Crater Lake area has benefited the local community and local environment

as was intended. It aims also at identifying the adverse factors that play against obtaining maximum welfare of residents and environmental benefits from ecotourism.

1.3.2 Specific Objectives

The study is undertaken to attain the following specific objectives:

- Assess the overall livelihood diversification of the local people as a result of the introduction of ecotourism in the area.
- Identify the number of jobs and the favourable situation for household income growth ecotourism has created and the proportion of that community benefiting from ecotourism.
- Examine improvement of infrastructure and other social services that have effect on both the people and the environment.
- Find out the measures local community has been taking to preserve the local natural resource.
- Identify the positive and negative effects of ecotourism on natural environment such as on the general vegetation cover, natural forest, lake water, and farm land.

1.4 Research Questions

This study sets itself to answer the following specific questions.

- 1) What alternative economic activities have been created for the local inhabitants other than the traditional farm activities?
- 2) How many and what types of job opportunities ecotourism made happen?
- 3) Which social and Economic infrastructure improved in the area?
- 4) Are the local community conserving/ protecting their environment from destructive human activities.
- 5) What are the negative and positive effects of ecotourism activity on the environmental resources of Wonchi area?
- 6) Do local people involve in and benefit equally from ecotourism? What is the gender and age wise variation of involvement?

1.5 Significance of the study

Hence, the outcome of the study on the effects of ecotourism on livelihood and environment would provide researchers, policy makers and implementers, tourist developers alike with

prevailing information on the relationship between ecotourism–community livelihood–environment. Moreover it is supposed to find out factors affecting the development of ecotourism in the context of the locality for which policy promotions are to be carried out by the concerned bodies such as federal offices and regional bureaus, wereda and kebele administrations.

1.6 Scope of the Study

This study is about the effects of ecotourism on the livelihoods of local community and the environment. It intended mainly to identify the favourable and negative effects ecotourism causes on both livelihood and environment. Thus it is limited to areas around Wonchi Crater Lake– i.e. in Haro Wonchi kebele.

1.7 Limitation of the study

Effects on environment were assessed only based on the interviewees' opinion and own observation since financial problem was the constraint to apply analysis of land use and land cover images of the area, which would has provided an objective perspective to the study. The study may produce different result given that different methodology is applied.

1.8 Organization of the Thesis

The thesis is organized into five chapters. The first is introduction which has seven subsections. Background, statement of the problem, objective, research question, significance of the study, the scope of the study, and limitations of the study are part of the introduction section. Chapter two entails review related literatures and conceptual framework. The third chapter is about description of the study area and methodology. Fourth chapter is all about results and discussion in which the livelihood and environmental out comes of ecotourism are described. In the last chapter summary of major findings, conclusion and recommendations of the study are presented.

Chapter Two

Review of Literature

2.1. Definition and Concepts of Tourism

2.1.1. Definition

Today's fast growth and spread of tourism may wrongly imply that the term is well known. However, tourism, as several scholars agree, is a sector of an economy which has not yet obtained one single definition of its own. This in turn may influence the way how to approach when studying the sector. Tourism, as it is the case around the world, is 'a widespread and ubiquitous aspect of an economy': that it is rare that people from every corner of the world that do not recognize tourist every day in their vicinity. And yet tourism remains a term that is susceptible to diverse interpretation (Sharpley, 2006).

According to the same author tourism could be defined from two main groups or classifications of definitions—*technical* and *conceptual* definitions. Technical definition of tourism interprets tourism as the activity of a tourist defined as some one who travels for 24 hours or more out side his country of residence. In this definition the types of travellers indentified are those who travel for business, for pleasure, health or other purposes. Also includes those who stay in destination area for less than 24 hours which are known as 'excursionist'.

Conceptual definition of tourism given from anthropological perspective sees tourism from the person that is perceived to be a tourist. Therefore tourism is simply an activity undertaken by a person at leisure that also travels.

Page and Dowling (2002) defined tourism more or less similarly as 'the temporary movement of people to destinations outside their normal home and work place, the activities undertaken during the stay and the facilities created to cater for tourist needs. This definition attempts to separate the term *tourism* from related terms such as *recreation* and *leisure*. Recreation is any pursuit of entertainment one engages in during his/her leisure time, while leisure is the time available to an individual when work, sleep and other basic needs have been met.

Tourism is a complex activity which may not be explained from one perspective alone for it touches upon multiple issues as environment, development, social and economic aspects in which it operates. Tourism generally could be defined as both social and industrial activity. It is *social activity* because as Sharpley (2006) put it, if people had neither the ability nor the desire to travel from one place to another, tourism would not exist. Tourism as a social activity involves individuals who travel within their country or internationally where in doing so they interact with other people and places to where travellers carry with them and exchange their cultural values and experiences. It is an *industry* also because if it does not provide different service to tourists then tourism would have not existed.

Evolution and Concept of Tourism:

Whether defined technically or conceptually, socially or industrially, it is well-known that tourism as social phenomenon has assumed its present shape or structure after following different paths. Although tourist boom has been experienced as of 1950s which makes the industry a phenomenon of post World War II, tourism had been around for long. As has been pointed out in Youell's (1998) work and Steelman in Oriordan (2002) the ancient Greeks and Romans were the first people to experience the benefits of leisure and travel. At around 776 BC for example, the Greeks had hosted international visitors during the first Olympic Games. Evidences of public building where urban populations could spend their leisure time and extensive road networks developed by the Romans are the testimonies of faster and convenient travel for both business and leisure purposes (Youell, 1998). This economic sector which has flourished across millennia today accrues huge economic benefit to almost all countries of the world. According to WTO (2008) nearly eighty countries have earned more than US\$ 3 trillion revenue which is about 11% of the gross world product.

World Tourism Organization of the UN (2008) says tourism is becoming one of the fastest growing economic sectors. Over the past six decades (1950-2007), with the growth of international tourist arrivals from 25 million to 903 million, which is estimated to reach One billion international tourist arrivals by 2010, is generating 12% of world Gross National Product (GNP) and 8% of all jobs, (Newsome, et al, 2006). At annual growth rate of 4% tourism will continue to be one of the dominant economic sectors. According to Youell (1998) the number of international tourist arrivals increased more than 20 fold between 1950 and 1995.

The growth of the industry is related to various major socio economic and technological changes world wide (Youell, 1998'). These include the profound changes because of industrial revolution of the eighteenth and nineteenth century, the influence of steam power, the development of seaside resorts among wealthy minorities of the Western society coupled with the development and expansion of rail ways. Moreover, the economic boom immediately after second World War which had laid foundation for travel and dramatic growth in domestic as well as international tourism, the development of jet aircraft as a result of rapid advance in aircraft technology, and the increasing pace of development to the twenty first century are factors have much to do with fast growth of tourism. Because of the economic prosperity that tourism can generate today several of developing nations have opened their market to tourism (Wondifraw, 2007).

Of course to take advantage of economic benefits from the sector is not the only reason why more and more countries have to attract the industry's development. According to Youell (1998) some countries have used tourism for political purposes. Governments may encourage the development of tourism to further their political objectives such as to enhance the acceptance of a given regime (Spain's Franco Regime), to obtain political sympathy and boost national morale as in the case of Israel or for 'softer' political reasons such as to change the image or the perception of a country as it is the case in many African countries.

However, the nature of development of international tourism is a subject of debates. According to Harrison (2001) there are at least three contending views as to driving causes of international tourism. First, the view that tourism can ensure wealth transfer from richer western nations to less developed poorer countries in the south.

This view, derived from modernization theory, signifies the role of tourist as 'modern man' helping the development of arts and crafts in tourist receiving countries. 'Tourism', as it is the central theme of the theory is seen as 'a form of modernization, transferring capital, technology, expertise and *modern* values from the west to Least Develop Countries'. This is the view that perceives tourism as a means of redistribution of property to poorer countries of the world.

Second, the view that critical of tourism as a *modernization*, suggests that it is a mixed blessing. Tourism brings wealth but equally exacerbates the poor-rich gap with in the receiver society. Therefore, like any other economic activity tourism needs to be run (or at least

closely controlled) by the state for the reasonable benefits of its nations. This kind of view was held by those countries run by socialist states.

On third paradigm the nature of tourism is observed from the point of view of its environmental effect. The concept of sustainable tourism which emerged from the environmentalists discourse promotes the need for looking for alternative tourism which is environment friendly. Ecotourism perhaps, is the best segment of sustainable tourism.

2.1.2. Types of Tourism

In order to fully understand the topic area of the study it has a paramount importance to discuss the typology of tourism. Since several concepts of tourism appear in literatures wrapped up or coined with the term tourism it always creates uncertainty among readers. Consequently scholars in the field have attempted to distinguish tourism in to different typologies. Foster (1985) for instance enumerated five types of tourism: The first is *Recreational tourism*. This is the type of tourism which most of people have in mind when the term tourism is mentioned. It involves mass-and-popular-package tours. Tourists of this type are of substantially larger group; seek mainly sun-sea-sand and fresh air or sporting activities of various kinds. Such tourists travel primarily for change and rest.

The second tourism type is *cultural tourism* the aim of which is to experience new cultural activities. This can be staged on rural, peasant (primitive) areas or be based in towns offering special cultural activities (e.g. folklore, art, music, etc.). A kind of visit to heritage locations, museums, cathedrals, monasteries and so on form the *Historical Tourism* type. The fourth type of tourism is the so called *Ethnic Tourism* which involves contact with unusual or quaint customs in remote areas; it could be visiting the family's country of origin and relatives or friends. Finally there is *Environmental Tourism* which involves a visit to remote and 'pure' environment by higher income groups since the travel to remote places such as these involves substantial expenditure (Foster, 1985).

Depending up on the perspectives from which the term is understood there are more classifications of tourism. One such classification is that the division of tourism in to mass tourism and alternative tourism types (Wearing and Neil, 2001); all tourism comprises either mass tourism or alternative tourism (Page and Dowling, 2002).

As opposed to conventional mass tourism (CMT) which has prevailed for some time alternative tourism (AT) is a new type of tourism. Alternative Tourism types fall under broad

and flexible categories that have one feature in common – they are alternatives to CMT. That is to mean that they are not associated with mass-large scale tourism but are essentially small scale, low-density, dispersed in non urban-areas, and they appeal to special interest groups of people with mainly above average education and with relatively high disposable incomes. Tourism activities such as cultural, educational, scientific, adventure, green and agri-tourism with rural, ranch and farm sub-set (see figure 2.1. and Table 2.1) could be distinguished as AT types (Rowe et al., 2006; Wearing and Neil, 2001).

According to Wearing and Neil (2001), alternative tourism is distinguishable from mass tourism types by several characteristics:

- *The attempted preservation, protection and enhancement of the quality of the resource base which is fundamental to tourism itself.*
- *The fostering and active promotion of development, in relation to additional visitor attractions and infrastructure, with roots in the specific locale and developed in ways that complement local attributes.*
- *The endorsement of infrastructure, hence economic growth, when and where it improves local conditions and not where it is destructive or exceeds the carrying capacity of the social environment whereby the quality of community life is adversely affected.*
- *Tourism which attempts to minimize its impacts upon the environment, is ecologically sound, and avoids the negative impacts of many large scale tourism developments undertaken in areas that have not previously been developed.*
- *An emphasis on not only ecological sustainability, but also cultural sustainability. That is, tourism which does not damage the culture of the host community, encouraging a respect for the cultural realities experienced by the tourists through education and organized encounters.*

From the above depiction of alternative tourism it is possible to not only establish relationship between alternative tourism and ecotourism but also use the terms alternatively since both are basically linked to the purpose of learning as well as protecting the natural environment with in which these activities take place.

However, line of variation can still be drawn between AT and ecotourism as has been pointed out by several authors. That is, all nature based small scale tourism types could be identified as alternatives to the mass large scale types of tourism, but does not necessarily mean they are all ecotourism types. A case in point is adventure tourism which encompasses outdoor and wilderness recreational tourism activities such as hunting, shooting, hiking and fishing. These types of tourism are distinguished from ecotourism and the traditional outdoor

recreations in that the extent of care or attention given to environment is limited though they are planned, deliberate means of recreations.

Adventure tourism types also differ specially from ecotourism in that they involve risk where travelling is to and in these sites is set as challenge to the tourist as opposed to ecotourism where awareness creation about the existence of site itself and limited consumptive activities are the principal features. In adventure tourism the individual will always face increasing risk as his/her physical participation is eminent. Moreover, since the main objective of taking part in such type of tourism is the pursuit of personal pleasure neither the process nor the participant care what happens to the host environment as well as community. Hill walking, horse riding, hot air ballooning, caving, mountain biking, rock climbing, skiing, and skydiving are some of the types of adventure tourism (Rowe, et al., 2006).

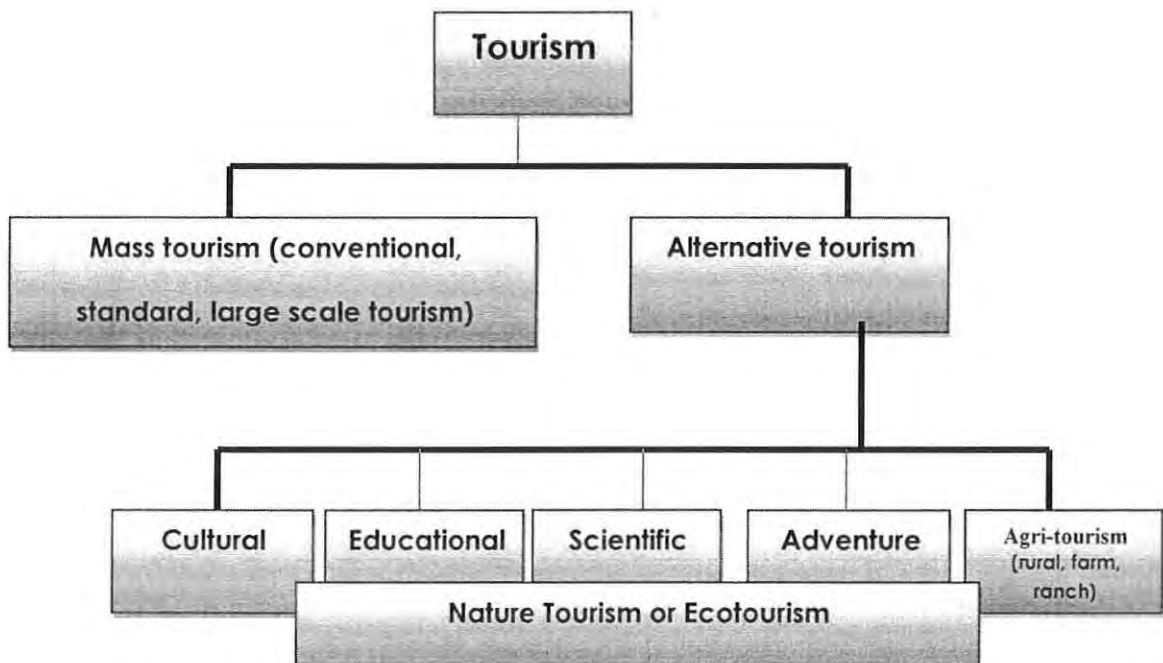


Figure 2.1 Classification of tourism into mass and alternative tourism or nature based tourism types. Source: Miczkowskei , 1992 cited in Wearing and Neil, 2001)

In Page and Dowling (2002), for instance, tourism could be seen under two broad categories, namely conventional Mass Tourism and Special Interest or Alternative Tourism. Special Interest or Alternative Tourism, according to these authors, is sub tourism category classified into *natural, cultural, event, other* tourism types.

Natural tourism entails nature based tourism types such as adventure tourism and ecotourism, while cultural tourism is about heritage and religious tourism types. Event tourism is to mean social events such as sports, festivals and carnivals, where other tourism categories include farm, educational and sex tourism types (Page and Dowling, 2002).

In identifying the typologies of tourism one should not overlook the unity and distinction between mass tourism and ecotourism. In classifying ecotourism as the sub-sector of tourism numerous works have identified similarities and differences between CMT and Ecotourism. Some differentiate between the two by the magnitude of people they cater to while others from their objectives' point of view. Rowe et al, (2006) compared mass tourism and ecotourism as follows:

Table 2.1 Mass tourism and Ecotourism compared and contrasted adopted from Rowe et al, 2006

| Mass Tourism | Ecotourism |
|---|---|
| <ul style="list-style-type: none"> • No Designation or seasonal activity | <ul style="list-style-type: none"> ▪ Designation and seasonal environmental assessment |
| <ul style="list-style-type: none"> • Active consumption activity without replacement and assessment | <ul style="list-style-type: none"> ▪ Resource replacement and close watch on preservation |
| <ul style="list-style-type: none"> • Non-guided tours and no monitoring of tourist activity | <ul style="list-style-type: none"> ▪ Guided tours and frequent monitoring |
| <ul style="list-style-type: none"> • No information or education is given to the host community or tourists on environmental practices | <ul style="list-style-type: none"> ▪ Briefing campaigns and education for the host community and tourists on good environmental practices |
| <ul style="list-style-type: none"> • Tours without stressing the importance of the environment | <ul style="list-style-type: none"> ▪ Tours with local guides who will be educating and briefing responsible travellers |
| <ul style="list-style-type: none"> • No just distribution of economic benefits and lack of cultural preservations | <ul style="list-style-type: none"> ▪ Tourism gains used to preserve cultural heritage and locals, and distributed fairly to the host community |
| <ul style="list-style-type: none"> • No efforts to preserve the national identity of locals | <ul style="list-style-type: none"> ▪ Efforts made to enhance and conserve the identity of locals |

2.1.2.1 Emergence and Development of Ecotourism

The notion of ecotourism emerged as many claim simultaneously in Latin America and Africa two or three decades back (Honey, 1999). Today ecotourism is seen universally as a tool benefiting fragile ecosystems and local communities. In various scholars' works (Place, 1992 cited in Hall and Lew, 1998; Butler, 1990 cited in Munasinghe and McNeely, 1994; Rowe et al. 2006) the credit is given to *Ceballos-Lascurian* who is said to be the first to coin

the term in 1983, though Honey (1999) quoting experts reported the term was originated in Kenton Miller's pioneering 1978 work on national park planning in Latin America. Miller, according to Honey, argued in the definition of ecotourism that development must integrate biological consideration with economic, social, political factors to meet both environmental and human needs. It was then that the concept of "ecodevelopment" and ecotourism emerged and entered quickly the debate on sustainable development (Honey, 1999; Page and Dowling 2002). Ceballos-Lascurian, however, is identified in numerous writers' works (West and Carrier, 2004; Spenceley, 2003; Page and Dowling, 2002) as one of the writers who popularized ecotourism. He defined ecotourism as:

...tourism that consists in traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying admiring, the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas, In these terms, nature-oriented tourism implies a scientific, aesthetic or philosophical approach to travel...The main point is that the person who practices ecotourism has the opportunity of immersing himself/herself in nature in a manner generally not available in the urban environment. (Ceballos-Lascurain, 1998 cited in Page and Dowling, 2002)

Similarly others defined ecotourism as "travel for the discovery of and learning about wild natural environment" (Stone, 2002). In their definitions some distinguish ecotourism from nature-based tourism type in that the former should be small-scale tourism with limited negative impact, whereas the later is not defined by scale but rather by its focus on nature. Some call it "the tourism of the future" from the point of view of that much hope and optimism is put on ecotourism to bring great social, environmental and economic changes related to other tourism types (Heher, 2003). Butler, 1990 (cited in Munasinghe and McNeely, 1994) mentions ecotourism as related to terms such as "nature oriented tourism", "green tourism", "alternative tourism", "adventure tourism", "rural tourism", and even "anti tourism". However, he proved later none of these can replace nor could be catchy term as ecotourism is. According to Butler (1990) to finally appear with more comprehensive definitions the term has to first bear rather narrower meanings such as "travel to enjoy and appreciate nature" , "green or "responsible tourism", any recreational activity in natural surroundings" (Rowe et al. (2006) .

As it is the case in the rest of sub sectors of tourism, ecotourism has a close and shaping relation with the natural, socio-cultural and economic realm of places (Meethan, 2001; Harrison 2001). Rowe, et al (2006) elaborated diagrammatically (Figure 2.2) the role and interrelationship ecotourism has with the economy, socio-culture and the environment.



Figure 2.2 a graphical model of linkage ecotourism has with economic, environmental and socio-cultural aspects, (Source: Rowe et al., 2006)

A similar meaning offered by Wearing and Neil (2001), suggests that ecotourism should include four important components to be fully understood. These include ecotourism is as travel from one location to another should be a travel to undisturbed or protected natural area. Secondly, an activity of tourism to be considered ecotourism it needs to be nature-based tour. Activities such as-business travel, travel to cities, conventional beach holidays and sporting holidays cannot be considered as ecotourism. Because these types of activities fail to focus on an experience based on natural environment of the area visited. Third component that sets rightly the definition of the term according to these authors is that it should be a conservation-led by nature. As ecotourism has emerged as a result of increasing global concern for disappearing ecosystems and cultures from the impact of conventional tourism ecotourism with the notion of conservation should be contributing to a sustainable future of the visited locality. The fourth idea is that ecotourism has an educative role. In ecotourism activities of a great emphasis is placed on “nature appreciation, education and interpretation through the explanation of inter-relationship of natural phenomena” (Wearing and Neil, 2001).

A succinct definition provided by The Ecotourism society as mentioned in Honey (1999) “*ecotourism is a responsible travel to natural areas that conserves the environment and*

improves the well-being of local people" (italics added). In each definitions of the term what seems to be consistent is that that the emphasis on the travel to natural places. In many instances however, ecotourism is increasingly defined to include aspects of resource conservation and the improvement of local host community (Page and Dowling, 2002). For this study, however, the specific definition given above by The Ecotourism Society is adopted.

Such nature based tourism is promoted and favored by environmentalists who have become cautious of the impacts of mass tourism on destination areas (Youell, 1998), Ecotourism, as Place, (1992, cited in Hall and Lew, 1998) puts it, is a 'win-win' development strategy, for it addresses both sides of development-environment and the need for development of local ("rural") population. It integrates development with biodiversity (Honey, 1999). Hence, the following illustration of ecotourism may provide clearer meaning to the term.

...One alternative proposed as means to link economic incentives with natural resources preservation is the promotion of nature tourism. With increased tourism to parks, reserves and isolated natural sceneries, which are often located in rural areas, the populations surrounding the protected areas can find employment though small-scale tourism enterprises. Greater levels of natural tourism can also have a substantial economic multiplier effect for the rest of the country. Therefore, tourism to protected areas demonstrates the value of natural resources to tourists, rural populations, park managers, government officials and tour operators.

(Place, 1992 cited in Hall and Lew, 1998)

In line with the above assertion it has been stated that ecotourism, most distinguishably from conventional tourism sectors, is a principle bound tourism and travel activity which the visitors and local communities need to observe. As Rowe, et al., (2006) point out those who are implementing and participating in ecotourism activities expected to adhere to the eight often mentioned ecotourism principles. These include:

- Minimize impact
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts

- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people
- Raise sensitivity to host countries' political, environmental and social climate
- Support international human rights and labor agreements.

Ecotourism as one of the approaches of sustainable tourism aims at careful management of attractive but highly fragile environment (Bramwell and Sharman 1994, cited in Hall and Richards, 2000). Hence, such approach is called sustainable development through development-led tourism where the primary concern is given to the maintenance of high quality environmental/ cultural resources simultaneously ensuring the full benefit of the locality from the industry.

In this regard Himberg (2006), summarizes the characteristics of ecotourism as its focuses are eco-activities, cultural experiences, rural experiences, and involves natural element, minimum environmental impact and cultural sensitivity. She farther identifies ecotourists themselves as soft and hard ectourists based on their motivation, attitudes and behavior.

Hard ecotourists are those tourists characterized by their deep biocentric and commitment to environmental issues. Such ecotourists have deep interaction with the natural environment and belief in one's activities in enhancing the resource base of the locality. They do not care or like whether or not fancy on-site services are fulfilled and like to travel in small group.

Soft ecotourists on the other hand are those group of tourists identified mainly as having anthropocentric attitude. This group's commitment to environmental issues and desire to engage with the nature is not as deep as that of hard ecotourists. For such ectourists ecotourism is only one component of multi-purpose trip and they do not mind traveling in large group and prefer being supported by accommodations such as eating facilities and parking lots (Himberg, 2006).

2.1.3 Contribution of Tourism to Development

Tourism's recognition as the new form of industrial revolution in many countries may underline the important role this economic sector is playing in development. As a smokeless industry tourism provides service sector employment, revenue and the multiplier effect to the rest of sectors of the economy. Youell (1998) points to tourism as being the major contributor

to global economic development. Between 1984 and 1994 receipts from international tourism have achieved growth rates in excess of exports of commercial services and merchandise exports. Revenues from international tourism grew by 12% while from the remaining sectors increased only by less than 10% WTO data also indicates that there were rapid sustained tourist arrivals and receipts over the last 40 or so years (WTO, 2008). That is why an increasing number of countries in the world are relying heavily on receipts from tourism for their economic and social wellbeing. According to Page and Dowling (2002), tourism is applauded for its ability to develop and transform a given region including a country into a completely different setting.

Rowe et al. (2006) summarized socio-economic impact of tourism as both positive and negative. The presence and development of tourism in a given place or a country results in the positive effects such as increased income, increased employment, improved infrastructure and multiplier effect. Income increases as the sector brings in much needed foreign capital to LDCs. The income that flows in as a result of tourism contributes to the balance of payment, aid economic development, and increases revenue from tax and broadens the business base for the commercial providers. Increased employment is what countries forge for and what tourism is capable of providing since the sector encourages small and medium sized enterprises creating direct and indirect job opportunities. With the introduction of tourism it is eminent that new transport facilities (principally airports and roads) adequate water supplies and the provision of power and telecommunication will be realized. Also tourists spend money in the host places which usually circulates within the local economy supporting the existence as well as expansion of various small and medium businesses (WTO, 2008, Rowe et al, 2006).

The harmful economic effects of tourism can be expressed in terms of increased living costs in the host places with price rises simply because of wealthier foreign visitors who can afford to pay more than local residents for products and services. Local property and land prices may also increase after tourism development as they become too expensive to local buyers since with tourism financially better investors are ushered in. Moreover, it results in the decline of traditional employment opportunities as investments shift from the traditional industries such as agriculture and fishing to tourism. The seasonality of employment in tourism leaves the local labor force vulnerable to a never improving living condition (Rowe et al., 2006).

Moreover, tourism due to several reasons can be taken as a remedy to economic development, particularly of Least Developed Countries. Tourism is seen as the fastest track to development for poor countries, regions, towns and cities (Novelli et al., 2006). Countries such as Ethiopia can accrue unprecedented benefits from this sector because tourism is a kind of economic activity that the products of the sector are consumed at the point of production. Such feature of the industry makes the tourist to travel to destination and spend his/her money there, by way of which opportunities of earning income through selling goods and services directly to visitors or benefits from informal sector created as a result introduction of tourism will be presented to the local dwellers. Tourism as it is highly labor intensive and hardly requires trained manpower. LDCs where large population remains unemployed can provide a wide a range of employment for women and young people. Tourism depends on laying down infrastructure to destination areas the sector ensures poor communities, to benefit from transport and communication, water supply and sanitation, public security, and health services.

In LDCs where there is abundant virgin culture, art, music, natural landscapes, wildlife and suitable climate tourism not only provides the local poor with comparative advantage in terms of material benefit but also with cultural pride as well as awareness of the natural environment (UNTWO, 2005). In this regard Cater (1996) describes that tourism can offer local communities essentially economic diversification, moving away from an over-reliance on agriculture and towards the generation of alternative formal and informal off-farm employment opportunities which can complement and supplement the agricultural sector. At times when agricultural production level is hit by natural calamities such as rainfall failure or by artificial forces such as market fluctuations which will result in a severe repercussion effect on the monoculture economy tourism could be a chief alternative source of employment and income. Increase in rural income through tourism sale would mean that other basic needs of that community such as survival, good health for work and school, and dignity are met.

Tourism, as it has been elaborated in several literatures (Cater, 1996; Wearing and Neil, 2000; Cooper 2005; Himberg, 2006) can also act as a catalyst in the economy and the locality as when it provides the finance needed for the improvement of essential services such as clean water, sanitation and improved transportation infrastructure notwithstanding the incentives it offer for improved educational and skill levels, and greater participation decision making.

Contrary to this view, however, Novelli et al. (2006) write that in (mass) tourism development local communities take little or not part in decision making process. Where communities have not or little say in the development of their locality then it means that decision and programs are over centralized to defy people's interest (Cater, 1996). Thus, the contribution or outcome of tourism can be broken down and measured in terms of various aspects such as tourism's receipts, contribution to export, contribution to GDP and employment level (Cater, 1996).

Whatever recognition is given to tourism as a vehicle of development for the underdeveloped areas of the world the sector is not left without question as how it really contributes to local development. As explained thoroughly in Sharpley and Telfer (2005) and others though tourism was initially equated essentially with development. Because a belief was shared among scholars who adhere to modernization paradigm that tourism increases foreign exchange, employment and tourist expenditures generated a large multiplier effect stimulating local economy. However, in time, the benefits tourism can accrue were questioned by scholars as it is accused of lower multiplier effect and high level of leakages.

2.1.4. Effects of Tourism

Although tourism as an economic activity hailed for the benefits it provides in the national, regional as well as global economy, with much sceptical views of course, the sector faces numerous challenges specific to it. Obviously variation can be pointed out from country to country in terms of the type, magnitude, and temporal dimension of the challenges depending on policy framework, institutional, socio- political economy of each nation, however several similar challenges that tourism faces universally could be identified. Such challenges emerge from the growing concern lent to environment and its sustainability, failure of the sector to stimulate nations' economy as much as hoped for, and from industry specific situation (Telfer, 2005 cited in Sharpley and Telfer, 2005). Industry specific issues like lack of marketing tourism products, lack of sufficient investment in tourism, high consumptive behaviour of the industry on slowly recovering resource bases which ignites stiff antagonism from conservationists and under capitalization of the tourism sector by several developing countries are few of them. Moreover, heavy taxation mechanisms, lack of investment incentives, no or little attention to the sector by governments, the ever increasing competition of the sector with other economic activities such as agriculture and mining for resources puts the industry at less bargaining position for its expansion and development (Davidson, 2007).

Ghosh (2005) pointed out that the demands for tourism faces conflict with the demands for agriculture as both stiffly compete for physical space and resources resulting in conflict over land use. As compared to agriculture tourism s a new comer often seen as an intruder and yet exerts so much competition for space with other economic sectors such as farm and forestry which have been the sole users of the land and resources. If tourism is to grow, more land has to be devoted to it. The most visible problem with tourism specifically with conventional tourism is that it affects hard the rural environment. Tourist cars and buses create congestion on the roads as well as at sites. Tourists themselves damage crops and flora and leave liter behind. The negative impact of tourism on host environment remains the major hindrance for the scaled up economic exploitation of the sector as these negative impacts attract environmentalist group and conservationists.

Tourism is also known for its seasonality to a considerable extent (Ghosh, 2005). The seasonality nature of tourism causes a wasteful uses of resources on one hand and seasonal employment of human power on the other hand. Moreover tourism has the tendency to inject unnecessary attitude among the host community. As it the case in many developing countries tourism creates a dependency syndrome among the host community resulting in neglecting their traditional activities such as agriculture as they wait on tourists. This in turn has lead to a growing concern among policy makers whether or not to promote the rapid and uncontrolled growth of tourism (Foster, 1985; Hall and Boyd, 2005; Ghosh, 2005)

Some sectors of tourism such as adventure tourism or ecotourism will face the challenge that they always have to attract for new customers as the old ones do not want to return to the site due to the fact that they want to move on to the next challenge and/destination (Telfer, 2005 cited in Sharpley and Telfer, 2005).

2.1.4.1 Effects of ecotourism on livelihoods of local community

Around the world, ecotourism has been hailed as a panacea; a way to fund conservation and scientific research, protect fragile and pristine ecosystem, benefit rural communities, promote development in poor countries, regions and localities, enhance ecological and cultural sensitivity, install environmental awareness, satisfy and educate the discriminating tourists, and there is claim by some that ecotourism even build world peace (Honey, 1999). Ecotourism is viewed by many national and local governments as a mechanism to aid the regeneration of their ailing economies and to stimulate economic development (Page and Dowling, 2002).One of the common goals of ecotourism, any where, besides ensuring the

conservation of pristine natural resource, is generation of economic benefit such as income and jobs for localities (Lindberg, 1996).

Ecotourism is expected to play a significant role in increasing jobs in remote regions that usually have been benefiting less from the general economic development programs. In such areas ecotourism is believed to bring along income generating activities through entrance fees, accommodation and food charges, direct sales to tourists etc. (UNTWO, 2002). Where ecotourism is undertaking the fees from hosting guests are distributed among the community, the members of the community get chance of being recruited and trained to work at the eco-lodges, as well as the development of a number of small businesses that supply both tourists and tour operators with products, crafts and items could be encouraged.

As indicated by Watkin et al., (2002) the favorable effects of ecotourism on the livelihoods of local community can be summarized as the creation of sustainable long term income as a result of which the livelihood of indigenous community could improve and diversified. In rural and areas previously with limited alternative economic activity the creation of few jobs and minimal income generation could mean a big difference (Tisdell, 1997).

Empowerment of the host community in ecotourism decision making process is one other aspect of the benefits ecotourism can assure (Barkin, 1996). Usually local communities' lack of power, inability to influence decisions and lack of access to can lead them to resist the introduction then the very existence of projects, such as mass tourism, that intend to improve their livelihoods. Ecotourism deemed by many as key to such kind of bottle neck of development (Heher, 2003). Ecotourism, for its own success as well as the benefit of the public, needs to ensure the direct participation of peasant in indigenous communities. This on one hand enables the rural community to have their own say on the type and nature of jobs they expect from ecotourism which they compel increase their income and improve their living standards. On the other hand when the rural poor is given the chance and access to resources are more likely than other groups to engage in direct actions to protect and improve the environment where by they create and sustain a durable productive base for the industry and themselves (Barkin, 1996; Tisdell, 1997; Cvetich, 2007).

Studies have proved that ecotourism has provided to the host communities alternative economic bases (Place cited in Hall and Lew, 1998), for example reported that in Costa Rica the introduction and success of ecotourism in the Kuna Indians of Panama community provided them with diversified livelihoods. Taking lessons from this community many more

for example, the monopoly of benefits earned by male elements excluding women could have an adversarial effect on the livelihoods of the host community as far as ecotourism is concerned (Watkin, et al., 2002; Wondifraw, 2007). Moreover employment in tourism activity in general is often seasonal, part-time, and also involves migrant workers depriving the local community from benefit from the sector (Meethan, 2001).

2.1.4.2 The Environmental Effects of Ecotourism

Tourism, as several other economic activities, is a highly environment dependent activity. Be it natural or man-made, with out an appealing environment tourism may be none existent industry. Youell (1998) , described tourism and environment as are tightly linked, when by ‘environment’ he meant that is the ‘physical setting with in which tourist activity takes place’ such as lake environment, coastal resorts, mountain ranges, historic cities, etc. In this discussion also ‘environment’ means the natural physical settings with in which tourism of any kind in general, and ecotourism activity in particular takes place.

Table 2.2 The Positive and Negative Effects that tourism can have on natural environment

| Positive | Negative |
|----------------------|--|
| Improved assets | Traffic congestion |
| Landscaping | Erosion of natural resources |
| Conservation | Pollution of air and water litter and noise |
| Regeneration | Panoramic view damage |
| Building Regulations | Destruction of wild life and breeding patterns |

Source: Rowe et al. (2006)

The profound dependence of tourism on environment has, therefore, exposed the latter to several folds of both negative and positive effects (Hall and Lew, 1998). The conventional tourism, unlike ecotourism, is accused of leaving behind its considerable environmental damage. Especially the dramatic growth of international tourism after the Second World War has brought with it a detrimental effect on environment of destination areas (Youell, 1998). Environmental impacts of tourism as Rowe, et al., (2006) put it are both negative as well as positive ones. It is believed that the 'money and impetus' which tourism brings to an area can help it to restore and maintain its environment. Whereas the pressure that tourism brings in uncalled for impacts on of the local environment is an immense one. As such they have listed the following some of negative and positive impacts of tourism on environment (Table 2.2).

Despite some pro-environmental effects of tourism are reported, tourism, specifically mass tourism is reported as having immense negative environmental effect (Youell, 1998). He points out these effects could occur at macro and micro level. The macro to mean transcending national and regional boundaries, while micro is to mean since the fact that tourism is consumed at point where it is produced it essentially has negative marks on destination areas. As a result its negative effects could be on short supply of water in the locality, the wearing away of physical features such as river banks, lake shores, mountain passes, soil and vegetations by tourists. Also effects on water quality such as pollution of lakes, river, canals, on wildlife habitat as ecological destruction results in from the over use of tourists, and effects on landscape as a result of litter disposal which could be both an 'eyesore' and potential health risk and air pollution.

Such heavy environmental impairment by tourism could be partly due to the lack of planned management of the activity and partly due to tourist populations overflow or overuse (Youell, 1998; Hall and Lew, 1998; Hall and Richards, 2007; Rowe, et al, 2006). Ecotourism as an anticipated remedy to the negative effects of conventional tourism has come into picture during 1980s was in response to the destruction of national ecosystems and degradation of the environment in the center caused by industrial and urban development on one hand, and the search for alternative economic break though which was due to stagnant or declining commodity prices in the periphery on the other hand. Where as in other scholars' work it has been argued against ecotourism in that it is nothing but new marketing approach to the conventional tourism (Page and Dowling, 2002).

As with any development, there are always some positive as well as negative effects of ecotourism. The environmental benefits result from the fact that an ecotourism development strives to have minimal impact on the habitat (Watkin, et al., 2002).

Since the utmost concern about the host ecology is taken by the visitors, guides, communities and other stakeholders the degree of the protection the environment receives through ecotourism is high (Rowe et al., 2006). It is described that participants in ecotourism should adhere to the environment and cares they should take, but also the hosts are obliged to provide with the necessary information about their place. In such a way visitors are made part of the natural environment and are not causing any disturbance to the wildlife or to any valuable local resource. They just watch and appreciate the bounty and diversity of nature. The most popular form of accommodation in ecotourism, eco-lodge is designed and built in such a way that it is environmentally friendly. It can easily be removed, without trace or damage to the environment. Generally in ecotourism natural inland environments and habitats such as bushes, rivers, forest, mountains, wetlands, lakes, islands, desert place can be successfully preserved (Page and Dowling, 2002).

Literatures reveal that ecotourism is not a panacea to environmental problems caused by mainstream tourism. Honey (1999) declared that although ecotourism, which is viewed as a “green” travel is aggressively marketed as a “win-win” solution for the Third World nations, close examinations on the environment, the tourist and the travel industry shows a much more complex reality. Ecotourism itself fails to address the concern over natural resource preservation, though it is supposed and capable of realizing environmental conservation than conventional tourism (Kiss, 2004).

Further more; ecotourism by its nature is based on the foundation of high level of local population involvement in areas of conservation of the natural resources (Cater, 1996). Local communities as the care takers of the environment (Wearing and Neil, 2001; Page and Dowling, 2002), who have preserved and prospectively preserve the local resource have detrimental role. The conflict, however, arises when the local population sees no genuine interest in the maintenance of the designated area for protection, i.e. unmet economic expectation of local population from ecotourism would result in arise of conflict between local people and the ecotourism site (Cater, 1996; Watkin et al., 2002). In the absence of something that directly benefits local community infringements such as poaching, illegal grazing, clearing forest for farm land and firewood collection will emerge. Holden (cited in

Sharpely and Telfer, 2005) strengthens this assertion pointing out that unless strict government control is placed on the development of ecotourism in a locality there will no be any reasons to assume that ecotourism can be any different from other forms of tourism in terms of the benefits it accrues to the resource as well as community. The rationale for this is that government has the necessary resource at its disposal to ensure the protection of the environment, though there is fear that it will limit the ability of the locality to capitalize on its resources.

According to Cater (1996), local community differ from the rest of stakeholders in ecotourism in that their time perspective is longer in terms of conserving the natural and socio-cultural resource base as compared to outside entrepreneurs who are concerned with early profits, More importantly as people realize ecotourism is benefiting their living standard their support for conservation of their local resource is expected to increase.

As the demand for ecotourism that has been growing strongly (Tisdell, 1997) the activity is placing and immense pressure on the existing sites, threatening their ecological sustainability. With more and arrival of ecotourists there is an increased potential disturbance on the habitat and species (Watkin, et al., 2002).

In Eselenki Amboseli ecosystem (in Kenya), for example, a study shows that the inability of ecotourism activity to answer resource need of the locality lead to intensified conflict over water use by livestock and wildlife (Ogutu, 2002). The incompatible uses of land around the ecotourism site for example for activities like agriculture, industry, mining and urbanization, inappropriate tourist development and infrastructure, number of tourists exceeding the carrying capacity of the sites have adverse effects on environment (Tisdell, 1997). Findings of Himberg (2006) in her study of Community Based Ecotourism as a Sustainable Development Option in the Taita Hills, in Kenya, backs this fact. She reported the emergence of negative challenges as a result of ecotourism; which include: urbanization of the rural ecotourism site, loss of community feeling and customs and values, waste, traffic and pollution, drastically increased land prices, unemployment during the low season, and increasing social problems are some of them.

2.1.5 Gender and Ecotourism

The issue of gender as related to ecotourism may pull on, different, weaves of concepts. It may not be as simple as it is viewed to establish the relationship between gender and the activity of ecotourism. As ecotourism is coined for eco and tourism implying aspects of

ecology and developmental activity underpinning it, which are broad areas of concern by themselves, so is the link between gender and ecotourism stretching far beyond the apparent terms. Basically gender issue can be related to both tourism as an activity and to eco as environment. It will be of paramount importance therefore to examine gender from the point of view relationship it has with the environment and tourism as development activity, although a coherent and systematic overview of relationship between gender and tourism is difficult to establish (Wall and Norris in Cooper, 2005). Seeing from environment perspective, writers point out that there is heterogeneous interrelationship between women, the environment and development. Sachs in Bock and Shortall (2006) for example identifies five perspectives from which women are viewed:

- Victims of development and environmental degradation;
- Responsible for the destruction of the environment;
- Protectors of the environment;
- In harmony with nature;
- Managers of natural resources.

When it comes to tourism and gender relation as has already pointed out it is no easy to draw line of relationship between the two. However, this does not mean that no framework is there to examine their connection. Wall and Norris in Cooper (2005) have adopted a framework, which is not fully developed one according to the authors, from Kinnaird and Hall formulated during 1996. This framework states that 1) Activities and processes involved in tourism are constructed out of gendered society, consequently, the masculine and feminine identities are articulated by both host and guest societies affecting the interaction should exist between the two. 2) Gender relations are grafted by the experiences of all societies. As a result, economic, social, cultural, political and environmental aspects of tourism-related activities interact with the changing nature of gender relationship each individual society. 3) Tourism involves power relations between groups of people from nations to households and, as such, revolves around social interactions and articulations of motivations, desires, traditions and perceptions, all of which are gendered. Here the emphasis is the role of women in tourism in general both as guest and host. This study however, is concerned with the aspect whether or not tourism in general, ecotourism in particular allows equal opportunity to both male and female among host community.

The primary objective of ecotourism is to change the wellbeing of rural people targeting those disadvantaged section of the society, a particular community in general and women in particular, through providing non-farm occupation such as ecotourism since farming in highly vulnerable environment is no more a viable employment. If ecotourism is launched at a given locality to retain than resolve wealth differences existing among the community and gender then its viability is remains in question. If it still keeps women in a disadvantaged position when the activity is reliant on the common property of the society, natural resource, it is unjust development accomplishment. The efforts of such developmental activity not only should reach majority of the rural poor but reach them in manner it enable extricate themselves out of poverty. Among the rural poor therefore, women stand in the front position in any measurement. As result any ecotourism scheme need to make the benefit of women its first priority.

In order to appreciate the impact tourism in general and of ecotourism in particular on equitable benefit as well as employment between male and female population of a given locality it is important to assess the traditional roles of men and women within a society. This implies the examination of issues such as the traditional and tourism specific role of men and women.

Women, as it is the case in numerous economic sectors, are also relegated in tourism to the margins of decision making and the benefits of tourism in general and ecotourism in particular. This treatment as Timothy, 2003 (cited in Sharpley and Telfer 2005) described to have its root in the socio-political traditions of the society, where power structure for most is patriarchal, operating at the exclusion of women. Shortfall, 2003 (cited in Bock and Shortall 2006) described that the negotiation of gender roles in rural farm household are shaped by differences in capital and economic resources, cultural practices and the weight of tradition attached to the activities. These factors restrict women's access to various resources. Their nature of access for instance to property, land, genetic resources and water rights will continue to shape women's lives, and the short and long term sustainability of the environment (Sachs, 2005 cited in Bock and Shrotall, 2006).

2.2 Tourism in Ethiopia

2.2.1 History

Ethiopia is a land of plentiful remarkable and magnificent tourism attractions. The exceptional combination of historical, cultural, and natural attractions marks the country as a unique tourist destination in the region (Ethiopian Tourist News Letter, 1998). The country, although less bestowed with alluring wildlife that vie with that of Kenya or Tanzania, attracts especially those informed about its affluent history, astounding historical monuments and shrines, and its religious and cultural diversity (Schwenk, 2002). Despite the countries bountiful attractions tourism was taken as a serious business by government only recently during 1960s under imperial government (Yusuf, 2002). In fact records attest that travels, if not in present forms of tourism, had been taking place in Ethiopia since ancient times. According to Ayalew (2009) explorers, missionaries, navigators, merchants, hunting expeditioners, and royal ambassadors had been engaged in tourism-like travelling activities in Ethiopia since 3000 B.C. During those times the surplus of agriculture helped not only foreigners (such as Egyptians, the Greece, Romans and Arabs) but also local residents to travel with in and out side of Ethiopia.

2.2.2 Contribution to the national economy

In developing countries, including Ethiopia, tourism is often viewed by policy makers and economists as route to macro-economic growth, by the private sector as a commercial activity, and by conservationists as an element of sustainable use of resources (Ashely, 2000).

In more general terms, however, Ethiopia has never yet harnessed the potential benefit from the sector. According to Theodros in Walia (2004-05), the country's inability of exploiting economic returns from the sector is attributable to:

- No due attention is given to Small and Medium Sized Tourism and Travel Enterprises (SMSTTEs) including ecotourism as the top list of country's development
- Lack of proper incentives such as land acquisition, bank loans, and tax holiday and capacity building initiatives and
- Lack of export promotion agency that is designed to promote and facilitate effectively exports such products and services, since most products and services of ecotourism are export oriented.

Although tourism contributes a good deal to the economy but not received the deserved recognition (Theodros, 2004-05; Emran, 2007). The country has been receiving and increasing number of tourist arrivals year after year partly due to the fact that the country's recognition as one of tourist destination places has recently been improved. For many visitors who discovered the bio-physical and cultural diversity only very recently Ethiopia is "*unexpected surprise*" (C&TM, 2003). From 2001-2006 for instance the number of international tourists visited Ethiopia has jumped from 17, 216 to 227, 398 (Ayalew, 2009). Of course this number is not composed of tourists who travel for leisure purpose as those who had been travelling for business, conference, visiting relatives and on transit have been accounted for with those on vocation in the country.

Ethiopia's receipt from these international visitors has been on an increasing trend, in fact has doubled; growing from US\$33 million to US\$135 million between year 1998 and 2005, as has been reported in the same author's work UNWTO (2008) reported on its part that currently Ethiopia is infusing more than US\$177 million to its economy from the sector. According to Yusuf (2002), tourism is expected to support the country's economic development endeavours. He further noted that through boozed foreign exchange currencies, and the expansion of services in the air line and other sectors as a result of more and more tourist arrivals imply the areas where tourism can enhance development efforts. Domestic tourism also is believed to elevate the income level of the country's citizen for it plays a redistributive role. It encourages investment in tourist facilities in areas of major attraction as these are spread through out the country. In creating small and medium enterprises such as inns, restaurants and handicraft shops for individuals, family units and cooperatives. Tourism, as the user of products and services of other sectors such as that of agriculture, manufacturing industry, transport and banking, has also the potential to create linkage and foster interdependence with other sectors.

According to Ayalew (2009) the direct contribution of tourism sector to the country's Gross Domestic Product is about 4 percent. Tourism is growing a rate of 10% currently though its prospective growth rate is estimated to be more than double of its present status (C&TM, 2003). If the sector's induced contribution is taken into account its share in the economy of the nation would have been larger, even could come second in rank next to agriculture according to some opinions.

It is hardly viable to assess the contribution and effect of ecotourism separately from the main stream tourism in Ethiopia. The relatively very recent start of ecotourism in the country, the first of its kind being the start of Bishangari ecotourism around Lake Langano in 2001, makes the review of ecotourism premature. On the other hand it will not be easy task to clearly detach ecotourism from the standard tourism and see its outcomes since at this earlier stage it is possible to observe both operated mixed up. Nonetheless, case studies, here and there have attempted to report both livelihood and environmental consequences of ecotourism. A study conducted in Bishangari private eco-lodge for instance indicated that it has generated for 39 individuals a direct employment opportunity, contributed to government over 119,653.69 birr both from income tax and value added taxes during 2002-2003 period (C&TM, 2003).

Similar outcome was reported in Community Based Ecotourism in Adaba–Dodola protected forest area, in Ethiopia (Wondifraw, 2007). Though the concept of ecotourism is a relatively new phenomenon to Ethiopia which makes it difficult to talk about the effects of the sector, since Ethiopian Tourism Commission has incorporated only recently the promotion of ecotourism in its second five-year development program (Theodros in Walia, 2004-5), Wondifraw (2007) has managed to find out that ecotourism has created more and better paid employment opportunity and generated income, empowerment of community members through integrating them into tourism business.

2.3. Conceptual framework

2.3.1 Framework for Analysing Ecotourism Effects

Ecotourism in developing countries often widely promoted and adopted as a strategy for balancing goals of regional growth, disadvantaged community development and resource protection. Stone (2002) and Page and Dowling (2002) these summarized benefits have elaborated ecotourism as a kind of sub industry of tourism complements/diversifies the economic base, creates social benefits and infrastructure expansion and improvement, generates funds for the management and conservation of natural areas, provide economic justification for the protection of natural resources, foster environmental awareness/values and support for conservation, among both local residents and tourists. Moreover, ecotourism is frequently associated with its ability to promote not only natural area conservation but with cultural preservation in the host community and its ability to provide high quality tourism experiences (Stone 2002; Page and Dowling 2002; Cooper2006). In ecotourism's a win-win

principle, therefore, there should not be a part in the three-way relationship between local community–environment–tourism business that can not be benefiting.

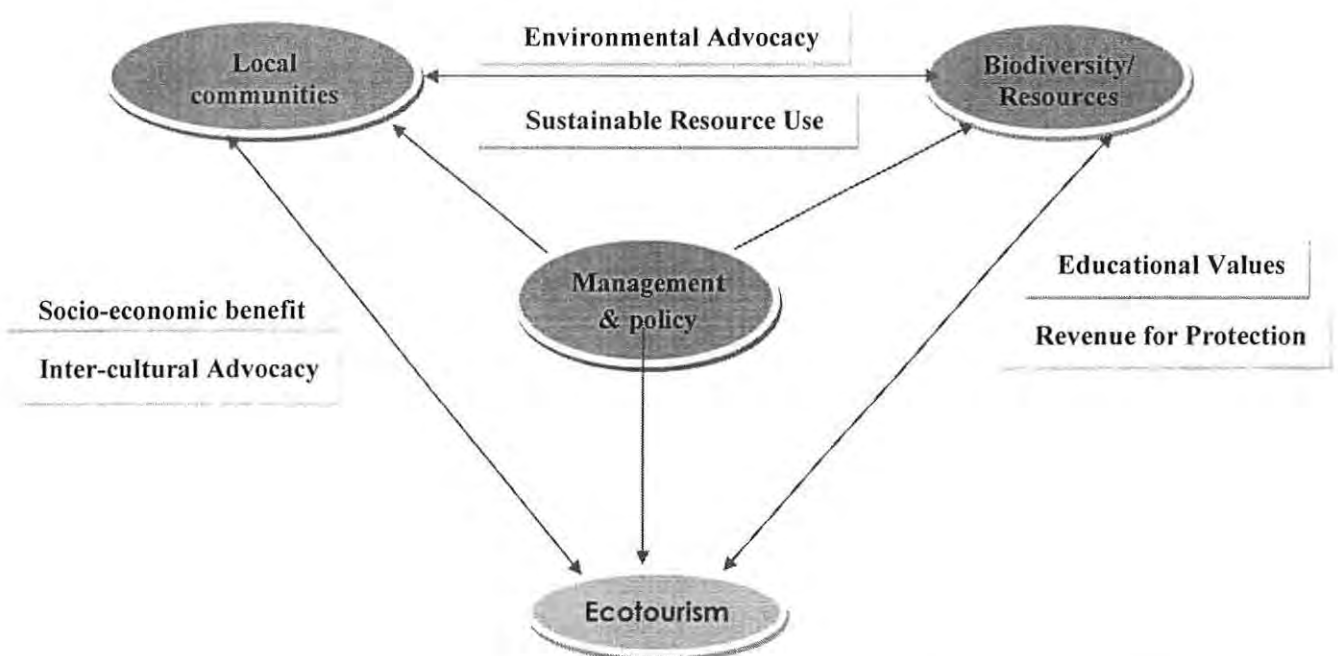


Figure 2.3 Framework for conceptualizing and analysing the effects of ecotourism. (Source: Stone, 2002)

Despite the fact that easily enumerable positive views held in connection with ecotourism this sub-sector of tourism has the potential to affect negatively the environment as well as the host population. This in turn becomes a foundation to question whether or not ecotourism is any different from the conventional types of tourism: whether or not it lives up to the expectation of its promoters in sustaining a balanced relationship between ecotourism as business or industry, resources, people and development at large (Lindberg, 1991; Hall and Boyd, 2006, Cater, 1996; Page and Dowling 2002). Increasingly, as Stone (2002) put it, at sites where ecotourism is promoted and manifested one is compelled to ask if the espoused benefits are being realized. What have the socioeconomic, cultural and environmental effects of ecotourism been? Thus the viability of ecotourism should be weighed by analysing all the three pillars of ecotourism in combination.

The difficulty, however, is that the lack of practical assessment method that could be utilized across in the analysis of the sector since its impacts are highly destination specific (Ross and Wall in Stone 2002). Page and Dowling (2002) on their part acknowledge this difficulty as a

failure to establish an appropriate baseline on which to measure the existing and future changes induced by tourism. This, they attribute partially to, the difficulty of precisely isolating the cause and effect in relation to tourism which is not continuous in time (due to its seasonality) and space (for tourism activity tends to concentrate in certain locations). So they conclude that the complex interaction of tourism with built and physical environment make it virtually impossible to model or measure its effects (Page and Dowling, 2002).

This does not mean that ecotourism cannot be assessed at all. In Stone's (2002) work few frameworks are discussed within which ecotourism could be appraised. One of the frameworks is the framework of empowerment, which evaluates ecotourism based on signs of economic, psychological, social and political empowerment. There is also the framework that assesses the effect of tourism in terms of local control, ownership and decision making. Of these the useful framework that enables us to analyse the effect of ecotourism in a particular site is the one which is based on the synergistic relationship between natural areas, local population and tourism (Stone, 2002). The conceptual framework presented in figure 2.3 is the summary of the model, (the synergic relationship of which is illustrated in Table 2.3). The three components of the framework; local community, biodiversity or resources, and ecotourism affect each other in way that one induces effect in all the other components. Ideally ecotourism ensures resource by directly providing funds for protection. Through its positive socio-economic effects on local communities it also encourages residents to promote wise resource utilization with the necessary care for it. People will not only become aware themselves about the significance of local resources but demand from the visitors to contribute in every possible manner to its preservation. Conversely any intended or unintended injurious end result of either local community or tourism on the environment will ultimately impose its penalty on the other.

The effect of ecotourism should, therefore, be weighed from the perspective of meeting these espoused conceptual objectives. The involvement of all stakeholders including the state with its policy instruments, investors, and non-governmental actors' role also needs to be assessed in contributing to the viability of the ecotourism project. In this regard the framework fails to provide ways of analysing the role of investors and, civil societies, and non-governmental organizations except it has entailed institutions and policies. Here are the indicators.

Table 2.3 Illustration of a synergic relationship between Natural resource, Communities, and Ecotourism.

| <i>Relationship Between</i> | <i>Potential indicators</i> |
|-------------------------------------|---|
| 1. Communities and Resources | <ul style="list-style-type: none"> • Degree of dependence on resources • Local attitude towards conservation • Extent of local participation in conservation • Presence of integrated use of zones • Local benefits from resource use • Nature of relationship between locals and the ecotourism staff |
| 2. Community and ecotourism | <ul style="list-style-type: none"> • Number of locals employed in tourism-related jobs • Number of tourism related entrepreneurs • Local attitudes towards tourism's impact and tourists • Local health and education levels • Quality of roads, transport and other infrastructure • Nature of local-tourist interaction and opportunities |
| 3. Resources and Ecotourism | <ul style="list-style-type: none"> • Entrance fee charged • Tourism revenues contribution to conservation • Tourist support for conservation (transformative value) |

Source: Adopted from Stone, 2002

Since this model can offer a methodical framework to see the effect of current ecotourism operation in considering the livelihood and environmental aspects of ecotourism development the framework is most suited to the objective of the proposed research, has therefore been adopted for the purposes of this study.

Chapter Three

Description of the study area and Methodology

In this section of the paper two topics are discussed in as much detail as possible. The nature of the study area under consideration its location and extent, physical features and natural resource characteristics, and the socio-economic situations are being given a due treatment. In the second part the methodology employed in the study is discussed separately.

3.1 Description of the study area

3.1.1 Location and extent

The study area is known as Haro Wonchi to mean Lake Wonchi in the local language. Haro Wonchi is located in Wonchi wereda of South West Shewa Zone, Oromia Regional State. Haro Wenchu forms its own kebele (the lower political administrative unit). This locality is located to the North of zonal capital Woliso, and wereda capital Chitu, right on the Woliso–Ambo road (Map 3.1). It extends from 8° 46' to 8° 49' north latitude and from 37° 50' to 37° 55' east longitude. The place is situated at 150 km. from Addis Ababa both along ambo route and Woliso route, as both routes have almost equal distance. Haro Wonchi Kebele is bounded by three woredas and four kebeles that are found within the same wereda. The bounding woredas are Ambo wereda (from West Showa Zone) in the North, Dendi Wereda (from West Showa zone) in the North-East and Ameya Wereda (of South Western Showa zone) in the South-West. From the same wereda the neighbouring kebeles include Odo Fura in the West, Chebo Senselet and Woldo Telfem in the South and Azer in East. The size of the kebele is 2900 hectares.

3.1.2 Physical Features and Natural Resources of the Haro Wonchi

Haro Wonchi kebele is characterized by land forms of steeply slope (mainly in and around the crater), undulating and plain (mainly outside the crater and around Haro town). The altitude ranges from 2800 m.a.s.l (at the lake) to 3300 m.a.s.l. (the highest point of the rim that surrounds the lake). Its climate is entirely Dega (temperate). The lake and the mountain are the result of occurrence of volcanism during Tertiary and Quaternary age (Schwenk, 2002). The steep slope and the undulating terrain is one of the major causes of all the hardships the residents of the kebele have always been facing. Problems such as erosion (both water and wind erosion is common in the area), difficulty to supply agricultural inputs,

difficulty of receiving health, police and administrative services, problem of intra and inter kebele communication are attributed to the extremely unfavourable land form. The difficulty is more serious to the population living down with in the crater.

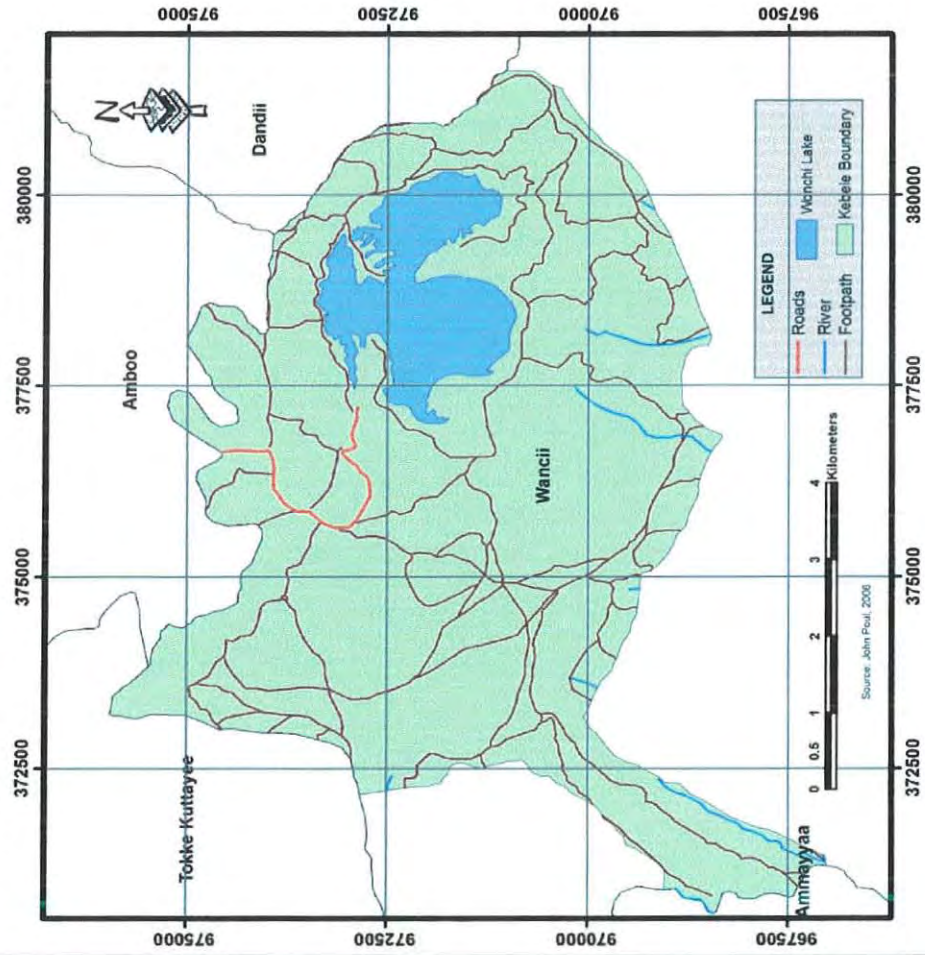
Of the 2900 hectares of the size area of the kebele about 458 hectare is covered by the lake. Lake Wonchi is found in deep gorge and surrounded by steeply slopping landscape. The lake has a small island on which an old Orthodox (monastery) is found. There are several peninsulas. People live forming villages on these peninsulas and around the lake on the foot of the escarpments.

As Wonchi does not have its own weather station usually the climatic condition of the place is reported from the nearest stations of Ambo and Woliso. With regard to this data and bearing in mind the change in temperature (decrease) and rainfall (increase) with an increasing altitude, the following weather patterns are reported. The rainy season reaches its highest point during the months of July/August, while the lowest precipitations are measured from November to January. According to Wonchi wereda Agriculture and Rural Development Office annual rain in this locality reaches higher than Woliso's rain fall which is 1203.5 mm/year on average.

Corresponding to the annual rain fall pattern, the lowest temperature is in the months of October, November and December i.e, when the dry season reaches its peak time and cloud coverage is at its minimum. During this period frost is common which affects highly enset crop. These climatic factors are the main constraints to agricultural productivity in the locality.

Flora- The other natural beauty of the crater besides its lake is the landscape and the vegetation cover. The landscape is characterized by steeply sloping land feature that surrounds the lake. The vegetation cover is relatively good though there is an alarming deforestation activity is going on during this research was conducted. The vegetation of the area is dominated by bushy shrubs (mainly Erica, Asta in Amharic, qamaxxee in Afaan Oromoo) covering almost all the walls of the crater.

LOCATION OF HARO WONCHI KEBELE (SW SHEWA, OROMIA)



This shrub helps the fragile soil protected from erosion as well as vertical land slide along the steeply slope as its roots hold on the particles of the soil. The south Western side of the lake, known locally as Qibaatee, is covered with natural forest, which is estimated to occupy, according to wereda agriculture office, an area of 256.6 hectare of land. It was learned that the private investor was granted 60 hectares of this forest land by the local governmental authority, although it has been difficult to establish which part of the forest. These and other indigenous tree species (see table 3.1 and 3.2) are near extinction and deserve to be protected. Other than indigenous tree species there is large number of exogenous tree types introduced to this locality, the clearance of which for different purposes is at an alarming rate. The following are some of the exogenous tree types found with in Haro Wonchi area:

- * Eucalyptus globules
- * Cuprissus Lustanica
- * Acacia melanoxylon
- * Acacia Decurens
- * Gravilea robusta
- * Casurina Euisetifalia
- * Sesbania

Table 3.1 The major indigenous tree types of Haroo Wonchi With local names and local usage.

| Scientific name | Local Names | | Local usage of the tree |
|----------------------------|-------------|----------------------|--|
| | Amharic | Afaan Oromo | |
| Juniperous proceera | የሀበሽ ጽጵ | Gaatiraa Habashaa | <i>Timber, firewood, as building material for local house and household furniture</i> |
| Hagenia Abyssinica | የኮሶ ዛፍ | Heexoo | <i>Timber, firwood, as building material for local hous and household furniture, particularly its commercial importance is makes it the first victim of cutting.</i> |
| Olea Africana | ወይራ | Ejersa | <i>Timberm animal feed, firwood, medicinal value, household furniture etc.</i> |
| Podocarpus Ifactus | ዝግባ | Birbirsa | <i>Timber, firwood, as building material for local house and household furniture</i> |
| Erythrina brucei | ኮርኝ | Waleensuu | <i>Timber, firewood, as building material for local house and household furniture</i> |
| Arundianaria Alpina | የደጋ ቀርካሃ | Leemmana | <i>As building material for houses, household furniture, animal feed.</i> |

Source: Field survey, March, 2009

Fauna- The forest is also home to different faunas. The most common wild animals in the area include herbivores such as water bucks (Minilik Dukkula) and antelope, from the carnivorous species only some limited number of scavenging canine family animals such as common fox, hyena, wild cat, and porcupine are found in the area. The common arboreal mammals also Colobos monkey, blue monkey/ape, baboon are common with rodents such as rat, giant mole rat and squirrel. Seven types of birds are reported as living in this locality. Some visiting birds were also observed following the introduction of fish to the area whose frequency of appearance has decreased following the diminishing fish recently.

Table 3.2 The Shrub vegetation of the locality with local names and local usage.

| Scientific name | Local Name | | Local Usage Type |
|----------------------------------|------------|-----------------------|--|
| | Amharic | Afaan Oromo | |
| <i>Erica Arboria</i> | ዓስጣ | Qamaxxee | <i>Mainly for firewood, the nearest tons Ambo and Woliso are supplied from this locality</i> |
| <i>Pittosporum viridifloriom</i> | – | Solee | |
| <i>Albizia Gummifera</i> | – | Muka Arbaa | <i>Unknown</i> |
| <i>Maesa Lanceolata</i> | | Abbayyii | <i>Animal Feed</i> |
| <i>Myrsine Africana</i> | ቀጨጣ | Qacamaa | <i>For House building Particularly for roofs</i> |
| <i>Rhamunus Prinoides</i> | ገሾ | Geeshoo | <i>For local alcohol brewing, is the source income for many households.</i> |
| <i>Rubus steuderi</i> | ስጎጆሪ | Goraa | <i>Human feed (at times when its fruit is rip)</i> |
| <i>Rosa</i> | | Hinqoxxxoo | |
| <i>Carrisa edulis</i> | ዐጋግ | Agamsa | <i>Human feed (its fruit) and Animal Feeding, firewood</i> |
| <i>Entada Abyssininca</i> | ቆንጥር | Arangamaa | <i>Animal feeding and firewood</i> |
| <i>Rhus natalensis</i> | – | Daboobessa/Zaacxessaa | <i>Animal feeding source of firewood</i> |

Source: Field Survey, March, 2009

Another natural resource hidden in this natural forest to be the reason of attraction to mostly local visitors is the presence of hot springs and mineral water that have multiple purposes. The hot spring and the mineral water are believed by the local people to have medicinal value. The hot springs of the area believed by many to cure skin diseases, sicknesses that are caught from cold, and of bone joint pains. People that have these kinds of health problems bath in the natural hot water by sinking themselves for longer hours. Cure seeking people come from long distance, from as far as Ambo, Woliso, and Ameya. The other spring is which the local people call “Ambo Water”. This spring tests the same as the commercial Ambo mineral water. People drink this water to get relieved form internal problems, mainly gastro-intestinal related sicknesses. The third most important spring is Hora, a water type that has a medicinal value for animals is also found in this area. Several springs with salty test

bubble here and there attracting owners of cattle from near by and distance places bringing their animals once or twice as an annual rite. Cattle drink the salty water or eat the mud. The song cattle herders sing the ceremony they observe and the herd gathered every year could be an attraction by itself. On the other hand large number of cattle herd drove up and down the escarpment added to the already increasing tourist arrival that usually travel by vehicle is becoming an eminent threat to the fragile environment of the place. They case gullies along the access road which has been graded by the Oromia Rural Roads Authority.

Soil—the type of soil of Haro Wonchi could be described as Andosol soil, according to the wereda Agriculture and Rural Development office. Andosol (Inceptisols) soil types are usually found under forests in mountainous regions. They are found only in volcanic ash under humid conditions, but are not agriculturally very important (Rai, 1997). The predominant characteristic of this type of soil is that it is a shallow soil with an impeded drainage system. It is “a moist dega soil” according to the wereda office. The soil particles are so light that they are easily carried, disintegrated and carried away by different forces such as human feet, animal hoofs, wind and water. However, this type of soil is relatively a fertile soil.

3.1.3 Demographic characteristics

Different data show different accounts of the local population. Information obtained from the health extension office of the kebele, who claims it has conducted a house to house census; the total population of the kebele is 5661, with a family size of 6.5 in each household. The population is dominated as the section of the population under 15 accounts for 53.7% followed by 36.2% of the population between the ages of 15 to 49 years. According to the office there are 981 households. Of these 172 are female headed households.

Population growth with the existence of highly limited farm land in the area of Haro Wonchi kebele environment is under high population pressure.

3.1.4 Socio-economic features and land use system

Socio-culture—the socio-culture of the locality is highly shaped by religion. Majority of the residents of the kebele are followers of orthodox Christianity, although some of the dwellers of the South West and Western villages are followers of protestant religion those living in the crater area are predominantly Orthodox Christians on which they have formed a strong social

bond and their economic life as has been learned from the kebele DA office there are 12 days a month that people regard as a holiday due to their strong devotion to orthodox Christianity. During these days people do not engage in economic activities such as ploughing or digging their farm land. They rather engage in marketing, social gathering such as reconciliation activities, homestead construction and other minor activities permitted in the religion.

Economic situation—agriculture is the main stay of the population mixed farming crop production and livestock husbandry are the major sources of livelihood, and farmers involve other non-farm and off-farm economic activities to supplement the meagre income they earn from agriculture. The area receives bimodal rainfall; Meher, the main rainy season from June to August, and Belg, the small rainy season that is from the month of February to April. The main and only crops grown in this area are barely and enset.

Unlike many parts of the country farmers in this locality do not have diversified production system. Their production system is limited to these two main crops, mainly, because of the Dega or temperate nature of the climate. The other major limiting factor is shortage of land. It seems that the two crops each have formed their own agro-ecological zones in the kebele for enset grows to a larger extent in the low lying areas of the crater, while barely is grown more in places outside of the crater. During field observation the cultivation of crops the likes of potatoes, homestead vegetables such as cabbage and onion, peas and beans have been identified.

People in this locality practice shifting cultivation on the steeply sloping terrain and loose soil susceptible to disintegration. This practice is causing soil erosion of highest degree, the sediments of which is filling up the lake. The diminishing soil fertility that goes hand in hand with the increasing loss of soil farmers have to adapt their system of shifting cultivation and must prolong the length of following period up to seven years on some of the steep slopes (Schwenk,2002).

Land Use-Land is the property of the state as it has been stipulated in the constitution of the state. Like in other parts of the country, farmers have the right to use the land themselves or rent in to other. No land distribution has ever made since it was last distributed by the Dergue, except the informal land transfer made through kinship.

There are five types of land use systems observed in the area. These include: farmland, grazing land, water bodies, forest and shrub land and other (settlement, degraded areas, roads,

rocky landscapes, etc.). Larger proportion of the land in the kebele is occupied by forest and shrubs (35%), while land under crop production is the second largest (20%). Also a significant portion of the kebele area is covered by water bodies (15%), mainly, Wonchi Crater Lake with 28 or so springs found in the kebele.

Infrastructure- There are various government and social institution in the kebele. These include: two primary schools, health post, a weekly market that gathers on Monday, service cooperative, kebele administration office, four grinding mills, found orthodox Christian churches and one protestant Christian church, telecommunication service office, development agent (DA) office, Farmers' Training Centre (FTC), Wonchi Ecotourism Association (WETA) office, a lodge owned by a local investor, local drink (areke and tela) houses, shops/kiosks, water point for potable water supply. Most of these service structures are concentrated with in and around the small Haro town. The locality has road access that serves both during dry and rainy season. The road is 26km. from Ambo, while from Woliso it is 38km. down to the lake there is also 5km. road built.

In terms of settlement patterns there are thirteen Gots (villages) used sub kebele administrative units. Eight of the gots are found with in the crater while the remaining five are found in the area lying out side of the rim of the crater. Some of the gots in the crater are very remote and can only be reached by boat. On land they can only be reached on foot or by horse, but it is a long way to travel

3.2 Research Methodology

3.2.1 Research Design

This study as it appears to be an exploratory approach on one hand and attempts to catch the measurable livelihood and environmental effects it has been designed to apply the combined qualitative and quantitative approaches. Qualitative analysis was deemed most appropriate given that the research sets to explore the existing relationship between the three faces of tourism business–ecotourism, environment and the well being of local residents. Indeed, qualitative approaches have a history of wider application in travel and tourism researches (Stone, 2002). Interviews, observations focus group discussions are in fact the main vehicles of acquiring qualitative data. In light of the emphasis placed on community and local environmental effects a delicate field visit to where ecotourism services are delivered, farms, forest stands, campsites, villages and residents have been visited by the researcher.

In order to examine thoroughly the effects of ecotourism on household living condition as well as on natural resources quantitative approach is employed. Of course without the application of quantitative analysis the presentation and interpretation of interview results would have been meaningless.

3.2.2 Study Area Selection and Sampling Procedure

3.2.2.1 Study area selection

In assessing the effect of ecotourism researcher did not have much choices of ecotourism sites in Ethiopia to pick one from. Only few areas like Langano, Sodare, Haro Wonchi, and Abiyata and Shala Lakes are known as ecotourism sites (Ministry of Culture and Tourism, 2009). From these sites since the title of this study is about closely looking into the good and bad effects of ecotourism both on local communities and environment Langano, Sodare, and Abyata and Shala are left out for the very reason local population's nature of settlement is far removed from the sites. After a thorough discussion with lodge owners, government officials of different tiers, and knowledgeable personalities, it was believed that Haro Wonchi site allows conducting closer analysis since there is so much interaction with local community much better than the rest of sites. In Haro Wonchi because it is the residents who are responsible for running tourism business and environmental protection the site is chosen as topic of the study's best fit.

3.2.3 Population and Sampling Procedure

3.2.3.1 Population

The study was undertaken in Haro Wonchi kebele of Wonchi wereda, South Wetern Shoa zone. The kebele's health extension department's a door to door census report of 2008 shows that the kebele is divided in to twelve rural and one town *Gots* (villages) which have a total population of 5661. The population has 981 house holds from which 172 HHs are headed by female house hold heads.

3.2.3.2 Sample frame and Design

The sampling frame used is list of households recorded as tax payers in the kebele administration office. To make it possible the assessment of HHs that are ecotourism members and non-members a stratified sampling procedure is applied. After HH heads are enlisted alphabetically sample HHs are selected using systematic random sampling technique.

3.2.3.3 Sample Size

Sample size for this study is established using statistical method so that justifiable representative size of sample is included. The total sample size is decided on using the following formula (Dagneu, 2006 cited in Yimam, 2008).

$$n_0 = \frac{z^2 pq}{d^2}$$

Where: n_0 - is the desired sample size

z - is 95% confidence limit i.e. 1.96

p - is 0.1 (proportion of the population to be included in the sample, i.e. 10%)

q - is $1-p$, i.e., $1-0.1=0.90$

d - is margin of error or degree of accuracy desired usually at 0.05

Accordingly the method came up with a sample size of 138. Again maintaining the proportionality of ecotourism beneficiaries to non-beneficiaries, which 20% of the total sample about 28 sample size for WETA members and 110 for non-WETA members were determined. However, a valid sample size of 122 households, of which 97 from non-members and 25 from members, was entered in the analysis from all thirteen (*gots*) villages in the kebele. From the remaining sample some turned out to be invalid because of the required variables were missed by enumerators during data collection and it was difficult to get farmers second time out of their busy schedule. Other sample HH heads could not be found because of their elongated absence from home. Moreover, five of Focus Group Discussions (FGD) conducted which included 7-11 members each. Three of the FGDs performed among male HH heads, one among female HH heads and the other was among youth group. The main reason for this was that as researcher was advised by both DA and Health Extension workers to ensure the unreserved participation and view of female HH heads and youth group in this highly male dominated community it was deemed necessary to conduct FGDs by isolating groups. Nevertheless, participants were selected with the help of DA and Health extension workers.

3.2.4 Data source and collection

The central purpose of this study is to assess the current status of ecotourism, environment and local community relationship. Therefore, in order to see the existing link between ecotourism as an industry, environment and local community as the manager and beneficiary of the activity it required obtaining inputs from various stakeholders. As such a site level data

collection is conducted to gather information on livelihood benefits obtained, community perception of the activity and site management.

To fulfil this objective the study has used both primary and secondary sources of data at the site as well as off the site. In the category of primary sources the study has targeted mainly members of community residents which were given the opportunity of participating through semi structured interviews. Pre test of the instrument has been carried out in the study area on few randomly selected households prior to their application. Moreover, inputs from kebele and wereda officials, Wonchi ecotourism association's operators, and to some extent tourists and local business owners' were sought in order to acquire specific details and to get an insight into the current tourism, local resource and community interactions.

The main tools of data collection employed in this study are semi-structured interview, focus group discussion, interview with key informants, and own extensive field observation. Selected sample household heads are enquired by a pre hand prepared questionnaire. Key informants interviewed include officials at different tiers, members of community including knowledgeable elder persons, adults, youth, women, high school students, and management of WETA. Officials from Oromia Culture and Tourism Bureau, South West Shoa Zone administration, Wonchi wereda administration office and wereda Natural resources preservation and protection division, wereda Associations Organizing and Promotion office, and Haro Wonchi kebele administration office were also enquired. Observing HH living conditions, social and economic interactions, visitors' actions and movements with accommodations they receive, the state of natural resources such as the lake, forest, and soil conditions was prudently and purposefully conducted in the light of the objectives of the study.

To complement the interview process various secondary sources are also used in this study. Different tourism related in general and ecotourism related documents in particular have been collected and used in the study. Wherever deemed appropriate information obtained from kebele, WETA office, wereda, zone, regional and culture and tourism bureau to federal ministerial office level was used to support (triangulate) interview findings.

Data has been gathered with the help of enumerators employed from the area. Five people who know best the area and have skill of research have been given trainings from on the application instruments of data gathering. Accordingly deployed in thirteen villages of the

kebele with close supervision of the researcher all the necessary information has been collected from the pre identified sources.

3.2.5 Methods of Data Analysis

Although some *in situ* analysis of data was conducted in order to identify missing information and ensure the comprehensiveness of gathered data, majority of data analysis is carried out after returning to Addis Ababa. The analysis and interpretation of much of qualitative data was started in the field where it required weighing all inputs against the observed reality in the ground. Analysis of data involved reviewing and interpreting interview responses in light of the defined research objective, and ecotourism analysis indicators outlined. Thus local residents' responses are categorized, counted (quantified), and analysed. The study employed for the analysis SPSS software where organized data is entered and analysed.

3.2.6 Ethical Considerations

In an effort to minimize personal and methodological biases, triangulation—looking at research question and responses from multiple perspectives and sources of data—is used where ever possible. Triangulation has been proposed as means for improving the credibility (how trustworthy are findings?), dependability (whether research results are reproducible), and objectivity (how neutral are the research methods?) of study findings (Decrop, 1999). Of the four triangulation types identified by the author—data, method, investigator and theoretical, an effort has been made to address the first two types. In terms of data triangulation—the use of variety of data sources—both primary and secondary sources of information are used. Primary sources included observations and interviews, and were complemented by a variety of secondary information, including academic literature, official documents, promotional materials both published and unpublished media. In terms of method triangulation this study has employed collection of documentary evidences, observation (including site, interviewees and HHs), semi-structured interviews, causal conversations and quantitative interpretations of interview results.

Chapter Four

Results and Discussion

This section has six important parts through which the findings and discussions of the study are presented. In the socio-economic section the socio-demographic issues like age, sex, family size education, etc. and economic characteristics of the respondent HH are discussed. In the second sub section the inception and development of Wonchi ecotourism is accounted for. Findings about ecotourism's livelihood contributions (both HH income and livelihood diversification effects) are explained in the third sub section followed by the discussion about setbacks ecotourism has faced in Wonchi. In the fifth sub section effects of ecotourism on the environment including respondents view on the state of local natural resource is presented. In the final section issue related to the gaps identified about the role of local government are addressed.

4.1 The Socio-Economic Characteristics of Respondents

The age and sex, religion, ethnicity, literacy rate, and family size etc. of the sample households markedly tell the characteristics of population in the study area. The average for the entire sample HH is 39.8 years. As regards the age composition of the household heads 85.2% fall below the age of 50 years, where 92.7% of respondents' age is between 21-60 years implying that the sample household heads approached belong to the economically active age group. Household heads below the age of 20 and above the age of 61 account for 2.5% and 4.1% respectively. Seeing across the villages in the kebele the 4.5% younger age (less than 30 years of age) household heads seem to be found in Kella, a village near the gate to Wonchi ecotourism site. Villages that could be considered relatively the farthest from ecotourism site's gate such as Yabata and Taqarat show the absence of both younger (below the age of 30) and older (above 71) ages. Of all age groups those between 31-40 years of age, which constitute 40.2% of sample households, are distributed in all villages except for Achazer.

The gender characteristics of the respondents is predominantly male (89.3%), with 10.7% of female respondents. This male-female disparity becomes apparently more significant when comparison between the groups is considered; i.e. two females in WETA and 11 in non-WETA are interviewed from the 25 and out of 97 respectively.

Family size ranges from 1 to 16 persons in a household with an average of 5.8 persons. Households with more than three persons comprise 96% of the respondents though three families reported to have eleven or more members.

As to the literacy rate of the sample population 31.1% of the populations happens to never have the opportunity to go to school while close to 10% of them has reached high school level. The remaining 59% has an education from 1-8 grades (see Table 4.1).

Table 4.1 Socio-demographic features of the respondents

| Category | House hold characteristics | WETA | | Non-WETA | | Total |
|-----------------|----------------------------|-----------|---------|-----------|---------|-----------|
| | | Frequency | Percent | Frequency | Percent | |
| Age: | ≤ 20 | 1 | 4 | 2 | 2.5 | 3(2.5) |
| | 21 to 30 | 9 | 36 | 12 | 12.4 | 21(17.2) |
| | 31 to 40 | 10 | 40 | 39 | 40.2 | 49(40.2) |
| | 41 to 50 | 4 | 16 | 27 | 27.8 | 31(25.4) |
| | 51 to 60 | 1 | 4 | 12 | 12.4 | 13(10.7) |
| | 61 to 70 | 0 | 0 | 4 | 4.1 | 4(3.3) |
| | 71 and above | 0 | 0 | 1 | 1 | 1(0.8) |
| Sex: | Male | 23 | 92 | 86 | 88.66 | 109(89) |
| | Female | 2 | 8 | 11 | 11.3 | 13 (11) |
| Family size: | ≤ 3 | 6 | 24 | 8 | 8.2 | 14(11.5) |
| | 4 to 6 | 12 | 48 | 52 | 53.6 | 60(49.2) |
| | 7 to 9 | 5 | 20 | 32 | 33 | 37(30.3) |
| | 10 to 12 | 1 | 4 | 4 | 4.1 | 5(4.1) |
| | 13 to 16 | 1 | 4 | 1 | 1 | 2(1.6) |
| Religion: | Orthodox | 24 | 96 | 90 | 92.4 | 114(93.4) |
| | Protestant | 1 | 4 | 7 | 7.2 | 8(6.5) |
| Literacy rate: | Illiterate | 1 | 4 | 36 | 37.1 | 37(30.3) |
| | 1 to 8 th grade | 19 | 76 | 54 | 55.6 | 73(59.8) |
| | Above 8 | 5 | 20 | 7 | 7.2 | 12(9.8) |
| Livestock (TLU) | | 74.1 | 17.7 | 344.4 | 82.3 | 418.5 |

Source: Field survey, March, 2009

*Note: TLU= Tropical Livestock Unit using conversion factor: 1 Cattle = 1.0, calf=0.5, 1sheep=0.1,1 Horse =0.67, 1 donkey=0.65, 1 goat=0.1, and 1 poultry=0.005 (Dangew, 2006)
ATLU=3.55 livestock/HH for non-WETA, and 3.43 livestock/HH for the entire sample

Out of the 122 households interviewed in two groups, WETA members (25) and non-WETA members (97) all belong to single ethnic group-namely Oromo. In terms of sample HH's religion they almost reflect homogeneity. Orthodox constitutes 93.4% of the respondents

while Protestants are about 6.6%. Other religions such as Islam and Catholic Christians were not reported at all.

As to the economy of HH there is reliance predominantly on agriculture where the major crop farming are enset and barely with few limited animal rearing activity. Farming is carried in the study area by human labour (hoe farming) instead of using draught animal power. Consequently almost all except those few farmers who have access to plain farm field, where draught animals are used, land tilling is performed by human labour (see Plate 4.1) as opposed to farmers in the surrounding kebeles in the wereda, zone and the region. This, though is the effect itself of limited farm land size, influences in turn the size of farmland a HH has to till and then the agricultural production and income from the sector. A family has to tie up itself to a *daadoo*, a group of men which digs farmland in turn for members, as it is called locally, to prepare at least as much land as available for sowing season.



Plate 4.1 Human Labour farmland digging is the dominant land preparation technique. Photograph by researcher, March, 2009 Haro Wonchi.

Farmland size possession ranges 0.0 hectare to 2.9 hectares with an average of 1 hectare (SD=0.4 hectare) for WETA members and 1.2 hectare (SD=0.75 hectare) for non-members (National average crop area is 1.12 hectare, CSA, 2008). About 80% of the respondents possess less than or equal to 1.5 hectare of farmland and 8.2% own more than two hectares of

land while 5% are landless residents (see Table 4.2). The landless respondents include town dwelling women and youth group who recently made families of their own.

Households attempt to rear livestock on such small holdings. Half of the respondents own more than five cattle while 11.5% have no domestic animals in their holdings. The composition of livestock is usually a cow or two cows, two-four sheep, a horse to ride, and a donkey per household. Animals are allowed to roam in the field. Lack of grazing land is a constraint to livestock production. About 15% of the sample households have enough access to grazing land in the area. For the rest of respondents the extremely steep slope is a hindrance to get as much grazing field as needed.

Table 4.2 *The size of farm land each household owns in hectares*

| Farmland size/hectares | Frequency | Percent | Cumulative Percent | Male | Female | WETA | Non-WETA |
|------------------------|-----------|---------|--------------------|----------|---------|--------|----------|
| 0.00 | 6 | 4.9 | 4.9 | 4(3.7) | 2(15.4) | 2(8.0) | 4(4.1) |
| 0.38 | 9 | 7.4 | 12.3 | 9(8.3) | 0(0.0) | 3(12) | 6(6.2) |
| 0.65 | 19 | 15.6 | 27.9 | 15(13.8) | 4(30.8) | 6(24) | 13(3.4) |
| 0.88 | 26 | 21.3 | 49.2 | 25(22.9) | 1(7.7) | 3(12) | 23(23.7) |
| 1.13 | 23 | 18.9 | 68.1 | 22(20.2) | 1(7.7) | 6(24) | 17(17.5) |
| 1.38 | 11 | 11 | 79.1 | 10(9.20) | 1(7.7) | 2(8.0) | 9(9.3) |
| 1.63 | 10 | 8.2 | 87.1 | 9(8.3) | 1(7.7) | 1(4.0) | 9(9.3) |
| 1.88 | 7 | 5.7 | 93 | 7(6.4) | 0(0.0) | 0(0.0) | 7(7.2) |
| 2.13 | 5 | 4.1 | 97.1 | 3(2.8) | 2(15.4) | 2(8.0) | 3(3.1) |
| 2.38 | 2 | 0.8 | 97 | 1(0.9) | 1(7.7) | 0(0.0) | 2(2.1) |
| 2.63 | 3 | 2.6 | 99.6 | 3(2.8) | 0(0.0) | 0(0.0) | 3(3.1) |
| 2.88 | 1 | 0.4 | 100.0 | 1(0.9) | 0(0.0) | 0(0.0) | 1(1.0) |

Source: Field survey, March 2009 Note: *Figures in parentheses are percentages with in group. Farmland size in the locality is expressed by sangaa, i.e. one sangaa= 0.25 hectare, one and half sangaa=0.38 hectare.

The landless in the sample population is 2.7%, while there are a total of 224 landless household heads in the community. Majority of the landless in the kebele could be said that are a newly wed household heads. The extent of land size possession varies greatly between WETA and non-WETA members of the sample. For instance only two respondents constituting 8% of the group, from WETA members happen to possess more than 2 hectares of land while from non-WETA groups 16 (16.5%) of them have more than 2 hectares at their disposals. Similarly of total farm land owned by the respondents only 11.25 hectares (8.56%) is distributed among female headed households which constitute 10.65% of the respondents. Age wise also households headed by younger people who constitute 2.26% of the

respondents have possessed 2.4% of farmland. It is confirmed that almost 85% of the farmland is concentrated in the hands of household heads aged between 21 and 50.

4.2. History and development of tourism in Wonchi

The beginning of ecotourism in Wonchi

Document and witness accounts reveal that some activity of touring had been carried out around Wonchi Crater Lake long before its establishment in 2001. Attracted by the undisturbed and breathtaking natural parades of the area, visitors used to come in fewer numbers. The increasing arrival of tourists and the inequitable benefits drawn from the activity among residents, and the cropping up of criminal elements who threatened the safety of tourists lead eventually to the need of forming some kind of institution (an association in this case) which can give the ecotourism services of Wonchi a better face. OC&TB and Wonchi wereda administration taking the initiative have established an association of guide group (made of three members) and horse renters' group (of 18 members).



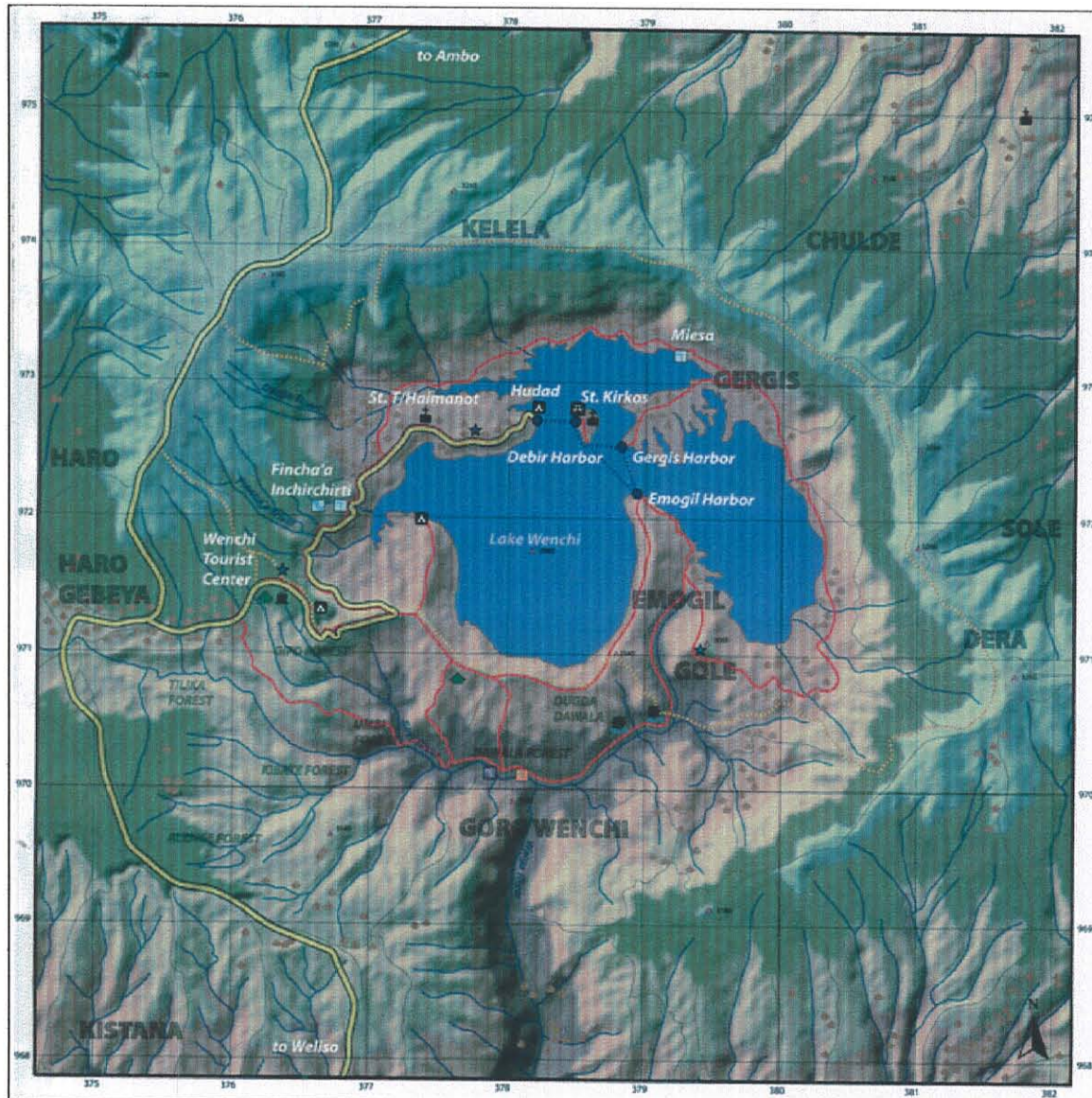
Plate 4.2 Starting ecotourism in Wonchi area was with multi objectives. Photograph: Researcher, March, 2009

By year 2003 with the involvement of an international NGO (German Technical Support; GTZ) who studied the potentials of Wonchi Crater Lake for ecotourism and designed ecotourism project that currently being under implementation the ecotourism association was conceived. Through time association was expanded a little bit more to include as many members of the community as possible, as has been learned from an interview with Wonchi Ecotourism Association (WETA) office. This association later on becoming an umbrella association created different sub association under it through which it was believed more community members will become beneficiaries of ecotourism scheme. Subsequently besides horse renting, boat renting, and guide group associations, handicrafts, women group, conservation group, fishing group, cultural show, and plant nursery groups were formed under the auspices of WETA.

The objective of organizing women group association, handicraft association, fishing, cultural show associations on the other hand was to support members create their own job opportunity and direct benefits from the existing tourist market. Handicrafts' group were to support their livelihood by producing and marketing various souvenirs such as mat making and basketry. This was reported as had been carried out for few years up until year 2006. It failed to continue for various reasons which are discussed in section 5.4 of the thesis.

During the earlier period of formation of the association a female local investor from Ambo town was involved in horse and boat renting. This however has resulted in conflict between the investor and local community. The local wereda and zone administration intervened and stipulated some regulations as to the duty and rights of both parties involved. Among the listed down duties include all parties have entered into commitment to preserve natural resources of the area, local community members directly benefiting directly from ecotourism activity through the formed associations should contribute 8% of their income to Community Development Fund (CDF). However existence of such fund could not be substantiated. As to the right of the investor it has been granted with the right to construct a hotel with lodgings and the necessary tourist accommodation in the area.

The beneficiary community on the other hand has been authorized with rendering all locally borne services which include coffee ceremony, local drinks, local tour services, horse and



TOURIST MAP WENCHI CRATER LAKE



- | | | | |
|--|-------------------|--|---------------|
| | Tourist Trails | | Boat Routes |
| | Horse Tracks | | Tourist Tukul |
| | View Point | | Village Tukul |
| | Water Fall | | Water Mill |
| | Spring | | Restaurant |
| | Hot Spring & Fall | | Picnic Site |
| | Mineral Water | | Camping Site |
| | Church | | Harbor |
| | Height in meters | | |

Scale 1 : 25,000 kilometers

Source: GTZ and Oromia Trade, Industry & Urban Development Bureau/Trade, Tourism and Transport Division, 2004.

boat rent, and camping site renting. Of these during field survey there was no coffee ceremony and local drinks provided to tourists. Camp site renting is also an area little or no benefit is drawn from by local community. Other than their location is reported during field survey no information could be obtained on who benefits from campsite rent, what the rate is and number of visitors subscribed to this service up until now.

Horse and boat renting activities seem to be the two most well utilized followed by tour guide. These are the most active groups of ten sub associations formed within WETA in terms of involvement and income generation. Currently there are 100 horse owners renting their animals and earn a good deal of income for their household. According to WETA office these members do earn from 150 to 250 birr monthly from the horse rent. Average income in both cases is therefore, 200 birr per month. The main reason for income amount deviation is the fluctuation in number of tourists. At times when tourists visit in larger number income from horse rent and boat rent tends to rise. In busy season they may provide two to three rides per a day. If a large group of riders is due the tour operators signal waiting lists of horse owners so that enough number of horses is waiting the group on arrival. Number of tourists' arrival becomes fewer and fewer as the rainy months of June, July and August approach. During rainy months the higher altitude of the area attracts fogs day and night which would hinder good sight of the scenery which is always the major tourist attraction. Moreover the climate becomes harsh for visitors as the temperature drops below zero degrees Celsius. Months of October and November produce a windy cool temperature making life harsh to residents let alone tourists who are sensitive to climate. As a result of these factors larger number of visitors' arrival is reported to be in months between December and May. Least visitors are in months of June, July and August.

Patterns of tourist flow and income generated

Records show that the number of tourists interested in this localities nature tour has been on increase since the inception of the project. This site is believed to be visited by not more than 30000 people all in all up until now (see Table 4.3). This is mainly due to the fact that the late introduction of the site as one of tourist destinations. Before the launch of Wonchi Ecotourism under the control of local community the annual figure for visitors is estimated less than 3000 persons. Following the establishment of WETA and its recognition by government the site received unprecedented publicity after which Wonchi is seen as an alternative tourist destination in the country. As a result for instance during the year 2004-

2005 more than 5000 persons have visited it showing 77% of increase from the previous year's arrivals. Hence the conservative estimate for the previous year's visitors' number could have resulted in such an exaggerated increase. In the next season the figure rose above 6000 people with 15.3% increase. Nevertheless number of tourists coming to Wonchi continued to increase during 2005-2006 by a rise of 15% from the preceding season. During year 2006-2007 however the increase was subdued, 6.89% for barely discernible reason. This figure, however, jumped in the next season by 40.56% during which more than 9200 (the highest ever visited) tourists were believed to have visited Wonchi Crater Lake area.

Table 4.3 Patterns of tourists' flow and income generated from tourists

| Year | Tourist arrivals | Percentage increase | Total income (birr) | Percentage increase |
|--------------|------------------|---------------------|------------------------------|---------------------|
| Before 2004 | 3000* | - | NA | - |
| 2004-2005 | 5315 | 77.17 | 95640 | UA |
| 2005-2006 | 6125 | 15.23 | 125000 | 30.69 |
| 2006-2007 | 7066 | 6.86 | 175000+84000(honey) | 40.00 (107.2) |
| 2007-2008 | 9200 | 40.56 | 215000+100000*(honey) | 22.86 (21.62) |
| Total | 30185 | - | 610640 +184000(honey) | - |

Source: Own Field Survey, March 2009. Note: * Shows the figure is an estimate.

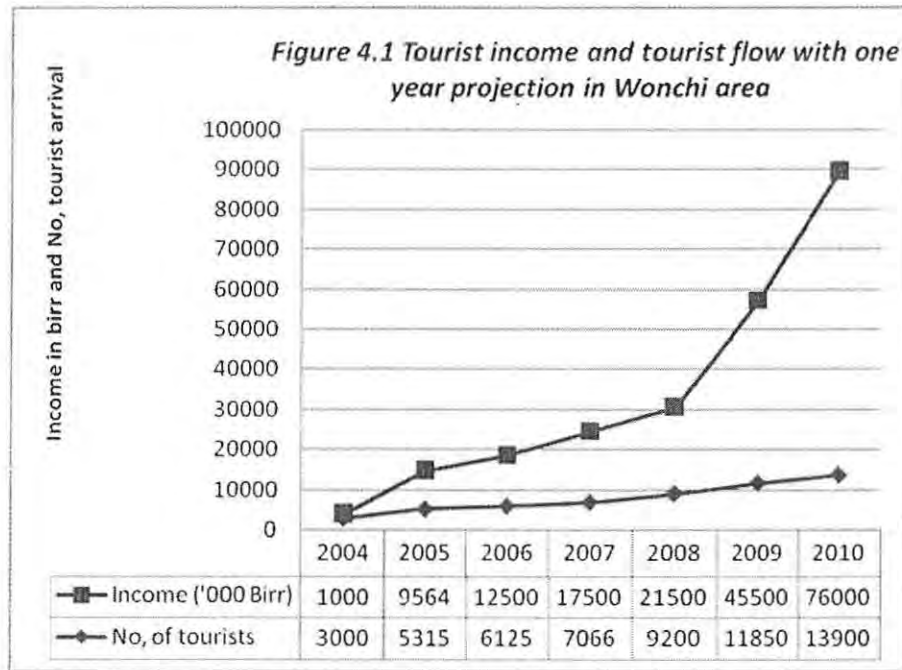
* Income earned from honey is deliberately shown separately as this is not a direct ecotourism service.

* The percentages in prentices show increment including income from honey.

* NA= Not available data.

As regards income generated from visitors it has also been increasing as of the starting year of WETA (Table 4.3). In the first consecutive seasons, 2005-2006 and 2006-2007 income earned had been increasing at an increasing rate 30.69% and 40% respectively. In the following season however the percentage increase seems to decline; the change was by 22.86%. This is true even during the later years when income from sale of honey was introduced; the rise was by 21.62% during 2007-2008 from the preceding season (see Table 4.3 and Figure 4.1).

Regarding income earned from tourists what is presented here is only what has been recorded officially and estimations given by WETA. However, as gathered from interviews and FG discussions larger amount of income earned in the form of tips from visitors usually skips unaccounted for.



Source: Field Survey, March, 2009

4.3. Effects of ecotourism on households' livelihoods

4.3.1. Contribution to household income

In predominantly agriculture dependent community (95.5% of non-WETA and 64% of WETA who reported farming as their major source of income) it is discovered ecotourism has affected positively the lives of some HHs who are direct beneficiaries by being the members of the association. Nearly 20% of the kebele's households are engaged in tourist serving activities from which some make their living fully and others supplement their HH income. Horse and boat renting and guide services are the major tourism related sources of HH income.

Over hundred horse owners await tourists' arrival on weekends at the gate up on the hill from where journey to different attractions of the site begins down the hill and near the lake shore from where a return journey up the hill usually starts. The horse renters group have arranged their service accordingly. Fifty serve up the hill while fifty transport down the hill. Each way owners charge their clients an average of 45 birr (a minimum of 30 and maximum of 60 birr). Boat renters using 49 wooden boats with two persons carrying capacity and one modern metallic manual boat with 12 persons carrying capacity charge 20 birr to 120 birr per person boarded depending on the distance they ship their clients. Shortest distance to travel by boat is across the lake to a small island on which Kirkos monastery of Orthodox Church is

situated. Various pilgrims as well as casual visitors interested in such heritage make their journey every weekend. A round trip across wider expanse (Debir harbour-Emogile harbour-Gergis harbour) of the lake subjects a client to a charge of 120 birr (see map 4.1).

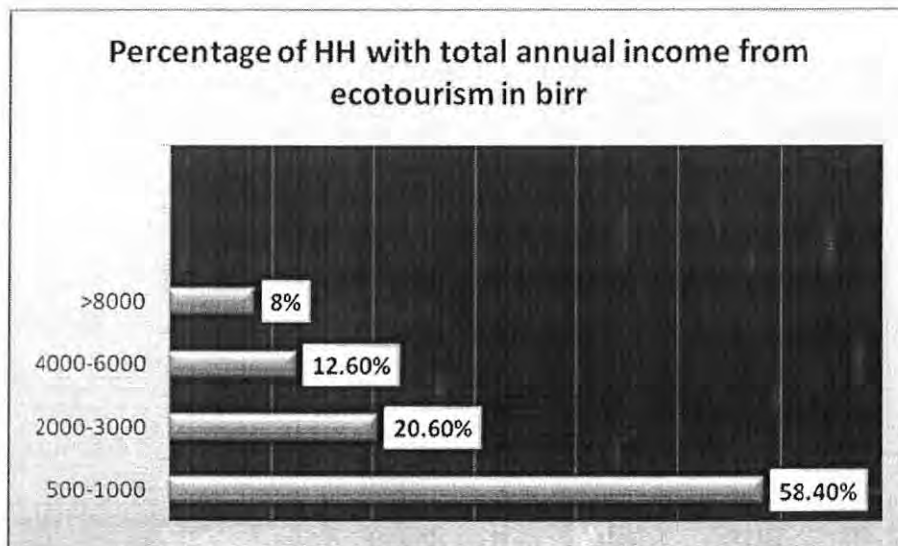


Figure 4.2 HH income from ecotourism. Source: Field survey, March, 2009

To avoid potential conflict over who should provide the service turns have been arranged not only among horse renters' group members but also among boat renters and guide groups. Tour guide group, which is made up of 25 young men also charge visitors 40 birr. Turns are strictly observed through stipulated rules here also. If members violate turns and their actions are reported will transfer that day's earned income to association's account as a fine and lose their next turn.

Generally households from WETA make on average 2,786.6 birr (which ranges from 500 to 20,000 birr) with standard deviation of 4,186.4 birr from ecotourism related engagements including the sale of honey. Three-fourth of the respondents makes no more than 2,875 birr annually from the sector (see Figure 4.2). Of these those engaged in more than one ecotourism service giving activity make on average of 9,320 birr than those limited into one type of service. For instance from two households working on both guide and honey one earns 20,000 and the other 8,000 birr. Likewise, from other households working on horse renting and guide one generates 6,000 birr while the other makes 5,800 birr. The income WETA member HHs annually generate from all kinds of activities including ecotourism ranges from 1,500 to 30,300 birr with an average income of 10,001 birr and standard deviation of 8,266.6 birr (compared to the average 6,431.5 birr, SD=2,865 birr non-WETA

members earn) which reveals that over half of them earn less than 7,000 birr while three-fourth of them earn less than 13,250 birr.

Almost half (44%) of the sample HHs from WETA members have the chance of participating in more than one of tourist related activities. Some engaged in the combination of horse and boat, horse and guide, horse and honey, or in the combination of all.

Table 4.4 Number and kind of ecotourism associations a household involved in

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-------------------------|-----------|---------|---------------|--------------------|
| Associations | Horse renting | 6 | 24.0 | 24.0 | 24.0 |
| | Boat renting | 4 | 16.0 | 16.0 | 40.0 |
| | Guide group | 3 | 12.0 | 12.0 | 52.0 |
| | Honey group | 1 | 4.0 | 4.0 | 56.0 |
| | Horse and boat | 2 | 8.0 | 8.0 | 64.0 |
| | Horse and guide | 3 | 12.0 | 12.0 | 76.0 |
| | Horse and honey | 1 | 4.0 | 4.0 | 80.0 |
| | Horse, boat, and guide | 1 | 4.0 | 4.0 | 84.0 |
| | Horse, honey, and guide | 2 | 8.0 | 8.0 | 92.0 |
| | All associations | 2 | 8.0 | 8.0 | 100.0 |
| | Total | 25 | 100.0 | 100.0 | |

Source: Field survey, March, 2009

To assess the role ecotourism driven activity has in HH income, in what ever type of ecotourism sector a HH is involved, respondents have listed down in what they think vital in their livelihoods when asked to place different economic activities in order of importance. Accordingly ecotourism is rated by some as the first, by others as second or third most important source of HH income. This is particularly evident where 32% reported ecotourism as the first most important source of their families' earnings, while 64% of HHs as the second most important source of income and 4% as their third important income source (see Table 4.5).

Of course even those subscribing to ecotourism as their first most important source of income never rule out the importance of farming activity in their HH's livelihood. Of those 24% consider agricultural activities as their second most important source of family earnings. Though ecotourism placed in the first priority list for these HHs' earnings, continued attachment of HHs to farming vividly testifies that revenue from ecotourism activity alone can not fulfil families' needs.

Table 4.5 Ranks of economic activities in order of importance for HH income

| | | Rank assigned to activities by HH | | | | |
|----------|--------------|-----------------------------------|-----------------|-----------------|-----------------|-----------------------------|
| | | 1 st | 2 nd | 3 rd | 4 th | Sum of the first four ranks |
| Activity | Farming | 16 (64%) | 7 (28%) | 1 (4%) | 0 | 24 |
| | Ecotourism | 8 (32%) | 16(64%) | 1 (4%) | 0 | 25 |
| | Petty trade | 1(4%) | 2 (8%) | 4 (16%) | 0 | 7 |
| | Daily Labour | 0 | 1 (4%) | 2 (8%) | 0 | 2 |
| | Others | 0 | 0 | 3(12%) | 1(4%) | 4 |

Source: Field survey, March, 2009.

In other words it is too early and premature yet for ecotourism to become the single most commendable economic activity on which any single family lean for living. It has to be backed by activities such as farming, daily labour or petty trade. That is why many of the respondents from WETA members itself (64%) identified farming as their first and most source of HH income. Of these 60% believe ecotourism is their second most important source of income.

The study has also examined the change in the HH income comparing members and non-members. Households from both groups reported that they have experienced change of income for better during the last seven or so years, though it is difficult to establish strictly this income improvement and benefits originate from ecotourism. Nevertheless, from sample HHs of WETA members 96% claim that their income has improved. Given various choices as to what might has caused their HH income to increase 56% of them pointed out their engagement in different tourist services is a reason for rise of their revenue. Only 20% of this group of HH attach their accomplishment in income improvement to the use of agricultural inputs as 8% say increase in the size of farm land is the cause. The remaining proportion relate it other factors.

From among non-WETA group also for 86.6% there has been an increase of income over the last seven years, where the remaining 13.4% reported no change in their earnings. Of those saying have experienced positive HH income change, 70.2% relate the change to increased use of agricultural input, 22.16% to reasons such as labour work, petty trade and diversification of farm produces such as to vegetable items, and nearly 6% claim engagement in some kind of none or off-farm activities.

Change of income is observed comparably in both groups implying that farmers can still improve their earnings even without directly earning from ecotourism. One way of looking into how much ecotourism affected income improvement is by analysing the amount HHs from both groups have spent during past seven years. Thus, WETA members have spent on average 34,544 birr for acquisition of various goods and services during last seven years while non-WETA HHs spent an average of 9,400.6 birr (see sub-section 5.4).

This fact shows that ecotourism has a significant place in a HH economy whose importance can not be undermined. Yes, families earn a good deal of income from ecotourism driven activities but that amount earned could not prove to be a laudable force helping HH lift themselves to a better living condition. From field observation in several of respondents houses no magnified differences in life styles between members and non-members were witnessed. This may be because of ecotourism is at its infancy stage yet to impose any meaningful livelihood change. One fact could not be denied though is that sustenance of family life could not be the same had not ecotourism was there. Some of the respondents recall that before their involvement in ecotourism ensuring HH daily meal was difficult. HHs used to suffer during three months of rainy season from lack of food. Now that is alleviated.

From the rank order provided in Table 4.5 ecotourism becomes the first most important of all economic activities among the sample HH of WETA, while agriculture is the second and petty trade is the third. This tunes with the fact that ecotourism, though with small margin above farming activity, has a significant role in the livelihoods of the respondents.

Another aspect of testing out how different the income level of WETA members respondents as from the rest of community members' is by examining it in relation to their farmland size as it is one factor to determine extent of revenue a HH can earn. Sample HHs interview has revealed that about 75% of them have a farm land size less than 1.75 hectare (seven sangaas). Accordingly the crosstab of farmland size and income shows relatively speaking an even distribution. Nearly a fourth of respondents (24%) that earn less than 5000 birr annually have a land size not more than 1.25 hectare. About 75% of respondents earning less than 15000 birr own farm land size less than 1.75 hectare. With in non-WETA members on the other hand a little over half (53%) of respondents that earn annual income below 10,000 birr own farmland size not more than 1.25 hectare and 78% of the group who make 15,000 birr or less annually are those who are owning farm land size less than 1.75 hectare. In this category few landless HHs were reported that they can make an annual income above 15,000 birr from

various non-farm activities, except ecotourism, such as from petty trade, daily labour work, or the combination of the two.

Other than the farmer-tourist service providers there are also few indirect beneficiaries. The lodge owned by private investor has provided for seven local residents; (a waitress, a chef, a cashier, a manager and three guards) got employment opportunity in the lodge. They earn monthly salary ranging from 160–300 birr. Recent three weeks revenue records of the lodge reveals that it generates an average income of 8,423.5 birr per week for the owner.

How important is ecotourism in changing the living condition of HHs can be looked in to by comparing what goods and services HHs from WETA and non-WETA members have procured during the last seven years. The list of goods and services includes cattle, construction of corrugated iron roofed houses, new farm tools and inputs, household electronic equipments and furniture, installation of telephone line, increased farmland, bought or got constructed a boat, opened shop, and obtained vehicle or any kind of motor. Although there is a policy of universally free access schooling for elementary school in the country HHs make payments for books, transport, food and lodgings for their children's education; and it is considered here. Representing all these an indicator used is the total amount of money HH spent to acquire goods and services.

Almost all members of WETA (96%) answered that they have acquired one or more of goods or services. In this each HH has spent a total amount that ranges from 2,900-136,700 birr with the mean of 34,544 birr and standard deviation of 17,500 birr.

Where as, 97% of sample HHs from non-WETA members reported acquiring one or two of goods or services. However, spent amount ranges from 500 birr to 56,000 birr with an average of 12,009.3 and standard deviation of 9,400.6 birr. In this category about three quartiles of respondents are those that have spent less than 15,475 birr for purchase of goods and services during last seven years. Therefore average expenditure between the two groups varies as WETA members have spent thrice of non-WETA members on average implicating that WETA members had some how more expendable cash money on their hand than non-WETA members.

In terms of the acquired goods and services many of WETA members tend to have built iron roofed houses, horses, boat, increased farm land through exchanges, got installed fixed telephone lines or mobile telephones (although no service coverage is there in the later case

some of them use walking to top of the rim of the crater where service comes and goes or use it when they come to larger towns). The main items and services of procurement in the non-WETA members include cows, sheep, and horses. The number of iron roofed houses built in this category of sample HH is limited, so is the purchase of accessories such as fixed and mobile telephones.

4.3.2 Contribution to livelihood diversification

Some of ecotourism's vivid effects in this locality that worth consideration are the emergence of *farmers–tourist* service providers who are organized in to a cooperative society known as Wonchi Ecotourism Association (WETA), with 10 sub associations, being run by members elected from among farmers–tourist service providers. With the introduction of ecotourism to the area means of livelihood, if not for many, but for few households seem to have been changed. Although Wonchi kebele administration and WETA office claim that 250 households have been made directly beneficiary from ecotourism the researcher found out that exactly 194 HHs are the direct beneficiaries since some of the sample households are counted twice, thrice, or more because of their involvement in more than one associations. Ecotourism has brought to Wonchi area community alternative livelihood means which had not been experienced before.

As table 4.4 shows HHs from the sample are engaged in various alternative economic activities that have been created by ecotourism. The previously unnoticed additional economic importance of assets such as boats and horses, other than with in the family use, have now become important sources of family income following the launch of ecotourism. Prior to the start of ecotourism horses were only used for family members ride. In the Crater boats were also utilized widely to link villages across the lake. Boats remain the only means of access to remote villages across the lake till to date. Such benefits may not be undermined as they on one hand ensure diversification of HH income sources. However compared to the present undeniable income opportunities created for HHs from these assets previous uses could be under rated.

As it is the case currently for 24% of the respondents horse renting (see Plate 4.3) has become new area of economic endeavour from which sustainable income is generated. Similarly for 16% of sample HHs boat renting (see Plate 4.4) is turned into a new source of HH earnings as has been tour guide for 12% of the respondents. This does not include those HHs involved in the combinations of two or more of these activities.

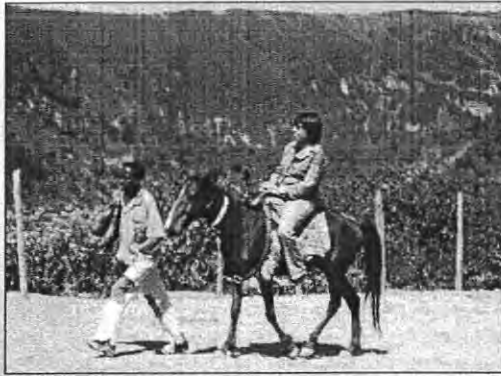


Plate 4.3 Several HH like this boy's family (left) and boat owners such as these sailors (Plate 4.4) make important HH income from horse and boat renting.

Tour guide is completely a novel economic undertaking in this locality for high school or junior secondary school graduates who are most of the time left out unemployed. From among 17 of the youths serving as translators and guides five are sixth graders, five are eighth graders, three are 10th grade graduates, one of the other two is either 10+1 or 10+2, and the remaining two are 12th grade graduates. These are young people whose average age is 25.5 years. Their average family size is 3.5. Tour guide is the best fit coat type of business to these youths since most of them seem to be endowed with the minimum skill required for such kind of service. These can communicate easily using their minimum English language skill. Relatively these are better looking residents, have better hygiene and behave well and react positively to strangers who seem to be lost in such remote villages. Therefore, since many of members of tour guide group lack farmland possession to till or other prospects to make their living from, members of tour guides are the most beneficiaries of ecotourism driven activities though their diligently delivered service is not as efficient as it should have been (see sub-section 5.4.3).

However, the effect on the livelihood could have more magnitude if more number of HH members would have been involved and more time is spent on those activities. WETA member HHs enquired if more than one person in the family is involved in ecotourism 96% replied only single person in the family is working on ecotourism. The rest (4%) reported two of family members are working in the sector. And from among these it is 8% alone who have taken it as a full time occupation. Comparatively 92% of respondents operate on weekends. It seems that date of tourists' arrival has a significant influence on how much of time an individual spends on tourist service related activities. Usually tourists visit the place on Saturdays and Sundays. Visitors flow in some times in large numbers at a rate beyond

inspection capability of WETA office. Especially local or domestic tourists, particularly weekend tourists from bigger cities of the country travel to the place in mass by busses where at times it becomes impossible to deliver proper service. Foreigners come to the place usually in less than a group of 6-12 persons, some times with Ethiopian companion or by themselves.

Table 4.6 Perception on factors influencing HH involvement in tourist serving activities in percents

| Reply | | Kebele officials and relatives | Young HH heads | Landless members of the community | Women | Those that have the skill of handicraft | Those living close to the site gate | Those living to close to road side | Owners of horse and boat | Members of the community interested in tourist services |
|------------|-------|--------------------------------|----------------|-----------------------------------|-------|---|-------------------------------------|------------------------------------|--------------------------|---|
| Percentage | Yes | 10.7 | 53.3 | 32.8 | 13.1 | 28.7 | 67.2 | 65.6 | 73.0 | 81.1 |
| | No | 89.3 | 46.7 | 67.2 | 86.9 | 71.3 | 32.8 | 34.4 | 27.0 | 18.9 |
| | Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: Field Survey, March, 2009

Households never neglect the importance of owning assets such as horses or boats in order to get involved in tourist services in their reply. As many as three fourth of respondents do think owning these assets could help HHs entry to the association. During group discussion, however, participants elaborated that although without owning some thing it would be useless to participate in tourism activities having these assets alone cannot assure HH's entry of the association as they reported currently over 400 registered horse owners are waiting on permission of membership

Households' category into *poor*, *medium* and *wealthy* families based on indicators offered by respondents themselves (Annex 1) may shade also some light to similarities and differences between the two sample HHs. Accordingly 75% of entire respondents included in the study put themselves as medium income earning families, while one fourth of them consider themselves as poor HH as the remaining ones label their status as wealthy families. Proportion of poor HH tend to greater in non-WETA sample HH than in WETA members. About 22% of 97 of non-WETA sample HH believe that they are poor while 16% of 25 WETA member sample HH think that they are impecunious. Another discrepancy between the two sample cases is the proportion of well to do families. Only few of (6%) non-WETA members judge their way life as affluent while 16% of WETA think their HH life so.

Lateral effects

The major change ecotourism has brought to Wonchi area community is that their empowerment. Now residents have more or less an organization—Wonchi Ecotourism Association (WETA) through which they are supposed to adjust their resource (collective and individual) utilization, manage, and air their views on matters of common resources and other issues. Although some elite elements are controlling the power local community empowerment is one of the intended benefits of ecotourism. WETA has turned out itself into an association that can run ecotourism as business with the introduction of central payment system of revenues collected for its members. It has set not only entrance fee charge rate but horse and boat fares and guide and translator service charges. The association also has a local WETA office that serves both as the head quarter for the association as well as tourist reception centre.

With the coming into being of Haro town with 500 to 700 houses (no exact data were found) where about 1000 residents are living in some form of a both commercial and political centre is emerging. In fact *Haro Gebeya*, the centre at which now the town is built (See annex 6), had been serving as the place of exchange of goods and services for longer time prior to the start of ecotourism.

On the other hand it is hardly possible what significant outcome has come of ecotourism concerning the development of micro and small scale enterprises due to the spread effect of ecotourism business in Haro town. The reason is that all tourists, at least during the researcher's field observation period, seem to ignore the town as they pass through unless when they stop to request for the direction of the Crater Lake. Haro itself has no important service that grips the attention of visitors except *mana araqee* (local liquor house) and *mana farsoo* (local beer houses). It has no hotel, no dining place, and no single boarding and lodging services. Rural communities in similar ecotourism destinations in other parts of the world involve in the business by offering tourists boarding, local food, artefacts. For instance Moyini (2006) and Cochrane (2000), in Uganda and in Indonesia respectively in separate works reported that local communities in both cases generate HH income by allowing tourists pass their stay at residents' homes in the villages, even with the presence of officially recognized hotels. It means in the study area under consideration if such services are provided by the community members it would instigate the emergence of micro and small scale businesses in aim of satisfying visitors.

Farsoo and araqee houses, however, are the only activities proliferating and busiest public entertainment centres in the town and even in the rural villages on weekends and recurrent holidays of the local community. Given that saving mechanism is weak and firms that are supposed to encourage saving and investment are absent in the area it is not beyond expectation that hard earned HH revenue will end up in momentary pleasure spending than in productive investment undertakings that would propel the local economy. An attempt to trace the destination of income from tourism an enquiry to businesses and revenues of these local shops and liquor houses was made but concluded with futile outcome. Some WETA members contacted for such objective were alarmed and refused to offer answers while shop and liquor house owners though shown their permission reported have no record of the identity (i.e. whether or not WETA members are the frequent visitors, they reported as saying “we sale to the market, we do not care, or record nor enquire identity”) of their clients. On the other hand though from the point of view of HHs members of WETA tourism income is unwisely spent, on the other hand it implies that income from ecotourism perhaps injected somehow in to the local small businesses.

Beside numerous and omnipresent farsoo and araqee houses fewer small shops are observable in this small town. The coming into being and sustenance of such business centres is difficult again to relate to ecotourism’s development in the area since no tourist clients are observed exchanging with these. It is impossible to rule out also the effects ecotourism imposes on them indirectly.

At Haro Wonchi number of viable areas of economic engagement are limited to agriculture, petty trade, ecotourism related services, and daily labour. It is witnessed that ecotourism business in the area in no vivid way has produced a spread effect to set off micro, small or medium business enterprises. Small handicraft industries including basket work, weaving, leather goods, and clay products have not been observed.

The way ecotourism is managed in Wonchi does not enable the system to influence tourist spending so that more revenue is generated. It is a simple fact that if some ways of encouraging tourists spend large sums of money at tourism destinations are devised it will have a potential to increase the conserved area’s revenue and makes a pecuniary contribution to the local community. In the study area there is no system that help tourist lengthen their stay in the site, no or very limited number of local products (except honey) obtainable for sale so that tourists subtly enhance rural development through purchase of such items. The

absence of developed tourist facilities—visitor centres, selling imperative media, meal service giving places, lodgings and souvenirs, which not only fail to induce greater tourist spending but also discourage tourists return in the future.

Socio-economic infrastructure development

It is normal to assume that such developmental undertakings as ecotourism play substitutive role of government in areas where resources coming through the state become short of reaching marginalized communities. As an ecotourism project no different effect would be expected in the study area also. The reality however depicts a differing colour as the assessment result of the sector uncovered it. It is confirmed that there are two 1st to grade 8th schools, one health post, a farmer training centre (FTC), a telecommunication line for the town and its surroundings, road connection to Ambo and Woliso towns with five kilometre long dry weather road running down to the shore of the lake. Actually this road is the extension of the 64 kilometre Ambo-Woliso road which makes its path through Haro town. There is also one developed spring which ensures Haro town residents supply of clean water, otherwise no tappable water for the larger portion of the kebele population.

In both schools about 1,644 children are enrolled of which 740 (45%) are girl students. One of these schools is located in Dirre village near the lake shore serving residents with in the crater, while the other school is situated in Haro town admitting students from surrounding villages out side of the crater.

The issue is that whether or not the ecotourism project has any thing to do in the development of these infrastructures. All (100%) of sample HHs replied to this question with “NO!” when we say ecotourism project if we meant WETA. WETA office itself and kebele administration admit that those infrastructure developments have benefited nothing in financial terms or other form from ecotourism. Then who built them? According to residents, WETA and kebele officials these all developed by government budget, except for the school near the lake shore in Dirre village, which was built by the donation of an individual, a son of the village, residing somewhere in Europe.

However the timing of the development of these infrastructures whether government or individual donated may raise a curiosity. Wonchi area community has lived for years neglected from development activities. Before 2002 the road access was not reliable even during dry season let alone in the wet season. Four Wheel drive down to the lake was unthinkable for no road was built back then. Parents had to keep their children at home or

take huge risk of investing their entire produce in their child's education at distant towns such as Ambo, Ginchi, or Woliso. The same is true with telecommunication and health services. One thing clear about infrastructure development of Wonchi is that all developmental undertakings, even the school donation made by local born individual, coincided with the beginning of ecotourism in this particular locality. The difficult matter then is pursuing which one is the cause and which is the effect as government invests in a given locality having several objectives in mind. However it is not uncommon that government expands infrastructure to tourist destinations of rural villages. In Southern Africa countries remote villages near game reserves and game lodges have benefited from improved road access, potable water supplies and bulk electricity (Maysn, 2004) following the Launch of the site as tourist destination. Cochrane (2000) reported also that in Ranu Pani in Indonesia, the presence of ecotourism prompted government to make infrastructure improvement.

Ecotourism benefit variation across gender and age

In the study area female accounted for 48.53% of the total population and of the total HH heads 17.4% are female headed house holds. Young HH heads that are neither employed nor own land also account for 16.4% of the total HHs, of which close to half of them are female HH heads. In this locality ecotourism, by offering alternative means of living, was intended initially to reach out for these groups so that the pressure landless impoverished section of the community could exert on the very existence of natural resources be abated if can not be halted completely. To see whether or not ecotourism has affected the lives of female community members, families headed by landless youths and families headed by old ages different enquiry methods have been applied and useful information has been collected.

In the earlier period of the establishment of ecotourism from 124 house holds organized under Wonchi Ecotourism Association (WETA) about 25 (20.16%) of them were females. Of the ten sub associations under WETA one, with 23 members, was a women group, the objective of which was to enable members create their own various income generating activities. To start with members were engaged in activities they are better skilled with such as mat making, basketry, and different ornaments sewed of grasses then diversify and grow. Few of women in the association are organized to honey group. As time went by women's association become less active and its role in the ecotourism project has faded away as members expressed during focus group discussion.

Currently therefore the exact number of females who are benefiting directly by being members of the association from the on going tourism business in the locality are two, which backs up the supposition that ecotourism of Wonchi is predominantly a patriarchal business. Considering direct benefit the inclusiveness of ecotourism in terms of gender is minimal since 99% from the entire WETA members and 92% from sample HH from WETA are male heads of HH.

Some members of women group who were available for interview blame WETA officials' maladministration for the failure of their association. According to them at the beginning of association's formation there was a general consensus among members of the bigger WETA association that active association groups will support the fledgling groups both financially and technically. Contrarily association heads even abused financial aid made by donors to strengthen women association group let alone provide them with guidance and mentoring that their weak association requires so earnestly. WETA officials are defiant to such accusations. As can be gathered from their replies "no money has ever been donated as such ear marked particularly to strengthening of women association group". The association, according to WETA officials, has been destined to failure since no market was solicited for their products.

On the other hand both women group and WETA office agree on the lack of quality and diversification of items women's association has been producing for tourist market. One of the main reasons to lack of market is no training has been offered. Women gave an attempt to make these items based on their local skill and market response did not help them continue. Trainings, however, supposed to be arranged by WETA it self, local keble or wereda administrations, non of which could produce any worthy pretext during interview.

From what has been understood during field observation services offered to tourists themselves are male oriented activities as the traditional division of labour between man and women dictates it. Horse renting for instance is an out door engagement in which most of the time exclusively men take part. Even if a woman may own the animal, which is a rare case, culturally it will be unbecoming of her to saddle a horse, queue up with men for the arrival of tourists, and then negotiate her service's price. Similarly boat business is with in the domain of men where women are prohibited by the norms of the community as it was widely outlined during FG discussion. One lady from women FG discussion stressed the difficulty as she asks "*even if I dare to break the norm rent my horse who would attend for my domestic duty at home which calls for me a loud*".

Becoming direct beneficiary may seem a far fetched wish for many of female residents. Contrastingly they happened to fail to realize they could small businesses at least on their own without being waiting to be hooked to the association. Several opportunities could be exploited from visitors at their door steps. In the group discussion when asked why did not they sale some items as tourists, guides and their fellow community members who frequently make their passes through villages, many of them confessed it has never occurred to them that they can trade different home made goods to tourists. Besides lack of business idea it would be against community's norm to sale food or other items rather than cooking or making for home consumption. "We are ashamed of such activities, we would rather die of starvation than seen selling meals at the side of the road" says one group discussant elder lady as she refer to their norms' rigidity.

Furthermore the flourish of small businesses such as local made food item trade, venders engaged in the sale of gums, cigarettes and bottled waters, as it would be expected in places of comparable scenario are non-existent activities in Wonchi area. During the researcher's two weeks survey only two local girls were seen around the gate of the site engaged in selling food items such as boiled and roasted cheek pea, banded *bullaa*, and lemon etc. (Plate 4.5). *Bullaa* is kind of local staple food item made of enset tree and roots. This is the finest of the enset product exported to larger towns. Even these pioneers have taken the business as a spare time occupation and frequently face being chased by lodge owner since no fixed post of trading their goods is not available.

In general women are neither offered employment opportunity (since no employing firms are there) nor given the chance to participate themselves in ecotourism driven activities. Wondifraw (2007) in Bale observed that women equally benefiting from even outdoor services like horse renting and in the Southern African countries though structural arrangement quite different from the area under consideration (i.e. ownership and management of sites belongs to private individuals in the former case) women are among the vulnerable group for whom job opportunities provided with priority in eco-lodges (Mayssn, 2004). Lack of awareness area of participation and cultural understandings of women's outdoor engagement appear to be the major limiting factors on taking their share of tourism benefits.



Plate 4.5 Local girls attempting to tame small businesses to tourist market

Disparity in drawing benefits from the sector exists also when observed across ages of the beneficiaries. Age wise sample HHs range from age of 19 years to 58 years with the average age of 32.2 years and with the standard deviation of 10.6 years. The sample proves that few age groups are dominant with in the directly beneficiaries. Nearly half of WETA members are younger HH heads between the ages of 21 to 30. The second largest group is those who are found between the ages of 31 to 41 years. From the sample HH there is little percentage (8%) below the age of 20 years and HH head above the age of 60 years. Obviously fewer age group of HH seem to gain from ecotourism activity, the reason for which is difficult to trace back. However from researcher's observation and interviews with key informants many of WETA members are the most out spoken dominant age group who can influence not only their community members but also authorities' decision in their favour.

The Effect of Village Distance

In order to see what important factor determines HH income it was deemed necessary to apply some statistical analysis. Thus, how far each HH dwells from the main gate of the site should be considered to find out the extent to which ecotourism imposed any influence up on their livelihoods. Taking the village around the gate as the centre analysis of effect of distance has been conducted.

Accordingly villages have distances that range from 1.10 km to 8.50 km from the main gate of ecotourism site. There is, however, variation in the location of WETA members and non-WETA members when seen against the centre. The mean distance for WETA members is 3.028 km with the standard deviation of 0.618 km. Within this group 25% of respondents are located within the village of Kella where site's gate is found, 50% live within the radius of 1.1km distance from the site's gate while 75% of them are situated not farther than 6.1 km distance.

Non-WETA members on the other hand are located at an average distance of 5.07 km farther away from the centre with the standard deviation of 2.75 km. In terms of how much percentage of these group members live closer to the gate of the site also variation from the previous group is observed. In this case residences of 25% of respondents are found within a radius of 4 km, of half of them within the radius of 6.1km, as of three fourth of them are at 7.1km away from the centre.

Proximity to the gate is somehow related to access to membership into ecotourism association. In the above discussion half of the members of WETA happen to be found near the site's gate implying that their location may have been the cause why many have enlisted to the association, while distance determined the extent of involvement of non-WETA members. Respondents from both groups given different choices concerning what factors influence their involvement in the association 67% of them have replied it is the distance what matters most to them (Table 4.6). Similarly a third of respondents believe being residing on main road side is factor affects their involvement in ecotourism activities. Statistically ($\chi^2=0.015$, $P<0.05$) also there is a significant village distance influence on their income whether or not a HH be participating in the ecotourism business.

The study has applied correlation test so that to establish any association between distance of the village of resident and income his/her HH earns annually. Consequently, by Pearson's (r) correlation a result obtained is -0.137 at a significance level of 0.132 in both directions. In Spearman's correlation coefficient as well the result obtained is -0.13 at significance level of 0.887. Both correlation coefficients' results point to one reality, which is, at $r < 0.05$ significance level in Pearson's correlation coefficient case and at $p < 0.05$ significance level in Spearman's correlation coefficient case village distances and HH income are related weakly but inversely. As village distance increases away from the site's gate, income gets lower and lower but only weakly and it is significantly.

Similar test of association between the two groups of households, however displays different outcome. For WETA members Pearson's correlation coefficient, ($r=-0.081$, $p<0.05$), where as for non-WETA members Pearson's correlation coefficient out come, ($r= 0.047$, $p<0.05$). In the former case this result implicates that as distance increases income of HH is affected negatively but still the association between the two variables is weaker. On the other hand in the second case r value indicates although it is weaker also, distance affecting HH's income positively. The outcome of between groups analysis differed from that of with in group analysis due to the fact that WETA members have based some how their HH revenue on tourism driven jobs which need the actor to be closer to villages around the gate. Contrary to this HH income of non-WETA members is not affected negatively since they make no revenue from tourism activities. Non-WETA members' HH income rather has the tendency to grow as HH's village location drifts away from the village around the site's gate as the Pearson's Correlation Coefficient result here above pointed out.

Table 4.7 Correlations between HH village distances from the site's gate and HH income

| | | WETA members HH income per annum | Non-WETA members HH income per annum |
|--|---------------------|--|--|
| WETA members' Village distance | Pearson Correlation | -.081 | |
| | Sig. (2-tailed) | .699 | |
| | N | 25 | |
| Non- WETA members' village distance | Pearson Correlation | | .047 |
| | Sig.(2-tailed) | | .649 |
| | N | | 97 |

Source: Field survey, March, 2009

These HH's source of income as has been discussed already is farming and farming best performed in villages farther away from the site as space to operate will be more available and the probability of HH's attention distracted from intensively working on their farms by non-farm activities such as agriculture will be lesser and lesser.

Age, Sex, Educational Level, Family Size and Farmland size Effect

A Regression Analysis is also conducted to see what exactly determines HH income from among different variables considered in the study. Household income being the dependent variable is analysed in relation to sex, age and educational level of HH head, village distance from the gate of the site, family size and farmland size of HH. In order to make comparison easily the two sample HH groups are analysed separately. Therefore in WETA members of

these six variables none seems to have any statistically significant influence on HH income. These variables fail to be factors explaining WETA members' HH income. Where as for non-WETA members' HH income from among sex, age, education level, distance, family size, and size of farmland HH head's educational level and HH family size revealed a statistically significant relationship with the group's HH income. Therefore regression analysis result points out that income among non-WETA sample HHs cannot be explained by village distance, HH head sex, age, nor by farmland size, but can be explained well by the two factors age of HH head and by family size.

Table 4.8 Comparison between WETA and non-WETA based on HH age, sex, educational level, family size, HH farmland size and village distance

| Model | WETA members | | Non-WETA members | |
|-----------------------|--------------|------|------------------|------|
| | t | Sig. | t | Sig. |
| (Constant) | 2.542 | .013 | -.112 | .912 |
| HH head Sex | -.884 | .379 | 1.036 | .314 |
| HH head age | .061 | .952 | .299 | .768 |
| HH Villages' distance | .739 | .462 | -.298 | .769 |
| HH Family size | 2.470 | .015 | .483 | .635 |
| HH head edu. level | 2.202 | .030 | .571 | .575 |
| HH farm land size | -.061 | .951 | -.655 | .521 |

a Dependent Variable: Income of household per annum

On the other hand when entire samples of the two HH groups are put into regression analysis regression result shows different reality. Income of the entire sample HHs can only be explained by educational level of HH head more than any of the rest of variables, there is not statistically significant association between these variables and HH income.

In general Haro Wonchi Ecotourism was designed that local people can involve in ecotourism business in four different ways—entrepreneurs, artisans, attractions, and administrators. But it is witnessed in this study that their participation is realized only as administrators; which include all service provision areas. This could be attributed to several factors among which lack of marketing, the inexperience of rural community to operate independently in ecotourism stream coupled with lack of training, absence of homogeneity of interest in the community, and lack of close inspection of the stakeholders particularly the government.

4.4. Problems ecotourism faced

In spite of the complementary role ecotourism intended to provide to agriculture it has a preventive role on the productivity of the sector. As both activities entail vast land on which to operate it is eminent that land becomes a contention area between the sectors. Hence respondents have been questioned whether or not there is any thing they have lost due to ecotourism. Accordingly the main loss for 20% of respondents happened to be farm land as result of ecotourism's launch in their vicinity. More than three fourth of those interviewed answered they never lost land because of ecotourism, and yet one fourth of them claim it had to cost them an average of 0.58 hectare of prime farmland. From HHs who reported land loss one third lost less than half hectare. Of the total number of HH who lost land 40% have lost more than one hectare or four sangaas as they call it.

Table 4.9 Size of land holding lost to ecotourism between WETA and non-WETA HH

| Sample HH type | Did you loose land to ecotourism? | | | | Maximum lost | Minimum lost | Mean of lost land |
|----------------|-----------------------------------|---------|-----------|---------|--------------|--------------|-------------------|
| | Yes | | No | | | | |
| | Frequency | Percent | Frequency | Percent | hectare | hectare | Hectare |
| WETA | 8 | 32 | 17 | 68 | 1.5 | 0.25 | 0.41 |
| Non-WETA | 17 | 17.5 | 80 | 82.5 | 9.00 | 0.25 | 0.66 |

Source: Field Survey, March, 2009

Overall land size lost=14.55 hectare, mean=0.582 hectare between the sample HHs

It seems that non-WETA members are the more affected than WETA members when seen in terms of number of HHs from the two groups. Eight of the HHs or 32% of WETA members are the only ones who claim they are the victim of being pushed from part of their land holdings; from which one HH lost above a hectare, four of them lost between a quarter and half of a hectare and three HHs lost less than a quarter of a hectare. As to non-WETA members 17 HHs reported they have deprived of their farm land holdings. Of these nine have foregone more than one hectare of holding, from three HHs a quarter to half of a hectare has been defined to ecotourism site, from five HHs less than one sangaa or 0.25 hectare nominated for the same purpose. On average WETA members conceded 0.41 hectare, while non-WETA members gave only 0.66 hectare on average (Table 4.9). The total peasant farmland reassigned to ecotourism is therefore 14.5 hectare with an average of 0.5 hectares.

The loss incurred by both HHs has also been examined in terms of production in quintals. One of the three members of WETA that conceded less than a quarter of a hectare are compelled to deduct less than a quintal of crop production from the forgone land size, while two of them believe they are missing each year on average 2.5 quintals of crop product.

Similarly from those lost between a quarter to half a hectare in the WETA group three HHs reported that 2.5 quintals of yield per year is what is forgone to their family due to ecotourism, while one HH reported its loss as above five quintal, as a HH with above a hectare of land size taken away expressed about 2.5 quintal of crop yield reduced from the family.

In the sample HHs of non-WETA members five of them are in the category of households that lost less than 0.25 hectare, of which one reported amount of yield loss below a quintal and the other about 2.5 quintal, while three of them are sure of reduction of above five quintals of crop yield annually. Three respondents that fall in the category of those lost an average land size of 0.4 hectare do not obtain now on average 2.5 quintals of crop yields as are nine of the group from whom more than a hectare of farmland is taken away.

Respondents are also bitter about lack of access to grazing land which the launch of ecotourism has aggravated if not the first hand cause. Enquired if HHs have access to grazing land 81.1% of respondents described no access to grazing land. That could be the reason why the total number of livestock reared in the study area is small (in TLU a total of 418.53 and average of 3.43 livestock per HH, see Annex 2). Fundamentally the reason for limited grazing land is the cliffy terrain than due to land designation to Ecotourism. Many of respondents are cautious to attach lack of free land for domestic animals' deployment with presence of ecotourism although they never deny that it exacerbated their problem in this regard.

Labour force diversion and effect on work culture

The beginning of ecotourism has also its own other adverse influences on the productivity of agriculture, such as by diverting active work force to non-agricultural sectors. It creates undesirable human labour scarcity in agricultural sector. House hold heads that formerly used to involve dynamically in farming have now restricted their length of work time at farm. The main factor is that not because tourism business is so attractive that required them to withdraw their attentions and efforts so as to effectively tend to the new business. Lack of work program and over expectation of revenue from tourism services could be the few among other causes. It is not uncommon to observe men waiting idly for tourists even on week days when the number of visitors is so few or none. Tourism originated money is easy and fast to earn as compared to farm income which usually arrives after seven to nine months. Moreover income from tourists will provide HH heads, if not entire family, with expendable cash on

their hand. In addition to this tourists not only bring in cash money, which has temporary life time, but bigger businesses like land purchase and sale in which every member of village, except women, plays as a dealer.

Above and beyond this no body is sure about how high payments tourists offer in the form of tips after each service delivery that keeps away farmers from homesteads. Informants think visitors especially Westerners are willing to give three–four folds of the official charges for each service. Therefore residents know better which activity to give more time.

Some informants think that ecotourism is adversely affecting the work culture of WETA members. Since the launch of the activity men have shown the tendency of working less on their farms. In some observers opinion HH heads of WETA members spend much of time either waiting for tourists or spending hard earned money over drink of local liquor. Had this not been the case, say informants, those people’s living conditions would be far better than now.

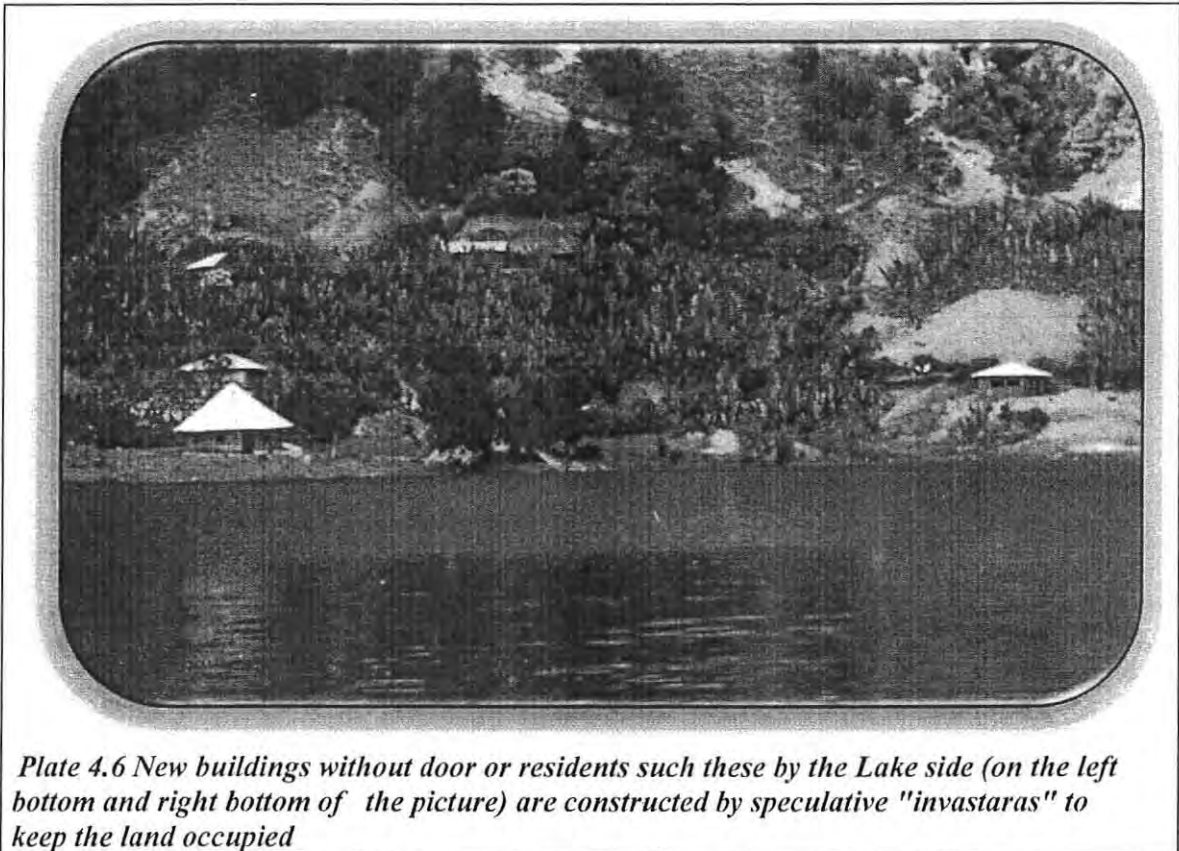
Illegal land dealings and increased land prices

Under current constitution of Ethiopia (FDRE constitution, 2004) land is a public property. It is stipulated that land is neither tradable nor exchangeable. However the peasant has the full right of utilizing size of land under his/her custody, during which he/she can rent out and reap the fruit.

In the area under consideration a naked reality of trade of peasant landholdings is reported as wide spread transaction. Tourism attracted not only genuine sight and nature lovers who, before leaving for home, would like to pass some time exploring the picturesque beauty, and the natural and cultural diversity of the land, but also speculators who look for good opportunity of having hold of properties like land. As a result given the exquisiteness of the area around Lake Wonchi and the susceptibility of farmers to illegitimate actors, every parcel of farm land specifically around the gate to the site and lake shore is sold and kept undeveloped. As learned during the FG discussion with both women and men group and from interviews with key informants, HHs around the lake have sold a quarter to half of their landholdings.

The paradox about the matter is that residents are bitter about scarcity of farmland and yet large area of land sold to “investors” some of it a fence constructed around it while some

tukul kind of lodge built on, is kept idle with no meaningful development activity. These structures erected on sold out lands around the lake are nothing but to serve the purpose of keeping the place occupied until opportune time come along either to sell at higher price or develop and generate revenue for themselves. The seller can't utilise it since now he has no command of proprietary right over the land which belongs to somebody else. Peasant's role is to look after the land for the absentee "investor"; with some amount of money he received at the sale of land (which usually farmers spend out unwisely immediately after and become penniless), from potential ownership claimers and the government.



Sale of land is a secretly performed illicit process where it is impossible to track the seller or the buyer. However while the researcher has been cress-crossing the villages for data gathering it has been common phenomenon to hear cries from villagers saying "invastara , invastara!" as some of them would burst forward with big strides at a sight of strangers amidst their village. Every one in the village even children, except women who usually refrain from confronting strangers, wants to play a brokering role with potential land buyers. The moment every body realizes you are nothing but researcher even their usually enthusiastic greetings will be a measured one, some even become indifferent to your presence. Perhaps this newly found business of land sale not only seems to affect size of

farmers' landholding and there by productivity of agriculture in the locality but also shaken greatly the hospitality of this once tolerant and accommodative community of Haro Wonchi. According to DAs most of the traded pieces of land is part of homestead on which enset crop is planted. Some of the land lake water bounding is animal grazing spaces.

An elderly person in his late seventies, who lives in Dirre, one of the villages that have longer lake shore with beautiful lake view, confided to the researcher that he knew over 70 HHs have sold part of their landholdings. The land price that used to no more than 1000 birr before the commencement of ecotourism has now jumped up to 70,000-120,000 birr per 200m², a fact which was confirmed from separate interview conducted with the kebele's DA and WETA office. The informant himself has sold 100m² lands to 25,000 birr back in 2006, about which he speaks now with regrets, not he realized it now he committed crime but for having been sold it at cheaper price since money received has been spent on hand and land price has risen ever after on the other hand. Culture of saving is so poor in this community that many of households who traded out their lands have become now both landless and penniless according to what has been gathered from interviews with key informants. No credit and saving institution is encountered in this locality to raise the awareness of residents to adopt culture of saving.

WETA and local community relationship

The association often mentioned as the best experience of ecotourism operation in the country among local authorities starting from C&TB down to wereda and kebele administration offices. The association is applauded by many in its realization of gains for all members of the community, in its effective accommodation of visitors from all corners of the world. According to these sources WETA has ensured poor families gains from the business, since it shares income with the community; i.e. the 8% association income transfer to 300 poor HHs in the kebele. This portion of income is marked to cover rural land tax for those families lacking capacity of paying. To date the association has contributed some 13,440 birr. So as long as government tax is covered and ecotourism is operated at what ever expense there seems an excellent relationship between the association and the pertinent governmental offices.

When it comes to community members WETA is viewed differently. One area of complaint of the community is that they are denied membership to the association. One of the challenges the researcher faced during field survey was that the expectation of interviewees

that this researcher may help them to be included in the association even after the purpose of the study was explained to them. Several of the villagers reflected their discomfort with that “WETA and the benefit from tourism business has become the monopoly of few individuals”. Horse owners want to be included in the association through their horses, so are boat owners through boats. WETA secretary who verifies the existence of high demand for membership said that the business is still not that large enough to take in more members. According to him with the present small number of tourist visiting the place taking in additional members would mean dwindling of existing member’s share of income, which is already very small. That would lead to more discomforts.

Besides kinship and intimacy of friendship plays a great role. For instance two of WETA officials, the researcher was told, are brother in-laws both ways who have exchanged their sisters. One of the officials is related to one of the in-laws and kinship network goes on like that. Such a factor is apparently a cause for division among WETA members itself. Evidently members in villages near the lake within the crater such as Dirre and Gergis are sceptical of their own members living in villages near the main entrance (Kalla and Haro).

WETA is also blamed by Haro town residents for not guiding visitors to the town so that households could trade whatever they have. One informant says “town dwellers have not got the opportunity of coming face to face with tourists, for a reason we do not why WETA’s management keeps tourists out of the reach of the town”. It is true that the more tourists delayed and shown around the more they spend out. Spending helps residents earn income from which more business proliferations could ascend. Residents have a point in complaining about unnecessary protective role WETA is playing concerning tourists. From what was observed during field survey no visitor is seen taking time to look around the town.

On the other hand guides are not confident about services this small town could offer to tourists. However, a lady resident of Haro town refutes this as baseless alarm as she shares her recent anecdote. One day two adventurous female tourists (both white) brought into her house by her son while she was busy attending her usual household chores. Having unexpected guest at her home she insisted to prepare coffee for them to which visitors conceded. While waiting on the coffee, she says, “...they were interestedly roaming through the household’s belongings as they examine everything in the household with some interest”. Then coffee was served which strangers consumed with the neighbours including *abol*, *baraka* and *tona* rounds. “*I even had no chance to put on my best clothes; I was wearing my*

tattered work cloth. Faranjiis did not mind that.” says the informant as she recalls how these visitors payed 50 birr each as they departed pleased. Due to these and other factors residents view the intention of WETA doubtfully.

Ecotourism clients are not first class visitors who are looking for best rated services. Had they been expecting such services they would not have ventured out of Addis Ababa. Community way of life in remote isolated tourist destinations is one of the elements of tourist attractions in the rest of the world. Obviously there is lack of understanding to qualifying and then utilizing the potential tourist attraction resources in the study area. So it will be imprecise to assume that all opportunities of attractions are utilized in Wonchi.

Moreover one of the area for which Non-WETA community members and the association accuse each other sternly is the issue of natural resource preservation and protection. Non-WETA claim WETA took the responsibility of standing as stewardship of environment as it assumed the right to benefit from ecotourism. Benefits are well fetched at the expense of deteriorating environment. *“No protection or prevention mechanism is put in place. It is WETA members that are in fore-front in illegally using forest resources, clear vegetated areas for farming, home consumed and commercial fire wood, and timber production.”*, said a key informant. Evidently non-WETA members’ involvement in illicit use of natural resources was not denied by the informants themselves. The difference however is that non-WETA members report that they had no alternative as WETA members did. The association office on its part blames non-WETA community members who it alleges engaged in activities damaging the benefits of the association.

Whatever one calls the other one can easily point out the existence of a rift among community members. Cause to the split is nothing but conflict over the use of natural resources. Currently no perceptible cure is availing. As the strife continues the more there will be exploitative utilization of resources with an ultimate result of environmental destruction.

4.5 Effects of ecotourism on the Environment

In this section effects of ecotourism are discussed in two main sub sections. In the first part the state of natural resource, the conservation efforts and practices, residents’ attitude towards environment is assessed. In the second part the contextual environmental effects the

introduction of ecotourism has resulted are described. In both cases discussions are entirely reliant on sample households' perception, local experts opinion and own observations.

4.5.1 Local community's perception on the state of natural resources

Respondents have a good understanding of why tourists flow to their locality and as to why the Lake and its surrounding have been designated as ecotourism site. Only one person out of all sample HH and respondents interviewed was not sure of why tourists come to the area. Of those who did know the objective of people travelling there 96% answered that visitors come to the area to enjoy the scenery of the area, the lake, the natural forest, to get healed from their health problems by the hot spring and so on. The remaining 4% of the respondents believe that people travel to the area because of religious reason as pilgrimage tourists come to visit Kirkos monastery.

Sample HHs in general see the existence of ecotourism in the area as a "good thing" though they cite different reasons. Respondents from WETA members (60%) believe that ecotourism has enhanced the activity of conservation and protection for natural resources. When weighed against what other members of the community have to say and the going on environmental degradation the researcher witnessed first hand during field survey such reply given by WETA members seem to be given out of protecting benefits obtained from ecotourism rather than out of their conviction it is true. This is evidenced, surprisingly, as over a third of respondents (40%) with in WETA group did not associate ecotourism with improvement of conservation efforts. Some even accuse ecotourism as being the cause for the lack of concern among residents over environment. They report ecotourism made some members of the society the rightful users of natural resource while others feel as being alienated which resulted in on unnecessary fierce competition over the use of resources.

Likewise 90% of respondents from non-WETA HH say the presence of ecotourism is good thing simply because "people come to see their place" but on whether it helped improve protection of the environment as 66% replied negatively. The reason most commonly offered is that ecotourism has put in place no new conservation method with it and forest destruction of forest is continuing. Of course significant proportion (44%) of them believes ecotourism's presence helped to the conservation of natural resources. A similar symmetrical splitting up in reply is also observed between WETA and non-WETA members as in their answer to what actions of conservation they have undertaken to preserve their environment following the start of ecotourism. Seventy three percent of WETA members reported that they have been

acting as stewards of their natural resource, planting tree seedlings, looking after planted trees, and construction of soil conservation structures where 27% took no action as regard to preservation. While there does exist generally a good understanding among local residents of the need for stringent natural environment protection measures, genuine widespread stewardship or advocacy of environmental protection can really be said non-existent.

Many of the respondents say they have planted trees on their lands and on communal lands. They claim also they rely on these plants on their lands for HH firewood supply; all respondents depend on wood for cooking which is collected from the forest (See Plate 13). It is common to see eucalyptus tree plant around many of homesteads. However there are no reforestation activities being carried observed and people say they participate in reforestation programs once a year during rainy months.

Sample HHs appreciate and support some of the efforts of the state to protect the local fragile environment as it has come up during FG discussions. Apart from a few investments in infrastructure no effort is expended on park protection by the local government. This is partly because the area is seen as the responsibility of WETA. It is a pity, however, that the interests of WETA field staff focus more on making money than on duty of protecting the site's natural resource. Community, however, is wary of the little emphasis government (both local and national) gives to environmental protection. Asked whether enough attention is assigned to matters of environmental cares respondents from both WETA and non-WETA members express their view with distress against both kebele as well as wereda administrative bodies for not showing the minimum concern towards fast depleting resource. Thus, 70.1% from non-WETA members and 52% of WETA members indicated that local governmental bodies have no or little concern about the preservation of the environment.

As pointed out during the discussion and key informant interviews, local government officials remain indifferent about the destruction of centuries old forest and the turning of steeply sloped formerly vegetated land into farm land. Although cutting trees and clearing of natural vegetation are criminal offenses result in the minimum of seven years imprisonment, as enshrined in the nation's penal code, offenders usually are set free due to lack of enforcement from officials.

A case in point is as the researcher was travelling to one of the villages during field survey witnessed kebele's DAs apprehending a villager on the spot with his axes and saws where he

was cutting a tree. They had to hand him over to kebele militia, who happened to set free the culprit to the frustration of DAs after just offering him piece of advice.

In an interview with Development Agents, (DA, Haro Wonchi kebele has two of these experts assigned one of which is with the duty of natural resource conservation and protection), whom about kebele residents complain for their lack of attention and ineffectiveness, it was learned that the gap in the penal code regarding natural forest offenders has its share of blame.

According to the DA the procedure of the penal code demands, regarding offenders who hack natural forest, to be testified by a witness who saw first hand the alleged offender while committing the crime so as to press charge and bring offenders before law. In reality however offenders who slash trees and clear forest take so much care not to carry out their action in day light. Trees are felled at farthest distance from residential areas where no body can witness the process let alone identify the culprit positively. Even if such crimes are committed in the presence of a whole village it is hardly possible to find any one testifying against one of their own, as an elderly key informant told the researcher.

Such obvious and public negligence is bad for Ethiopia's conservation record. It also contributes to the conclusion that the link between tourism and conservation is questionable, and that ecotourism - or other income-generating projects - is unlikely on its own to improve conservation of the target area. Official policy support in the form of government regulations and incentives are essential. Also essential, since these regulations often already exist, is effective enforcement.

One way to develop local people's know how of conservation is through training. Accordingly residents were enquired if they happened to be given any training regarding natural resource conservation. From WETA members only 36% of them reported to have received trainings on natural resource preservation and conservation, while the remaining did not get any kind of training. Similarly from non-WETA group 89.7% indicated that they received no training of any kind related to natural resource preservation and protection.

One important strategy of natural resource conservation that ecotourism is supposed to bring with is the management of natural resources which is based on inventory of resources on regular bases. Because it is believed that ecotourism can create both the financial capacity as well as the necessary personnel to carry out such activity, which is rather expensive to run,

the assumption is that where there is ecotourism there will also be natural resource management in its serious form. In this regard in Haro Wonchi ecotourism activity it seems that no inventory of any kind ever under taken.

When asked the ecotourism association replied with “is this our business” attitude implying putting mechanism of resource inventory and inspection are the duty of natural resource conservation and environmental protection division under wereda agriculture and rural development office. This division office itself could not say any more than listing main tree, mammal, and bird species. For instance the researcher has been told during time of field survey the lake water level has been retreating fast. However no responsible body knows and tells where it was formerly and by what measures it dwindled presently let alone to have the record of wild animals, plants and other physical resources. Besides In Wonchi there is no specified amount of area designated for conservation which puts the entire ecotourism program under a question mark.

Ecotourism’s main objective is to sustain the environment while ensuring current generations’ managed utilization of its natural resource. As such revenue collected from tourist of nature will be shared between local households and conservation programs. What is witnessed in the study area is different from this. As interview with key informant, WETA, kebele as well as wereda officials confirmed no portion of revenue is allocated for conservation objectives. Examining through the records of WETA if there is part of income obtained from tourists that is shed to conservation purposes none to be found. What is reported again and again is the amount (8% of the members’ income) that is directed to needy non-WETA members of the community. This sum is nothing but the money needed to pay tax amount levied on 300 poorer member of the community.

The site managers have not yet recognized nature tourists from among tourists visiting Wonchi who would be willing to donate to conservation programs. No donation mechanism created as far as assessed by this study.

4.5.2 Effects of Ecotourism on Natural Environment

In tourist destinations effects on ecology occur as a result of both tourists’ and residents’ actions. Tourists will spoil the environment with their litter droppings, their feet as they walk in mass and frequently through vegetated land, their noisy as well as in large number presence disturb the rather peaceful existence of both landmass and aquatic flora and fauna,

contaminate lake waters, and sometimes leave behind fire in camp sites. Such effect of tourists on environment will be higher as the number of visitors coming to the area grows.

Residents of the locality on the other hand as they cut trees in aim of fulfilling simple household consumption need starting from fire wood to clearing forest in order to avail farmland, by becoming cause to soil erosion, the effect of which degrade the upper land on one hand and create siltation problem in water bodies of lower lying areas.

Tourism involves highest mobility of persons, animals and vehicles with in the destination area. With mobility there is always state of increased contact with the elements of the environment where the previously attractive topography and water body will wear out. In this regard 99.2% of the sample HH, all who have passed the whole of their lives there and believed can gauge what even the slightest of change to their environment, replied there has not been unwanted effect caused by tourists' flow that altered the scenic appearance of their place (Table 15). The remaining believes that the attractiveness of the site has been changed.

The fact that great majority of the respondents replied as saying the place's appearance is not touched by tourists could be attributed on one hand to the fact that number of tourists that have been visiting the place is so few to impose any significant impact on local environment, on the other hand could be attributed to the limited time tourists pass in this tourist destination. Wonchi area has been serving as one of the country's tourist attraction for not more than ten years period. With in these less than ten years of operation the place accommodated only 30,185 visitors (at least taking a figure what records confirm). From point of view of ecotourism destination to be visited only by a third of hundred thousand populations within ten years could raise questions such as *is the place attractive enough in the first place?* Or is it lack of marketing, lack of well established access to place, absence of accommodative facilities of the place, or lack of favourable tourism policy environment or the combined effect of these factors what did keep visitors' number down a case that calls for further research, as it is beyond the objective this study. Nevertheless, it implies that less number of visitors is advantage to the environment.

Likewise the length of time tourist pass in Wonchi is very compacted into fewer days of the week and fewer hours of the days. Tourists arrive in large number (*large* is to the place) on weekends, particularly on Saturdays and Sundays. For instance records from WETA office show that a total of 425 visitors on the first weekend and 458 in the second weekend visited the area during the survey period of this research at Wonchi. If we consider the time tourists

come and leave the place, this analysis is based on the observation conducted on ten randomly picked tourists, five from first week and five from second week, their stay in the area is not more than six hours on average. When compared to the average length of stay in other ecotourist destinations this could be concluded the least. In Indonesia in the Bromo area foreign visitors stay as long as 1.65 days and Indonesian visitors 0.85 of a day on average (Cochrane, 2000). As many seem to travel to the place for few hours of sight seeing they arrive and exit quickly. However, some who travel for longer luxurious stay, which according to the two weeks observation are very few, are those who go on camping in the forest along the lake shore or stay at the private investor's lodge for overnight and leave the next day usually before noon.

This shows that tourists do not stay longer hours in Wonchi and even during their stay many take their leave from the entrance as they can satisfy their sight seeing long easily without troubling themselves walking down the hill to lake shore, and even if they stay their number is limited so is their supposed effect on destination area's nature.

Similar conclusion can be drawn also from respondents' reactions to other indicators put forward to them. Concerning any possible hostile effect on water quality of the area after respondents were told what is meant by quality of water, (i.e. if lake water has bad odour, whether or not used for human as well as animal drink as it used to, and whether or not it is coloured, whether streams are drying out due to tourists as well as residents' unfriendly contact of environment), only 11.5% reported that they have witnessed these effects, while 88.5% say that they have not observed such a case. From the group responded yes to whether water quality has been negatively affected 42.18% of the respondents are those from villages around the lake and inside the crater. These are part of the respondents who have day to day contact with the lake water.

Even so sample HHs who affirmed the presence of ill-fated effect on water bodies of the place reported that the drinkability of lake water has been affected badly since the introduction of fish to the lake. Species of fish was introduced by Wereda Agriculture and Rural Development Office in 2006 in aim of creating alternative means of livelihood for local residents. According to the respondents therefore, this unleashed fish species did not help their livelihood than contaminating the fresh water test of the lake. The fish species on the other hand could not last long as it shown seemingly fast reproduction rate during its earliest period of introduction and diminished rapidly after a while. Some of interviewees from key

informants relate this gradual disappearance of fish population from lake with the retreating lake water size as silt from farming of upper ground is increasingly deposited in the lake. However, the disappearance of fish is a mystery to wereda and kebele agriculture experts who promised to conduct study the case.

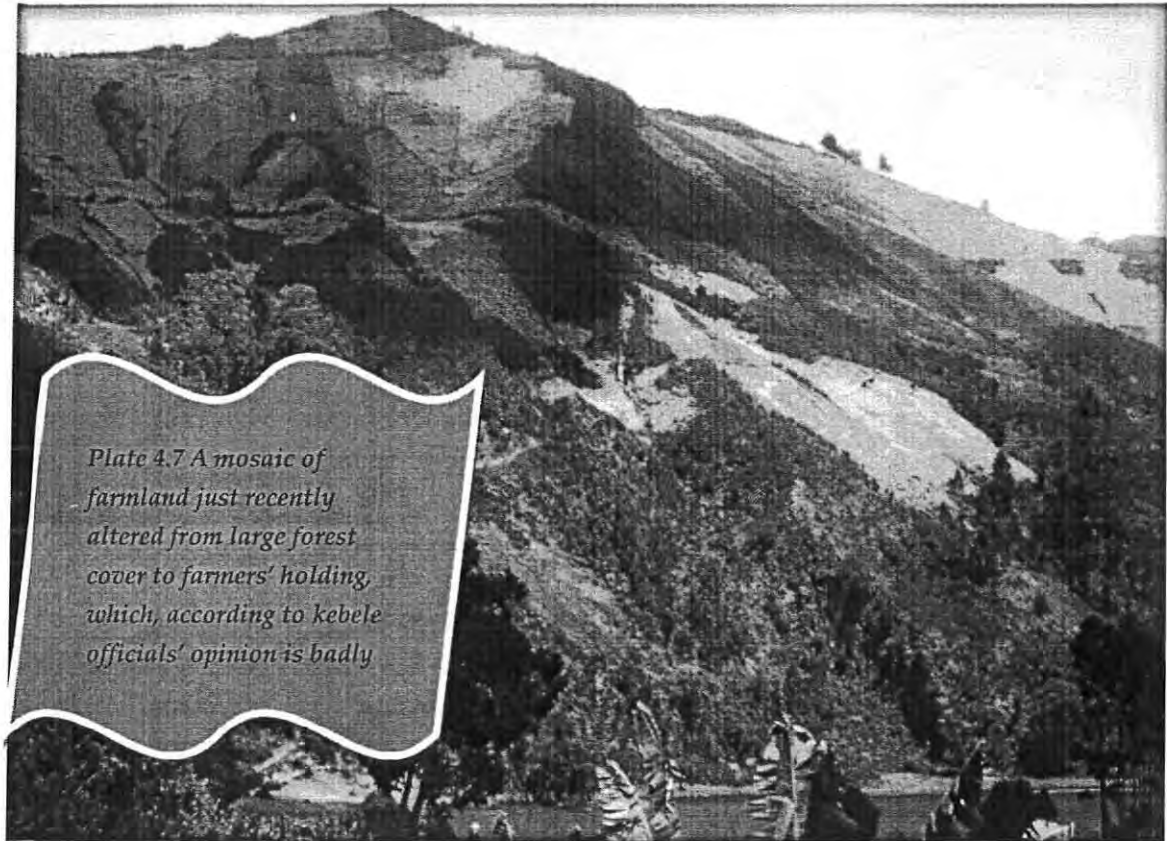
Respondents were also enquired their perception about the state of wild animals and forest vegetations. Here also respondents were given the necessary information through the trained enumerators what is meant by the decrease of faunas (which is to mean whether residents see frequently mammals such as water bucks, fox, apes, baboons, porcupine, hyena etc and birds in that locality). Similarly, respondents were oriented about the state of floras (which is to mean that whether or not trees and shrubs any member of local community knows very well throughout his/her life can be easily spotted and existing in significant quantity in the locality). Therefore 38.5% believe that there is decrease in the number of wild animals as 30.3% agree to the presence of decline of floras. Also 19.7% of the respondents described that animals flee the area as result of different unfriendly human actions.

Wild animals in the locality, according to those who reported their decline, can not be observed from close distance nor can their voices be heard as it used to. There is limited or diminishing nuisance of mammals such as wild pig, porcupine, apes, baboons, and jackals that destroy or eat farmers' crops and domestic animals. Birds that used to feed and dwell around the lake and were previously seen with diversity are either absent or limited in their number as well as types. Since all HHs, except for those picked from Haro town, live in close contact to natural environment on day to day bases, no need of screening respondents' reply on village location deemed important in these latter cases.

Added to the herds of horses waiting over customers, children, horse renters and others (especially as Sunday is the market day of Haro town attracts causal visitors) tourists crowd the site entry spot. Moreover, tourists' vehicles, as they come and leave the place, make huge amount of dust rise that at times covers the whole town. It can be said that dust is the only main environmental problem caused directly by tourists' presence in Wonchi. On week days however the place including Haro town turn in to ghost ridden area as it seems no life motions except the ever busy wind blowing as much dust as ready to be transported.

Residents especially those who live close to the road and in Haro town complain the severity of the dust as even in the absence of vehicles wind constantly puffs the exposed ground. Town dwellers reported that they are compelled to keep always their houses' doors closed.

However no health problem is accounted for in this regard. The striking point in all the three issues raised here above is that respondent's recount in no vivid way these unwanted effects on wild animals as well as plants with the presence of tourists. Tourists' action again is of little significance to bear any unhealthy outcome.



The concern of local people towards natural resource since the start of ecotourism seems to be unaffected as the analysis of respondents on this point indicates. From 122 respondents 18 (14.7%), (leaving out larger majority; 104 respondents-85.3%, who judged no change of care for environment), think concern over natural resources among members of local community is waning. Those who say care is diminishing back their belief in this matter outline trees that have been reserved for centuries are slashed, forest cover is dwindling, erosion has increased, and while all these have been taking place the public including government bodies in the locality have opted for passive responsibility. A key informant to this study on matters of natural environment divulges that in belief that ecotourism (meaning WETA) can take care of the environment local community (non-members of WETA) has taken its hand out. A 76 years old informant stated the situation as follows:

...Elders from the times of our forefathers preserved this water, forest and land resources with promises, vows, elders' declaration, and curse. Mothers and Fathers of this generation have managed to protect this place across the good and bad times... Now this generation is destroying it carelessly. Young men cut old trees to make of them timber for market, for household furniture, even for wooden boat of theirs which they use to rent to tourists, and for firewood that are transported in the night to Ambo and Addis Ababa. I have never witnessed such a disastrous action as this in my life. Now they even pull up the base of hacked tree as the roots are discovered to be good firewood resources now days. No body seems has the concern. Kebele officials I believe look indifferent as such matters have slipt out of their hands recently

Table 4.10 Summary of respondents' perception on their local environment

| Indicator | Perception of respondents in percent | |
|--|--------------------------------------|------|
| | Yes | No |
| Scenic beauty deteriorated | 0.8 | 99.2 |
| Decrease in water quality | 11.5 | 88.5 |
| Decrease in No, of fauna | 38.5 | 61.5 |
| Decrease in No, of flora | 30.3 | 69.7 |
| Wild animals flee the area | 19.7 | 80.3 |
| Change in the types of animals and plants | 9.0 | 91.0 |
| Decrease in the people's concern for natural resources | 14.7 | 85.3 |
| Increase in gully erosion | 9.0 | 91.0 |
| Increased remnant tree cutting | 11.5 | 88.5 |
| Previously vegetated areas cleared of their cover | 9.8 | 90.2 |
| Settlement introduced to previously forested land | 77.9 | 22.1 |

Source: Field survey, March, 2009.

As regard to a plain enquiry whether sample HHs have ever perceived the introduction of settlements to previously untouched forestland the out come surprisingly reversed all of the previous replies. In this case almost 80% answered that they know settlement is expanding in parts of the forest formerly such an act has been restrained from, while fewer than quarter of the respondents think otherwise.

Now if many believe that settlement is going on in vicinities previously restricted formally or informally why many of them think the scenery's appearance is unmarked, why they report trees are not cut, vegetations are conserved, wild animals are not scared away, why they seem

to be convinced that people's concern towards environment is resolute? These expressions when weighed against the latter that we are examining seem to conflicting.

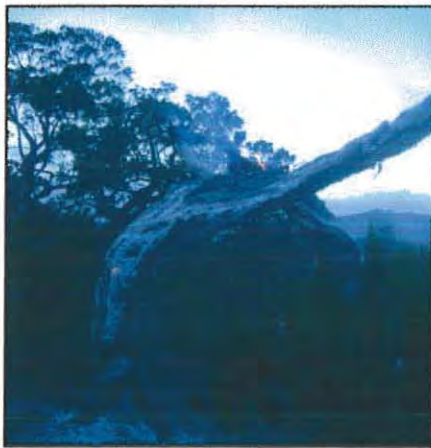
If there are new settlements going on in formerly preserved parts, it means that the natural land cover is readjusted; trees will be destroyed, smaller vegetations covers will be cleared, faunas whose lives have been dependent on forest cover will be chased away, soil erosion will increase as structures that would have provided a checking role are removed, so is water and air quality affected adversely. The underpinning problem to all these take place is, therefore, absence or limitedness of the needed attention to natural resource care and protection among the community and stake holders alike.

Soils of the area are characterized by easily disintegrating and light particles. One can imagine what could happen to such soil when its vegetation cover is removed. Also subject to vertical descending the soil needs the least intervention of external force to alter the land into barren surface.

The lake water has remained across centuries pure drinkable water but susceptible to siltation as farming activity expands in the surrounding escarpments. Villages around the lake, though they have alternatives of 18 all weather springs surging to the lake, use lake water for drink as well as for other household uses. Respondents living around the lake indicated that they have noticed lake water colour has changed in to darker through time from pure light sky blue colour. They have also reported that they have observed a remarkable decrease in water level during last ten years. People have coexisted with this unspoiled environment for years with minimum unavoidable extraction of its resources. Through time however population number grew above the carrying capacity of the land.



Plate 4.8 Some preserved natural forest cover locally known as Bosona Kibate (top). Plate 4.9 (left), it all begins with setting fire to dead tree or use axes (Plate 4.10, right) and vast forest cover brought down to ashes.





Forest cover clearing takes some times the procedure of slashing, uprooting the base then setting fire to it (as in Plate 4.11, top left picture) or sometimes set fire to living trees and cut it (as in Plate 4.12, left bottom) picture.



Although finding population data from the past is impossible according to elders of local community a century ago only nine families were used to reside around the lake. At present close to 1000 households with the average family members of 5.58 people are living in the kebele. Almost nine hundred fold increment is witnessed if we assume there were nine families hundred or so years ago. As a result there is high demand for settlement, agricultural land, grazing land etc (See plate 7).

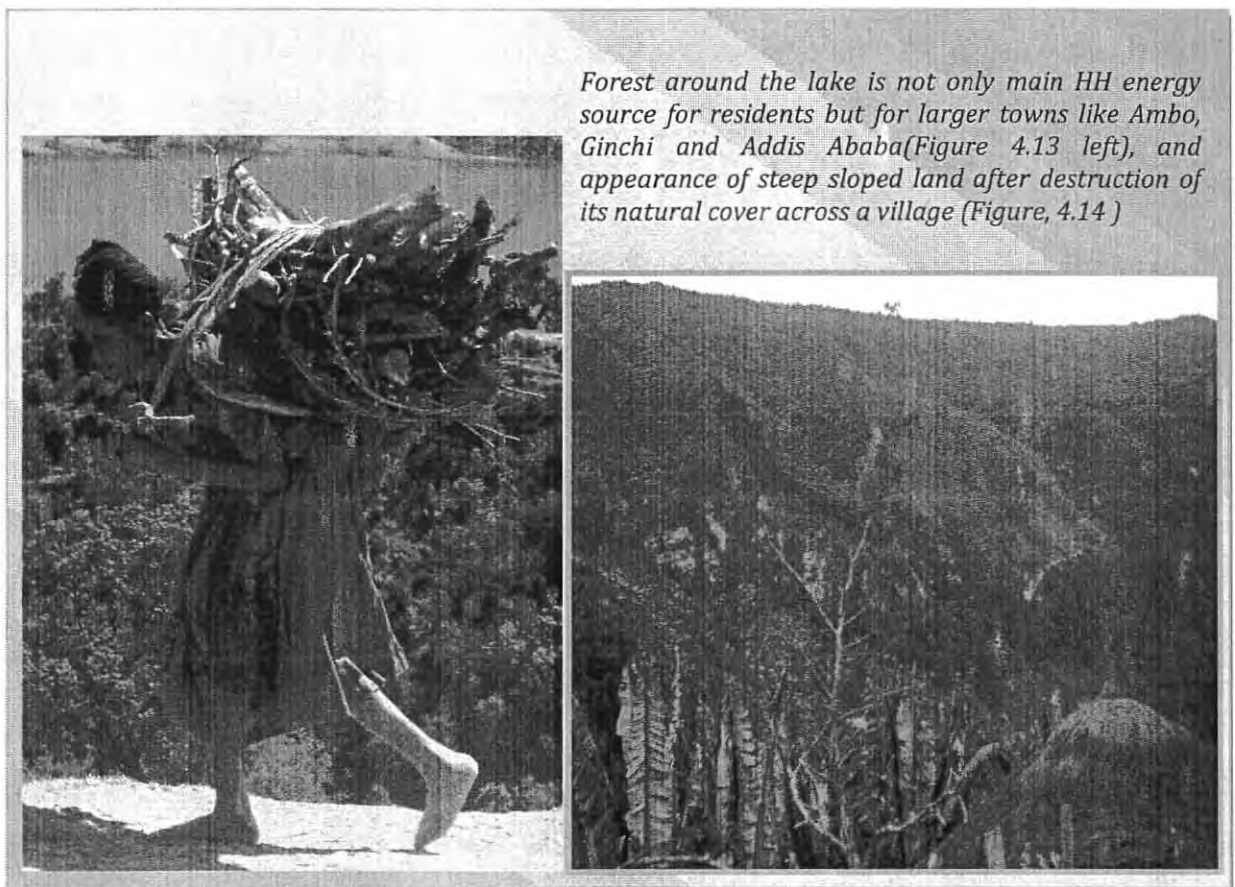
The need for more land and the lack of viable alternative economic activity that can divert away the ever increasing pressure on land is putting Wonchi's natural resource under immense perhaps an irreversible destruction process. Forest is not only cut by axes but also cleared by fire power (See plate 9, 10, 11, and 12).

February and March are the months of land preparation ahead for crop sowing. Farmers in every corner of the kebele were busy in clearing land for digging. Trees are cut at their bases and uprooted by long hooped double pointed digging equipment. Since the soil is so soft and easily breakable it will not be difficult to uproot the remaining base from which tree is chopped down.

Pulling out the cut tree bases is done in order to burn it down so as to prevent its fast recovery, which peasants consider weed on one hand and to add potash to the soil from ashes of burnt tree. Some of them use pulled up root as firewood at home or for sale. During field observation it is common to view each and every morning and afternoon unattended fire deliberately set to part of the forest (Plate 11 and 12).

Kebele DA believes that this year 2008/2009 alone more than 70 hectares of forested land is wiped out and turned into farmland. Replies of sample HHs asked about the status of local forest in a separate question comply with this DA's observation. From the total interviewed HH 53% believe that a widespread forest clearance (destruction) is going on. Where as for 18% of them no positive change happening in favour of improvement of forest coverage. Splitting sample HHs into the members and non-members of the association will find that 52% from WETA members are convinced that local forest status is improving; while 28% of them view natural forest cover is deteriorating. Contrarily two third of non-WETA members do not agree to the assertion of forest cover recuperation, rather in their view destruction activity on forested land is getting worse. Out of 97 non-WETA members only six interviewees answered that natural forest standing is on reclamation.

It is confirmed during field observation that no single soil and water conservation (whether biological or physical measures) are used in the cultivated hill side as in the figure above. Above all there is not authorized body who claims a clear responsibility to protect natural forest. Given the prevalent natural forest slashing, the absence of responsible authority that ensures safeguarding local natural resource, and arising conflict among community members over the use of natural resources Wonchi area biodiversity is on the brink of being wiped out very shortly. Apart from what the researcher found out on field observation has attempted to catch some of the ongoing forest destruction activities by camera. These pictures are believed to be the tangible testimonies of the widespread process of natural vegetation devastation.



4.6 The Role of Local Government in Ecotourism Development

Tourism is considered as one of the areas through which Government of Ethiopia wants to propel local economic growth. Given the country has affluent historical and cultural heritage with picturesque landscape and rich biodiversity the government aims at revenue drawn from the tourism sector would complement the countries development efforts. It is clear that local

government operates with in global, regional and national atmosphere. Leaving out the global as well as regional surroundings as these are beyond the reach of national government, development and drawing of needed amount of benefit from tourism sector needs at most a national policy environment be conducive. However the major gap in this respect is that the country has not have a national policy direction under which the local government can operate. Central, regional, and local government's share of responsibility, destination area community's area of participation and who should take the responsibility of the management of natural resources in the destination area need to be clearly underscored by the policy. There is an initiation at the Ministry of Culture and Tourism of the Federal Democratic Republic of Ethiopia to prepare national tourism policy which is at draft stage (yet to be endorsed).

Thus, local governments have the responsibility from exploring the tourist attraction potentials to creating conducive environment for both tourism business in general, and for tourists and tourist service givers. Local governments have the essential part of ensuring that tourism based business would benefit if not all majority of the local community. Kebeles and weredas are expected to guarantee the poor and disadvantaged section of the community assisted from tourism operation taking place in the locality as some presented with the opportunity of initiating their own small businesses, others employed directly in tourist services and still others given the chance of generating income from renting their property.

Issues of tourism development therefore can be managed by these bodies since tourism operation areas are usually smaller than weredas and most of kebele size. Tourism similar to other economic activities requires on one hand a clear cut policy direction. As per the policy direction guidance and regular monitoring and evaluation is so crucial to tourism that local communities as well as the nation reap from the sector the needed fruit.

Gaps identified in local government's role in the study area:

- * Absence of clear means of local government involvement in overseeing the overall operation of WETA
- * No or limited influence of local government on groups involved in tourism service the effect of which is unjust benefit expropriation by few excluding majority of the community members.
- * No perceptible effort to improve and expand areas of promoting its attractions so that more benefit could be generated from more visitors.

- * Lack of integrating the local ecotourism endeavour into nation's development strategy
- * Failure to guarantee environmental preservations such as preventing the pervasive forest destruction, soil erosion, the apparent retreat of lake water size and siltation, and ruining of the over all attraction of the site.
- * Incapability of local government bodies to deliver good governance which is manifested by the want of some members of the community to cessed away not only from the kebele but also from the zonal administration. During group discussion as well as from an interview with kebele administration and key informants it was learned some element of Wonchi area community being dissatisfied with administrative service they obtain from both South West Shoa zone administration as well as Haro Wonchi kebele administration have requested to either cessed to West Shoa zone administration or to a newer kebele of their own with in the present zone.
- * Ineffectiveness of local government in enforcing rule of law the consequence of which encouraged overuse of forest resources with damaging competition over resource use. Having seen nothing is happening to those caught with infringement of forest resource a tendency of prowling as much as one can before some body else exterminates it with monopolized use is taking ground alarmingly among the community.
- * Manifestation of ambiguous authority between kebele administration and Wonchi Ecotourism Association (WETA) when it comes to natural resource conservation.
- * Neglecting or absence of concern by both regional government and central government regarding what is essentially happening to this locality's immaculate natural resources.
- * Government role in improving and expanding the existing infrastructure such as road, telecommunications, power supply and tourism offices.

Generally in the study area local government's part in safeguarding both the interest of the natural resource as well as the benefit of local community could be concluded weak if not said entirely absent. Tourism business can only be sustained when on one hand society's economic as well as political interests are served well and on the other hand when a judicious consumption of natural resources is set up. Essentially this is what ecotourism is all about. Ecotourism should not be a disguise of misappropriation of bounties of nature. It is factual that tourism business is under the control of the association. As well every dribble of benefit obtained from the activity goes directly into the receptacles of members.

Chapter Five

Conclusion and Recommendations

5.1 Conclusion

The study was set to examine both positive and negative effects ecotourism has brought to local communities livelihoods and the environment. Using both qualitative and quantitative approach important findings have been uncovered. Thus, Haro Wonchi ecotourism, since its conception in 2001 has attracted close to 30,000 both domestic and foreign visitors up until today. The number of visitors and income earned from is on the increase. Thus about 20% of local community with an average family size of 5.5 people is directly benefiting from the sector after organized into horse and boat renting as well as tour guide groups.

The sample households involved in ecotourism service giving have made 2,786.6 birr on average annually during last seven years from ecotourism. It is reported that households generate up to 33% of their income from the sector. Ecotourism is the first important source of HH income for 32% and second important source for 64% of sample households.

Ecotourism is major driving force of income improvement for 56% of sample HHs in the last seven years. As such WETA members had as high as three times expendable money compared to non-WETA members during the mentioned period. WETA members tend to spend more income on assets such as building CI roofed houses, oxen and horses, and boats than non-WETA members validating the understanding that they are better earners. Comparatively the two groups showed variation in terms of wealth as more proportion of well off and medium family is found in WETA than in non-WETA.

The emergence of ecotourism has resulted in the coming into being of *farmer-tourist* service providers who have diversified their livelihood bases. Besides farming 194 households of WETA members reported having the opportunity to engage in more than one tourism-driven economic activity. The economic utilization of available HH as well as common resources has been discovered and scaled up with the arrival of ecotourism. The previously unnoticed additional economic importance of family assets such horses and boats have now become the major HH sources of income. About 24% of sample HHs rent horse, 16% provide boat service, 12% make their living from tour guide.

Local community has also benefited in terms of empowerment. The community has more or less an association in charge of ecotourism business of the area, although how representative this association is questionable.

From infrastructure point of view Haro Wonchi has got all weather road that connects it to Ambo and Woliso, health post, two elementary schools, and telecommunication line the installation of which can not be directly related to income from ecotourism.

Ecotourism gains are not equitably reaching all members of the community. Two female HH heads appear to be the only direct beneficiaries from over 172 female headed HHs in the community. Similarly it is found out that younger age groups (21 to 30 years of age) are the dominant (make half of the sample HH from WETA) ones. Distance from the main entrance to the site is found out to be one important factor to affect to become involved in ecotourism and beneficiary. More (50%) of WETA members live within a radius of 1.1 km distance from the gate than non-members (less than 10%). Statistical analysis revealed also membership has to do with educational level of HH. WETA members appear to have more schooling than the rest.

Despite several benefits enjoyed by local people from ecotourism the study has found out also its adverse effects. One major loss as result of ecotourism for 20% of respondents is land holding. One-fourth of these happen to be deprived of half hectare while 40% of them lost a hectare. A total of 14.5 hectare of peasant farmland is reported to have reassigned to ecotourism. Similarly ecotourism is reported to have aggravated the already acute grazing land problem in the area.

Distraction of labour from farming and decline of work culture are other adverse effects of ecotourism learned by the study. Moreover emergences of illegal land dealings, residents' susceptibility to exploitation their holdings, and illegal land ownership of are the unintended consequences of ecotourism in Wonchi. Cropping up of disputes and conflicts over the use of resources and the failure of the association to contain community members' needs are the social problems created as result of ecotourism.

Sample HH are well aware of the importance of local resource as they indicated that it is this local natural resource that visitors are attracted to. However, as to contribution of ecotourism to the conservation of the environment HH have different view. From WETA members 60% believe ecotourism has helped the protection and preservation of natural resources. Contrarily 66% of non-WETA members think it did not help environmental protection. As to

measures taken by households to conserve the environment seventy three percent of WETA reported that they are guarding, planting trees, building erosion preventive structures. Opposite to this all non-WETA members believe no HH in the community has taken any positive action that would enhance environmental conservations. The study has learned also the necessary concern from local authorities towards local resource is minimal. Law enforcement is weak on matters of environmental protection. No trainings on awareness and skill of natural resource conservation are given. Mechanisms of resource inventory and management are absent. From revenues of ecotourism no amount of money is allocated to environmental objectives. Field observations and interviewees indicated that no single soil or water conservation mechanism is used.

Consequently one of the major attraction of Wonchi; its forest resource is under great destructions. About 97% of non-WETA members in addition to 28% of WETA members indicated forest cover of the area is wiping out fast. Development experts in the kebele believe about 70 hectare of green land is turned in to farmland this year alone. Some of pictures taken the on going deliberate forest fire and clearances confirm at least that natural vegetation cover is not on the improving direction. There is also an adverse effect on the lake water as respondents revealed it has shown manifested some bad smell and foul test.

In conclusion, although some contribution in terms of HH income improvement and diversification of livelihood for limited number of households is observed from Haro Wonchi Ecotourism initiative, it is proved that it has failed to play a decisive role of providing the local community with viable alternative means of livelihood. It has failed as of yet to relieve the pressure on natural resources. Rather benefits are limited and monopolized by smaller number of community members as the same time women and the poor have not made the rightful gainers. Its contribution to the local infrastructure development is minimal. Services provision to tourists is not developed. Localities have entered into competition over the use of natural resources which has augmented its rapid devastation.

Lack of rigorous care and oversight by government, and strong institution and regulation has exacerbated the negative impacts on community, environment and ecotourism business itself. Generally according to the definition of ecotourism adopted for this study Wonchi ecotourism cannot currently be considered as a successfully operating ecotourism destination. The socioeconomic community benefits are very limited, tourism generated funds for conservation are entirely non-existent and educational opportunities for tourists as well as for local people are also absent.

5.2 Recommendations

Based on the formal survey results, informal discussions, and these major outcomes of the study the following recommendations are forwarded:

- ◆ Job opportunities and income generated from ecotourism in Wonchi are considered very small in relation to the presence of large number of expectant needy population. Perhaps this needs the broadening of opportunities through attracting more number of visitors since currently the number of tourists is too small to sustain community benefits. It might require both the national, regional and local government running intensive promotion of Wonchi's attraction sites.
- ◆ Residents are well aware of the importance of local natural resources and are optimistic about benefits that ecotourism will bring. Direct benefits, however, are limited to small portion of community members. Thus corrective measures that ensure that all community members fairly gain benefits from ecotourism need to be taken.
- ◆ The kind and quality of services provided for tourists are very limited and poor contributing to the limited income generated from the sector. Accommodation places such as lodges, tourist information centres and more entertainment places are some of the areas that need swift reaction from investors and the likes.
- ◆ This ecotourism project after commencement is left on to its own way of operation. That helps to avoid unnecessary government interference. However, since the concept of ecotourism itself is not only new to officials themselves but more unfamiliar endeavour to the community it is eminent that exploitative element in the community who want to take advantage of the general community and control all gains from the sector crop up in such activities based on common resources. Therefore, government intervention must exist in areas such as benefit distribution, resource management, and overseeing the overall community–association–environment relationship. The association's revenue needs to be audited regularly for the members own interest and government should levy income tax on the activity.
- ◆ Future community based ecotourism projects to be viable should be designed in such away that they include the youth and educated elements of the community.
- ◆ One of the preventive factors against generating as much as possible benefit from tourists is failure of WETA in enhancing tourist stay time in the area and inability of tour guides to show tourists around except the crater. Culture and Tourism Bureau

must take the responsibility of raising the awareness of WETA members through the necessary trainings.

- ◆ Lack of skill regarding areas of involvement limits women to extract as much gains as available potentially. Training package as to how to serve tourists and being benefited should be in place by pertinent bodies such as governmental women affairs offices and culture and tourism office.
- ◆ Lack of law enforcement is the major constraint putting natural resources of the area there by ecotourism business in danger. Local government's involvement highly required in this respect.
- ◆ The conservation of local natural resources currently is without a responsible body which aggravated its fast destruction. This calls for the government delegating a clear and separated responsibility to a capable body.
- ◆ Ecotourism without awareness as how to preserve the environment simply is unviable undertaking. Governmental and non-governmental organizations working in the area of environment need to offer trainings to save the highly threatened pristine resources of Haro Wonchi from being wiped out fast.
- ◆ Other strategies have to be found for protecting the forest. In this case, rather than proposing unrealistic tourism schemes, it would be more effective to increase the availability of long-term sources of fuel wood, introduce fuel-saving technologies such as energy saving stoves, and improve agricultural methods, particularly through soil erosion-control measures, terracing, crop diversification.
- ◆ The success or failure of Wonchi Ecotourism has a far reaching implication for the future ecotourism project designs. Therefore its overall project design, the targeted benefits, and the way local ecotourism association is organized needs to be reassessed and bottle-necks of the project alleviated, and vital values gained be strengthened.

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Annex 1

Sample HH Wealth status based on the criteria set by FGD discussants and interviewees

| No | Wealth strata | Local Criteria | Proportion | |
|----|----------------------------|---|------------|----------|
| | | | WETA | Non-WETA |
| 1 | Rich (Dureessa) | <ul style="list-style-type: none"> - 5000 enset - CI Sheet roofed house both in town and countryside - More than 10 cows - Farm with oxen - Three horses (one male for riding, female and other for freight) - Annual income of birr 15000 - HH having bank saving - One donkey - More than 50 sheep and goats - Educate children in larger towns like Addis Ababa, Ambo and Woliso - Rent out oxen and farmland | 12% | 7.1% |
| 2 | Medium (Gidduugaleessa) | <ul style="list-style-type: none"> - Owns 1200- 1500 enset plant - More than five cows - Who manages well his family and his farm - Has no problem in sending children to school - Owns 20 sheep and goats - One horse to ride - One donkey - Two-five cows - Annual income of birr 5000- 7000 - Has CI Sheet roofed house or newly built grass thatched roof house - Farming by human power | 75% | 70.5% |
| 3 | Poor (Hiyyeessa) | <ul style="list-style-type: none"> - 100 to 150 enset plant - One or two sheep or goats - Own no cow - Farming by human power - Small grass thatched roofed house - Annual income less than 100 - Cannot afford the education of children - Who owns farmland of its own | 12% | 22.4% |

Source: Own field survey, March, 2009.

*Note: *Members of the community believe that there also a category of poorest of the poor, a kind of HH which does not own any property.*

Annex 2 Sample HH Livestock property

| WETA HH members | Cow | Oxen | Bull | Heifer | Horse/Mu le | Donkey | Sheep | Goat | Poultry | Total |
|-----------------|-------|-------|------|--------|----------------|--------|-------|--------|---------|--------|
| | TNLO | 16.00 | 6.00 | 4.001 | 11.002 | 24.00 | 15.00 | 102.00 | 10.00 | 65.00 |
| ANLO | 0.64 | 0.24 | 0.16 | 0.44 | 0.6432 | 0.39 | 4.08 | 0.400 | 2.60 | 9.64 |
| Max | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | 1.00 | 20.00 | 5.00 | 10.00 | 31.00 |
| Min | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TLU | 16.00 | 6.00 | 4.00 | 11.00 | 16.08 | 9.75 | 10.2 | 1.00 | 0.325 | 74.105 |

ATLU=2.96 livestock/HH

| Non-WETA | TNLO | 61.00 | 43.00 | 48.00 | 51.00 | 81.00 | 58.00 | 369.00 | 111.0 | 291.00 | 1116.0 |
|----------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | ANLO | 0.6289 | 0.4433 | 0.4948 | 0.5258 | 0.8351 | 0.5979 | 3.8041 | 1.1443 | 3.0103 | 11.5 |
| Max | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 15.00 | 11.00 | 7.00 | 34.00 | |
| Min | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | |
| TLU | 61.00 | 43.00 | 48.00 | 51.00 | 54.27 | 37.70 | 36.90 | 11.1 | 1.455 | 344.43 | |
| Grand LO Total | 77.0 | 49.0 | 52.0 | 62.0 | 105.0 | 73.0 | 471.0 | 121. | 357.0 | 1357. | |
| TLU G. total | 77.00 | 49.00 | 52.00 | 62.00 | 70.35 | 47.45 | 47.10 | 12.1 | 1.78 | 418.53 | |

ATLU=3.55 livestock/HH for non-WETA, and 3.43 livestock/HH for the entire sample

TNLO=Total Number of Livestock

ANLO= Average Number of Livestock

Max= Maximum Number of cattle under consideration

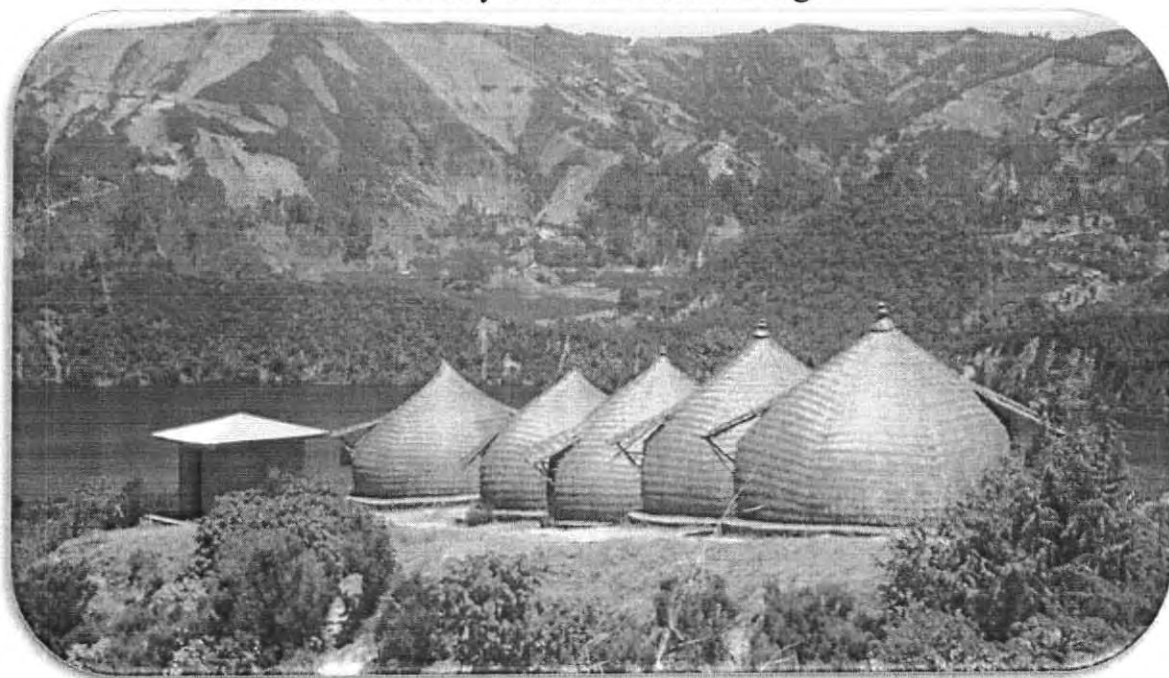
Min= Minimum number of cattle under consideration

TLU= Tropical Livestock Unit using conversion factor : 1 Cattle = 1.0, calf=0.5, 1sheep=0.1,1 horse=0.67, 1 donkey=0.65, 1 goat=0.1, and 1 poultry=0.005 (Dangew, 2006)

Annex 3 Horse waiting at the main entrance to the site over tourists arrival



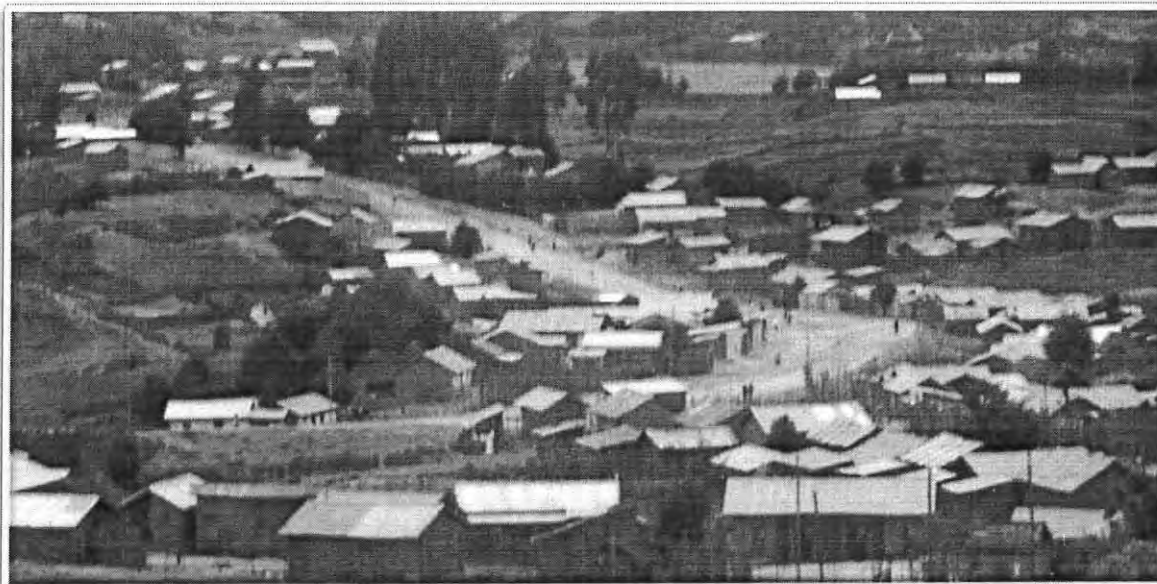
Annex 4 Privately Owned Wonchi Lodge



Annex 5 Some of Focus Group Discussion Participants (Women Group)



Annex 6 Part of Haro Town



Annex 7 The difficult road to data gathering (left) and data gathering at village of Gergis, Ato Teshome Nata'a and his family.



Annex 8

A) Questionnaire Prepared for Households

As part of my M.A program fulfilment in Addis Ababa University I am conducting a research that is set to find out the effect of Ecotourism on Livelihoods of Local Community and the Environment in Lake Wenchi area. Dear respondent I will appreciate if you could fill up this questionnaire. I humbly request you to give your reply to each of the following questions honestly, responsibly and with out hesitation and fear. Please be informed that any information obtained in connection with this study that can be identified with you will remain strictly confidential. I assure you no one will be identified in any case.

Thank you very much in advance!

1. General

- 1.1. Name of the interviewee _____ kebele _____ Got _____
- 1.2. Age: 18<years 8-25 25-35 35-45
45 and above
- 1.3. Sex of the household head: Female Male
- 1.4. Marital status of the household head
Married never Married divorced widowed
- 1.5. Family Size _____
- 1.6. Level of education: a) illiterate b) Grade1-8th c) Above Grade 8th
- 1.7. Ethnic group: a) Oromo b) Amhara c) Gurage d) others
- 1.8. Religion: 1) Christian 2) Muslim 3) others (please specify) _____
- 1.9. For how long you resided here?
≥10yrs 11-20 yrs 21-30 yrs
31-40 ≥ 41yrs

2. Questionnaire on household livelihood characteristics

2.1. What are the major economic activities your family's livelihood depends on?
Please list them in order of importance to you:

2.2. Is there other economic activity in around your locality other than farming?

If yes specify _____

2.3. Has your farm land size changed since ecotourism is introduced in around your area?

2.4. Is there change in the size of your farmland recently? _____
 If yes how?
 Increased _____
 Decreased _____

2.4. If yes how much it affected your HH yield? _____

2.5. Is there any change in your income recently?

Yes _____

No _____

2.5.1. If your income has changed what could be the reason?

- A) Increase of your farm land
- B) Use of agricultural inputs
- C) Price increase for agricultural products you produce
- D) Sale of items or products to tourists
- E) Rent of pack animals to tourists
- F) Service you give as guide to tourists
- G) Other (specify) _____

2.6. Do you recognise the presence of ecotourism in your area? _____

2.7. How many of your family members are engaged on activities serving ecotourists?

One _____, Two _____, Three _____, Four _____, Five _____.

None _____

2.7.1. If any of your family member participate in ecotourism how do you express the duration of time on the job?

| | | |
|-------------------------------|------------|--------------|
| Working time Ecotourism | Full on | Occasionally |
| | | |

2.7.2. If your answer to the above question is none what do you think is the reason is? Is it because:

- A) You do not prefer to work on tourist related works?
- B) You can support your family by other activity than tourism works?
- C) The ecotourist activity is far from you?
- D) You do not know how to serve tourists?
- E) You think it is somebody else's work?
- F) You do not have access to the ecotourism site?
- G) Other reason (specify) _____

2.7.3. If any member of your family is engaged on any activity serving ecotourists in your area could you name the type of job he/she is engaged in? _____

2.8 How do you see the presence of ecotourism site in your locality?

- A) As a threat to your farm land?

- B) As a threat to your culture?
- C) As a threat to your community?
- D) As a threat to your chance of development?
- E) As an opportunity for development of your locality?
- F) As an opportunity for infrastructure development in your locality?
- G) As a threat to the conservation of your local environment?
- H) As an opportunity for the preservation of the lake and surrounding environment?

2.9. Do you think every body in your community is benefiting from ecotourism activity in your area?

Yes _____

No _____

2.10. If you replied no to the above question who do you think more benefiting?

- A) The kebele of officials and their relatives
- B) The youth group
- C) The land less
- D) Male youth group
- E) Women
- F) Handicrafts
- G) Those near the site
- H) Those close to the road
- I) Those who rent out their animals
- J) Those that have the interest in serving tourists

2.11. Could you identify the type of benefit you or others are obtaining from ecotourism activity of your locality? Indicate answer by encircling. You may provide more than one answer

- A) HH sources of income diversified ?
- B) Employment benefits ?
- C) Market benefits such as the sale of local made products?
- D) Accesses to world's way of life?
- E) Improvement of attitude and understanding?
- F) Educational opportunity?
- G) Diversification of activities that support your family's income?

2.12. As a community what is the advantage you benefited due to ecotourism in your locality?

- A) Access of road
- B) The construction of health institute in the vicinity
- C) The opening of school near by
- D) The opportunity of credit offering organizations in the locality
- E) The spread of micro and small business enterprises in the locality
- F) The increase of communicaitn with out side world
- G) The chance of being heard by the local authority
- H) All of the above

2.13. Which the following assets you gained/purchased since the last ten years?

| Asset category | Increased/improved | | |
|---|--------------------|----------------------|-------|
| | Yes | | No(√) |
| | √ | Estimates in birr | |
| Livestock | | | |
| Agricultural of farm equipments | | | |
| C.Iron roof house built | | | |
| Built Boat | | | |
| Tape recorder | | | |
| Household utensils and materials such as sofa, bed and sponge mattress, or other | | | |
| Tv set, telephone apparatus, satellite dish | | | |
| Bought any motor or vehicle | | | |
| Opened shop | | | |
| Farm land size | | | |
| Sending children to school | | | |
| Saved in cash | | | |

2.13. How do you express your household income from ecotourism activities
 Poor____. Fair____. Good____. Very Good____ (use √)

2.14. Could you indicate your annual income?

- A) < birr1000 B) 1000-2000 C) birr 3000-4000
 D) birr 4000-5000 E) birr 5000-10000 F) above birr 10000

2.15. Has your way of farm changed since last seven years?

Yes _____. No_____.

2.16.If there has been any change which one is it? (Multiple answers is
 Possible, encircle your choice)

- A) Increased types of crops you produce
 B) Limited livestock to one or few types of crop production
 C) Increased size
 D) Limited the number and types of livestock reared

- E) Utilizing other activities to support your family's income
 - F) Quit farm activity entirely for other activity
 - G) Moved out to other locality in search of farm land
- 2.17. Do you think that there is improvement in your vulnerability to food insecurity since then years?
 Yes _____ No _____ (Use√)
- 2.18. If there as any change what do you think is the reason?
 A) Received agricultural extension service support
 B) Increased land holding
 C) Diversified economic activity
 D) Help received from relatives
 E) Switching of occupation to non agricultural activities
 F) Other reason (specify)
- 2.19. Livestock? _____
 2.19.1If yes how many sheep _____, goats _____, cows _____, heifer _____, bull _____, oxen _____, donkeys _____, horses _____, Poultry _____?
- 2.20. Do you have free access to grazing land?
 Yes _____. No _____ (use √)
- 2.21. Do you think the presence of ecotourism affected access to grazing land? _____
- 2.22. How do you view your HH wealth status?
 Wealthy _____
 Medium _____
 Poor _____
 Any Other _____
 2.22.1 What kind of a HH is
- Wealthy _____
- _____
- Medium _____
- _____
- Poor _____
- _____
- 2.23. Do you think the ecotourism business will sustain to the future? If no could you explain why? _____
- 2.24. What gains or harms do you perceive if ecotourism expands in the future?

| | Gains | Problems |
|----------------------------|-------|----------|
| Individually (at HH Level) | | |
| For the Community | | |

B) Questionnaire on Issues Related to Local Environment

- Do you think that your environmental conservation awareness is improved of recently?
Yes _____. No _____ (Use ✓)
- What actions have you been taking to preserve your local natural resources?

- How do you describe the fertility nature of your land?
Is it improving _____?
Is it deteriorating _____?
No change _____?
- What effect do you think that the presence of ecotourists in your surrounding has brought to your area's forest, grassland, springs, lake, villages or/and the scenery?

- How do you percieve ecotourists' concern for your local environment?
A) Show no care at all
B) Show little care
C) Some are careful while others do not care
D) Many are unaware of the environment
E) All show much care for the environment
- Have your realized that the flow of tourists is as a result of tour long preserved area?
Yes _____. No) _____ ((Use ✓)
- What do you think of the state of vegetation cover in locality ever since exotourism is introduced?
Increasing _____
Decreasing _____
No change _____
(Please (Use ✓)
- Whose responsibility is that to protect your local environment?

- A) Every one of us who live in the locality
- B) It is somebody else's worry
- C) It is government's issue
- D) It is kebele officials' responsibility
- E) It is problem of local people who benefit from the ecotourism
- F) Tourists, kebele officials, residents and the government

9. What features of ecotourism do you like in your place?

10. Why? _____

11. Would you explain the differences in environmental conservation you have observed since the introduction of ecotourism in your locality?

- A) _____
- B) _____
- C) _____
- D) _____

12. Have you ever received training on matters related to conservation of natural environment?

Yes _____ No _____

12.1. Who _____ gave _____ you _____ the _____ training?

12.2. On what topics was the training?

13. Have actions that are taken to satisfy ecotourism affected your farm land?

Yes _____ . No _____

14. If your answer is yes please explain how it affects your farmland

15. Do you think the construction of roads in your locality to serve ecotourists affected your surrounding environment?

Yes _____ . No _____

16. Discuss negative effects the introduction of road to the area has caused

17. What would happen to lake Wonchi area environment without ecotourism?

-
-
-
18. Can you associate the presence of ecotourism to one or more of the following injurious effects? (Please indicate your answer by marking \checkmark you may provide more than one answer.)

Decrease in the aesthetics of the area _____

Decrease in water quality of your place _____

Decrease in the number of flora _____

Decrease in the number of fauna _____

Diversities resources to ecotourism alone _____

Change in the composition of plants and animals in the area _____

Decrease in the concern of local people gives to the environment _____

Increase in gully erosion _____

Increased soil erosion in the previously intact areas _____

Caused settlement in the previously reserved areas _____

Resulted in vegetation loss in that locality _____

C) Checklists for Focus Group Discussion

1. Economic opportunities offered to the local community by ecotourism
2. Changes in livelihoods of the indigenous community
3. The awareness created on environment related issues
4. The extent to which ecotourism opportunities exploited by the local residents
5. The nature of gender as well as all age group participation in environment conservation and protection in the locality
6. Environmental problems caused due to the introduction of ecotourism to the area
7. The challenges of ecotourism development
8. Can ecotourism sustain with present conservation method
9. What are problems related to ecotourism?
10. How much local peoples' livelihoods is dependent on ecotourism operations
11. How do you express the nature of your land holdings and the products obtained from each annually?
12. What is the expectation and
13. threat in relation to ecotourism?

Declaration

I, Adugna Feyissa, declare that this thesis is my original work and has not been presented for any degree in any university and that all the sources used have been duly acknowledged.

Adugna Feyissa



July 2009

This thesis has been submitted for examination with my approval as a supervisor.

Aklilu Amsalu (PhD)

July 2009