

**CHALLENGES AND PROSPECTS OF ECOTOURISM DEVELOPMENT THE CASE  
OF KELALA WOREDA, IN SOUTH WOLLO ZONE, AMHARA REGION, ETHIOPIA**

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## **DECLARATION**

I, Aregawi Kidanemariam Fikadu Registration Number GSK/0902/04 do here by declare that this thesis is my original work and it has not been submitted partially or in full by any other person for an award of a degree in any

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

ANRSTC	Amhara National Regional State Tourism Commission
BoARD	Bureau of Agriculture and Rural Development
CBT	Community Based Tourism
EPRDF	Ethiopian Peoples' Revolutionary Democratic Front
EPA	Environmental Protection Authority
ETC	Ethiopian Tourism Commission
FGD	Focus Group Discussion
GDP	Gross Domestic Product
HHs	Household Heads
IUCN	International Union for Conservation of Nature
IYE	International Year of Ecotourism
KII's	Key Informant Interviews
KWCTB	Kelala Wereda Culture and Tourism Bureau
MOFED	Ministry of Finance and Economic Development
NGO	Non-Governmental Organization
ODI	Oversea Development Institute
TIES	The International Ecotourism Society
UNEP	United Nation Environmental Program
UNESCO	United Nations Education Culture and Science Organization
USD	United States Dollar
WB	World Bank
WTO	World Tourism Organization

WTTC World Travel and Tourism Council

UNWTO United Nations World Tourism Organization

### **ABSTRACT**

*This thesis was conducted in Amhara Regional State, South Wollo Zone Kelala Woreda with the aim of identifying the main challenges and prospects of ecotourism development in the study area. Three Kebeles having different potential and actual ecotourism sites were purposively selected. Both the qualitative and quantitative methods were applied in collecting and analyzing the data. The total number of the household heads of the selected Kebeles was 1526 and out of this universal population 94 sample household were selected using a random sampling method. In addition to questionnaire Key Informant Interview, Focus Group Discussion and review of secondary sources were made. This work attempted to reveal the presence of potential and actual tourism and ecotourism sites in the study area, and the main challenges of ecotourism development and the possible solutions of this challenges which hinder the expansion and development of ecotourism identified. Hence, the major obstacle of tourism/ecotourism in the areas are found to the absence of due attention towards the sector by the stakeholders. The findings of the study indicated that, the majority of (72.3%) local communities want to take part in decision making process of tourism in their local area. In general, local people want to see decisions about tourism development in their area made by consulting local people. Local communities acknowledge that tourism provides employment opportunities, encourages a variety of cultural activities and meeting tourists promotes cross cultural exchange. Therefore, the researcher recommended that, the government organizations should provide trainings, advice and loans so that local communities can participate in tourism development.*

**Key words:** *Ecotourism, Tourism, Potential/Actual tourist Attraction, Tourism challenges & prospects, off-farm activity*

## **CHAPTER ONE**

### **1. INTRODUCTION**

#### ***1.1. BACKGROUND OF THE STUDY***

Tourism is one of the fastest growing industries that provide services and sales of goods for visitors who came from outside of the destination area for a period of more than 24 hours and less than one year (Chris Cooper et.al, 1990). It is strategically important industry that is directly linked to the long term prosperity of a country. According to World Tourism Organization (2005), tourism is an activity of human beings moving and staying in places outside their permanent residence and environment for recreation, business and trade purposes. Now a day, tourism is increasingly becoming an important economic sector in many developing countries (UNCTAD, 2007). The industries were one of the major sources of foreign exchange earnings and the most viable and sustainable economic development option. It contributes 11 percent of the world GNP (UNWTO, 2005).

If tourism were a country, it would have the second largest economy, surpassed only by the United States (TIES 2006). This statement pictures tourism's economic impact on the global economy. And according to UNWTO, a constantly (since the 1950's) growing tourism industry is soaring towards no ends. More than 980 million international tourist arrivals in 2011 are expected to reach 1.6 billion by the year 2020 (UNWTO 2012). However, Africa's share (77 million tourists) will not compete with Europe (717 million), East Asia (397 million) and the Americas (282 million), but it will get in line with the Middle East and South Asia scuffling for the fourth position (UNWTO 2011). But the predicted African annual economic growth rate for tourism of approximately 5.5% is higher than the growth rate for other private businesses and "appears to be one of the few economic sectors able to guide a number of developing countries to higher levels of prosperity and for some to leave behind their least developed country status" (TIES 2006). "There is no doubt that tourism, frequently referred to as 'the world's largest industry', is big business. By the end of the 20th century, international tourism alone was annually generating well over US\$450 billion, whilst total global tourism activity (international and domestic) has been estimated to be worth some US\$3.5 trillion. Moreover, it is anticipated that these figures growth industry and current expectations of an annual increase of about 4% in

international tourist arrivals and spending suggests that, by 2020, international tourism will be generating up to US\$2 trillion a year”(R.Sharpley and David J. Telfer, 2002).

Ecotourism is a new concept in tourism, which was originally sparked off by the idea of making harmonious co-existence with nature a reality once again. As defined by the Ecotourism Society, it is the responsible travel to natural areas, which conserves the environment and sustains the wellbeing of local people. Today, ecotourism is one of the fastest-growing segments of the tourism industry. Its potential for growth is virtually unlimited. Any tourism program which is nature – based, ecologically sustainable, where education and interpretation is a major concept and where local people are benefited can be called ecotourism. The International Ecotourism Society (TIES) define ecotourism as: “responsible travel that conserves the environment and sustains the well - being of local people”. Clearly, at a time when traditional conservation through enforced protection of natural areas was being questioned for its effectiveness and social impacts, strategies such as ecotourism offered considerable potential for integrating conservation with development.

In the words of Black and Crabtree (2007), ecotourism is “a force within the industry that, in its very essence, aims to minimize tourism’s negative impacts whilst maximizing tourism’s positive impacts”. Whilst smaller in scale than external effects such as energy prices and terrorism, ecotourism represents a relatively large internal intervention in the global tourism industry, and one which has now been continued for an extended period. This provides analytical opportunities from the perspectives of tourism policy and tourism entrepreneurship. In addition, any framework for analyzing progress in ecotourism may also be relevant to measuring the sustainability of tourism more broadly, which is still a contested area of research (Bramwell & Lane, 2008; Gössling, Hall, Lane, & Weaver, 2008; Gössling, Hall, & Weaver, 2009).

Ethiopia has a long way to go to benefit from tourism. For instance, according to WTO (2002), the share of Ethiopia from tourism sector was just less than a miniscule. A total of 156,327 international tourists visited Ethiopia and accounted for 77 million USD in revenue, with 5% growth rate compared to 2001. In 2005, international tourist visiting Ethiopia showed considerable growth although not up to expectations. The projected international tourist arrival was 227,398; while income generated from these tourists’ amounted 135 million USD. Unto the

present, Ethiopia's share from the international tourist's income is very petite. In 2008, Ethiopia received only about 157 million USD. That amounts to less than two tenths of the 2008 total international tourist arrivals world-wide. But, in the last three consecutive years, tourists' arrival is growing at an average rate of 7% per year (Ethiopian Tourism Commission).

As Cater (1993) presuppose that, the demand of consumers for 'remote', 'natural' and 'exotic' environments have created a rise in ecotourism enterprises, especially in developing countries like Ethiopia. Of concern is the fact that it is precisely these more remote, less developed tourism areas that eco-tourists seek which are most sensitive to cultural rupture and environmental depression. Hereunder the researcher tried to envisage the Challenges and Prospects of ecotourism development in Kelala area and the significance of ecotourism for the locality and the country at large. The study area; Kelala is found in the northern part of Ethiopia in Amhara regional state in the South Wollo zone.

## **1.2 Statement of the problem**

Ecotourism is a relatively new idea and has emerged in the late 1980s that has dramatically captured the attention of many people from a variety of backgrounds (Koeman, 1998). It is seen by many Conservation groups as a means to ensure ecologically sustainable development (Tisdell, 1997). International Union for Conservation of Nature (IUCN) defined it as: "environmentally responsible travel to natural areas, in Order to enjoy and appreciate nature that promote conservation, have a low visitor impact and provide for beneficially active socioeconomic involvement of local people" (Ngece, 2002). Ecotourism differs from nature based tourism in that nature based tourism is just travel to natural places, but Ecotourism provides local benefits: environmentally, culturally and economically. For instance, while a nature Based tourist may just go bird watching, an ecotourism goes bird watching with local guide, and stays in a locally Operated eco lodge, and contribute to the local economy. Ecotourism is therefore, a type of tourism that focuses on local cultures, wilderness, and adventures; a travel to destinations where the scenery, flora, fauna and cultural Heritage is the primary attractions. The ecotourism visits relatively undeveloped areas in the spirit of appreciation, Participation and sensitivity; practice a non-consumptive use of wildlife and natural resources and contributes to the visited area thorough labor or financial means aimed at directly

benefiting the conservation of the site and the economic well-being of the local residents (Koeman,1998; Kiss, 2004; Baker, 2008).

Ecotourism is often considered to be a potential strategy to support conservation of natural ecosystems while, at the same time, promoting sustainable local development. Yet ecotourism is defined in many ways in the tourism and environmental literatures under which it may be best promoted, managed and evaluated (Sheryl Ross and Wall, 1999).

The increase in human population and preferences for leisure activities often leads to an increase in demand for recreational use of public lands in many parts of the world. Ecotourism, travel to natural areas that conserves the environment and improves the wellbeing of local people (TIES, 1990), is a fast growing industry.

Ethiopia is no doubt a major tourist destination within the Northeastern Africa sub region. According to World Bank (2006), community participation throughout the sector in Ethiopia is weak and shallow offering little opportunity for benefits from tourism to disperse to the local community. According to Ashley (2006), aside from the employment generated in formal sectors (hotels, transport, tour operators) there are few opportunities for poorer Ethiopians to be involved in tourism in terms of decision making and benefit sharing. According to the report by Amhara culture and tourism bureau (ACTB, 2010), even though tourism is believed to contribute a lot for local economic development and benefiting local communities, but the region could not get satisfactory contribution from the industry. The involvement of the community in tourism is also negligible contributing less to the income of the local poor. Similarly, the benefit the community shares from tourism in Kelala (study area) is too small and the participation of the local community in decision making related to tourism development has been insignificant. Hence, this study aims at assessing the challenges and prospects of ecotourism development in the study area.

Ethiopia has a huge potential of tourism, though is not explored well yet; Ethiopia has as many attractions and greater variety than its southern neighbor Kenya (the powerhouse of the continent in this respect). The northern part of Ethiopia, Amhara Region, is known by its tremendous tourism (both the cultural and natural) sites and potentials of tourism in general and ecotourism; the recent and one segment of tourism, in particular. The study area (Kelala woreda) is one of the

potentially endowed ecotourism sites of the regional state (ANRSTC, 2005). At the same time, the area is vulnerable for frequent drought and famine. Since ecotourism is among the rapidly growing segments with dual goals; conservation ecosystem and economic as well as socio-culturally significant, consequently ecotourism is found to be the best remedy for drought and famine alleviation by conserving the ecosystem of the study area. Realizing these situations, developing community based ecotourism in the study area can be remedy to contribute for the stated problem; if ecotourism is to be established and have a lasting benefit, the challenges and opportunities for its establishment have to be understood. That is the main reason why I set out to study the problem. Researchers, like Gebeyaw Ambelu (2011) and Amogne Assfaw (2010), have done studies on community based ecotourism, in different parts of Wollo zone. Most of them focused on the potential of community based ecotourism development and value of ecotourism for wildlife conservation in parks. However the challenges and prospects of ecotourism development in general; especially the selected area, are not yet explored. So here the attempt is to see the challenges and prospects of ecotourism in Kelala for development of the area on the one hand; and the role of the conservation and preservation of the nature and its ecosystem in the environmental stabilization process in the country on the other hand.

### **1.3. Objectives**

#### **1.3.1. General objective**

The general objective of this research is to identify the challenges and prospects of ecotourism development: the case study of Kelala area in Amhara Regional state.

#### **1.3.2. Specific objectives**

The specific objectives of the research are:

- .To explore the potential of ecotourism development in the study area (Kelala woreda).
- .To examine the level of awareness of the people about the importance of ecotourism.
- .To identify the main challenges that hinder the development of ecotourism in the study area.
- .To identify the possible mechanisms of ecotourism development of the study area.

### **1.4. Research Questions**

The research will bring answers for the following questions:

1. What are the ecotourism potentials in the study area(Kelala woreda)?
2. What are the main obstacles of development of ecotourism in the study area (Kelala woreda)?

3. What is the level of awareness of the people regarding the importance of ecotourism?
4. What has been performed by the government regarding awareness creation about conservation and usage of ecotourism?
5. What are the possible mechanisms for the development of ecotourism?

### **1.5 Delimitation/ Scope of the Study**

The study focuses on three sites of Kelala Woreda. It was limited on three sites simply selected purposely. The study was further delimited to Kelala Woreda challenges and prospects of ecotourism development. As the researcher information gathered from preliminary discussion with ecotourism supervisors of the Woreda this makes the area unique and this uniqueness has attracted attention of researcher in to researching about the area. Furthermore, the researcher was seen it fit to choose this area because the area is full of ecotourism potential that value their participation in ecotourism development as a key to sustainable the ecotourism program.

The research primarily was focused on the potentials of ecotourism which found in different parts of Kelala Woreda. Having resources by themselves do not mean incurring/earning benefits. So, this research also emphasis on the major challenges and prospects of tourism in that areas. Specifically this research was focused in Kelala Woreda's ecotourism potential and the challenges as well as the prospects of tourism development; an area found in the south Wollo zone of Amhara Regional state.

### **1.6 Significance of the study**

As to the researcher's understanding, even though many researches are conducted in many Woredas of the zone and the region there was not any research which was conducted so far in the tourism sector under this topic in the study area (Kelala Woreda). Therefore, this research is expected to contribute much for government organization, NGOs, policy makers and implementers to understand the gaps and to take actions to improve the situation. The research is also expected to help to contribute for the concerned stakeholders, especially to Kelala woreda administration, Amhara region culture and tourism bureau) to understand issues related to major problems in the development of tourism industry. Finally, the research expected to serve as a source or reference material for conducting further research in the field.

### **1.7 Limitations**

Major hitches to this study were the low literacy level of the participants especially in the villages. More than 46% and 42% of the villages (Abet wuha and Deger) could neither read nor write but were able to assimilate explanations and verbally pass on valuable information with backed facts. Thus much time was spent in explanations and illustrations and translations made if necessary for better understanding and responses. Furthermore, this research was conducted, out of 33 Kebeles, only three were chosen for sampling due to time and budget constraints. With the notion that no two villages can ever be the same, the thought, perception opinions and ideas of the other communities about the subject matter was not considered.

And for the researcher, there road were almost inaccessible and transport very expensive increasing the overall cost of the research.

### **1.8 Organization of the Study**

The study includes five chapters; the first chapter includes the introduction, statement of the problem, the objectives, the research questions, the delimitations and limitations, the significance and organization of the study as well. In the second chapter the literature review is included. The third chapter is all about the study area description and research methodologies, where as in the fourth chapter the collected data has analyzed and interpreted and lastly but not least, in the fifth chapter the conclusion and recommendation of the paper are presented.

## CHAPTER TWO

### 2. REVIEW OF RELATED LITERATURE

This chapter provides the concepts and definitions of tourism and ecotourism gathered by reviewing different related materials in the area. So, the materials which are deemed to be necessary for this thesis are included. Here in this chapter the definitions and concept of the two vague terms, which still did not acquire unanimous definition, is forwarded from the works of those who do have mandate and who conduct a research on the fields.

#### 2.1 Concepts and definitions of Tourism

The term tourism is one of the most controversial concepts which have no distinct universally accepted definition. Therefore, different scholars define the word tourism in different ways at different times. (Brohman, 1996), defined tourism as the sum total of the operators mainly has an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region. As Hunziker and Krampf (1942) stated:

*“Tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.”*

In this definition the time specified in which the travelers must spend and the purpose of travelling were lost. The focus was on the strangers stay in the place where not their permanent residence.

Nevertheless, in order to fill limitations of the above mentioned definitions, the most used definition of tourism today is the one given and approved by the UN in 1993 by the World Tourism Organization (WTO):

*“It comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.”*

The development of recreation and enjoyment; resulted from the surplus production since the industrial revolution, bring the new sector known as the smokeless industry; tourism. Industrial revolution made things easier and easier; because it helps over production of goods and reduces the need of too much labor force.

The beauty of nature lies in its variety which indeed is endless. So is the timeless desire in the human beings to appreciate the nature from the bottom of their heart. This is why since ancient times explorers, discoverers and travelers undertook adventurous journey in spite of all difficulties they came across. The underlying idea of visiting new places to appreciate their beauty, in course of time, has given birth to a modern industry called tourism. People go from one place to other for different reasons: temporary change of location, relaxation, recreation, getting acquainted with traditions and spending the leisure time; these all activities is called tourism. Based on the broad definition of tourism, the industry includes all socio-economic activities that are directly or indirectly involved in providing services to tourists.

## **2.2 History, Definition and Meanings of Eco-tourism**

Like other sectors tourism, especially of eco-tourism is not one time occurrence that reach its current point. Different people have different view towards different things, and the same happened in the case of ecotourism. Buckley (2003) clearly observes the vagueness of the word ecotourism. Accordingly, Eco-tourism is a useful concept, but not a very well defined one.

Various people and organizations have put forward a range of different definitions, from precise to vague; concise to the extended. The term ecotourism is being used lightly and interchangeably with nature tourism. In doing so there is a failure to acknowledge that ecotourism is a subset of nature tourism which falls at the ‘purest’ end of broad spectrum of nature tourism experiences (Annalisa Koeman, N.D).

### **2.2.1 Historical development of Ecotourism**

Though there is no clear point when, where and how does ecotourism started, but for the sake of this paper let us go through some of the historical event regarding ecotourism. The origin of

nature based travel goes back many centuries. Herodotus in his extensive travels visited amongst other places, the Black Sea, the Aegean Sea, Egypt and Italy. His work reveals he was interested in geography and natural environment not only history. Others such as Aristotle also travelled extensively and studied nature. In later times, Marco polo and other explorers left vivid accounts of the new lands they ‘discovered.’ More recently explorers such as James Cook and Charles Darwin travelled to remote lands describing the natural and cultural world of these new places (Robyn Bushell, 2001) and James Bruce travelled to Ethiopia searching the source of Blue Nile in the

17th century, this can be considered as ecotourism; due to nature of the travel, it was nature based. Ecotourism movement was first inaugurated in Latin America and Africa as a response to the ecosystem destruction. For instance, Ecotourism in Latin America became viewed as potential alternative to the destructive industries such as logging, oil drilling, mining, and other natural resource extractive industries (Honey M., 1999). Even though the concept’s background can be traced to the movements in both Latin America and Africa, the situations in Africa were different from that of Latin America. Ecotourism first became popular in East Africa as an alternative to a failed system of a protectionist philosophy of wildlife management that separated local people from national parks. This philosophy came about as a reaction to the rampant elephant and rhino poaching. Thus, scientists and park officials argued that the only to protect these and other wildlife species was to give those living near the national parks a financial incentive in the parks, wildlife conservation, and tourism (Honey M., 1999).

A variety of terms have been introduced to describe the same phenomenon which may be referred to as nature travel, nature-orientated tourism, nature tourism, nature based tourism, sustainable tourism, alternative tourism and special interest tourism (Laarman and Durst, 1987; Durst and Ingram, 1988; Wilson and Laarman, 1988; Valentine, 1992; Hall and Weiler, 1992; as cited in D. Diamantis, 1999).

Some people like Honey (1999), argues that the majority of ecotourism definitions lie between the passive position and the active position towards the high responsibility pole on the continuum. He further suggested that the desired state is to move from the minimum passive position towards a higher or active pole of the continuum. The active pole mainly emphasizes the

actions of protecting the environment and the behavioral intentions of Eco tourists, whereas the passive position concentrates solely on ecotourism development, not enhancing the antagonistic impacts or the Eco tourists' need to be satisfied. Others like Wall (1994) define ecotourism based on three criteria; the characteristics of the destinations; the motivations of its participants; and the organizational characteristics of the ecotourism trip.

### **2.2.2 Definition and Meaning of Ecotourism**

There is a lack of consensus in the literature regarding the etymology of the term ecotourism. A number of factors have been cited to explain the reasons why a single, agreed definition has remained elusive, and is predicted to remain so. It is suggested that ecotourism attempts to 'describe an activity, set forth a philosophy, and while at the same time espouse a model of development', and it is this multipurpose nature of the concept that prevents the adoption of a common definition. Thus, Ecotourism is often used interchangeably with other terms such as nature tourism, sustainable tourism, green tourism, responsible tourism and even soft tourism.

Ecotourism is tourism and recreation that is both nature-based and sustainable (K. Lindberg et al., 1997). Three features of this definition merit further discussion.

First, the definition clarifies the descriptive and the prescriptive components of the ecotourism concept. The nature component is descriptive or positive in the sense that it simply describes the activity location and associated consumer motivations. The sustainable component is prescriptive or normative in the sense that it reflects what people want the activity to be. An important point is that sustainability incorporates environmental, experiential, socio-cultural, and economic dimensions.

Second, this basic conceptual definition incorporates more complex definitions. For example, some definitions focus on minimizing negative environmental and cultural impacts while maximizing positive economic impacts. Such a focus is a means to the end of achieving sustainability. Likewise, the definitional focus on environmental education tends to reflect a desire to satisfy tourists or to use education to reduce negative environmental impacts. In the former case, it is a means to the end of achieving a sustainable experience. In the latter, it is also

a means to the end of sustainability. Because most components of ecotourism definitions either focus on the goal of sustainability or on means to achieve that goal, it is practical to use the simple conceptual definition of ecotourism being sustainable nature-based tourism and recreation.

Third, and related to the second feature, by focusing on ends (the desired condition of sustainability), this definition forces critical evaluation of what constitutes ecotourism. For example, is sport hunting ecotourism? Many observers feel that hunting is not ecotourism, but under this definition it would be if it met the sustainability criterion.

Having the importance of sustainability within the ecotourism definition, a fundamental question is “what is sustainability?” in simplified terms, tourism sustainability is postulated to result from a positive overall balance in environmental, experiential, socio-cultural and economic impacts (experiential used to describe the effect of visitors on each other and socio-cultural impact is to describe the effect of visitors on local residents). Thus, tourism activities that generate more positive net benefit would be more sustainable, in general, than tourism activities that generate fewer positive net benefits.

Ecotourism as we all know is a vague word which became a buzzword since its origin from the 1980s, 1990s to present. And some other definitions are listed below given by different scholars (though the definition given is written in different scholars differently, let us see the 1991 definition provided by the ICUN cited in (Hoof, V. 2006):

“Ecotourism is environmentally responsible travelling and visitation to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas”.

Ecotourism is “Responsible travel to natural areas that conserves the environment and improves the wellbeing of local people” (TIES, 1990).

The definition above is viewed in light of experiential and ‘educational factors of the protected natural areas’. Here ecotourism is claimed as a multi-dimensional philosophical concept, which is a component of eco-development and requires planning based on strict guidelines and regulations that will enhance the sustainable operation. Ashley (2006) further suggested that ecotourists profile characteristics attest an awareness and knowledge about the natural environment

and cultural aspects, in such a way ‘that will convert him or her into somebody keenly involved in conservation issues’. He drew comparisons between mass tourists and eco-tourists over the nature-based utilization. Both groups are keen to go to the natural areas but the mass tourists has a more passive role with nature, participating in activities which do not relate to the true concern over nature or ecology such as water sports, jogging, and biking.

Whereas, eco-tourists are attracted to a natural area and have a more active role through a non-consumptive use of wild-life and natural resources, through activities such as nature photography, botanical studies, and observing wildlife (D. Diamantis, 1999).

An official international definition was adopted during the UN International Year of Ecotourism in 2002 (UNEP and WTO, 2002). The major components, as analyzed by Buckley (1994) do not seem to have changed: nature-based production, minimal-impact managements, environmental education, and contribution to conservation. An alternative but congruent analytical concept suggested by Buckley (2003) namely geo-tourism with a positive triple bottom line, seems to have received little attention.

An analysis of ecotourism literature by Weaver and Lawton (2007) indicated that debates over definition have remained a significant theme.

Ecotourism means more than just spending time in and appreciating an ecosystem. For example, if you took a romp through the Amazon Rainforest it would be a great vacation, but would not necessarily be considered ecotourism. That's because ecotourism requires active tourists who make it a goal conserve natural environments and improve the overall wellbeing of an ecosystem's flora, fauna and people. You can take a swim in the some of the world's Ocean or sea, but don't call it ecotourism unless you're actively making a difference while doing so.

Whether a word needs a precise definition depends on the context in which it is used. If the term ‘ecotourism’ is used for marketing, for example, it does not need to be defined at all, as long as it persuades people to buy products. There are, however, several circumstances where a precise definition becomes important.

### **2.2.3 Ecotourism and other segments/Forms of tourism**

“Eco-tourism” is a relatively new idea, as already explained above, that has dramatically captured the attention of many people from a variety of backgrounds. It seems to be a catch-all word that has different meaning to different persons. To some means ecologically-sound

tourism; to other it is synonymous with nature tourism, alternative tourism, appropriate, responsible, ethical, green, environmentally friendly or sustainable tourism. Despite the continued debate about exactly what eco-tourism entails, it seems that most agree that ecotourism must be a force for sustaining natural resources. Thus, ecotourism is nature travel that advances conservation and sustainable development efforts (A. Koeman, N.D). The table below shows the clear distinction between ecotourism and other tourism and tourism segments.

Table 2.1 Ecotourism and other segments of tourism

Term	Definition
Tourism	“The sum of government and private sector activities that shape and serve the needs and manage the consequences of holiday, business and other travel” (stem et al, 2003)
Nature-based tourism	“the segment in the market in which people travel with the primary purpose of visiting a natural destination” (Symposium “Tiger in the Forest: Sustainable Nature Based Tourism in Southeast Asia, 2003)
Ecotourism	“ responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people” (Honey, 1999, cited in Christ et al, 2003)
Wildlife tourism	“Based on encounters with non-domesticated (non-human) animals in either the animals’ natural environment or in captivity. It includes activities historically classified as ‘non-consumptive’ .... as well as those that involve killing or capturing animals.....”( stem et al, 2003)
Adventure tourism	“nature tourism with a kick-nature tourism with a degree of risk taking and physical endurances”(Honey, 1999, cited in Christ et al 2003)
Sustainable tourism	“seeks to minimize the negative footprint of tourism developments and at the same time contribute to conservation and community development in the areas being developed” (Christ et al., 2003)

Tourists	People who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” (UNWTO, 2005).
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Source: Caroline Kuenzi and Jeff McNeely, 2007

### 2.3. Principles of Ecotourism

Several categories of tourism, which base on the natural aspects, are tried to compare and contrasted or even used interchangeably with ecotourism. Ecotourism is different from these categories main due to the major principles listed below. Accordingly TIES put forward the following based on the results of stakeholder meetings since 1991, which are being embraced by a growing constituency of NGO’s, private sector businesses, governments, academia and local communities. These are:

- Minimize the negative impacts on nature and culture that can damage a destination.
- Educate the traveler on the importance of conservation
- Stress the importance of responsible business, which works cooperatively with local authorities and people to meet local needs and deliver conservation benefits
- Direct revenues to the conservation and management of natural and protected areas
- Emphasize the need for regional tourism zoning and for visitor management plans designed for either regions or natural areas that are slated to become eco-destinations.
- Emphasize use of environmental and social base-line studies, as well as long-term monitoring programs, to assess and minimize impacts
- Strive to maximize economic benefit for the host country, local business and communities, particularly peoples living in and adjacent to natural and protected areas
- Seek to ensure that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents
- Rely on infrastructure that has been developed in harmony with the environment, minimizing use of fossil fuels, conserving local plants and wildlife, and blending with the natural and cultural environment (Epler Wood; 2002: cited in Gebeyaw, 2011)

### 2.4 Sustainable Tourism

Sustainable tourism embraces all segments of the tourism industry with guidelines and criteria that seek to reduce environmental impacts and to improve the contribution of tourism to sustainable development and environmental conservation. According to World Tourism Organization (WTO), sustainable tourism leads to the management of resources in such a way that economic, social, environmental and aesthetic needs can be fulfilled. It is in short a tourism activity that meets the needs of present tourists and host regions while protection and enhancing opportunities for the future (Baker, 2008).

Sustainable Tourism is “Tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community” (Swar Brooke, 1998).

Sustainable tourism “seeks to minimize the negative footprint of tourism developments and at the same time contribute to conservation and community development in the areas being developed” (Christ et al., 2003, cited in Caroline K. and Jeff Mc Neely).

Sustainability is a concept that is frequently used in relation with tourism development. While there does not exist a universal definition of sustainability, many scholars agree that sustainable development includes long term positive economic, social and environmental outcomes (Hunter, 1997; UNWTO, 2005; Goodwin, 2011). In relation to tourism development, sustainability often enters the discussion regarding different forms of tourism and their impacts. Conventional mass tourism, for instance, is known to have many negative environmental and socio-cultural impacts, while at the same time the economic benefits are also frequently not enjoyed by the local population (Telfer & Wall, 2000; Torres, 2003), for instance when large resort chains are owned by foreign investors. Several alternative types of tourism, such as cultural tourism and ecotourism, have been introduced as being more sustainable, and beneficial for the local population (Scheyvens, 2002; Brohman, 1996; Mowfort & Munt, 1998).

### **2.5 Ecotourism and Sustainable Development**

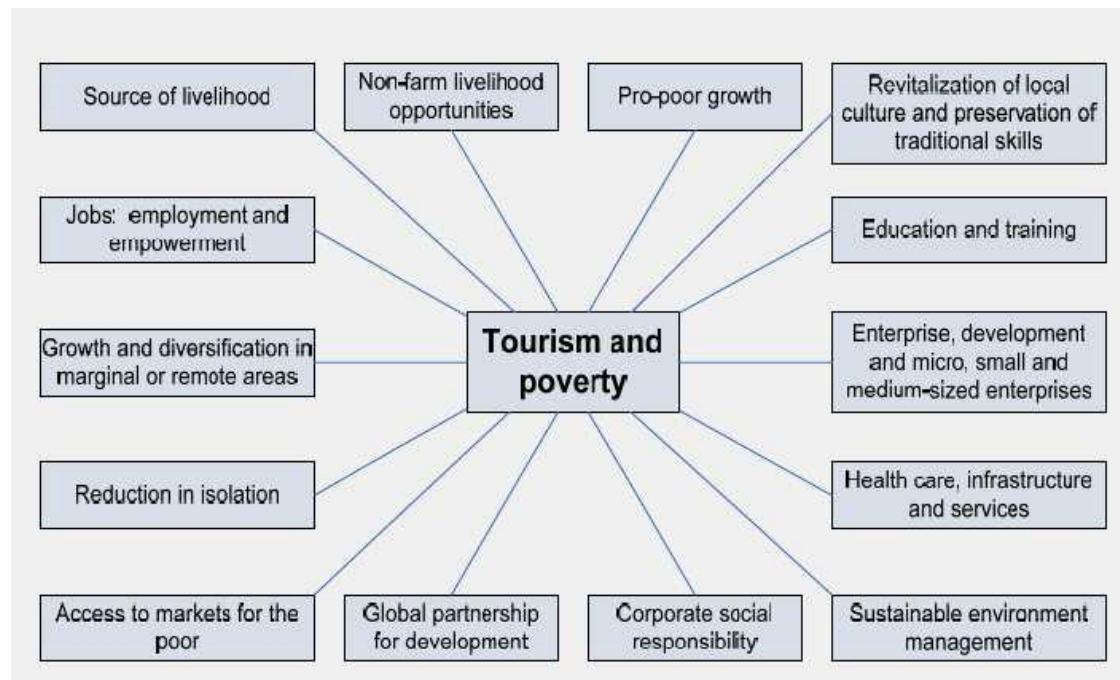
Ecotourism as segment of sustainable tourism applies sustainability principles to its tourism activities, operations, establishments and projects. Consequently, five basic principles of sustainability came into being:

1. The idea of holistic planning and strategy making
2. The importance of preserving essential ecological process

3. The need to protect both human heritages and biodiversity
4. The need to develop in a manner that foster long-term productivity sustainable for future generation
5. The goal of achieving a better balance of equity among nations (Bram and Lane 1993, cited in Dowling and Fennell, 2003)

## 2.6 Significance of Ecotourism

Ecotourism, a recent but widely hailed tourism alternative (Schaller, 1998), has high potential to be an instrument for rural economic development and environmental conservation. The Figure below illustrates the role tourism plays in poverty reduction and natural resource management.



Source: UNESCO (2007)

Figure 2.1 Linkages between Tourism with poverty reduction and Environment management

### 2.6.1 Economic Benefits

The economic benefits of ecotourism as identified by different scholars (Anderson, 1996; Koeman, 1998; Agrusa and Guidry, 1999; Ngece, 2002; Lowmen, 2004; Kiss, 2004 and Weggors, 2008) include;

**Employment opportunities:** - it brought employment opportunities to often previously disadvantaged people and a significant amount of the industry remains in the form of small scale

projects that can be funded by locals. Since the sector is labor intensive, its expansion generates more employment opportunities at semi-skilled, technical and managerial level than an equivalent expansion in other sectors of the economy.

**Creating new jobs:-** tourist expenditures on lodging, transportation, food, guides and souvenirs is an important source of income for local communities by providing supplemental income to rural farmers, women and young people.

**Diversifying regional economies:** - it is relatively decentralized industry that is highly capable of diversifying regional economies of less developed countries which are dependent of primary activities.

**Catalyst for development:** - tourism activities act as catalyst for the development of other sectors of the economy, that is, it provides strong forward and backward linkages so that induced macro/micro economic incentives as well as motivations for development in the region.

Ecotourism stimulates profitable domestic industries like hotels and other lodging facilities, restaurants and other food services, transportation systems, handicrafts, guide serves etc.

**GDP:** - ecotourism contribute a great deal of gross domestic product.

**Foreign Exchange earnings:** - while tourism is sensitive to the level of economic activity in the tourist generating countries, it provides higher and stable earning for developing countries than those from primary products.

**Development of infrastructure:** - the benefits accruing from investment in infrastructure and super structure as air ports, hotels and restaurants, road networks, communications, power and water supply as well as other related public utilities are widely shared with other sectors of the economy, resulting in to greater economic efficiency.

**Transfer of income:** - tourism is an excellent vehicle for transferring income from wealthy nations and persons to the poorer sections of society. Ecotourism is especially effective in this transfer since travelers often venture in to remote, economically disadvantaged regions.

### **2.6.2 Environmental Benefits**

Ecotourism, if properly managed and applied, can benefit the environment in the following ways (Anderson, 1996; Ngece, 2002; Dasenbrock, 2002; Kiss, 2004 and Weggoro, 2008).

- Ecotourism is relatively less-pollutant industry, which can enhance the conservation and promotion of natural and cultural heritages.

- Ecotourism will foster responsible tourist behavior, conservation of important wild life habitats and ecosystem.
- It is best alternative activity to environmentally damaging activities like farming, logging and mining. Although ecotourism may not be able to preserve these untouched areas as they would if human contact were prohibited, it can help to protect them from the dangers of destructive agricultural practice, mining and industrialization. *“The flora and fauna may be bothered [due to ecotourism development], but at least it will not be destroyed”* (Dasenbrok, 2002).
- Encourages individual conservation efforts- informed tour guides and educational pamphlets can incite tourists to become environmentalists, thereby promoting conservation efforts.
- Demonstrates the importance of natural and cultural resources to a community’s economic and social well-being and can help to preserve them.

### **2.6.3 Social Benefits**

Ecotourism development, in addition to economic and environmental benefits, might contribute socially by enhancing local community esteem and provides the opportunity for greater understanding and communication among people of diverse background. Ecotourism helps for political empowerment of local communities and fosters respect for different cultures (helps to develop tolerance). It is an important vehicle for promoting cultural exchanges (Agrusa and Guidry, 1999; Nepal, 2002; Weggoro, 2008)

**Social sustainability:** ensures that development increases people’s control over their own lives is compatible with the social values of people affected by it, and maintains and strengthens community identity. A socially sustainable development must achieve distributive equity, adequate provision of social services including health and education; gender equity, and political accountability and participation.

### **2.7 Negative Impact of Ecotourism**

Ecotourism is widely accepted as one strategy to provide environmental, socio-economic, and cultural benefits at both local and national levels. The major underlying assumption of ecotourism is that visitors can provide the necessary economic incentives to achieve local

conservation and development. In theory, ecotourism generates revenue which will be used to protect and conserve the biodiversity and natural resources that draw visitors to a particular site. Beside its importance tourism has also negative impacts. Below, the negative environmental economic and social impacts on the affected natural area as well as the local population are listed and elaborated.

### **2.7.1 Negative Economic Impacts**

Different studies (Dasenbrock, 2002; Neto, 2002) stressed that ecotourism, if not carefully monitored and managed, may results in the following economic side effects:-

- **Leakage:** – though the major target of ecotourism is to generate domestic employment and economic opportunities for local communities, profits can leak out of the regions (locals) in to the hands of elites and wealthier nations. Many developing nations do not have the resources to construct the infrastructure necessary for ecotourism development, which leads them to turn to foreign corporations and international donors. The widespread involvement of foreign investors can lead to a leakage problem in which the profits earned by the tourism sector do not stay in the country.
- **Exploitation of local workforce:** - the resident population may exclude from the development process and relegate to minimum wage support jobs.
- **Instability:** - Tourism is highly vulnerable to international shocks like wars, sudden changes in consumer tastes, sharp economic downturns, terrorist attacks etc.

### **2.7.2 Negative Environmental Impacts**

According to Anderson (1996), Holloway (1999) and Neto (2002), poorly managed ecotourism results the following negative environmental issues.

- The technological complexity of the present century has led to various forms of pollution which are both initiated and compounded by tourism development in general and by travel in particular. Any large-scale tourism movement increases air pollution, contribute to unacceptable levels of noise in rural surroundings and disposal of waste into water bodies.
- Although ecotourism is intended for small groups; even a modest increase in population puts extra pressure on the local environment and necessitates the development of additional infrastructure and amenities. The construction of water treatment plants, sanitation facilities, and

lodges come with the exploitation of non-renewable energy sources and the utilization of already limited local resources.

When the overwhelming majority of profits are put into the pockets of investors instead of reinvestment in to local economy or environmental protection, it causes the resentment by local people results in environmental degradation.

Loss of biodiversity: - when land and resources are strained by excessive use, and when impacts on vegetation, wildlife, mountain marina and coastal environments and water resources exceed the carrying capacity, it can cause loss of biodiversity. This loss of biodiversity in fact means loss of tourism potential.

The presence of affluent Eco tourists encourage the development of destructive markets in wildlife souvenirs contributing to illegal harvesting and poaching from the environment.

### **2.7.3 Negative Socio - cultural Impacts**

The common sociocultural effects of ecotourism (Schaller, 1998; Holloway, 1999; Neto, 2002) include:-

**Displacement of local people from their land:** - even though ecotourism often claims that it preserves and enhances local cultures, evidences shows that with the establishment of protected areas, local people have illegally lost their homes and most often with no or little compensation. Pushing people on to marginal lands does little to enhance livelihoods even when a proportion of ecotourism profits are directed back in to the community.

**Land use conflict:** - ecotourism often causes conflict and changes in land use rights and fails to deliver promises of community level benefits.

**Cultural change:** - indigenous cultural change may result from contact between tourists and locals, which is usually closer and more prolonged than in mass tourism. Problems arising when indigenous villagers adopt city or western ways, include acculturation, locals may begin “manufacturing” culture solely for tourists’ consumption. Locals may come to experience increasing dissatisfaction with their own standards of living or/and way of life and seek to imitate the tourists.

**Crime;** - Tourism has contributed to an increase in crime, thefts, muggings and expansion of HIV/AIDS.

Job opportunities and higher salaries attract workers from agricultural and rural communities who freed the restriction of their family and the familiarity of their home environment, may abandon their traditional values.

### **2.8 Mechanisms to Minimize the Negative Impacts of Ecotourism**

Natural resource depletion and environmental degradation associated with tourism activities are sometimes serious problems in tourism-rich regions (Neto, 2002). Controlling ecotourism within the limit of the carrying capacity of the environment can be accomplished through sound management techniques or the use of economic instruments like user charges (or entrance fees), various kinds of taxes and imposing a limit on the number of visitors or tradable permits (Anderson, 1996). In order to minimize the side effects of ecotourism, government intervention at different levels is needed in the following ways:

- limiting the number of tourists and tourist operators based on the carrying capacity of the area,
- Improving the patterns or logistics of tourism movements to reduce environmental damage or adverse effects.
- Providing appropriate environmental education to tourist operators and tourists. Whether it is through tour operators, lodges, national parks, private reserves, or different types of ecotourism related activities, education can make a difference. Education is one of the most crucial elements of ecotourism because it can change the way people (both locals and tourists) think about the environment,
- Introducing technological improvements to reduce environmental damage,
- Imposing restrictions on buildings,
- Due attention should be given for the involvement of local communities in ecotourism projects so as they can develop a sense of ownership with the project. Local participation serves as an early warning system that helps managers to avoid or plan for decisions that might otherwise cause conflict with the local population (Tisdell, 1997).

### **2.9 Tourism in Africa**

WTO (2002) predicts tourism will produce 7.5 percent of total employment in sub-Saharan Africa in the next decade. Even though Africa is the world's poorest region, with almost fifty percent of its population living with less than 1 USD per day. WTO added

that Africa is recognized by its huge potentials for tourism development, especially in rural areas. WTO argues that even though there is an existing potential for developing tourism in Africa, there is no adequate facilities and services for infra structures in many place, which hampers the full use of exploiting the potential of tourism. Likewise, WTO (1999) argues that, the major trends influencing the growth of international tourism globally will apply in Africa that will particularly benefit from the increasing interest of international travel and other forms of special interest in the natural and cultural tourism. Moreover, WTO (2002) proved that there exists an opportunity for Africa to have a fairer distribution of tourist flows across the world, with the purpose of contributing the alleviation of poverty in the continent.

## **2.10 Tourism in Ethiopia**

### **2.10.1 Tourism Development of Ethiopia**

According to Ayalew (2009), in past periods, merchants played a considerable role for the introduction of religions to Ethiopia, which contributed a lot for evolution of tourism. The author proved that the Portuguese's missionaries and other European came to Ethiopia as easier visitors when they made explorations to the sources of Blue Nile, ETC (2000) affirmed that Ethiopia has an enormous potential as a tourism destination with rich collection of historic and natural sites that distinguishes it from most of its neighbors. The commission added that Ethiopia has unique natural and cultural historic tourism assets. Mulugeta (2010) assured this fact that United Nations Educational, Scientific and Cultural Organization (UNESCO) recognizes seven world heritage sites in Ethiopia (Axum's obelisks, the monolithic church of Lalibela, the Castel of Gondar's, the Valley of Hadar where the skeleton of Lucy was discovered, Tia's caved standing stones, and the Semen Mountains). According to Mulugeta (2010), participatory tourism is the future of Ethiopia. However lack of exposure to tourism markets is a significant challenge in attempting to carve net market share in the region and optimize on the rents that can be obtained from these assets. Thus, one can understand the potential that tourism has in local economic development in Ethiopia.

### **2.10.2 Tourism in Amhara Region**

As compared to other places of Ethiopia, Amhara region is by far the richest region in natural, wild life and historical attractions. The region is situated at the heart of the historic route of Ethiopia. In Ethiopia there are two historic routes. The northern route compares both Tigray and Amhara region and most of the tourism sites to this route are situated in Amhara region.

According to Amhara Region Tourism Bureau (2010), UNESCO has cited the following attraction in Amhara as world heritage sites, namely, the rock hewn church of Lalibela, the relate of Ethiopian emperors at Gondar, the Semen mountains National Park which is famous for its breath taking landscape and also shelter of world's rare and endemic animal species of Walia ibex, the red fox and Chelada baboon. Likewise, ACTB (2010) affirmed that there are popular tourist attraction sites such as the Blue Nile falls locally called 'tiss esat' and the nearby bridge built by king Fasil 300 years ago, the ancient monasteries of lake Tana which are noted for their traditional music's, the mummified remains of Ethiopian kings and hand crafts, the replaces and treasures of the past Ethiopian emperors, numerous other historical church's and Tigray sites from early Christianity located throughout the region. The Bureau added that the region's endowments in different species of birds, pleasant climate, beautiful scenery and hospitable people. Nevertheless, Kelala is considered the most outstanding tourism potential of the region.

### **2.11 Local community participation in tourism**

Participation implies how and to what extent people are able to share their views, take part in an activity, project, program, decision-making, profit sharing and other issues related to the tourism development process (Kuuder & Wuleka, 2012, and Aref, Redzuan & Gill, 2010).

And according to Wenger, (1998), participation is a complex process that combines doing, talking, thinking, feeling, and belonging and involves our whole person; bodies, emotions, and social relations. It is broader than mere engagement in practice.

Mason, (2008), explains that participation of stakeholders leads to cooperative partnerships that take different forms, from loose, informal, and ad hoc arrangements, to tightly structured, formalized groupings. Partnerships are important for tourism as they can lead to dialogue and consensus building between potentially adversarial participants.

Simon, (2001), argues that each encounter through participation is an opportunity to develop collaborative capacities, and there is a synergy among relations. People's self-confidence, knowledge of their neighbors and their capacities for negotiation and deliberation spill over from one sector to another and hence develop cumulatively in collaboration. Participation can benefit the local community through ensuring the economic benefits from tourism stay among the residents (Ibrahim, 2013). And "one of the criteria often agreed as essential to the sustainability in any 'new' tourist scheme is the participation of local people," (Black stock, 2005).

## **2.12 Sustainable Tourism: Contribution to a Sustainable Development**

### **2.12.1 What is sustainable development?**

The concept of sustainability first appeared in the public scene in the report put out by the World Commission on Environment and Development (IISD, 2012).

The commission report advances the idea of sustainable development by noting that economic growth and environmental conservation are not only compatible but they are necessary partners. One cannot exist without the other (Harris et al., 2002). Sustainable development is high potential for any community within economic, social, cultural, ecologic and physical constraints (Bhuiyan et al., 2012). Sustainable development has been defined in many ways, but the most frequently quoted definition is:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts (IISD, 2012):

- The concept of needs, in particular the essential needs of the world's poor, to which overriding priority should be given; and
- The idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs."

According to Hall (2008) sustainable development and tourism present change which refers to the movement from one state or condition to another. Whether such a transition is positive or negative depends on the original criteria by which change is measured. Sustainable tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving it requires monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (World Tourism Organization, 2011).

Sustainable development through ecotourism is a concerning issue in the world today. Many countries have ensured their regional development by this concept. In this concept, sustainable development may be occurred by the ecotourism and regional development (Figure 2) simultaneously in an area. Dimensions of ecotourism development refer to the environmental, economic, and social aspects of tourism development, and a suitable balance between these dimensions must be established to maintain its long-term sustainability (Bhuiyan et al, 2012).

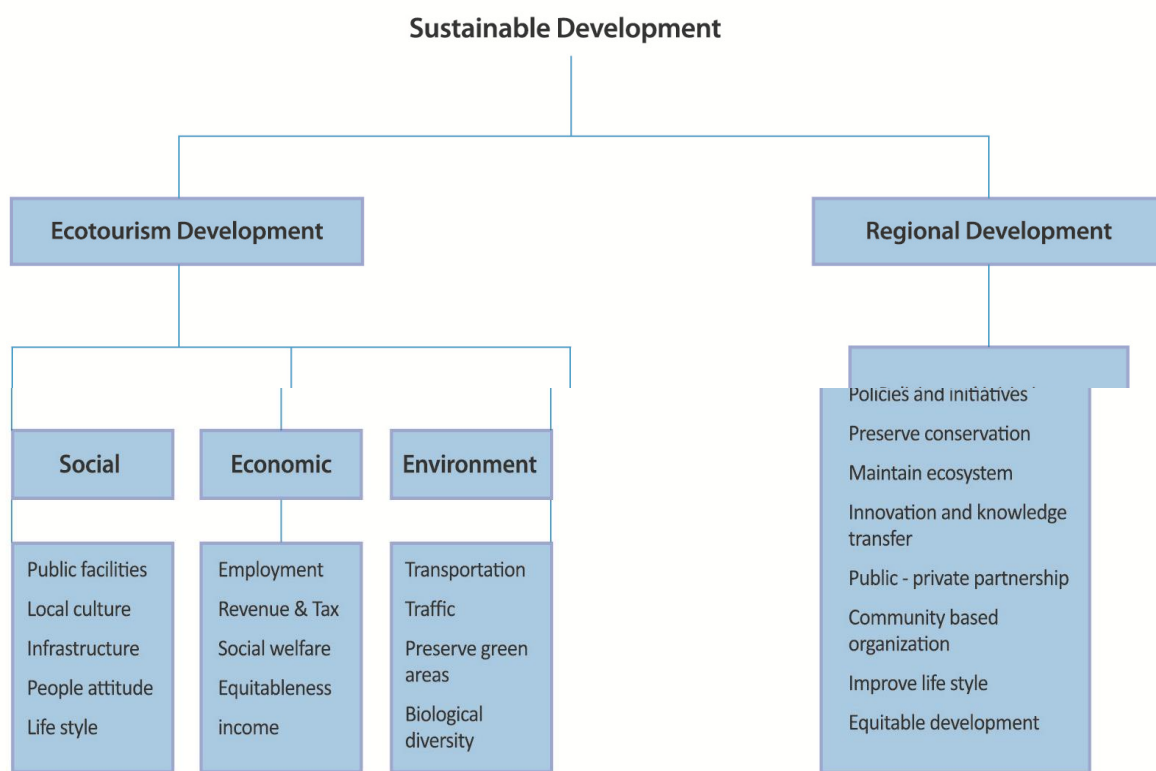


Figure 2.2 Sustainable developments through ecotourism (Bhuiyan et al., 2012)

Tourism as part of a global economy also adapted the established Sustainable Development paradigm. “Sustainable tourism development can be thought of as meeting the needs of present tourists and host regions while protecting and enhancing opportunity for the future”. Sustainable tourism development is envisaged as leading to management of all resources in such way that we can fulfill economic, social and aesthetic needs while maintaining cultural integrity, essential

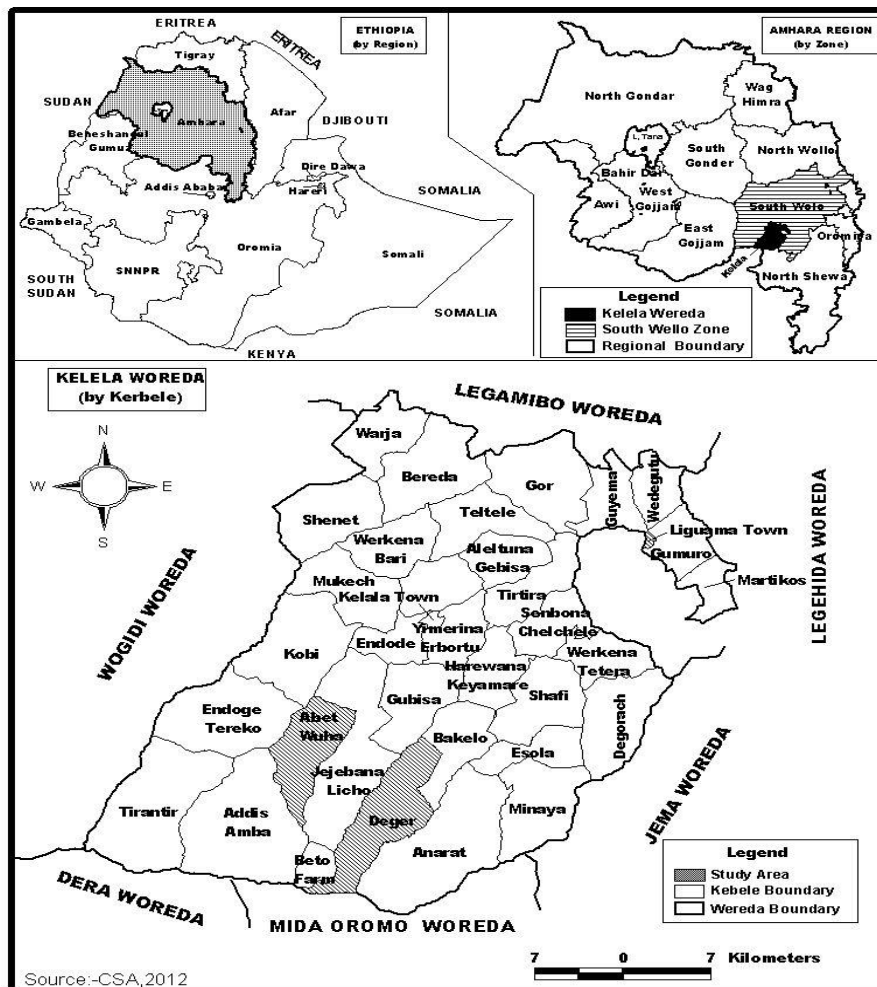
ecological processes, and biological diversity and life support systems. (Tourism Stream Action Committee 1990, cited from Ledbury 1997).

## **CHAPTER THREE**

### **3. DESCRIPTION OF STUDY AREA AND RESEARCH METHODOLOGY**

#### **3.1 Description of the Study Area**

The study area, Kelala woreda is located 568 km northwest from the country's capital city Addis Ababa and 167 km from Zonal city Dessie to West. And its center is Kelala town. Kelala is located geographically  $10^{\circ} 28'$  N latitude and  $38^{\circ} 48'$  E longitudes (Amhara online.com). Kelala woreda is bordered on the North by Legambo woreda, on the South by Drea and Mida Oromo woredas, on the West by Wegdi woreda, and on the East by Jama Woreda. The elevation of the woreda ranges from 1760-2500 masl. The study area covers 76% plain, 13% gentle and 11% of mountainous slopes (BoARD, 2009).



**Figure 3.1** Map of the study area

### 3.1.1 Agro- ecology and farming system

Agricultural practice of Kelala is mixed farming system i, e crop and livestock production are the major engagement of the people. Most of crops are grown with rain fed farming system. Growing crops in the study area are maize, sorghum, teff, wheat, field pea, barley, bean and others. The climate of Kelala with its temperature ranges 10<sup>0</sup>c - 27<sup>0</sup>c and its rain fall in an average 1284 mm. Soil type by its color is red, brown, black and grey at 12%, 20%, 65%, and 3% respectively. Land use of the district is cultivated land 41472 ha (45%), grazing land 21859 ha (23.7%), forest and bush land 7190 ha (7.8%), water bodies 13354 ha, settlement and infrastructure 7111 ha, and swampy area is 1374 ha (BoARD, 2009).

### 3.1.2 Population

The result of the 2007 population and housing census showed that the total population of Kelala woreda was 147,672 in the year 2007. According to the BoFED projection of population size for 2009 based on 2007 census, the total population of Kelala woreda is 169, 883. Out of this total population (50.46%) are males while (49.54%) are females. In terms population size by place of residence, the vast majority of the population which accounts (96.36%) lives in rural areas residing in 33 kebeles and the remaining (3.64%) is living in urban areas namely Kelala and Luguama towns.

### **3.1.3 Natural Vegetation**

Vegetation cover of a certain area is a reflection of climatic and human factors. Previously, Kelala woreda was endowed with dense vegetation cover. The vegetation includes scattered trees and bush/shrubs like acacia species, *Girar*, *dedeho* (local name), *Olia africana*, and eucalyptus plantations. Nevertheless, for the obvious reasons of over cultivation and grazing, rapid population increase, and declining farm size; the vegetation cover has increasingly depleted. According to the information obtained from (BoARD, 2009) currently 7190 hectares of the land is under forest cover.

## **3.2. Research Methodology**

### **3.2.1 Selection of Study Sites**

Three sites were purposively selected which have different values in different location. In this case the purpose of selecting different location is to use a sample from various types of ecotourism sites which range from caves, religious aspects and varied biodiversity. The locations so selected are: The first one is Abet wuha (Aba Gasicha Monastery) and its surrounding landscapes. The second one is the wetland area and the nearby Mosque (yegetaw shehye) and the third is the Luguama cave. These sites all are found about 568 km far from Addis Ababa and 167 km far from Dessie, the capital city of the Zone. The major focus of this study is to explore the potentials and challenges of ecotourism development in the study area. Despite the limitation of finance, time and logistical constrains in selecting a large number of study areas, the researcher decided to conduct this study in different types of ecotourism sites of the Woreda. Therefore, the study was conducted at three sites (selected purposively) in Luguama, Deger and Abetwuha. The criteria for selecting the study areas were based on Woreda's Culture and Tourism Bureau data, these areas are the first sites with huge potential ecotourism site.

The rationale for selection of these sites is the existence of a lot of both natural and man-made resources which has greater value and which if properly used and protected, These natural or man-made attributes could be assets to the community's economy and thereby assets to the livelihood of the local community. This thesis tries to identify the main challenges that hinder the development of ecotourism in the area and proposes about how to ameliorate these challenges of the community's life and paving the way using these resources for development of the area and the country at large.

### **3.2. 2. Research Method**

The main concern of the study was to assess the challenges and the opportunities for developing ecotourism in the study area. Therefore to serve this purpose, descriptive method was employed as an appropriate method to obtain reliable and relevant information about the issue under the study hence the design is characterized by prior formulation of specific research question. Descriptive method is used to collect data of a particular point in time with the intention of describing the nature of existing conditions or determining the relationship that exists between specific events. Hence, on the basis of these arguments, it was found to be convincing to employ descriptive method predominated by qualitative approach.

### **3.2.3 Sampling Technique and Sample Size**

Choosing an appropriate sample is crucial for the success of any study. One important factor of sampling is identifying the size of the sample (Rossi, 2009). There is no common standard for size of a sample and this issue depends on the purpose of the research and the characteristics of 'the population under scrutiny'. Moreover, the style of the study impacts the size of the sample that is suitable. Qualitative and ethnographic studies require a small sample, while quantitative studies need a larger sample, in particular with 'inferential statistics'. In addition, cost, time, availability and the amount of heterogeneity of the population may also influence the size of the sample (Cohen, Manion, & Morrison, 2000).

The subjects of the study were both male and female from the host community of the selected ecotourism sites. The total sample size was 94 households using the following sample size determination formula adapted from Israel (1992).

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

Where; N = the total population that will be studied

$n$  = the required sample size

$e$  = the precision level which is = ( $\pm 10\%$ )

Where Confidence Level is 95% at  $P = \pm 5$  (maximum variability)

The selected study sites have a total of 1526 household heads; out of which 602, 420 and 504 households live in Abet wuha (Aba Gasicha), Deger (yegetaw shehye) and Luguama sites respectively. By using the above formula, the sample size becomes 93.84 households. Accordingly the sample size is made from 94 HHs. The distributions of sample size across the three selected areas were proportionally selected based on their size of households. Accordingly 37, 26 and 31 sample households were taken from Abet wuha, Deger and Luguama ecotourism sites respectively. As far as sampling technique is concerned first, the study area and the study sites are selected with non-probability sampling technique purposively, while the sample households were identified using probability sampling technique, using simple random sampling technique.

### **3.3 Data Type and Data Source**

#### **3.3.1 Data Type**

The data type used for this study was both qualitative and quantitative data. The qualitative and quantitative data were from the primary sources such as the questionnaire, interview, FGD and observation, and secondary data reports from the Kelala woreda tourism office. Policy documents and reports from the local and regional tourism bureaus were also used as sources of data to analyze the community participation in Tourism development.

#### **3.3.2 Data Source**

Basically, two data sources were used: the primary and secondary data sources. The primary data sources includes structured questionnaires and interview were used made with the expertise, tourist related business enterprises in the 3 (three) Kebeles (sub districts) and the district offices. The respondents was selected using the simple random sampling from the owner of the community tourism businesses which exist in the 3 Kebeles , that were chosen purposively due to the large number of community members participating in tourism related businesses ( Kelala Woreda Bureau of Culture and Tourism Office, 2015). Tourism businesses, and Kelala Woreda administrative council and tourism sector head would also be among the officers for the

interview. The secondary data were used collected by reviewing relevant documents that were gathered from Kelala Woreda administrative tourism sector. In addition to the above documents, other published and unpublished policy documents on Tourism, development plans were also reviewed.

### **3.4 Data Collection Tools**

Questionnaire and key informant interview were used to assess the challenges and opportunities of ecotourism development of the Woreda at large and the selected sites in particular. According to Rogers (2002), these are one of the common tools used in conducting a survey. It can easily be administered and can gather sufficient information given that it was properly constructed. The questionnaires were used distributed to the respondents and collected at the time of convenience for the respondents. Furthermore, the interviews were used carried out to select data from some of the expertise who participate in the sector directly and indirectly. Moreover, secondary data were also used collected from various sources such as, existing policies of community tourism relevant literature, annual reports, statistics, files, manuals, etc.

#### **3.4.1. Household Questionnaire Survey**

The researcher prepared a household questionnaire survey for the local residents in the study area. The house hold questioner contains both closed and open ended questions, yes or no and five point rating scale to express their perceptions and answers. The questionnaire was designed mainly to generate data on socioeconomic characteristics, local people's involvement and participation, perception of the communities towards ecotourism and natural resource use issues and the stream of benefits drawn from the sector.

According to Mukherjee (1995), the questionnaire is “a group of questions designed to elicit information upon a subject, or a sequence of subjects, from a set of respondents”.

#### **3.4.2. Key Informant Interview (KII'S)**

For the purpose of this study semi-structured face to face key informant interviews were conducted with eight different stakeholders. Among the respondents are 4 government officials of KWCTB, 3 coordinators of the 3 kebeles and one administrator of the woreda. The data for this study collected through in depth one- to -one interviews with various tourism stakeholders available in the study area. Most of the interviews were held after the questionnaire had been completed. For each interviewee, independent checklists were prepared. The respondents were

selected because of their extensive knowledge, experience, expertise, and involvement with the tourism sector in the study area. In other words they were selected based on their ability to contribute to the overall research objectives.

### **3.4.3 Focused Group Discussion**

The major target of FGD in this research was local elders, women and adults in order to get detail information from different group of community about major factors affecting ecotourism development in the study area. In each village the researcher conducted focus group discussions with selected HHs. The participants in the focus group discussions comprised of 8-10 household heads in each kebele. The focus group discussions were handled using a checklist prepared by the researcher.

### **3.4.4 Document Analysis**

Secondary data such as research findings, reports, journals, books, and other documents related to ecotourism in the study area were used by the researcher.

### **3.5 Data Analysis and Interpretations**

Data analysis refers to the attempt made by the researcher to summarize the collected data, while data interpretation refers to the attempt to find meaning for the summarized data. The collected data was analyzed using mixed methods (qualitatively and quantitatively). The first line of analysis was the quantitative data using descriptive statistics like percentages, frequency distribution and others. To analyze the qualitative data, organization of the details about the case study area, transcribing recorded data, coding and categorization of the data, discussions, comparisons and contrasts was also made for the qualitative data collected through questionnaire, interviews and FGD.

## **CHAPTER FOUR**

### **4. DATA ANALYSIS AND INTERPRETATION**

This chapter deals with the major findings of the study; mainly ecotourism resources of Kelala Woreda (both natural and cultural); socio-economic situations and problems of the local communities and their impacts on the development ecotourism of the study area; how local people can be beneficiaries if community based ecotourism is developed in the study area; major

opportunities and challenges of the development of ecotourism in the study area. The chapter focuses on the analysis of data collected from three potential ecotourism sites in the study area on the basic characteristics of the sample households, i.e. the demographic variables such as gender, age, and level of education, marital status, and sources of income and capacity of their income (mainly agriculture).

#### 4.1. General Characteristics of the Sample Households

##### 4.1.1. Gender, Age, Marital status and Educational background of the sample households

The overall sample population is 94; 71 of them were male head households and the rest 23 were female head households.

The majority of households' heads (77.6%) belong to the working age category between 15 to 64 years. About 22.4 percent of the respondents were of the dependent age category; both under 15 (5.3%) and above 64 years (17.1%). So, according to the collected data, majority of the households were within the adulthood age category, which could play a great role in the decision making about how to develop the sector (ecotourism) both by directly participating in the process and putting their imputes on all needed aspects, moreover it is easy to convince the working class to do or not to do anything, because they do have the ability to understand things easily.

Knowledge in general and environment related knowledge in particular, is considered as a prerequisite to environmental concern (Harris et al., 2002). As the public becomes increasingly aware of environmental protection, studies have found the crucial importance of environmental knowledge. For instance, community leaders' environmental knowledge positively correlates with their attitudes towards conservation (Harris et al., 2002); *“Support for wildlife conservation is proportional to their knowledge about wildlife.*

Even though the respondents are not trained in the area of environment, directly or indirectly they have the exposure to such kinds of knowledge. In fact, be it environmental or other, knowledge positively affects attitudes towards environmental actions (Harris et al., 2002)

Table 4.1 Age, Gender, Marital Status and Educational Background of Respondents

		Name of selected sites (sub districts)						Total	
		Abet wuha		Deger		Luguama			
N <sub>0</sub>	Percent	N <sub>0</sub>	Percent	N <sub>0</sub>	Percent	N <sub>0</sub>	Percent	N <sub>0</sub>	Percent
<b>Age Composition</b>									

Under 15	-	-	-	-	5	16	5	5.3
15-64 years old	27	73	20	77	26	84	73	77.6
Above 64	10	27	6	23	-	-	16	17.1
Total	37	100	26	100	31	100	94	100
<b>Gender Composition</b>								
Male	29	78.4	21	80.8	21	67.7	71	75.5
Female	8	21.6	5	19.2	10	32.3	23	24.5
Total	37	100	26	100	31	100	94	100
<b>Marital status</b>								
Married	27	73	19	73.1	17	54.8	63	67
Single	4	10.8	3	11.5	8	25.8	15	16
Widowed/divorced	6	16.2	4	15.4	6	19.4	16	17
Total	37	100	26	100	31	100	94	100
<b>Educational Status of Respondents</b>								
Illiterate	17	46	11	42.3	6	19.4	34	36.2
Church Education	5	13.5	-	-	1	3.2	6	6.4
Adult education	4	10.8	7	26.9	3	9.7	14	14.9
1-8	2	5.4	3	11.5	5	16.1	10	10.6
9-12	6	16.2	4	15.4	8	25.8	18	19.1
College & above	3	8.1	1	3.9	8	25.8	12	12.8
Total	37	100	26	100	31	100	94	100

Source: Field survey, February 2016

As it can be seen from the above table, the large majority of heads of households (67%) of the participant were married. In contrast, the percentage of sample households who have been married but either divorced or widowed is (17 %), while 16% of the participants are single.

There is a great variation in the educational background in the selected sites. For instance as can be seen from the table above, in Luguama there is higher percentage (25.8%) of respondents attended high school (9-12) and College & above education, while in Abet wuha and Deger the largest percent of participants attended 9-12 (16.2%) and adult education (15.4%) respectively. 13.5% and 3.2% participants attended church education at Abet wuha and Luguama respectively. this may play a great role in the conservation of nature. The ethics of forbidding the cutting or attempting to cut of trees or harming any wild life in the surrounding of the church which is considered as a sin, may contribute to the preservation of biodiversity. But it does not mean that they fully are responsible to uphold this ethics as they are human and needs different necessities to be fulfilled. As a farmer their life is based on trees and even wild animals for immediate

feedings. The central concept is that this ethics may have influence on them and may make them less destructive to the environment than the layman. According to a research made by Areaya and Haileselesie (2013), cited in Gebre Anenya, 2011 people living in and around the church forest do not cut trees except a small amount for the church fire wood purpose.

According to the survey the educational background of the sample respondents, among the 94 respondents 14 (14.9%) have attended adult education, 18 (19.1%) learnt secondary education and those who attended primary education are 10 (10.6%). whereas 34 (36.2%) are illiterate. While 12.8% have joined at least one year training from college (TTC and Colleges) and are working in the areas in different government sector. Moreover, 29.7% and 6.4% reported that, they got both academic education up to 12 and religious church education respectively. From this, we can generalize that about 63.8% of the respondents, in one way or another got the chance and they can read and write. Education is a basic parameter for any development activity particularly for tourism industry. It makes people well informed about the costs and benefits of tourism and tries to upgrade the benefits by minimizing even elevating the costs by applying improved tourism management (Gebre Anenya G., 2011).

The negative consequences to the environment can be eliminated through proper education of both the native and foreign people (K. Belanger, 2006). The presence of higher level of literate individuals increases the introduction of various technologies and increases the entrepreneurship of the people. The technologies will not easily fade away, as compared to the absence of literate in one (they can use these technologies properly following the instructions). The entrepreneur aspect helps the expansion of different business and other related creativities necessary for the tourists and the community. Thus, the presence of much higher number of literate people is significant for both the tourists on the one hand and the local community on the other. For example we can talk about communication barriers (there will be no or limited barriers), customer satisfaction and so on.

#### 4.1.2 Source of Income of The sample Households

Table 4.2 Source of Income of Respondents

Source of income	No	percent
Agriculture	75	79.8

Trade	4	4.3
Involving in tourism (as primary occupation)	6	6.3
Daily labor	2	2.1
Daily wage earner and salaried	4	4.3
Other	3	3.2
Total	94	100

Sources; field survey; February 2016

More than half (79.8%) of the respondent were agrarian who lead their life by mixture of subsistence crops and livestock production. 4.3% of the respondent live their life through paid employment. Other sources of income like trade, daily labor, and others like handcraft accounts for 6.3%, 2.1%, and 3.2% respectively. At present only 6.3% of respondents in the study area depend on ecotourism activities as the mainstay of their livelihood.

Table 4.3 Capability of Agricultural Income to Household Expenses

Does agricultural income covers all household Expenditure?		
Answer	No	percent
Yes	21	30.9
No	47	69.1
Total	68	100

Sources; field survey; February 2016

In an attempt to see the capability of their income whether it covers all their expenditures or not as indicated in the table (4.3) above, the sample households were asked and 69.1% of the respondents replied that their income (gained from agriculture; because majority (72.3%) are agrarians) cannot fully support their expenses. While 30.9% of the total agrarian sample households reported that the income they gained is sufficient enough for their livelihood.

Those respondents, who indicated the insufficiency of agricultural income, figured out the presence of different factors that contributes to this situation. attribute more; the most frequently mentioned reason includes; low productivity of the land, scarcity of arable land, large family

size, over exploitation of the land (every year the land is ready without gap for cultivation), frequent drought and seasonal production (rainfall based production system). Therefore, income shortage needs to be covered by some means other than agriculture, perhaps off farm activity such as tourism.

#### **4.2. Knowledge, Attitude and Interest of Respondents towards the Development of Ecotourism**

The participants of this questionnaire were selected from three sub-districts with almost similar livelihood and environment. Under this sub-topic the overall attitude, interest and their knowledge towards ecotourism and related concepts of the respondents is assessed.

Table 4.4 Respondents Knowledge of Ecotourism

Your feeling if foreigners (visitors) come to your locality?			Coming of foreigners to your locality can affect your culture?		
Answer	frequency	percent	Answer	frequency	percent
Happy	69	73.4	Yes	19	20.2
Disturbed	13	13.8	No	75	79.8
Embraced	7	7.5	Total	94	100
No Opinion	5	5.3			
Total	94	100			

Sources; field survey; February 2016

The data above (table 4.4) indicates that 73.4% of the respondents are happy about the coming of foreigners to their locality to see the unique biodiversity and the cultural and religious sites of their area. They further put the coming of visitors bring with it a lot of advantages and opportunities to the local community and hence contributes to the development of the area. The development of ecotourism brings infrastructural development, different constructions and other technological developments which in turn enhance the livelihood of the people in the area directly or indirectly. In the other hand 13.8% of the respondents feel disturbed about the coming of foreigners/visitors to their locality. This is because they are fear of the coming of different unnecessary things like prostitution, cultural assimilation, diseases and modern styles, which strictly contradict with the beliefs and way of life of the local people. These and other factors are

the main reasons of disturbance. 5.3% of the respondents did not know what their feeling is about the coming of tourists/visitors.

When respondents are asked about the impact of the coming of foreigners on their culture, 79.8% of the respondents say ‘no’ (the coming of foreigners have positive impact or there is no adverse effect on the native people’s culture), while the rest 20.2% of the respondents says of course there is an adverse impact on the local culture. They associated with the invasion of their culture by the foreigner’s culture; they related the coming of tourists with hidden missionary activities which they do not want at all.

K. Belanger (2006) says many indigenous cultures affected by tourism are not accustomed to the fast-paced, material-oriented lifestyle of developers and the tourists that soon follow. Rather it is the result of fully controlled tourism planning; without full control of tourism planning’ the culture of the host society is as much at risk from tourism as the physical environment’ (Wearing, 2001; cited in K. Belanger, 2006). Further, without proper planning tourism affects the psycho-social, may outweigh its intended medium-term economic benefits; including the physical displacement of persons and gross violations of fundamental rights. From this we can conclude that, the impact of tourism on culture and even on environment is mainly not the sector by itself, rather absence of properly controlled tourism planning by participating and consulting the indigenous peoples. Thus, lack of awareness is not major challenge for establishing community based ecotourism in the study area.

Table 4.5 Respondents Source of information about Ecotourism

What is your source of information about the ideas of tourism and ecotourism?		
	frequency	percent
Government bureaus	15	16

Mass media	60	63.8
Tourists	4	4.2
Nothing	15	16
Total	94	100

Source; own survey, February 2014

As to the research findings 63.8% of the respondents are acquainted with the matter what ecotourism is and how can a given community living around gets benefit and other related issues is from mass media. Even though there are no private media's which to higher level can support in feeding more about the experiences of other places, the government media is playing great role in this respect. On the other hand the people are accessible to mass media, most probably to Radio and Television (personal observation). 16% of the respondent's sources of information about 'what tourism/ecotourism means are government bureaus. 16% of the respondents has got nothing information about ecotourism. Though, there is no formal community based ecotourism project established to run the development of the sector, a small amount of respondents(4.2%) replied about their sources of information about ecotourism/tourism is tourists, these are those who have an exposure to meet foreigners in tourist destination places.

#### **4.3 Local Communities' Awareness Regarding the Impacts of Tourism**

In order to assess the local communities' knowledge about tourism, respondents from among the local people were asked-to rate their level of agreement or disagreement with a series of statements, using a five point Liker scale. The results are presented in Table 4.6

Table 4.6 Local communities' knowledge of the positive impacts of tourism

To what extent do you agree or disagree with the following	Strongly agree	Agree	Average	Disagree	Strongly disagree	Total
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statements about tourism?	No	%	No	%	No	%	No	%	No	%	No	%
Tourism generates income	23	24.5	57	60.6	11	11.7	3	3.2	-	-	94	100
Tourism provides many worthwhile employment opportunities.	30	32	53	56.4	8	8.5	3	3.2	-	-	94	100
Tourism encourages a variety of cultural activities by the local population.	19	20.2	49	52.1	15	16	9	9.6	2	2.1	94	100

Source: field survey, February 2016

The results on table 4.6 reveal that there was strongest agreement with the statement that tourism generates income. This statement supported by 86% respondents. These results imply that local people understand and appreciate the contribution of tourism as a means of generating income. This idea matches with the information obtained from respondents that local communities are acquainted with tourism businesses which is a means of income generating. The statement that tourism provides many worthwhile employment opportunities also supported by 88.4% of respondents According to the results on table 4.6 suggest that local communities in Kelala were aware of the positive impacts of tourism on employment. In addition to the information gathered from the questionnaire, the interviewees revealed that several members of the local communities were formally or informally employed in the tourism industry. For example, some members of the local communities were employed by tourism establishments such as Mule renting and hotels where as others had their own shops for selling different cultural and artistic products.

The local communities had also some positive views of the direct impact tourism has on cultural activities. This matches with the researcher's observation and the information obtained from the interviewees that many tourism activities going on the study area such as selling of cultural goods and services, souvenirs, paintings, local tour guides etc. The results from table 4.6 revealed that local communities were aware of the contributions of tourism industry as a means of income generating, preserving local cultures and promoting cross cultural exchange. They show that the local communities in the study area acknowledge the employment benefits

generated by tourism. Generally, the findings witnessed that local communities are aware of the positive impacts of tourism on economic and socio cultural activities. This is a good opportunity for local people to participate in tourism development process.

Table 4.7 Perception about The Benefits to be gained from Tourism

What is the importance's gained from tourism?	frequency	Percent
A. Direct economic participation; as worker, vendor, or, micro-entrepreneur (unskilled hotel and restaurant workers, self-employed, guides, artisans, street vendors, and transport operators)	12	12.7
B. Participation in agriculture which supply in one way or another to Tourism	16	17
C. Income generating projects for local people in general	13	13.8
D. Accessibility (transport and communication)	6	6.4
E. Dynamic effects resulting from the stimulus that tourism can provide to local economic development or national growth	7	7.5
F. All	40	42.6
Total	94	100

Source; own survey, February 2016

Tourism is one of the sectors among the economic and social sectors that are registering rapid growth in the world, and nowadays it has been found to be making its contribution in supporting and accelerating our national development (Ethiopian ministry of tourism and culture, 2009).

This is the general and hard fact of tourism. When we specify the importance of tourism it may range from the job creation to the protection of resources. Here for the sake of this paper, the views of the respondents are presented in the table above. To give some explanation about the table; 42.6% of the respondents viewed all the listed alternative as equally important at the same time they, if tourism flourish and developed in the area, are interested to participate in all those above listed opportunities. 17%, 6.4%, 7.4%, 13.8% and 12.7% of the respondents resemble in one of the alternative. However, they claim it does not mean that the rest out of the selected are not benefits of tourism rather, they became selective to give priority and is based on their level of understanding added to their interest and capability.

Eco-tourism can also provide environmental benefits if proper managements are implemented, and serve as an important tool for sustainable development. Eco-tourism facilities are often established in natural areas such as national parks and protected areas and render a wide variety of services which can create job opportunities in the local community; micro-entrepreneur, transport operators, guides artisans, street vendors and so on, and thereby improving living standards. Such activities also have significant effects in the protection and conservation of the environment by enhancing the conservation of natural resources, since eco-tourism survives only in the protected and conserved areas. In addition, eco-tourism has the potential to create other sources of revenues; participation in agriculture which supply in one way or another to tourism, for the local community in the eco-tourism areas and discourages more traditional activities such as agriculture, which is associated with deforestation, overgrazing, poaching, and etcetera.

Table 4.8 Perception about Changes That May Result due to Development of Ecotourism

Which aspect of your life do you think could be changed as the result of development of ecotourism in your locality?		
	frequency	percent
A. Economical	27	28.7
B. Political	3	3.2
C. Socio-cultural	19	20.2
D. Environmental	11	11.7
E. All	34	36.2
Total	94	100

Source; own survey, February 2016

the development of other aspects of life encourages the political awareness and participation of the local people (as to the 2002 IYE's declaration; ecotourism should contribute to make the overall tourism industry more sustainable, by increasing economic and social benefits for host communities, actively contributing to the conservation of natural resources). Likewise sample households were asked to express their view on the change that may result due to ecotourism development in their locality. 19 of sample households which account 20.2% believe that tourism can bring them socio-cultural change. For 28.7% of respondents ecotourism can directly

result the economic advantage of the local people. 3.2%, 11.7%, 36.2% of respondents replied that political, environmental and all aspect of their life could be changed as the result of development of ecotourism in their locality respectively.

Tourism can be important to natural resource conservation, because part of the income from tourism can be re-invested into maintain natural areas ((Harris et al., 2002). The environmental aspect result directly in the economic benefit of the local community, which the economic benefit helps the locality to make so many reforms in their ways of life; construction of different social sectors institution, like health care center, school and other infrastructural developments.

From the above Table we can conclude that the awareness of the respondents regarding the aspects of life which are highly tied with the development of ecotourism is very good. In turn this is also good opportunity for the development of ecotourism in the study area.

#### 4.4 Ecotourism potentiality of the study area

Table 4.9 Perception of Households about Ecotourism Potential of the Study Area

What potential attraction areas of tourism are there in your locality?		
	frequency	Percent
A. Religious sites	13	13.8
B. Cultural traits	11	11.7
C, Natural (biodiversity)	20	21.3
D. All	41	43.6
E. None	9	9.6
Total	94	100

Source Owen survey, February 2016

Table 4.9 shows that, the presence of the potential for tourism in general and ecotourism sites in particular in the study area. The area is full of both natural and cultural resources like the old monastery of Aba Giorgis Ze Gasicha with an impressive geographic location and full of ancient materials (parchments, crosses, chair etc.) and other materials, and other historical as well as topographic structures that have the potential of attracting tourists are found in that locality. About 90.4% of the respondents acknowledged their locality for its wide variety of ecotourism sites with religious sites, cultural traits and natural aspects (biodiversity).While 9.6% of the respondent says “No” there are no potential sites in the study area. From the above data we can

conclude that, the local communities have good awareness about ecotourism potentials of their locality. In turn, this is good opportunity to establish community based ecotourism in the study area.

#### **4.5 Actual ecotourism potentiality of the area**

Kelala woreda has endowed with multiple natural, cultural and religious resources suitable for nature and culture based ecotourism developments. The numerous potential ecotourism resources in the woreda have the opportunity to be developed into ecotourism products (KWCTB, 2010).

##### **4.5.1 Natural resources**

###### **4.5.1.1 Scenery (landscape and cave)**

Kelala's relief is made up of huge mountains, extensive plateaus, deep valleys and gorges, plains, fascinating cliffs and the like (KWCTB, 2010). According to the key informants and the woreda administrator the topography of the area and amazing peaks like Kundimari, Mukech and Gorie that are covered with trees and tall grass can be attractive sites for tourists. These magnificent peaks also serve as a natural watching tower for tourists. Along the Luguama river there is also a cave (namely Ye Luguama asha), It was used as a detention room for more than 9,540 political convicts by Ethiopian Peoples' Revolutionary Democratic Front (EPRDF) during the 1991 Ethiopian civil war (KWCTB, 2010).

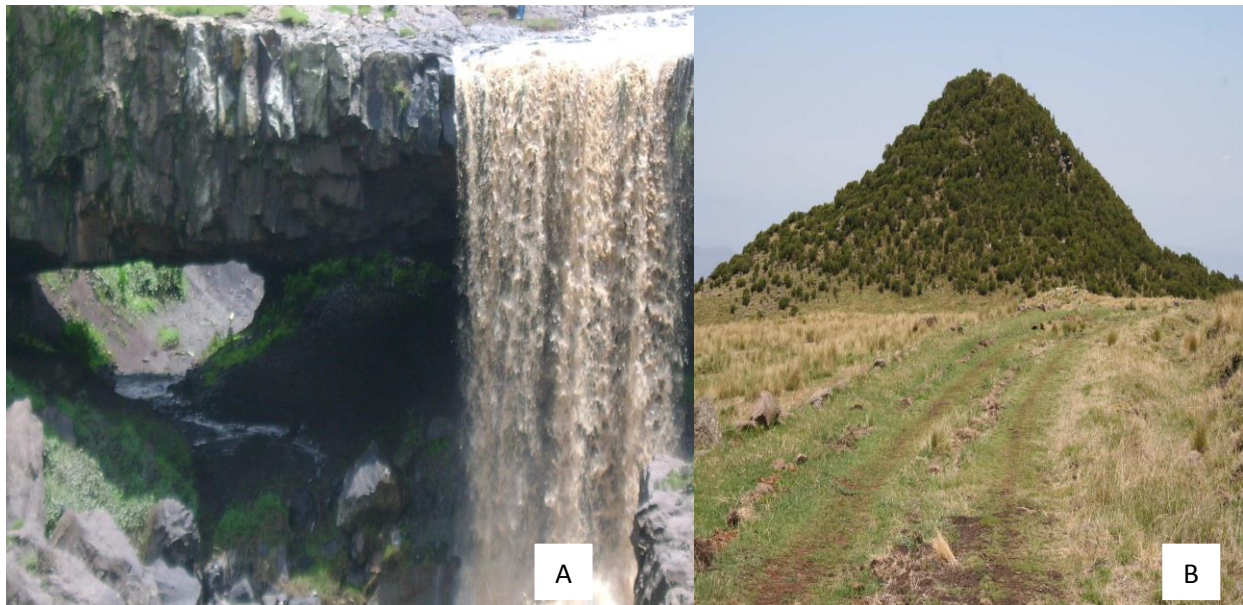




Figure 4.1 Natural ecotourism potential of the study area  
(Source KWCTB 2015)

A, Luguama cave

B, scenery land scape nearby Gasicha monastery

#### **4.5.1.2 Cultural and Religious resources**

The major cultural ecotourism resources of Kelala woreda include lifestyle of the local community, religious sites, distinctive cultural patterns, local arts and handicrafts, cultural festivals, etc. There are distinctive local cultures that are practiced by people living around Deger and Abetwuha. Even though it needs further and detail investigation, the cultural activities and cultural products like the Tebchisa (yekenfer wedaj), wedding ceremony, honeymoon ceremony after marriage, local music and dances, locally produced artifacts etc can be good tourist attraction resources (ANRSTC, 2005). Local communities can, therefore, earn income by demonstrating cultural activities or by selling locally produced artifacts to tourists, Cultural products include artifacts made from traditional garment and wool, jewelry, pottery, wood, embroidery, netting, weaving and basketry. The figure below depicts some of the cultural ecotourism resources available around Deger and Abet wuha.



Figure 4.2 cultural ecotourism potential of the study area

(Source KWCTB 2014)

A, Cultural hair style

B, Cultural music and dancing

C, cultural dressing and local products of Kelala woreda ( in Bahirdar)

D, Deger mosque

E, Tourists in Deger mosque religious ceremony)

#### 4.6 Actual Community participation in ecotourism

Table 4.10 Respondent’s Characteristics Regarding Participation in Ecotourism

Work in tourism		frequency	percent
In what way do you participate in tourism activities?	Nothing	63	67
	Accommodation	16	17
	Guide	2	2.1
	Shop / hotel	3	3.2
	Other*	4	4.3
	Multiple activities	6	6.4
N=94, *Other includes traditional performances, transportation, cooking etc.			

Source Owen survey, February 2016

Almost 67% of the respondents do not have any work in the tourism industry. 17% offers some type of accommodation, mostly in the form of a homestay. Two guides and three shop or hotel owners were included in the sample. Also four respondents work in some other way in the tourism industry. Finally there were six respondents who are involved in the tourism in more than one of the categories. Few peoples who are in the homestay program are actually also the guides of their visitors. Besides these questionnaires there have been interviews with the chief of the main village in the woreda, who is closely involved with tourism development in the study area. Finally the coordinator and initiator of the ecotourism project in Kelala were interviewed. He coordinates all the members of the homestay group, but also maintains the contact with other stakeholders off the sector. Generally, we can conclude that there is low participation in ecotourism activities in the study area.

Table 4.11 Local community's participation in tourism in Kelala woreda

Questions		frequency	percent
Do you have direct contact with tourists?	Yes, more than once a week	-	-
	Yes, less than once a week	-	-
	Yes, monthly	3	3.2
	Yes, but rarely	22	23.4
	No, never	63	67
Have you been involved in any type of meeting where you discussed tourism development in your community?	Yes, many times	3	3.2
	Yes, but only once or twice	29	30.8
	No, never	62	66
Have you been asked about your opinion on tourism by those who plan tourism development?	Yes, many times	2	2.1
	Yes, but only once or twice	21	22.3
	No, never	71	75.6

*N=94*

Source Owen survey 2016

Among the respondents of the questionnaire a large group of 67% indicates that they never have any contact with tourists. None of the respondents has indicated to have contact either more than once a month or more than once week. Most families who participate in the homestay program indeed have very rare contact with tourists. They usually do not have any other tourism related occupation and only receive tourists in their homes a couple of times a year. It is remarkable that less than 23%, only rarely have direct contact with tourists while almost 30% indicated not to be working in the tourism industry in any way. This would indicate that it is not easy for locals to run into tourists and have contact.

A few groups of the respondents, 3.2%, have been involved in meetings concerning tourism development many times, while 66% has never participated.

In the next two questions in Table 4.11 we find a similar spread of responses along the answer categories. We see that 75.6% has never been asked their opinion on tourism development by those who are in charge. The same percent of the respondents also has never been informed when major decisions concerning tourism development were made. These numbers are close to the amount of respondents that actually do not have any tourism related job, and we indeed find strong overlap. Several reasons could explain this absence of people in any tourism related activities. First, locals might not be aware of what is happening on their locality. They may see that there is tourism development in the area, but they might not know who the key stakeholders are and how they could become involved. Secondly, they might not care enough about tourism development to make an effort.

Besides the residents of the study area, the local government is also quite involved in tourism development in the community. They have also supported the CBT project in several ways. They, for instance, helped to create brochures for promotion purposes. The municipality also contributed to the funding of the meeting area of the CBT group, and helped to gather furniture and equipment. The mayor of the main village in the study area recognizes the importance of tourism for the development of the local community in the study area and therefore contributes in these ways. As mentioned in the above, he also wishes to cooperate with the other villages more thoroughly, as to make sure tourism development remains sustainable.

#### **4.7 perceptions about resource management**

Table 4.12 Local people's Views about who should be responsible body

Who is the responsible body for the utilization and management of the resource?		
	frequency	Percent
Appointed and elected officials by consulting locals	68	72.3
An elected local committee	15	16
Elected officials	7	7.4
Appointed officials	4	4.3
Total	94	100

Source: Filed survey, February 2016

The results in the above table indicate that the respondents had multiple choices regarding the question 'who is best placed to make decisions and responsible about tourism establishments and

tourism management in Kelala woreda. The majority of the respondents about 72.3 percent, stated that appointed and elected officials by consulting local people should make decisions about tourism establishments and responsible to manage tourism project in the study area. According to 16 percent and 7.4 percent of the respondents, an elected local committee and elected officials should responsible for tourism management and tourism establishments. While for 4.3 percent appointed officials are responsible bodies for tourism projects. The results in the table further depict that local communities have multiple choices regarding who is responsible to manage and make decisions regarding tourism establishments and tourism projects.

From the results on the above table, it is clear that local communities want to be part of the decision making process regarding tourism management as well as tourism projects. This idea is strengthened by majority of the respondents (72.3%).and (16%) revealed that only government officials should be responsible for the utilization and management of the resources.

Table 4.13 Respondent’s perception about the Importance of Conservation Activities

Do you accept the idea of conservation activities of wild animals and plants?		
	frequency	Percent
Yes	92	97.8
No	2	2.2
Total	94	100

Source; own survey, February 2016

Almost all (97.8%) of the respondents support the conservation activities of wild animals and plants. This reveals the commitment of the people of the area to the sector (ecotourism). But, 2.2% of the respondents did not support the activities means either they are not satisfied with how the works are done and have been done or because they think it may contradicts with their short term benefits. We can conclude that, despite their low participation in ecotourism activities (as seen from table 4.11) the majority of the respondents area well aware about the idea of conservation activities in principle.

The current trends of conserving and protection of the environment to promote the Government’s concept in the country and to tackle the recent environmental hazards like global warming, environmental pollution which the existing government give too much emphasis towards the protection of the environment by reserving and restricting area from the exposure of human

destructive activities in order to bring back the natural beauty of the region and the country at large.

FGD discussants and key informants were also asked whether their participation in the conservation of water and soil (watershed management) is voluntarily or forced to do, they reportedly viewed though it is hard to generalize, about 2/3 of the total population participate freely in the activity. The rest are not willingly participating in the activity of water and soil conservation. According to the majority of the FGD (80%) out of 30 FGD discussants the major reason for the low participation is lack of strong and consistent management.

This is also evaluated from the observation conducted by the researcher. When we talk about the will of the participants, it is obvious that everyone at different fields of work may show his/her commitment and interest towards his/her job by following the work ethics of the institution. Accordingly those who are not accepting the conservation activities, as to the report, mostly either they are not punctual and their work is not good enough or they always try to complain as they are unable to do that work (I cannot do this because I am sick, unable, and they at all are not volunteer).

#### 4.8 Challenges of ecotourism development in Kelala

Table 4.14 Perception about the Obstacles in the Development of Ecotourism

What are the main obstacles of ecotourism development in your locality?		
	frequency	percent
Lack of awareness	15	16
Infrastructural problem	47	50
Absence of clear cut developmental approach of tourism	22	23.4
Other	10	10.6
Total	94	100

Source; own survey, February 2016

The study area is endowed with rich natural and manmade resources, but the people living around are suffering from food insecurity and the resources as well, are destroyed by the unwise and negligence and personal interest based usage of the resources. The data revealed 50% and 23.4 of the respondents show that the main obstacles for the development of ecotourism is lack

of infrastructural facilities and absence of clear cut developmental approach of tourism respectively. These all on one way or another are the main challenges for the underdevelopment of ecotourism in the study area. Comparatively 16% of the respondents relate the main obstacle of ecotourism development to lack of awareness on the resource usage and protection. Apparently in above, the respondents understanding about ecotourism is revealed and accordingly majority of the respondents are understand what ecotourism means. Consequently, the researcher tried to conclude about the favorable condition if things arranged properly. But here, lack of awareness is raised as one of the main obstacles for the development of ecotourism in the study area. This may seem contradicting with the above thought. However they are not contradictor to each other, instead the former sentences maintain them on the knowledge part while the latter relies on the utilization of resources.

In the aspect of how to utilize and use for the good of the local community there is a gap which arise from different angle. The key informant explained the idea as follow; no one comes to any of the sites for tourism purpose (they lack the habit of going to sites with/without fee) and they try to hunt and destroy the biodiversity (with exceptional cases of funeral, to churches or in search of animal food, to the wetland). The infrastructural problem also comprises the promotion and advertisement to attract investors and other stakeholders. Yet, nothing in this respect is done. That is why different types of destructions occurring in the sector in this place. The rest focus on the absence of clear cut tourism development policy, but it may not be actually the case rather; it may be due to the responsible body who can tell them about the policy and its implementation as well as the significance of the sector to them and to the country (awareness creation and capacity building).

#### **4.8.1 The socio-economic and environmental challenges**

According to FGD discussants of the study area community leaders and interview with key informants, the illegal use of resources of the study area and its surroundings is another challenge. Local people in the study area depend on the natural resources of their locality for their livelihoods in many ways. Traditionally, protected areas prohibit resource uses and shield off nature from any kind of human uses. Recently, however, the prohibition of resource uses in protected area systems has been strongly debated both from a pragmatic point of view and a humanitarian approach. According to (Jacobs, 2001), this situation is becoming more

problematic in view of the growing population and arduous level of poverty in developing countries, such as Ethiopia.

#### **4.8.2 Land Fragmentation & Degradation**

According to FGD discussants and some key informant interviewees, the loss of land outside of the protected areas has led to a recent spate of land clearing inside the protected areas (sanctuaries). Protected wood lands are being cleared for charcoal production and small scale farming around Deger and Abet wuha areas. Excessive soil erosion resulting from land clearing for settlement and charcoal production is affecting the productive protected area. And quitting such habits and engaging the communities through sustainable ecotourism activities can a great challenge according to some informants.

#### **4.8.3 Cooperation of stakeholders related challenges**

As to the key informants from KWCTB, the local government and the local community are the two main stakeholders of the sector in the study area. However ecotourism is not only the concern of these two bodies, but there are a number of other institutions which should have been much concerned about the sector including the regional government, the Private sector and Organizations both government and non-government, which are found at national, international and regional levels.

During the FGD discussions and stakeholder interviews, woreda officials described their role in ecotourism as being to act as an intermediary between tourism bureau officials and the community. However, as indicated in the FGD, the local government, particularly woreda officials were more concerned about their administrative responsibility rather than for biodiversity conservation works in the study area.

According to FGD discussants, there is loose collaboration and communication among these two major stakeholders of the sector. No forums and dialogues were conducted within communities, Woreda administration, and local representatives.

A key informant interviewee also indicated that there needs to assemble those key stakeholders including others to face the complicated challenge encountered the sector. Thus, the big challenge to develop ecotourism is that, there is no platform created to mobilize and initiate the major and other stockholders for community-based ecotourism development in the study area. In

general, framework of participation is not designed, private sector involvement is low, regional bureaus support is low and there is lack of formal relationship among them.

#### 4.9 Government’s Role in Ecotourism development of the study area

Table 4.15 respondents view regarding government’s role

Have you ever initiated or been allowed to initiate any ideas for the overall tourism development in your community?		
	frequency	Percent
Yes	37	39.4
No	57	60.6
Total	94	100

Source; own survey, February 2016

One way of insuring participation in ecotourism development is called political participation where the communities are participated in decision making. In political participation if a community is asked to input local priorities, knowledge and experiences into the development of a process, a reasonable expectation is created that this input will be incorporated and reflected in the planning processes and outcome. If this is not the case, it can have significant repercussions on the relationship with communities and is, in itself, a statement against the value of community input (Hoof, 2006). Communities are expected to share their view and knowledge.

Table 4.15 above shows that 39.4% of the sample households give their comment for the betterment of tourism in their area using the available forums like general assembly meeting while the rest of sample households (60.6%) indicate that they are not initiated or been allowed to initiate any ideas pertaining to tourism. However, the results of the focus group discussion reveal that for many villagers their experience was going to meetings to listen to what those tourism officials had to tell them; participating in order to receive information from officials about tourism in the area including the financial management report. Some community members describe the negative impact of opinion leaders on participation of community. Thus, ensuring the level of political participation where the community will take up every decision on the community side is participation related challenge.

In addition, what is identified as critical participation challenges in tourism related jobs during FGDs is that elder people only have the option to participate in the community meeting: political participation. In general, the decision making capacity of the community is not yet developed i.e. sole decision makers are government officials.

#### 4.9.1 Capacity related problem of Government offices

The attention given to the sector by government is another critical challenge for the development of ecotourism. While ecotourism is an important means of livelihood diversification in developing countries like Ethiopia, the emphasis given to tourism sector in general and ecotourism in particular is little. The institutional structure in culture and tourism offices does not consider community's participation. An important indicator for this is the absence of any post to give guidance at zonal, Woreda and kebele level culture and tourism offices (KWCTB, 2010). Lack of possible guiding principles and support on development of ecotourism product is identified as a barrier too. Similarly, the number of staff and their qualification is a big challenge for ecotourism development work of the study area. At Woreda level, culture and tourism offices have only four staff members, where the manager is possibly working on the political issues while the rest three employees are responsible for a collection of works found in the office. Unless, the community becomes empowered to do decisions on the business aspect the sustainability of the sector is under quotation.

Table 4.16 Perception of Respondents about Negative Socio- Economic Impact of Tourism

Do you think ecotourism impacts negatively the lives of the local community?		
	frequency	Percent
Yes	11	36.7
No	19	63.3
Total	30	100

Source; own survey, February 2016

From the total FGD 30 (63.3%) were replied that tourism sector has brought desirable out comes to the local community but the rest 36.7% of the respondents were disagree on the desired outcomes of tourism on the socio-economic variables. Even though, the greater proportion of the surveyed population agree with the positive socio-economic problems emanated from tourism there is also a slight miss understanding of the local peoples about the importance of ecotourism.

#### 4.10 Benefits of Ecotourism Development to the Local Community

One of ecotourism's greatest contributions to conservation is the degree, to which it can shift community activities from the threats category to that of opportunities; that is those activities

which contribute to sustainable development and the achievement of an area’s conservation goals. Local communities will be beneficiaries from development of ecotourism directly and indirectly. Some of the benefits of ecotourism development include:-

- Development of ecotourism in Kelala Woreda can create job and employment opportunities for the local communities. According to the interviewee expertise, local peoples can participate in tourism related employments like guiding, accompany, kitchen staffs in lodge etc. Local communities could also involve in different job opportunities that are related with travel and tourism like hiring and pulling of pack animals, hire properties, sales goods and services, campsite homey stay (guest houses), provision of food and drinks for tourists (hotels, cafeterias).
- According to the head office manager and majority (66%) of FGD participant ecotourism development in the study area can open market access for local products (it brings the market to home). Locals can sell both cultural artifacts and agricultural products either directly for tourists or hotel owners. The area is potentially rich for the production of highland fruits, vegetables, honey and butter as well as for fattening of sheep and goats. So that locals can earn income by providing their products for tourist serving hotels and tourists.
- Local communities can also earn income from tourists by demonstrating local music and dances, leasing their private land for private operators while simply monitoring the impact.
 

*“Farmers have legal right to rent out part of their holdings to investors for not more than 25 years” (Negarit Gazeta No, 84/2003).*
- Development of ecotourism enhances the development of infrastructures like roads, communication networks, health facilities, power, clean water etc. which are vital for the local community as well.

Table 4.17 Respondents View about Getting Benefit from Tourism

Have you benefited from tourism in your locality?			If yes how?		
	frequency	Percent		frequency	Percent
Yes	26	27.7	A. Job opportunity	6	23.1

No	68	72.3	B. selling tourist products	11	42.3
Total	94	100	C. Renting mules/donkeys	5	19.2
			D. other	4	15.4
			Total	26	100

Source; own survey, February 2016

According to the data, as can be seen from the above table, 27.7% of the respondent responded as they are getting benefits from tourism. Those who are getting benefits can be grouped into three categories based on their opportunity of earning from tourism. Thus 23.1% of the respondents were benefited in the way of job opportunity. This is to mean the base of their life rests on the income they gain from tourism. Out of the sample that are getting benefit 42.3% of them are using tourism activities as a sources of supplementary source of income (seasonally), while 19.2% of the respondents are getting benefit from renting mules/donkeys. Majority of the respondent presume they will get benefit in the near future, but by now they are not getting (neither formally nor informally) any kind of benefit from ecotourism. The main reasons suggested vary from individual to individual and even among the sites. Below, let's have a look at the variation of the respondent's view of benefits gained from tourism.

Table 4.18 Reasons for not participating and getting benefits from tourism

If your answer is "No", why?		
	frequency	Percent
A. Due to the absence of tourism sites in your locality	9	13.2
B. Due to the mismanagement of tourism site	11	16.2
C. Having tourism potential areas, but of infrastructural problems	21	30.9
D. Socio-cultural problem	8	11.7
E. Others	19	28
Total	68	100

Source; own survey, February 2016

By this table (4.18) we can see the main reasons for why they are not getting benefits from tourism. Accordingly, as to 13.2% of the respondents the main reason is absence of tourist attractive sites in the area. This group, for sure, is among the one who have not awareness about ecotourism. In the above case several reasons were forwarded for their inobservance of the

existing tourism resources in the locality. While for 16.2% of the respondents the main reason is the mismanagement in the potential tourism sites. For example in the past six years attempts were made by investors in the field to construct standard hotel in the town of the Woreda. But due to the absence of responsible body and the misconception of the community (they do not allow their land for construction of the building), nothing is done beyond initial tasks to make it standard hotel in the near future. And we can also consider the case of Teltelie jungle (the wetland area) as the FGD, for some months the area was protected from animals and the people were allowed to use properly and during that time the area was so wonderful, attractive, and impressive for recreation and other purposes. Unfortunately, this activity shortly was abandoned due to lack of good management and everyone who have small plot of land is using it for either grazing his/her animals or cultivating insignificant amount of crops, without giving due attention for the resource (without putting into consideration that it can bring more than the current and temporary value to their life). These all are the results of the mismanagement (once something got some value and things made ready for that purpose and sooner no one care about them and things got destroyed as a result of lack of strong and constant follow up). 30.9% and 11.7% of the respondents linked the main factors with infrastructural problem and socio-cultural problems. The rest 28% respondents proposed another reasons like seasonality of tourism impede them from getting benefit.

Generally, ecotourism development in the study area can diversify the livelihood of the local community. Alternative sources of income for the locals help to minimize the pressure on the natural resources and become an incentive to enhance conservation programs.

#### **4.11 Current status of Protection and Manipulation of the Resources**

As had been explained above, there are a lot of resources both natural, religious and cultural which have unique and their own features. In the questionnaire, FGD and interviews different questions were raised about the works done, management, ownership, and other related things. In this part, assessments concerning the ownership, works done to the protection and usage of the resources, management and control, the problems facing these sites and the like are discussed briefly.

The respondents strongly agree on the necessity of consistent and strong enough management. However, still nothing is done for the development and better utilization of the sector in the

selected sites. The people of the locality are, now and again engaged in the activities of supporting these area reserved for such purpose. So the desire to have protected areas is high among the people, but absence of uniformly, consistent and community based (with full consent of the people) controlling mechanism of the sector is forwarded as a major problem.

### **Case Study 1**

As for example the case of the Deger (sub district) experience of the expert explained below. So the government in general and the local Woreda administration should prepare and execute an exemplary works in how to manage destruction of those resources and get benefit from ecotourism development.(in other words there is lack of training for expertise).

The respondents unanimously speak the same language about the responsibility of protecting and conserving these resources, i.e. the community at large with the leadership of responsible body.

In addition to this, the government too has a great role to play in showing directions, in adopting convenient, reasonably and adequately investigated for the wellbeing of the community, nature and the environment, and on the way how to exploit the resources. The sources of income of the sanctuaries are the community in the first place and the government. Recently, the Teltelie jungle which is found in the study area is completely financed by the dwellers of the sub district and the protections seem much better and for this sake the punishment is so harsh for those who breach the rules and the regulations they set up. As a result, compared to the past years the sanctuary is well protected (if necessary the regulation set up for the protection of the jungle includes the financial punishments for an individual whom found in the compound should pay 300, whereas for single cattle 200, for single goat and/or sheep 100 and etc.). The agricultural experts in the Kebele (Teltelie natural resource conservation and utilization expert) articulate that as there were attempts to implement such regulations, but the implementation process was so hard. The problem was lack of community's dedication and commitment to implement on the one hand and the selected local persons are less guaranteed, (these persons might be discriminated which they do not want) on the other hand.

Due to this and other reasons the implementation of such regulations is invalidated. Since then the agricultural experts and other responsible bodies stopped from following up and trying to implement the regulations.

Taking away the access of indigenous communities to land for their livelihood activities; agriculture, grazing lands, in turn results serious ecological and economic consequences for the indigenous people. In the process of development of such projects, care must be taken to avoid the use of prime agricultural and grazing lands, upon which the livelihoods of indigenous peoples have depended for several generations. Participants of the focus group discussion put forward, it is obvious they cannot simply depart from the area that they were leading their life by similar situation, but through persuasion works and if appropriate compensations are given, they are volunteer to implement such rules and regulations. Thus, successful management in eco-tourism sites can only be achieved when there is a reasonable degree of cooperation with the local population. Employment for the local population should be provided, with consideration also for additional opportunities in the off-season.

Experience shows, that no eco-tourism activity can be successful without the participatory management and revenue sharing of the local community.

There is no doubt about the endowment of the area with natural and cultural resources. However, there are many difficulties in the utilization of the resources. The following are among reasons mentioned by respondents; absence of responsible body who manage the resources usage strictly, lack of awareness on how to utilize (individualistic and short term advantage oriented), lack of coordination between adjacent Kebeles and even with the Woreda, in addition to the major infrastructure problems. So far no promotion works has been done due to the above and other related problems. But, some attempts had been made in the promotion of the monastery Aba Giorgis Ze Gasicha, in religious festivities like in Gishen Mariam (Meskerem 21). But it was insignificant in creating good impression and unable to attract to the extent of expectations. So the people and the responsible body should try hard in the promotion and utilization of these endowments of the area.

## **4.12 Perception of Respondents about Possible Mechanisms**

### **4.12.1 Human Resource Development**

In line to the KWCTB report paper and key informants' state that empowering the community to handle the management and service provision of the community tourism business is an integral element of ecotourism product development. Provision of training for the members of local community by large and staff of KWCTB specifically are an important element of human

resource development. Trainings in the tourism and hospitality covers how to provide accommodation and local transport services, how to prepare and serve food; how to handle visitors; how to produce crafts; provision of first aid services, basic language, guiding, marketing and communication; etc. They are decisive to solve capacity related problems and ensure professionalism in the service delivery.

Different NGOs could assist the community in different ways like training, development of alternative source of energy, by introducing different off-farm activities that enables for the diversification of the locals livelihood.

## **CHAPTER FIVE**

### **5. CONCLUSION AND RECOMMENDATION**

#### **5.1. Conclusion**

In this thesis, different data were obtained from HHs and experts from different governmental organizations, through key informant interview, questionnaire, and focus group discussion. According to these findings, the following main points were found as the major challenges and opportunities of ecotourism development in south Wollo Zone: a case study in Kelala Woreda. Therefore, the following summary has been made based on the data discussed and analyzed in chapter four. The area is found to be rich in biodiversity and cultural as well as historical heritages that attracts different tourists. But, due to various factors the area is not indispensably benefitting from tourism.

The study area was found to be gifted with various tourist sites that could be developed into viable community based tourism products. These products would range from cultural activities to natural attractions to other recreation opportunities. The Deger and Abet wuha culture presents

many opportunities for the development of various ecotourism products, including cultural dances, cultural and traditional festivals including Tebechisa and traditional wedding ceremonies.

In addition the living condition of these people is shown to be under a serious problem of food insecurity (as 69.1% of the respondents are food insecure, table 4.3). In synthesizing the findings, the study shows the presence of abundant, both natural and man-made tourist attracting sites, but the people living there are not getting advantages from it.

What could be drawn from the study is that the major problem/obstacle of the development of ecotourism in the study area is not a single factor but factors. The factors have different weight as can be seen from table (Table 4.14).

However, lack of good management exceeds/found as the major obstacle of ecotourism development in the study area, which means they know well the significance of protected area and cultural assets and heritages, but the issue of survival (food, shelter and other necessities of agriculture), forced them too improperly and unwisely exploit the resources. The people of the study area are curious and eager enough to develop the sector and their locality to get the benefits of the development of ecotourism (table 4.13).

Limited attention of the local government that given to the sector (concerning the protection and management of the resources), is also another critical challenge for the development of ecotourism in the study area. The finding from document analysis indicates that there are two major manifestations of this challenge. These are the institutional structure of culture and tourism office that are not considered community based ecotourism and lack of skilled man powers hired in culture and tourism offices.

Generally, we can conclude that the area is full of potential resources of ecotourism/tourism and contrary to this, the local peoples are far from the benefit getting from these resources due to lack of strong and consistent management in coordinating and consulting about the permanent and sustainable utilization of these resources.

## **5.2. Recommendations**

Based on the major findings of the study and conclusions drawn with respect to challenges and opportunities for developing ecotourism in the Kelala woreda, the following recommendations are suggested:

- ❖ As the majority of the people supported the idea of conservation activities (table 4.13) it will be uncomplicated to introduce and develop the issue. So this practice (ecotourism) will have broad base and will be fruitful easily. Hence, the power to decision making has to be on community side. So that other bodies like NGO, private sectors, etc. should have formal work relationship in the study area.
- ❖ Different stakeholders should participate cooperatively in different activities for the development of ecotourism in the study area (the Woreda Culture and Tourism Bureau should make maximum efforts to promote tourism resources of the Woreda using different promotional materials, and search NGOs, private sectors/investors and other

sponsors that help them for the development of ecotourism). Therefore, there needs to develop an inclusive stakeholder group.

- ❖ So as to minimize problems related to manpower, the government needs to assign qualified and skilled manpower for the tourism sector. To do this, the Regional Government of Amhara and Amhara Culture and Tourism Bureau should jointly work hard. These might be based on to prepare the required type and number of personnel in tourism, including upgrading training needed to the present employee.
- ❖ The concerned local government agencies should have to design and implement a regulation in which the community will benefit from the direct and tax revenue obtained from tourism in order to enhance the community sense of ownership over the tourist attraction areas.

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## **Appendix 1**

**ADDIS ABABA UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**DEPARTMENT OF GEOGRAPHY AND ENVIRONMENTAL STUDIES**

**Appendix I STRUCTURED QUESTIONNAIRE FOR HOUSEHOLD HEADS**

The purpose of this questionnaire is to gather the necessary and fundamental information for my thesis research concerning the title; Challenges and Prospects of Eco-tourism Development: the case of Kelala area in Amhara Regional State. I confirm you that all data will be treated confidentially and only aggregate and average information will be utilized. Therefore, I kindly request your cooperation to fill out the questionnaire accurately considering the importance of the study.

I can assure you that there is no any hidden agenda other than the research for academic purpose. Therefore, your genuine and correct response has a great value and role in my research and to the study area. I appreciate your honest and correct response to the questions listed below. So I ask you to fill the questionnaire carefully and appropriately.

Thank you in advance for your cooperation

**No need of writing your name**

*Tick the alternative you prefer best in the given space*

Put your response (for the open ended questions) in the given space

**A. Socio-economic profiles part**

1. Sex            Male             Female

2. Age    under 15 years             15-64 Years             > 65 years   

3. Marital status    Married             Single     Widowed/divorced   

4. Educational level            1-8     9-12     College graduate and above   

Church education     Adult education     No schooling

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5. What do you do for a living?    Agriculture                      Involving in Tourism                      Daily  
labor    trade                      Daily Wage earner Salary                      If other specify\_\_\_\_\_

6. Do you have enough food to meet the family requirement throughout the year?

YES                       NO

7. If no, what is the major cause of food insecurity in the household?

.....  
.....

***B. Knowledge, attitude and interest assessment part***

8. What could be your feeling if foreigners (visitors) come to your locality? And why?

A. Happy \_\_\_\_\_

B. Disturbed \_\_\_\_\_

C. Embraced \_\_\_\_\_

D. No Opinion \_\_\_\_\_

9. Do you think the coming of foreigners to your locality can affect your culture?

YES                       NO

10. What is your source of information about the ideas of tourism and ecotourism?

11. To what extent do you agree or disagree with the following statements about Tourism.

I. Tourism encourages variety of cultural activities by the local population.

A. Strongly agree    B. Agree    C. Average    D. Disagree    E. Strongly disagree

II. Tourism provides many worthwhile employment opportunities

A. Strongly agree B. Agree C. Average D. Disagree E. Strongly disagree

III. Tourism generates income. A. Strongly agree B. Agree C. Average D. Disagree E. Strongly disagree

12. What potential attraction areas of tourism are there in your locality?

A. Religious sites B. Cultural traits C. Natural (biodiversity) D. All

13. Who is the responsible body for the utilization and management of the resource?

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14. Are there any barriers that stop local communities from involving in tourism in any way?

Yes No

15. If yes, what are the main problems to acquire benefit from these resources/sites?

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16. Eco-tourism has the potential to create other sources of revenues for the local community in the eco-tourism areas. Agree  disagree

17. Eco-tourism has the potential to discourage more traditional activities such as agriculture, which is associated with deforestation, overgrazing, poaching. Agree  disagree

18. If you “disagree” with the concept of question “27” specify your reason.

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### C. Participation in tourism

19. Do you, in any way, provide services or products to tourists?

No \_\_\_\_\_

Yes, namely

- Accommodation
- Guide
- Shop
- hotel
- Other, namely.....
- Traditional Performance
- Cooking (in case of a large group of tourists, homestay will assign a group of members to cook and prepare food for tourists)
- transport

20. Do you have direct contact with tourists?

A, Yes, more than once a week on average

B, Yes, but less than once a week on average    C, Yes, monthly    D, Yes, rarely or sometimes

E, No, never

21. Have you been involved in any type of meeting where you discussed tourism development in your community?

A, Yes, many times    B, Yes, but only once or twice    C, No, never

22. Have you been asked about your opinion on tourism by those who plan tourism development?

A, Yes, many times    B, Yes, but only once or twice    C, No, never

23. When major decisions concerning tourism development in your community, where you informed?

A, Yes, always or most of the times B, Yes, sometimes C, No, never

24. What activities of the government are in your locality regarding the development of ecotourism? \_\_\_\_\_

25. Have you benefited from tourism in your locality? Yes  No

If yes how? \_\_\_\_\_

A. Job opportunity at a hotel, /tourist establishment or as a guide

B. selling tourist products C. Renting mules/donkeys D, others

If no why? \_\_\_\_\_

26. Do you support the conservation of wild Animals and Plants? YES  NO

If your answer is 'yes' how \_\_\_\_\_

And if 'no' why? \_\_\_\_\_

27. Does the government initiate you to participate in conservation activities?

YES  NO

What promotion activities have taken place? \_\_\_\_\_

28. What are the main obstacles of ecotourism development in your locality?

A. Lack of awareness B. Infrastructural problem C. Absence of clear cut developmental approach of tourism D. If others specify \_\_\_\_\_

29. Which aspect of your life do you think could be changed as the result of development of ecotourism in your locality?

A. Economical B. Political C. Socio-cultural D. Environmental E. Other aspect

## Appendix 2: Checklist for FGD

1. What is tourism to you, how do you explain?
2. Are there tourism /ecotourism sites in your locality and how do you view their exploitation and handling of the resources?
3. Who do you think is responsible body in using and protecting these resources?
4. What attempts have been done for the wise utilization of the resources and what should be done?
5. What are the roles of the community in protecting the ecotourism sites?
6. What do you think are the impacts of the destruction of ecotourism sites (sanctuaries)?
7. Do you think ecotourism impacts negatively the lives of the local community?
8. What measures should be taken for sustainable protection and utilization?
9. What are the interventions of government regarding the protection of ecosystem and how do you evaluate its effectiveness?

**Appendix 3: Interview Questions for the expertise (Key Informant Interview (KII'S))**

1. What is your position in eco-tourism development structure?
2. Is there any training that you took relevant to your position?
3. How many locals are employed and what positions do they hold?
4. Does the Community representative consult and inform the local community about its activities?
5. Do you think that tourism in your village is really community-based?
6. Are communities participating in ecotourism related activities?

What measures should be taken to encourage community participation in tourism?

7. In your opinion, has the ecotourism improved rural livelihoods?
8. What are the challenges that you have faced in running and managing ecotourism development?
9. What should be done to better enhance the performance of tourism in your locality?