



ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
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**Factors Determining Local Community Participation in Ecotourism
Development: the case of Suba Forest, Special Zone of Oromia Surrounding
Finfine, Oromia National Regional State**

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**Factors Determining Local Community Participation in Ecotourism
Development: the case of Suba Forest, Special Zone of Oromia
Surrounding Finfine, Oromia National Regional State**

**A Thesis Submitted to the School of Graduate Studies Presented in
Partial Fulfillment of the Requirement for the Degree of Master of Arts
in Tourism Development and Management**

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This is to certify that the research paper prepared by Teshome Teklu entitled “**Factors Determining Local Community Participation in Ecotourism Development- the Case of Suba Forest**” submitted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Development and Management complied with the regulation of the University and meets the accepted standards with respect to the original quality.

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Lists of Acronyms and Abbreviations

CBE	Community Based Ecotourism
ECO	Environment and Community Oriented
ETB	Ethiopian Birr
ETC	Tourism Transformation Council (ETC)
ETO	Ethiopian Tourism Organization
FDRE	Federal Democratic Republic of Ethiopia
GDP	Gross Domestic Product
GoE	Government of Ethiopia
GTP	Growth and Transformation Plan
IMF	International Monetary Fund
MoA	Ministry of Agriculture
MoCT	Ministry of Culture and Tourism
NGO	Non- Governmental Organization
NTDP	National Tourism Development Policy
PATA	Pacific Asia Transport Association
SDG	Sustainable Development Goal
STMP	Sustainable Tourism Master Plan
TIES	International Ecotourism Society
UN	United Nation
UNECA	UN Economic Commission for Africa
UNESCO	UN Education, Scientific, Cultural Organization
UNWTO	UN World Tourism Organization
USD	US Dollar
WWCTO	Wolmera Woreda Culture and Tourism Office

Abstract

This study focused on assessment of determinant factors that affect local community participation in ecotourism activities in Suba Forest and its environs. The study employed mixed research approach and data were collected using questionnaire, interview, secondary data, and field observation. The findings of the study revealed that the demographic, social, economic and administrative factors inhibiting local community participation in the ecotourism activities in the case of Suba Forest. Local community of the area were entirely excluded from ecotourism developments and exhaustively depended on the forests products and by products in addition to agriculture and they are against the prevailing top-down approach in decision making. Lack of efforts and commitment from the forest and Wolmera Woreda Culture and Tourism Office to use ecotourism as alternative economic sources through local community empowerments and involvement were the main constraints. Finally the study recommends that ecotourism should acquire priority and government has to apply participatory ecotourism development approaches and strategies to exploit areas ecotourism development potentials to overcome the current environmental, socio-cultural and economical challenges through active stakeholder involvement.

Key words

Ecotourism, Local community participation, Determinant factors, Suba Forest

Chapter One

1. Introduction

1.1. Background of the Research

In the recent years the tendency in the tourism industry was returned towards nature and the authentic cultural values. This driving travel revolution is causing mass travel and mass consumption with escalating impacts on fragile ecosystems, human health and social systems (Zalfoni et al., 2014). Ecotourism was emerged as an alternative to mass tourism because of the world realized that mass tourism caused harm to natural, biological, cultural, and social environment, with expectation that ecotourism will reduce or eliminate such impacts(Fannel, 2011).

Ecotourism has attracted increasing attention in recent years, not only as an alternative to mass tourism, but also as a means to promote a country's economic development and environmental conservation (Kipper, 2013). According to Fennel (2001), ecotourism is a form of tourism which minimizes negative impacts, contributes to conservation, directs economic benefits to local people and further provides opportunities for local people to enjoy natural areas.

Defined by Honey (1999) as “travel to fragile, pristine, and usually protected areas that strives to be low impact and small scale while it helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and human rights”, ecotourism responded to tourism trends with new dimensions and approaches.

Ecotourism and development can be achieved only if concerned stakeholders are take parts in all steps of its development process including planning, development and management. Decision making and benefit-cost sharing must be balanced accordingly unless otherwise the development couldn't sustain. The development of the tourism involves diverse actors ranging from governments which influence its development through policy intervention, infrastructure development and regulations to key players in the private sector and local community. These include the numerous small and large, and local and foreign enterprises that provide supplies and

services such as hotels, restaurants, transport, local guides, and various leisure and entertainment services (UN, 2013).

Ecotourism presents itself with various opportunities, yet the development and management needs collaboration among stakeholders those are involved in the segment. Stakeholders are key actors to achieve sustainable development through ecotourism (Taylor & Francis, 2015). Garrod (2003), states that the stakeholder theory has proved to be an efficient ecotourism management tool as it allows for the identification of key players and emphasizes the need of their active involvement.

Edward (1984, cited by Zalfoni et al., 2014) defined the term stakeholders as key groups or individuals that can affect or be affected by a company's activities. Examples of major ecotourism stakeholders that should be involved are: tourists, suppliers, local governments, private sectors, tourism agencies, local communities, NGOs, ecological groups and others. Goswami and Patar (2009, cited by Zalfoni et al., 2014) identified three major stakeholders (i.e. service providers, tourists, and community consisting of local people and NGOs) regarding ecotourism activities.

Ecotourism development that excludes local community of the area couldn't exist for the long period. Acceptance and support of local community is the central focus of ecotourism. The idea of community-based sustainable tourism collectively postulates that local residents must maintain control of tourism development by being involved in setting a tourism vision and developing goals and strategies. They also need to participate in implementing strategies as well as operating tourism infrastructures, services and facilities for effective management of local resource and better distribution of the benefits of tourism development (Zalfoni et al., 2014).

According to Zalfoni et al., (2014), local communities, either directly or indirectly, encounter both positive and negative impacts of tourism activities, and thus their participation is crucial to ensure that tourism benefits and satisfy their needs. Also, local communities know the nature and characteristics of their tourism products more intimately than outsiders, as the tourism products and activities are often associated with their very rituals, traditions, and cultural values and meanings. It is, thus, local communities who are more likely to know what will fit and what will be appropriate for the local situation in the process of tourism planning and development (Tosun,

2000). For that reason, local communities have been recognized as a pivotal resource and an essential ingredient in every aspect of tourism activities, and participation of local communities is considered to be a crucial step in the success of sustainable tourism (Zalfoni et al., 2014).

Africa's tremendous ecotourism potential all over the continent makes the future ecotourism destination of the globe. The continent can use ecotourism as an alternative economic tool in the fight against poverty eradication and elimination in the coming future. Eco tourists choose Africa for their holidays to visit and enjoy with the continent's vast and diversity of natural, socio-cultural as well as historical tourist attractions.

Even though Ethiopian is economically poor, it is immensely rich in both cultural and natural forms of capital. Archaeologically Ethiopia is considered as the oldest soul and the earliest sites of the emergence of modern human, *Homo sapiens*. Ethiopian also possesses the most UNESCO World Heritage Sites in Africa. In addition to unique landscapes, flora, and fauna with varieties of land and water forms, Ethiopia possesses many national parks, wildlife reserves, and community based conservation areas, lakes, rivers, and valleys can be an asset/ capital. This richness in tourism resources makes Ethiopia one of the few destinations with high potential for ecotourism development.

Owning such immense cultural as well as archaeological resources in the area, tourism development is still in its infant stage due to poor quality of tourism infrastructure facilities and services, in adequate man power in the profession, lack of effective product development and marketing, weak approach from the forest to participate local community, lack of collaboration and coordination among stakeholders.

The Suba Forest is one of the few protected natural forests in central Ethiopia where the oldest protected area in Africa is found. The area is endowed with Mountains chains, diversity of wildlife's, birds, floras, beautiful landscapes, and museums, local cultures, and wildlife conservation centers are among ecotourism resources of the area, (Meron, et.al, 2018). Endowed with amazing landscapes in the ranges of 2500m to 3380m summit of Mt. Wochacha it is the home for different species of mammals and birds, including endemic mammals and bird species (Abate, 2007). These make the area an ideal place for ecotourism development.

1.2. Statement of the Problem

One of the core elements of ecotourism development is to encourage stakeholders' participation as it is central to the sustainability of tourism industry (Tosun, 2006). There are different stakeholders involved in tourism development, including private sector, government, donor agencies, civil societies and local community. Local communities are regarded as important asset in tourism development as it is within their premises that these activities take place. As of (Cather, 1999; Haukeland, 2011; Jamal and Stronza 2009; Muganda et al., 2013) local communities are regarded as legitimate and moral stakeholders in tourism development because their interests affects and are affected by decisions of key policy makers.

In Ethiopia, conflicting interests of stakeholders is one of the obstacles that hinders initiatives of sustainable tourism development resulted from lack of inclusive stakeholders' involvement and consensus among stakeholder groups (Ketema, 2015, in Meron et. al., 2018). The major force behind the loss of the naturally protected area resources in Ethiopia is lack of proper policy framework and population pressure, which lead to expansion of agricultural land, overgrazing, indiscriminate felling for fuel wood and construction material (Sebsebe, 1988). The government selects and designated with the objectives of protection, conservation and commercial utilization. However, local communities mostly consider the establishment of such protected areas an encroachment on their forest resource and land. Many protected areas are currently degraded due to extractive activities such as, overgrazing, deforestation, farm land expansion and cattle ranching due to lack of alternative economic opportunity creation (Miller, 2017).

The Suba Forest is the area endowed with nature gifted touristic resources of mixtures of mountains chains, biodiversities, beautiful landscapes, museums, and local cultures (Meron, et al., 2018). The forest was established with the aim to conserve and manage the forest and its wildlife resources for the benefit of environmental, economic and social wellbeing of the area through active local community participation, yet it fails to achieve its goals (Bekele, 2014).

Loss of biodiversity and poverty are the main environmental and economic challenges of the area (Duguma, 2009; Bekele, 2014). Unavailability of alternative income generation opportunities enforced locals to exploit the natural forest to fulfill their immediate economic needs. High population density created farmland shortage and enforced for clearance of wood lands for

farmland expansion, also leads to increasing wood demand for construction, fire wood and other wood products, people clear forests to make charcoal and other wood products to subsidize themselves (Duguma, 2009; Bekele, 2014 & Dinkisa, 2011). As a result, the forest biodiversity and ecosystem services have been under threat (Meron et.al, 2018).

The forest try to follow up-down resource protection system in which local communities were excluded from decision making which in turn diminishes their sense of ownership and confidence and local communities are against the protection activities (Meron et al., 20018; Bekele, 2014 & Duguma, 2009). In spite of availability of such immense tourism resources, tourism development is still at its infant stage because of unavailability of due attention from government to develop and promote the area as tourism destination backed by poor tourism infrastructures, facilities, and services.

Ecotourism remains vital tool for economic development in the protected areas with immense natural and cultural attractions whereas ecotourism is still the new idea and concepts for the area (Tosun, 2006). Even though there is some tourism activities in the area with some manifestation of local community participation, local community of the area were excluded from its overall developmental processes (Duguma, 2009). There are many hindering factors which prevent local community from actively participating in the process of ecotourism development (Kim et al., 2014). Such determinant factors can play destructive roles in the development areas by creating unfavorable relationships between local community and the environment. Understanding such factors is the basic fundamental and significant steps in applying effective ecotourism developments in a given tourism destinations (Kim, Park & Phandanouvong, 2014).

Various studies have been conducted so far concerned on integrate forest management, area's tourism resources, environmental and economic challenges and tourism development plan (Bekele, 2014; Meron et al., 2014 & 2018; Duguma, 2009; Abayneh & Eman, 2017). But assessment of factors determining local community participation in ecotourism activities remains untouched.

Therefore, this study was aimed to identify factors that determine local community participation in ecotourism activities at the study area.

1.3. Objective of the Research

1.3.1. General Objective

The main objective of this study is to assess the levels of local community awareness, participation and factors determining local community participation in ecotourism activities at Suba Forest

1.3.2. The specific Objectives are

- To investigate the perception and interest of local community about ecotourism
- To assess the awareness level of stakeholders about ecotourism
- To investigate the factors that influence local community participation
- To assess the effort of Suba Forest and WWCTO in promoting ecotourism development

1.4. Research Questions

- What is the level of local community participation in ecotourism development?
- How local communities perceive ecotourism?
- What is the effort of Suba Forest and WWCTO to promote ecotourism development?
- What are the determinant factors of local community participation in ecotourism?

1.5. Significance of the study

The findings of this study may help the Forest managers and planners and Wolmera Woreda Culture and Tourism Office to clearly understand ecotourism concepts and principles and how local communities would like to participate in tourism development. In turn, it can enable policy-makers, decision-makers, managers, entrepreneurs, and NGOs to see how they could improve or maintain their strategies to encourage the participation of local communities. It can also use as an alternative development options for the locals to solve community's natural resource dependency. In addition the paper may be use the basis for comparison and offers grounds for further research in the study area and other destinations.

1.6. Scope and Limitations of the study

Considering budget and time constraints the research covered only assessing local community's level of ecotourism awareness, level of participation, and factors determining their participation

by focusing on the area's ecotourism resources with possible recommendations by focusing on natural resource conservation and local community livelihood improvement.

1.7. Operational Definitions

Ecotourism: responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.

Awareness- the quality or state of being aware : knowledge and understanding that something is happening or exists.

Participation- is a social process whereby specific groups with shared needs living in a defined geographic area actively pursue identification of their needs, take decisions and establish mechanisms to meet these needs.

Chapter Two

2. Literature Review

2.1.1. Concepts and Definitions of Ecotourism

As of king (2010, cited in Chiutsi et al., 2011), the central focus of ecotourism theory is economic development and natural resources conservation. Ecotourism is a movement that was begun in the 1980s by environmentally concerned scholars such as Héctor Ceballos-Lascuráin,

Martha Honey, etc. Ecotourism is a concept that makes contributions to the protection of natural landscape, respect indigenous cultural elements, and contribute to the total well being of the local community which is a slightly effective and small-scaled form of tourism in which there is a heightened sensitivity to the protection of the natural areas (Honey, 1999).

Even though there is no universally agreed definitions for ecotourism to date, the term was first coined in the early 1980's by Hector Ceballos-Lascuráin as "Travelling to relatively undisturbed and 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" (Honey, 2008; Stefanica et al., 2010).

Among many definitions by different scholars the Ecotourism Society definition is one of the simplest and most widely accepted definitions. It defines ecotourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015). According to the definition, the central focus of the concept is conservation, community and interpretation.

Regardless of what we call it, the central concepts that these philosophies share in common are that the travel industry as a whole should adopt more environmentally friendly practices, protect the natural and cultural heritage of a destination, and support local communities. Dimitrios (2010) identified three common concepts within ecotourism which include natural-based, educational, and sustainable. Thus, ecotourism is a form of tourism which minimizes negative impacts, contributes to conservation, directs economic benefits to local people and further provides opportunities for local people to enjoy natural areas (Fennel, 2001).

Ecotourism is the fastest growing tourism segment with an annual rate of 10-15% per year, whereas tourism is said to average only a 4% annual growth rate (Daniel & Loyola, 2017). The growth of ecotourism is likely a result of individuals' growing concerns for conservation and other cultures, as well as government, nonprofits and businesses responding to this concern with increased focus. Daniel and Loyola also asserted that, increasingly businesses in the tourism sector are responding to the potential for profit by beefing up their green practices or creating places for to enjoy that protect elements of a place's natural and cultural heritage, provides more local jobs or in some other way directly benefits communities.

Ecotourism is gaining attention of conservationist and development practitioners worldwide as one of the nature based industry for sustainable development. Though ecotourism has multiple objectives to address, improvement of the economic condition of the stakeholders and harmonizing local traditions and culture are major objectives (Thomas, 2016). The United Nations International Year of Ecotourism of 2002 marked out the rise of ecotourism from new niche market opportunity in the 1980s to being regarded by its advocates as an exemplary form of sustainable development in the rural developing world (Butcher, 2006).

The main objectives of ecotourism include: generation of financial support for the protection and management of natural resources, generation of economic benefits for residents living near natural resources, and generation of local support for the conservation of natural resources (due in part to the economic benefits) (Lindberg et al., 1996; Kelly, 2009). Understanding its importance in promoting sustainable tourism development UNWTO has been involved in the field of ecotourism since the early 1990s and developed a set of guidelines focusing on the strong link between protected area and tourism, with the aim of ensuring that tourism contributes to the purposes of protected areas and does not undermine them (UNWTO 2002).

As of Andrei, Chiritescu, and Gogonea (2013, p: 224), the objectives of ecotourism are circumscribed to two concepts: the best possible use of resources and the protection and sustainable socioeconomic development and cultural communities.

So ecotourism must:

- An optimal and sustainable exploitation of resources and the environment;
- An economic and social benefits of the resident population;
- Compatibility between the local population and the tourists and stakeholders for sustainable development; a broadening spectrum of traditional economic activities and creating opportunities for the best use of tourism resources;
- An introduction to business in new targets and areas of interest.

According to Martha Honey, the main objective of ecotourism is minimizing impact, building awareness; provide financial benefits, and support human rights and democracy. By promoting ecotourism through the protection of the environment, biodiversity is preserved, jobs are created, market for local products is created, environmental education within the communities is promoted, and understanding of local peoples and cultures are fostered among the tourists who visit these communities (Tesfaye, 2016).

2.2. Ecotourism in Africa

Ecotourism has gained popularity among developing world countries, and has shown increased impetus since 1988 due to the proliferation of specialized ecotourism tour operators and by the increasing number of ecotourism conferences, festivals and fairs in those countries (Kiper, 2013). For many destinations within the developing world, ecotourism is becoming the most important tourism market segment due to the presence of vast advantage of biodiversity and extent of pristine, natural environments (Funnel, 2011). By considering its multi dimension contribution many developing countries consider ecotourism to be important for economic progress and poverty reduction. According to Funnel (Fennell, 2014) ecotourism play crucial roles in economic, social, and environmental development for developing countries. Ecotourism attractions are in mostly pristine natural conservation areas rich in biological diversity and have attendant rural communities with diversified cultural mosaics.

Ecotourism in Africa is a developing industry and have gone through a number of changes and have learned from their failures. By 1980, many species in Africa's varied ecosystem were on the verge of extinction. Efforts to preserve species like the mountain gorilla in Uganda, Rwanda and Congo were hampered not only by unstable political systems, but also by misunderstanding by indigenous people (Levesque, 2018).

For more than 100 years, Africa's wildlife and natural beauty have been attracting tourists, but until recently tourism often did more damage to the ecosystem than good. In the 1980s, Africa led the international trend toward sustainability while keeping the lucrative business of tourism alive. Africa's ecotourism industry functions as both protector and educator, and because of the continent's unique political and cultural factors, the practice is like no other regions (Trobaug, 2018).

Now, ecotourism is one of the fastest growing sectors of the tourism industry in Africa. Visitors show their appreciation for the continent's natural beauty while embracing environmentally friendly approaches to travel by flocking to the eco-lodges and eco-attractions by the thousands. Ecotourism in Africa is also beneficial to local communities, who have taken advantage of the opportunities afforded by the industry (Mikva , 2016).

As of Levesque (2018), tourists always have come to Africa expecting to be engaged by the wildlife and indigenous people, and African ecotourism continues that tradition with differences in execution. Instead of a passive safari-type tour, African ecotourism strives to involve the traveler in the community by introducing him to local people and customs and seeing wildlife in the context of education and protection bring back the idea of traveling to discover combined with responsible sustainability. Simply put, African ecotourism functions as a way to keep tourist money in the local economy while preserving the environment and culture. It offers travelers a chance to learn about regional ecosystems and have a hand in preserving endangered species of animals and plants, while also gaining respect for a people that have often battled political strife. According to Levesque (2018) and Mikva(2016), Benin, South Africa, Kenya, Ethiopia, Malawi, and Ivory Cost are among the best ecotourism destinations in Africa for their unmatched wildlife, mesmerizing landscapes, and fascinating culture.

2.3. Ecotourism in Ethiopia

Even though tourism has history of more than 50s years in Ethiopian it passes through different ups and downs. Changes in governmental policies with the change in political ideologies play its crucial roles in limiting the contribution of the sector to the overall economy of the country (Henze, 2007). Starting from the end of 1990s tourism shows significant change due to the shift of governmental focus to the sector with some improvements in policy, institutionalization of the sector, privatization, and some incentive for private sectors that have motives to participate in the sector.

As a result of sweeping economic reforms, the Federal Democratic Republic of Ethiopia (FDRE) has been enjoying unprecedented tourism growth in the recent years. International tourist arrivals have been on a growth trajectory since the 90s rising from 64,000 in 1990 to 681,249 in 2013.

This has been matched by growth in the contribution of the travel and tourism sector's direct contribution to the country's GDP which in 2013 was 4.2 and is expected to grow by 4.8% to reach ETB 59, 495.2m (3.6% of GDP) by 2024(WTO, 2015). Further, the industry is now an important source of employment accounting for 3.8% of total employment in 2013 representing 985,500 jobs directly.

Tourism industry increasingly becoming an important economic sector in the country and has consequently been identified as an avenue through which the plan for accelerated and sustainable development to end poverty can be achieved, as articulated in the country's Growth and Transformation Plan (GTP), (2010-2015) vision to becoming 'One of the Five Top Destinations in Africa by 2020'(MoCT,2015). In recent years ecotourism become one of the development focus area of the government to exploit the country's immense ecotourism resource with minimum negative impacts and maximum positive impacts.

Ethiopia's immensely rich in both cultural and natural forms with unique landscapes, flora, and fauna make her an opportunistic in ecotourism terms. Besides this, availability of national parks, wildlife reserves, and conservation areas, including several lakes and rivers add its competitiveness. These protected areas are centers of biodiversity that host different species of birds, butterflies, flowering plants, mammals, and numerous species of plants useful for herbal medicine.

In terms of cultural having more than 80 ethnic groups, each with their own cultures, languages, and mystical traditions in terms of art, literature, music, dance, food, clothing, and lifestyles of these groups are major attractions for eco tourists interested in culture and arts, especially for CBET. Similarly, the country has several tangible and intangible World Heritage Sites identified by UNESCO. She couldn't adopt effective tourism policy to guide to sector in full flagged manner until 2009 when the first Tourism Development Policy (NTDP) was adopted to help ensure that tourism growth delivers broad and equitable social, economic, and environmental benefits,. With a vision: *"To see Ethiopia's tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination."* This is the reason why Ethiopia was named the World's Best Tourism Destination

for 2015 by the European Council on Tourism and Trade, citing Ethiopia's outstanding natural beauty, dramatic landscapes and ancient culture (MoCT).

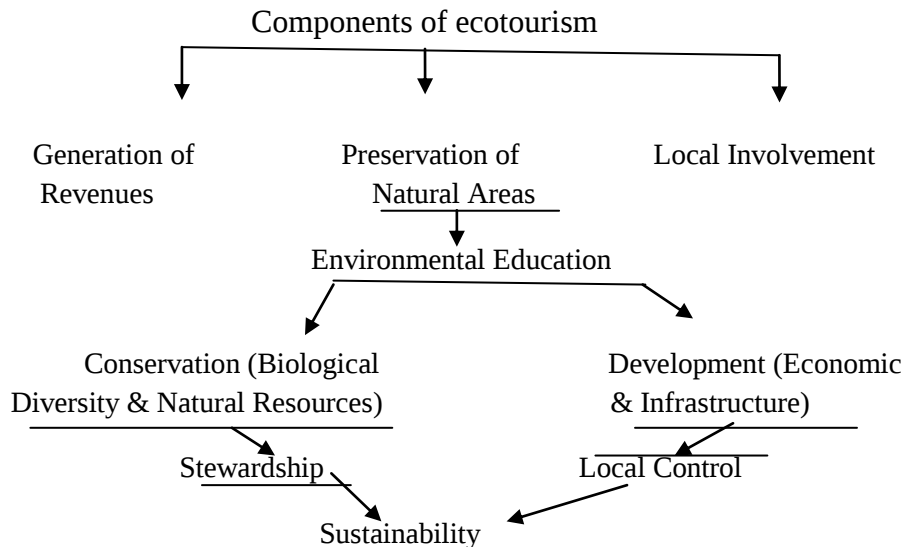
The NTDP sets the sector's general objectives that places emphasis on the tourism's potential in terms of growth, employment generation (particularly for women and youth), foreign exchange earnings, and image building for the country. It also stresses the importance of achieving tourism growth sustainably, in alignment with other national development policies and with broad participation by the different stakeholders. The policies have highlighted the country's natural and cultural richness and have emphasized that tourism can be an important strategy for Ethiopia's development (MoCT, 2009). To make the sector more sustainable Ministry of Culture and Tourism prepared the Sustainable Tourism Master Plan (STMP) with the main aim of this STMP is to establish a national framework for sustainable tourism development with a view to contributing to socio-economic development and poverty alleviation covering 2015-2025 (MoCT, 2015).

To accomplish this, the GOE has established two new entities, the Tourism Transformation Council (ETC) and ETO. ETO is the marketing and promotion agency for tourism and its main aim is to form partnerships with other tourism stakeholders in Ethiopia, the region and the international community at large to meet the GOE's interest in developing the tourism sector (MoCT). Tourism in Ethiopia has always involved features of ecotourism. People who visit the Historic Route are also interested in the physical features of these areas and in the extent to which they are being protected (Henze, 2007). It highlights opportunities for tourists and other visitors to experience aspects of the country's ecology and natural endowments as well as unique features of its archaeology, history and culture. In recent years visitors have increased to other areas of major environmental interest: the Semien mountains, the Bale mountains, the Rift Valley lakes, and especially to the Omo valley and other parts of the Southwest. Eco-lodge development in some regions of the country has begun at different parts of the country. Some tour organizations are beginning to specialize in animal- and bird-watching tours, tours to observe indigenous forests and unusual geologic features (Henze, 2007).

2.4. Models and Components of Ecotourism

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

Figure 1: Components of Ecotourism



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

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

Table 1: Main Aspects of Ecotourism

Economic	Increasing the degree of capitalization of resources, especially the least known ones in order to achieve a reduction of the pressure exerted on the intensely exploited resources
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Ecological	Reducing and eliminating waste – if possible recycling them; a more rational use of all the resources
Social	Maintaining some occupations, traditional professions of the inhabitants in the areas, which determine the increase of the number of jobs by attracting the population into practicing different forms of tourism
Cultural	Capitalizing the civilization, art and culture elements that express a certain cultural identity and which develop the spirit of tolerance

Source: Stefanica and Gurmeza, 2010, Ecotourism – model of sustainable tourist development, Romania, p: 482

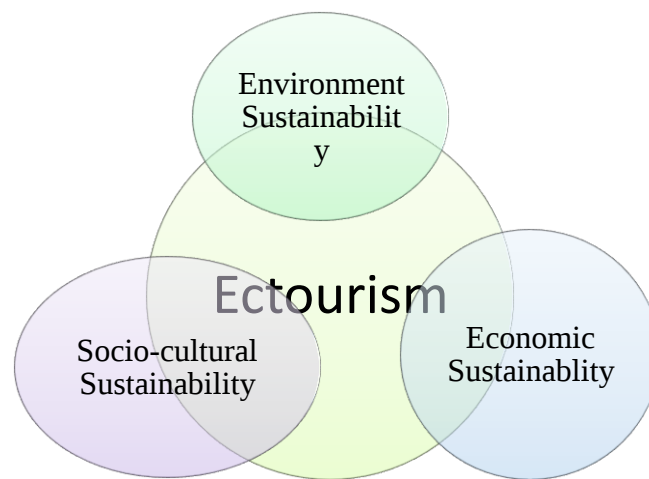
Hence ecotourism focuses on preserving and sustaining the diversity of the world's natural and cultural environments and also initiates hospitality providers to promote recycling; energy efficiency, water reuse, and the creation of economic opportunities for local communities are an integral part of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

4.5. Relationship of Ecotourism to Sustainable Tourism

Ecotourism and Sustainable Development is the most comprehensive overview of worldwide ecotourism available today, showing how both the concept and the reality have evolved over more than twenty-five years.

In the last years, the tendency in the tourism industry was that of return towards nature and towards the authentic cultural values. These driving a travel revolution which is causing mass travel and mass consumption which escalating impacts on fragile ecosystems, human health and social systems. Hence new disciplinary approaches are needed to minimize such impacts and to support the transition to lower impact tourism development which supports environmental conservations worldwide. Thus, the degrading effects of tourism have become a big concern of environmentalists, scientists, scholars, and researchers. With this in mind, the concept of sustainable tourism has emerged with the aim of reducing the negative effects of tourism activities, which has become almost universally accepted as a desirable and politically appropriate approach to tourism development (Salfonz, 2014).

Figure 2: The Triple Bottom principles of sustainability and ecotourism



Source: Researcher own compiled, 2019

Sustainable tourism exemplifies the relationship between ecotourism and sustainable development. For tourism to contribute to sustainable development it must be economically viable, environmentally sensitive and socio-culturally appropriate (Wall, 1997, in Kiper, 2013).

Ecotourism, as a sustainable form of tourism, is experiencing a trend of rapid growth in the tourism industry. Ecotourism is expressed as a sustainable tourism format where natural and cultural assets are conserved; where environmental impact is minimized, which proposes the participation of stakeholders; where the local culture is respected; and where the locals are provided with socio-economic benefits, which features educational characteristics in terms of environment and culture((Taner et al.,2016).

Ecotourism is the sustainable development tourism which is developed on the ecotourism resources (such as ecological landscape, ecological environment, ecological culture, ecological technology, ecological industry, ecological products, etc.) for content, and based on ecological civilization (Yang & Huang, 2011).

- Contributes actively to the conservation of natural and cultural heritage as well as sustainable use of bio-diversity.

- Includes local and indigenous communities in its planning, development, and operation, contributing to their well-being.
- Interprets the natural and cultural heritage of the destination to visitor(s).
- Lends itself better to independent travelers, as well as to organized tours for small size groups.

4.6. Ecotourism and Community

Ecotourism helps in environmental conservation and socioeconomic development. It also helps in increasing employment and entrepreneurship at a local level. Income and expenditure of local people will increase because of ecotourism. Participation in ecotourism, the education level, an increase in productive human capital and an increase in income can enhance people's livelihoods (Anup, Kedar, & Sapkota, 2015).

Ecotourism contributes both to environmental conservation and the economy. Ecotourism is a type of tourism broadly considered as an opportunity for local people to derive positive socio-economic benefits from tourism development while conserving the natural resources. Developing ecotourism in the rural areas will help to sustain viable rural communities and at the same time satisfy the preferences of the new breed of tourists (Kamilahet al, 2018).

In recent ecotourism arenas, active participation and involvement of local communities is considered to be a crucial step in the success of sustainable tourism planning and development (Jamal & Stronza, 2009), for they are the ones who are directly affected by the growth of tourism in their locality and its subsequent adverse effects on their way of life and thus their participation is of paramount importance.

As of Drumm (cited by Kamil, et al., 2018), community participation in ecotourism development is 'ecotourism programs, which take place under the control and with active participation of local people who inhabit or own a natural attraction'. Through the involvement of host communities, tourism can generate support for conservation as long as the communities derive some benefits. In order to make ecotourism to be successful and sustainable, the local community awareness and commitment are important (Kamilah, et al, 2018).

To achieve sustainable tourism development local communities need to participate in decision-making process. Local communities can take part in identifying and promoting tourist resources

and attractions that form the basis of community tourism development. To achieve long lasting outcome, communities need to be active participants rather than passive observers.

Theoretically, the role of local communities in tourism development in the context of policy and decision- making depends on the type and level of participatory approach within a tourist destination. According to Mannigel (2008) there are different levels of participation ranging from simple sharing of information to a full transfer of power and responsibilities. The power of the local communities to influence decision making as well as policy making will therefore depend on the level of .participatory approach being in operation in a particular destination

4.7. Factors Determining Local Community Participation in Ecotourism

Despite ecotourism's role in actively involving local communities in the development process, local communities rarely take part in tourism development activities with very limited participation or a complete exclusion from decision-making process, particularly characterized in developing countries (Tosun, 2000). Globally, tourism has been recognized as one of the drivers of socio-economic transformation because of its contribution to national development, poverty reduction and improvement of households' livelihoods (Sharpley, 2000).

Community participation in the development process is influenced by many internal and external factors that affect the overall environmental, economical and socio-cultural contexts of the area. External influences may include political changes or economic instability in the host or generating country while internal factors affecting local community participation include demographic, social or economic (Faiza et al, 2017).

Despite significant role of local community involvement in tourism, in many tourist destinations in particular, in developing countries, local communities seldom take part in tourism planning, development, and management processes and activities. Characterized by a highly centralized decision-making systems practice from top to down in which everything is controlled and managed by government institutions (Mugizi et al, 2017).

There are more contextually specific hindering factors. Each of these barriers is closely interrelated to each other and thus it is crucial to understand the mechanism and structures

through which they prevent local community members from actively participating in the process of tourism development (Kim et al, 2014).

Such determinant factors can play destructive roles in determining the achievement of ecotourism goals in the development areas by creating unfavorable relationships between local community and the environment. Understanding such factors is the basic fundamental and significant steps in applying effective ecotourism projects in a given tourism destinations. Local expect some type of benefits from the nature to protect for their survival rather than protecting the nature's own survival. This can creates mutual interdependency between nature and the locals.

According to Setty (1994) and Garrod (2003, self-interest, encouragement provided by local leaders, knowledge and skills, availability of time, resource and materials, interest in welfare of community, costs-benefits of participation, quick results, gender, age, pattern of local internal communication and influence of culture and religion are among factors inhibiting people's participation.

2.7.1. Socio-Demographic Factors

Socio demographic factors are among internal factors which have great influences on local community's decision to make active involvements in tourism related activities. People by nature have some areas of interests for engagement while they have dislike for some others. These external determinant factors may include the mixture of personal and social threats which may affect their decisions towards or against it.

As of Garrod (2003), social aspect refers to the ability of the local community to determine the social impacts of ecotourism development. Social empowerment will result in ecotourism making a contribution to the social cohesion and integrity of the local community, rather than detracting from it. it is most likely to be found in those communities where part of the net returns from ecotourism are recycled back into the local community in the form of investment in local infrastructure of the founding of social projects.

Attitude- Lawrence (1997, in Sangkyun et al, 2014) also argued that when people do not receive sufficient benefits from ecotourism, they are prone to develop a negative attitude towards ecotourism development. Lack of appreciation of tourism as a means of economic activities:

Perception- Local people's perception of tourism has examined the environmental, socio-cultural, and economic impacts of tourism on societies and individuals. The benefits and costs of tourism perceived by members of host communities and the degree and nature of a local person's contact with tourism and tourists has been shown to affect their impressions regarding the effect of tourism on their lives and the community.

The cultural limitations are deeply related to the operational limitations in that poor living conditions and/or low socio-economic status have been also perceived as a constraint in relation to limited capacity of local community (Sangkyun, et al., 2014).

Attitudes and shared beliefs- about a range of factors including money, customer service, imports, religion, cultural taboos, health, work, leisure, the environment; population growth and demographics, immigration/emigration, family size/structure, lifestyle trends, etc (Sangkyun, et al., 2014).

Knowledge and understanding of the principles and objectives of a participation approach are key factors associated with the intensity of people's participation leading local people to participate in group meetings, identifying problems and needs and plan for their group's activities. In other studies, age, length of membership, favorable attitude towards the group, income, and perceived benefits obtained from the group were found substantially associated with the intensity of their participation. In addition, the willingness to participate in a development activity is another factor to be considered as this will be greater when the people could see immediate benefits to be obtained from a project in which they are going to participate. Likewise, local people were satisfied with the community participation in local tourism development in various social, economic, and environmental aspects.

Those determinant factors include lack of awareness and limited capacity of poor local people (e.g., time, expertise, and financial resources), power disparities and distrust in tourism development authorities, and more. These limitations to community participation can be categorized into three dimensional aspects which are cultural, operational and structural (Dogra

& Gupta, 2012, Tosun, 2000, in Sangkyun et al., 2014). According to Kamilah, et al., (2018), family members' involvement in ecotourism, perceived environmental impacts by the communities, marital status and the distance of residence to the ecotourism areas are factors that influence the level of participation in ecotourism development while Faiza et al. (2017) added age, education level and monthly income, education, age, gender, occupation (Cristina & Marina, 2014) determinant factors to local community involvement in ecotourism activities.

Mugazi, et al., (2017), also identified households' characteristics such as level of education, engagement in the farm, provision of services to the tourists, income, and landholding are factors that significantly influenced households' participation in tourism while Stem, et. al. (2003) added age, cultural norms, religion, well being as other contributing factors for local community involvement barrier.

Kim et al., (2014, cited by Kala & Bagri, 2018, p: 320) also identified the following five key barriers to local community participation in ecotourism:-

1. Low education levels and lack of knowledge about tourism
2. Poor living conditions and lack of financial support
3. Busy daily routine and lack of time for tourism participation
4. Local community's perception of tourism as a seasonal business with low income
5. Power disparities, institutional disincentives and local's distrust in authorities

2.7.2. Economic Factors

Many findings show that economic factors are among core determinant factors influencing local community participation in any businesses, and particularly the influence is extent in the case of tourism sector. Local community's ability to make and take opportunities for economic development through the development of ecotourism through access to the productive resources that are being targeted by ecotourism is among economic aspects (Garrod, 2003). A community that is economically empowered is one where incomes are being enhanced and lasting employment is generated, where the economic benefits of ecotourism development are shared equitably among the community as a whole, and where the local community retains access rights to community's resources base.

Tourism activities are mainly consisting of tourists, a business, and an environment or community in which it operates thereby tourism phenomenon affects all these elements and it is necessary to spread its benefits to those parties. Communities livings surrounding the protected tourist destination areas are among highly affected elements. When we plan we must think for the community. The environment is an integral part of the development, in their improvised state; the community depends on environment for their livelihood and substance. Communities have to meet their urgent short-term needs by preying upon natural resources available in their surroundings.

They care more about extracting what they can today from the environmental resources than about conserving them for tomorrow due to lack of alternative economic opportunities which accelerates excessive exploitation of natural habitat. To make development sustainable, what are therefore required are strong poverty alleviation strategies that meet the basic needs of the community, and empower them in a manner which reduces their direct dependence on natural resources. So we are left with an option of the usage of resource but for this we have to calculate the extent of benefit we can take from the resources without harming them or we need to find out the limits or the economic efficiency of the resources.

According to Timony (1999 cited in Muganda, 2013); Sangkyun et al. (2014), poor living conditions, lack of financial support (lack in financial resources or have in adequate facilities to provide for tourists) are among economic factors that hinder local community participation in ecotourism. Muganda et al. (2013), also added lack of monetary resources, weak domestic economic relations, lack of economic control over decisions, lack of local skills and mechanisms to ensure fair distribution of benefits, poor commercial links and experience in planning, finance and product development are among the main economic factors constraint to effective local community participation in tourism businesses.

In addition to the above mentioned factors, growth rates, industry growth, seasonal factors, international exchange rates, International trade, labor costs, consumer disposable income, unemployment rates, taxation, inflation, interest rates, availability of credit, monetary policies, raw material costs, etc. are among determinant factors.

These causes low level of participation in tourism development in groups of poor individuals and also poor people have only limited opportunities to become involved in community tourism development activities while richer individuals have more opportunities to do so (Sangkyun et al., 2014). The main challenge for poor people in many local tourist destinations in the developing world is mere survival, which occupies all their time and energy (Tosun, 2000, in Sangkyun et al., 2014). This enforces most of the community members engage in subsistence farming. Some male residents go to work in the city as construction workers. It was merely impossible for them to do so.

2.7.3. Administrative Factors

Ecotourism markets are small, seasonal and sensitive to external influences such as political changes or economic instability in the host or generating country (Muhammad Israr et al., 2009). Funding and Incentives- In developing countries, particularly in Africa poor infrastructure, poor accessibility, the need for extra funding, an unskilled workforce, and weak management skills, non-existent levels of savings and strained international relations are the main determinant factors to develop tourism to the level of tourist standards (Causevic & Lynch, 2013; Novelli & Morgan, 2012). . An important factor that contributes to tourism as a form of development in developing countries is the establishment of Small and Medium Enterprises (SMEs) such as accommodation, restaurants, transportation, and travel services and promotion of community based tourism activities. Provision of incentives and subsidies to motivate locally owned tourism enterprises are among political decisions to promote sustainable development and natural resource conservation.

Safety & Security-A tourism destination can only thrive within an environment of peace because peace offers the opportunity for social development, economic development, cultural development, and growth as a whole. Political instability leads to a decline in the number of visitors as tourists are in search of an environment where they can enjoy themselves without fearing their safety and investors choose locations where investments are secure (Tang & Abosedra, 2014). So government has to work day and night with collaboration of concerned bodies to secure the safety and security of its tourist destination to attract large number of tourists and investors since private sector plays a significant role to close the gap that government is

unable to fill in terms of providing services and resources (Sweeney, 2008) because of limited budgets.

Institutional Capacity-Institutional capacity is often used as shorthand for a country's administrative and management capacity, particularly with respect to implementing economic policies. According to IMF, 2010, institutional capacity encompasses the following range of activities: the ability to collect the statistical information needed for effective policy implementation, the ability to effectively plan government expenditure and the delivery of public services at both the central and local government levels; the public sector's aid absorption and project implementation capacity; the effectiveness of agencies to fight corruption and enhance governance; the establishment and operation of appropriate regulatory and/or prudential frameworks for companies and banks; the making and enforcement of rules and laws and judicial reforms; the protection of property rights; and the promotion of competition and of a market-based economic system in general. Weak capacity results in government ineffectiveness to effectively carry out its own policies.

The destinations are located in marginalized areas characterized backed by lack of government intervention, lack of local community empowerment, and a lack of effective policies and affect local welfare (Coria & Calfucura, 2012 & Hall & Boyd, 2005, cited in Muganda et al., 2013).

Institutional and human capacity building are among the main types of capacity building efforts to be implemented to overcome capacity limitations. Institutional capacity building should be focuses on addressing capacity buildings beyond the provision of education and training of professionals. To be aims to enhance the capacity of governments, business, non-governmental groups and communities to plan and manage efficiently and effectively, to improve institutional arrangements. It also aims for coastal management. This implies addressing leadership, awareness, and constituency building are part and parcel of institution building at the national/regional/local level.

Administration- Administrative approaches either centralization or decentralization and participatory approaches in planning, organizing, directing and controlling can affect the overall systems of a given economic sectors. Redistribute authority, responsibility and financial resources for providing public services are among administrative factors. Imbalanced power of,

and distrust in, tourism development authorities are viewed as a hindering factor that affect to strengthen community participation in tourism planning and development process from both operational and structural levels of limitations (Tosun, 2006, in Sangkyun et al., 2014). Particularly, lack of trust in tourism authorities' makes local people reluctant to accept tourism development activities and their associated changes (Tosun, 2006).

Due to structural, operational and cultural limitations local community participation in ecotourism development is limited to specific areas or completely excluded, particularly in developing countries. Especially, the highly centralized governmental systems of developing countries as a limitation at the operational level make the participation of local communities rarely go beyond mere consultation and information exchange (Dogra & Gupta, 2012).

Bureaucracy- Bureaucracy is a tool of modern government, and government has an impact on economic development. Therefore, the bureaucracy has an impact on economic development. Whether the impact is positive or negative depends on the government's policy, and the effectiveness of the bureaucracy in carrying out policy. If a government actually opposes development, the bureaucracy can be used to suppress development by harassing business enterprises or actually forcing them to close (Mona Pryal, 2018)

If the bureaucracy meets the ideal of a professional workforce, promoted based on merit, and treating everyone the same, it will effectively implement the government's pro-development policy. If the bureaucracy doesn't meet this ideal it can impede development. For example, delays in construction and maintenance of infrastructure make the flow of material and finished goods more difficult and costly.

Funding and Subsidies- Subsidies granted based on cronyism with a bureaucrat rather than merit of projects may result in nothing more than a wasteful expenditure of government money with no contribution to development. And, of course, a corrupt bureaucracy that uses its licensing and other regulatory duties as a means of extorting bribes impedes development.

A government can encourage development by various means, such as providing infrastructure (roads, bridges, ports), by establishing and enforcing industrial and commercial standards, and providing subsidies to businesses

Thus, government participation is necessary in developing economies where tourism planning and promotion tend to be controlled directly by governments. The ecotourism activity should have a strong focus on learning through interpretation of local ecosystems and cultural heritage. There is need to formulate separate plan for sustainable ecotourism development to ensures conservation of natural and cultural heritage. Ecotourism activities can be remaining vital tool for economic development in the protected areas of the country with immense natural and cultural attractions.

Major activities of Government for ecotourism development were strategies, improving ecotourism products, improving accessibility, employment and training, marketing promotion, sustainable tourism development, investment, research and planning, safety and security. Initiatives of government for ecotourism development may include market segmentation, infrastructure development, and cooperation among state authorities, commercial interest, investment, local entrepreneurship, and participation. Others may include ecotourism developments such as ecotourism action plan, building institutional capacity; invest in ecotourism projects, creation of protected areas, image and branding, linkage to other types (Bhuiyan et al., 2011).

2.8. Principles of ecotourism

The practice or operation of ecotourism follows a set of principle and if they are not followed, a tourism operation simply cannot be identified that it is ecotourism.

According to Berlin Declaration of the International Conference on the relationship between biodiversity and tourism (1997 in two page declaration), ensuring sustainable development and management of ecological tourism is based on several principles of planning, namely:

- apply strict measures and attention to protect flora, fauna, and ecosystems and, where appropriate, archaeological sites, historical and local culture, specifically giving special attention to fragile ecological and cultural areas.
- Rules optimal accommodation capacity may be admitted, so travel arrangements should not be excessive and extremely crowded with tourists places;
- Creation of tourist eco friendly accommodation equipment using construction methods, style and local materials using low power devices and conveniently eliminating waste, the

accommodation has a density of lightweight construction (deck) to treat individual wastewater using biological means compact and solid waste composting is the maximum to be loaded into the truck.

- produce and disseminate a code of conduct for tourists and visitors about ecotourism and the provisions included in the code (which should take tourists);
- providing well prepared guides, informing tourists precisely to raise awareness about biodiversity and environmental resources and to build commitment to the environment;
- learning the local population to participate in tourism development in order to travel out of jobs and income , organize visits to educate tourists respect local culture and traditions, local economic activities.
- All interested partners, both private and public, must be involved in supporting sustainable tourism through the development of tourism products branded and codes of conduct for all participants in this activity (tourists, staff, local).

Since 1990, TIES framework for ecotourism principles was established Leah, Qwynne & Bricker, 2018, p: 1-2). As such, those who implement participate in, and market ecotourism activities should adopt the following ecotourism principles:

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness, and respect.
- Provide positive experiences for both visitors and hosts.
- Produce direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.
- Design, construct, and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous Peoples in your community and work in partnership with them to create empowerment.

Many groups have proposed sets of guidelines or principles for sustainable tourism and ecotourism tourism concern and the World Wildlife Fund for Nature developed a well known list of principles and guidelines in 1991.

Table 2: Principles for Sustainable Tourism

Using resources sustainably		The conservation and sustainable use of resources -natural, social, cultural, -- is crucial and makes long-term business sense
Reducing consumption and waste	over and	Reduction of over-consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism
Maintaining Biodiversity		Maintaining and promoting natural, social, and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry
Integrating tourism into planning	tourism	Tourism development which is integrated into a national and local strategic planning framework and which undertakes environmental impact assessments, increase the long-term viability of tourism
Supporting economies	local	Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account both protects these economies and avoids environmental damage
Involving communities	local	The full involvement of local communities in the tourism sector not only benefits them and the environment but also improves the quality of the tourism project
Consulting stakeholders and the public		Consultation between the tourism industry and local community's organizations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest
Training Staff		Staff training which integrates sustainable tourism into work practices, along with recruitment of personnel at all levels, improves the quality of the tourism product
Marketing responsibly	tourism	Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction
Undertaking research		Ongoing research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and bring benefits to destinations, the industry and consumers

Source: Principles for Sustainable Tourism (Blamey, 2001, in Kiper, 2013, p: 14)

2.9. Benefits and Impacts of ecotourism

Ecotourism can bring about economic, socio-cultural and environmental benefits for the government, private sector and local communities if well implemented. Economic, environmental, and social benefits that ecotourism provides are immense. According to Buckley (2008), Ecotourism is widely recognized for its positive impacts to environment, ecotourism operators and tourism lobbyists argue that the ecotourism has contributed to the economic, social and cultural development of the local communities by conserving and supporting the protected areas. Though ecotourism has multiple objectives to address, improvement of the economic condition of the stakeholders and harmonizing local traditions and culture are major objectives (Afenyo and Amuquandoh, 2014).

Major global policy initiatives taken by international development agencies show that the importance of ecotourism for sustainable development will continue to expand in the post-2015 period. In the UN World Summit on Sustainable Development Goals 2030 held in September 2015, world leaders agreed that they will ‘devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products’ (UN, 2015).

According to Belachew (2016, p: 31-32) and Green (2018), received from works of different scholars, the benefits of ecotourism in economic, environmental, and social terms have been identified as follows:-

Economic Benefits

Which is manifested through employment opportunities, stimulation profitable domestic industries like hotels and other lodging facilities, restaurants and other food services, transportation systems, handicrafts, guide serves, minimize leakage, ecotourism contribute a great deal of gross domestic product, foreign Exchange earnings, development of infrastructure, and transfer of income.

Environmental Benefits

Ecotourism is relatively less-pollutant industry, which can enhance the conservation and promotion of natural and cultural heritages, foster responsible tourist behavior, conservation of

important wild life habitats and ecosystem, best alternative activity to environmentally damaging activities like farming, logging and mining, encourages individual conservation efforts and encourages small scale infrastructure construction.

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.

Green (2018) explains the benefit ecotourism deliver for the environment, economy, and the tourist in detail.

Aesthetic Benefits

The advantages that ecotourism offer travelers are personal, but their effects are widespread. Through visiting areas of stunning natural beauty, seeing animals in their native habitats and meeting members of local communities, travelers can increase their awareness of the importance of conserving resources and avoiding waste. They're encouraged to live more sustainably at home, and they can also increase their understanding of and sensitivity toward other cultures. Additionally, travelers learn how to help support other communities, not by handing out free gifts like toys and stationery, but by buying local produce and goods. When eco tourists return home, they spread the message to their families, friends and coworkers.

All forms of tourism have impacts on the environment, economy and socio culture. The impacts of ecotourism tend to be concentrated in areas of the highest conservation value, hence the need to manage and minimize these. As of benefits ecotourism also have negative impacts and always connected to the natural resources, local culture and disturbance arose by ecotourism in their development etc (Mai Ly and Quynh Anh, 2011).

Clayton (2017, p: 3-5) identified some critics to be considered to maximize its positive impacts while efforts to be taken to minimize its negative impacts than regular tourism activities.

Cons/negative impacts/ of Ecotourism described as follows

Possible negative impacts/ cons

Threats to indigenous cultures: As a repercussion to relocating native groups, cultures and traditional practices become threatened. The growing number of tourists also puts a strain on the freedom of cultural expression. Natives are seen as a backdrop or prop during tour guides, objectifying culture groups and encouraging stereotyping. In less serious cases, the interaction between tourists and locals creates a gradual shift in culture. The more often native groups are exposed to travelers, the more they learn and adapt to cultural behavior patterns of the tourists. Relocation of locals, ecosystem degradation, travel impacts on the environment, and integrity of ecotourism organization are among its impacts.

Possible Solutions

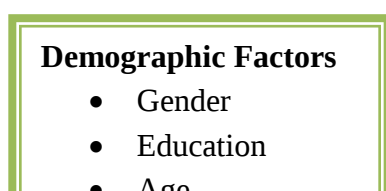
Choose genuine ecotourism programs. Apply the 4C's philosophy economy? include: conservation, community, culture and commerce, stay at green lodging services, reduce your carbon footprint, recycle always, bring eco-friendly toiletries, reuse anything you can, adhere to regulations, and buy local.

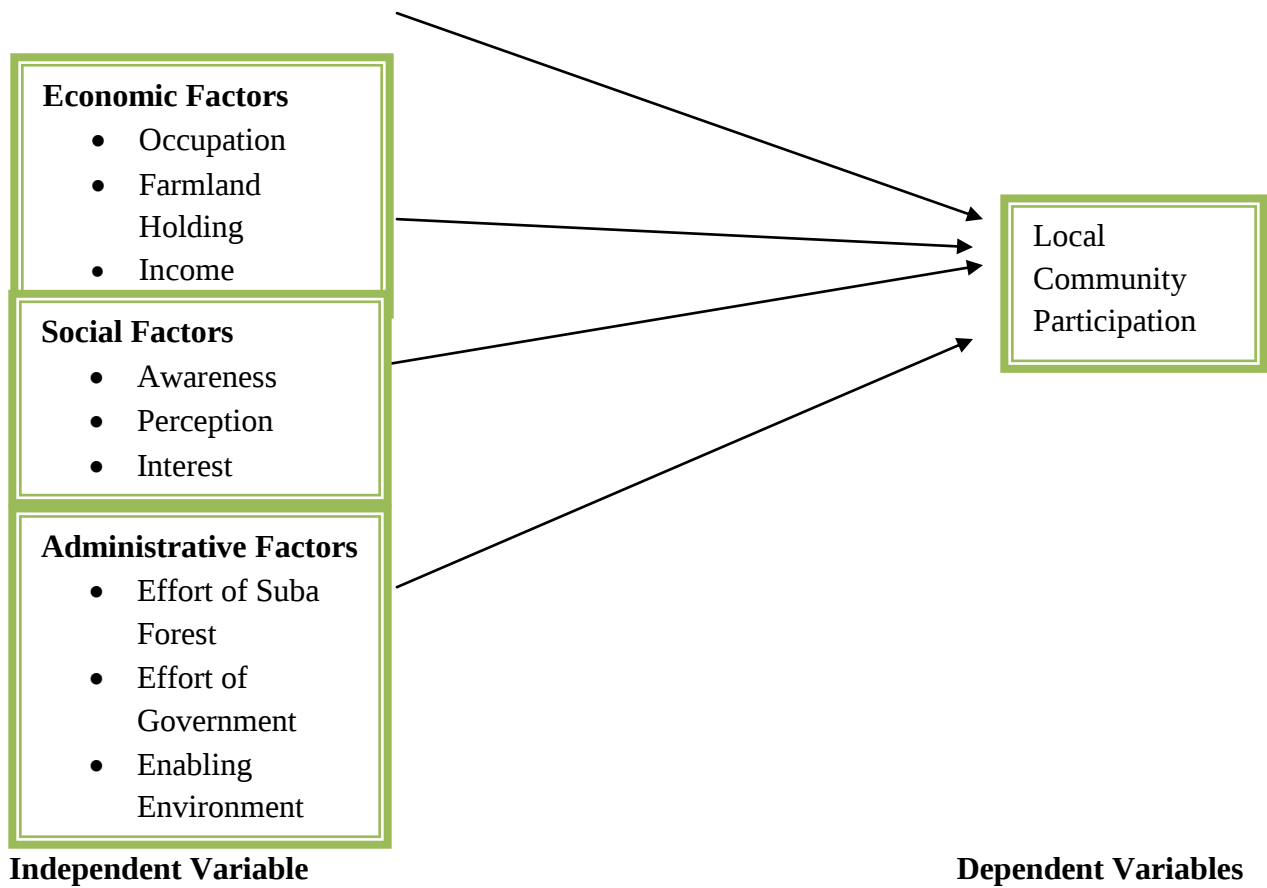
2.9. Conceptual Framework

The conceptual framework in a research is a diagrammatical presentation of the different variables being analyzed in the research study. The conceptual framework provides a clear outline of the interrelationship that will exists b/n the dependent and independent variables in the study.

The conceptual framework (Figure 1) reveals the relationship between local community participation as dependant variable and the four categorical variables demographic, Social, Economic and Political factors. In addition the conceptual frame work was constructed to reveal the relationship between local community participation and sub-categorical variables of the demographic factors (age, gender, education, marital status, Personal factors (awareness, interest and perception), political factors (Administrative Approach, institutional, bureaucracy and availability of funding and Incentives), Economic factors (occupation, size of the farm land and income), and. In addition, for the smooth running of the study, the alternative hypotheses were developed using each of the 4 categorical and 14 sub-categorical variable depicted on the conceptual framework.

Figure 3. Conceptual Framework





Source: Different Literatures and researchers own concept /2019/

Chapter Three

3. Research Methodology

3.9. Study Area

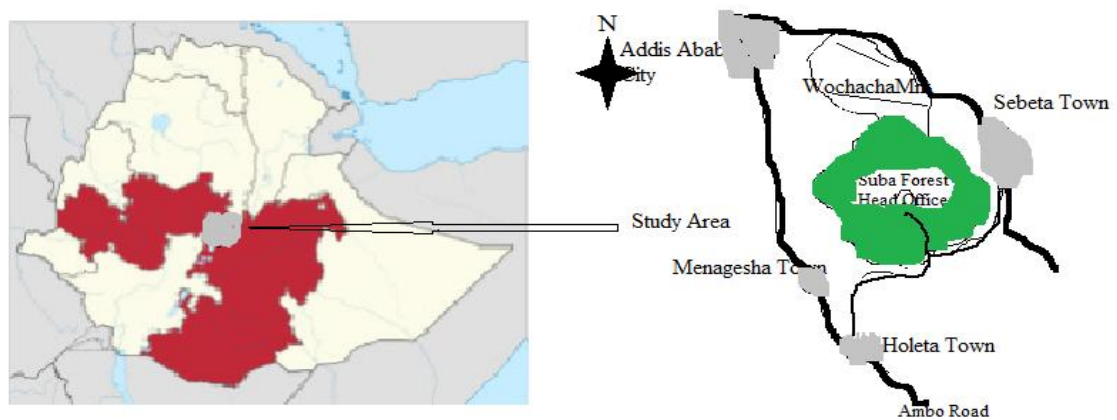
The study was conducted at the South West direction of the capital city of the country, Addis Ababa, in Special Zone of Oromia Surrounding Finfine, Oromia National Regional State (Figure 4). The subject of the studies is Suba Forest that is situated in between Wolmera and Sabata Hawas Woreda at about 50km west Addis Ababa. Suba Forest is one of the four sub-branches that are administer under Oromia Forest and wildlife Enterprise of Finfine branch, and it is the oldest protected area in Africa. Found at the coordinates of 38°33'59 E and 9°03'00 N, it is one of the few remaining highland forest blocks in the Central plateau of Ethiopia, dominated by *Juniperus procera* (Abayneh & Eman, 2017).

The forest covers 2500ha of natural forests and 1350ha planted species and endowed with many tourist attractions and as such is an excellent spot for walking, birding and wildlife spotting. Suba Forest offers a breath of fresh air and a very contrasting landscape of forest trails, endemic wildlife, birds, plant species and even trek to the summit of Mt Wuchacha (3380m).

The Forest represents the largest remaining patch of indigenous forest in the Addis Ababa area. Three towns are situated around the forest: Addis Ababa (the capital city of Ethiopia), Holeta and Sebeta. There are two roads to reach Suba, One is Holeta which is from the north of the forest and the other is Near Meta Beer Factory. The road from Holeta is near the forest while the road from Meta offers a good view but it's a long drive and too dusty.

It is endowed with many tourist attractions and as such is an excellent spot for walking, birding and wildlife spotting. Menagesha Suba Forest offers a breath of fresh air and a very contrasting landscape. On the western slope of this crater, some of the giant juniper and wanza (*Podocarpus*) trees are said to be over 400 years old. Rich habitat for plants many animals including the endemic Menelik's bushbuck, Anubis baboon, and white footed rat (Suba Forest, 2019).

Figure 4. Map of the Study Area



Source: Map of the country and compiled by researcher, 2019

The majority of the populations living around Suba Forest are dependent on subsistence agriculture. High population density (with agricultural land scrambling) put immense pressure on the forest territory. The community is predominantly Oromo people with their own traditional way of life and still practices the age-old customs and ceremonies with some sign of modern influences.

3.10. Research Design and Data Sources

Mixed research approach was used in the research. Descriptive and inferential research design was used for better understanding the factors that determine local community participation in ecotourism. Data was generated from both primary and secondary sources in order to achieve the research objectives. The primary data were obtained with the help of a questionnaire from local community using structured interview. Questionnaires comprised of closed questions were administered to gather information on the socio-economic and demographic profiles of the households, level of awareness, and factors determining their participation while semi-structured interviews were collected in one to one basis.

3.11. Sampling Design and Sampling Strategy

For questionnaire the study involved 206 households from four kebeles surrounding the Suba Forest which includes Barfa Tokkoffaa, Wachacha, Menagesha Kolobo & Nano Suba. These kebeles were purposely selected in consultation with experts of the forest and Wolmera Woreda Culture and Tourism Office. Geographical proximity, attachment to the forest, and direct or indirect involvement in the forest has been used as benchmarks. The selected kebeles have 2060 households and it is from this population that the researcher was selected the sample populations. Delice (2010), confirmed that in survey research, 100 samples should be identified for each major sub-group in the population and between 20 to 50 samples for each minor sub-group.

Hence, with 95% confidence level and 0.05% sampling errors, 206 people were taken as sample size. Respondents were selected randomly from the sample size. Because random sampling is good in giving an individual's an equal chance of being selected. Thus, 206 questionnaires were distributed to and collected from selected kebele's communities in accordance to the following proportionate based on percentage allocation of total households of each kebele against the total sample.

Table 3: Total Household Size and Sample Size

S/N	Name of Kebeles	Total household Size	Sample Size
1	Barfata Tokkoffaa	431	48
2	Wochacha	376	40
3	Menagesha Kolobo	593	56
4	Nano Suba	678	62
	Total	2078	206

Source: Wolmera Woreda Health Office, 2019

Concerning interview, two ecotourism experts and one manager were interviewed from Suba Forest while two data was gathered from two experts of Wolmera Woreda Culture and Tourism Office whereas respondents were selected based on purposive sampling methods.

3.4. Data Collection Methods and Instruments

In order to gather adequate information for the study structured questionnaire, interview, observation, and document analysis were used.

3.4.1. Questionnaire

A questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents. Usually, a questionnaire consists of a number of questions that the respondent has to answer in a set format. A distinction is made between open-ended and closed-ended questions. An open-ended question asks the respondent to formulate his own answer, whereas a closed-ended question has the respondent pick an answer from a given number of options. The response options for a closed-ended question should be exhaustive and mutually exclusive.

For this study, close ended questions were used to effectively manage the responses of respondents. The questionnaire employed for the study was divided into five main sections namely, socio- demographic characteristics of respondents, community awareness of ecotourism, perception of community towards ecotourism, interest of local community to engage in ecotourism and political factors that may hinder local community participation on ecotourism. The responses to the questions were based on five-point Likert scales with 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. According to Kamilah et al. (2018), the use of Likert type scale in tourism research could produce high validity.

For easy use, the questionnaire was translated to local community's native language Afan Oromo and distributed to the sample respondents.

Fieldwork was undertaken from January to February, 2019. The questionnaire was administered because the majority of respondents had limited literacy and could not complete the questionnaires on their own.

3.4.2. Interview

Interview was the second important data gathering instrument in this study. In order to obtain deeper information related to the ecotourism potentials and challenges in the study area, a structured interview were employed with three groups of respondents: one forest administrative head, two forest experts, and two Wolmera Woreda Culture and Tourism Office experts. These three groups of respondents were selected for interview in the believe that more information could possibly obtain from them due to their position in the day to day activities and leadership.

3.4.3. Personal observation

This type of data collection is used to acquire information from primary sources in which the researcher is the primary instrument for monitoring and data collection. It is also the third important data gathering instrument in this study. This method was used to gather information related to ecotourism attractions, facilities, accommodations, accessibilities, and available challenges.

3.4.4. Document Analysis

Document analysis was also the other essential data collecting tool of the study. Various documents from Suba Forest Office and Wolmera Woreda Culture and Tourism Office were collected and analyzed to validate and substantiate the information gathered by the structured interview.

3.5. Methods of data analysis

The main purpose of this study was to assess and identify factors determining local community participation in ecotourism activities at Suba Forest. Collected data through using questionnaire were analyzed and presented through both descriptive and regression data analysis. Descriptive statistics were employed to analyze frequency, mean and standard deviation while correlation and regression were employed to analyze the relationships existed between dependent variable/ local community participation/ and independent variables/demographic factors, social factors, economic factors ,p/ and the effects that independent variables have on the dependant variable. To efficiently run the process Statistical Package for the Social Science (SPSS) version 21 was

used to summarize the data for easy interpretation for the purpose of analyzing the factors determining local community participation in ecotourism activities at Suba Forest. The frequency was used to analyze the demographic characteristics of the respondents, the mean and standard deviation value was used to describe the average level of agreement by the respondents against the factors that determine their involvement in ecotourism activities using a five-point Likert scale questionnaires. The data of the questionnaires were analyzed using descriptive analysis and Simple Linear Regressions.

Collected data through using interview and observation were analyzed and presented through description, narrating and interpreting the results deeply and contextually using descriptive statistics. Secondary data was gathered and analyzed by reviewing office documents from Suba Sebata and Wolmera Woreda Culture and Tourism Office, published and unpublished reports and researches in order to gather facts on natural tourism resources and current status and future plan of the forest.

3.5.1. Research Model

According to Hoffer et al., 2010, a conceptual data model is a representation of organizational data. The objective of a conceptual data model is to show as many laws about the meaning and interrelationship among data as are possible. Simple linear Regression model is adopted as the research model.

$$Y=f(X_1, X_2, X_3)$$

Y= local community participation, f= function of X1, X2 and X3 X1= demographic factors, X2=social factors and X3=economic factors with their own sub variables.

Thus the equation could be described as follows

$$Y= \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + e$$

Whereas, Y= local community participation, β_0 = constant term, β_1 = Beta coefficients, X_1 =Sex of respondents, X_2 =Age of respondents and X_3 =Educational level, X_4 occupation, X_5 Size of farm land, X_6 = Average annual income, X_7 = Awareness, X_8 = Perception, X_9 = Interest, and e= the standard error

The study analyzed factors determining local community participation in ecotourism at Suba Forest

3.6. Reliability and Validity Tests

Reliability is a measure of the stability or consistency of test scores. In the case of this research reliability test was done with statistical tools such as Cronbach's alpha, simple correlation, t-test and Pearson's correlation were used to estimate the theoretical reliability coefficient.

In all cases reliability coefficient shown consistency while Cronbach's alpha coefficient was 78.6. Also before conducting regression tests, validity tests which includes checking of the model's assumptions, overall model evaluation, goodness of fit statistics, validation of predicted probabilities and statistical tests of individual predictors were done.

3.7. Ethical Considerations

The respondents were treated politely and with respect in order to avoid misunderstanding between the enumerators and respondents and they were informed of the purpose of the study. Each respondent was politely requested to fill the questionnaire and assured of confidentiality with regard to any information they provided.

Chapter Four

4. Data Analysis and Interpretation

4.1. Characteristics of Respondents

About 53% (80) of the respondents were male while the rest was female. On the other hand, 13.6% (28) of the respondents were single while about 68.4(141) were married and 11.7 %(24) was widow (Table 4). The result of the data indicates that majority of the respondents are married which indicates that high demand of searching additional alternative economic opportunities to supplement the lives in which ecotourism can be used as an option.

Table 4: Sex and Marital Status of Respondents

Sex of respondents	Frequency	Percent
Male	109	52.9
Female	97	47.1
Total	206	100.0
Marital Status	Frequency	Percent
Single	28	13.6
Married	141	68.4
Divorce	13	6.3
Widow	24	11.7
Total	206	100.0

The majority of the respondents 75.2 %(156) were within the age range of between 26-47 while the remaining 8.9 %(18) was within the age range 48 and above the age of 55 (Table 5). This concludes that the majority of the respondents are within productive age group with the potential to evolve them in ecotourism activities through capacity building and empowerment. In areas with high unemployment rate with high productivity age group, creation of economic opportunities with extensive job opportunities like ecotourism is recommended. Thus, ecotourism can be used as the best option to eradicate unemployment rate in the area.

Table 5: Age of Respondents

Category	Frequency	Percent
18-25	32	16.5
26-31	45	21.8
32-39	66	32
40-47	45	21.8
48-55	16	7.8
above 55	2	0.97
Total	206	100.0

About 20.4% (42) of the respondents were illiterate while 54.8% (113) of the respondents were attended primary and secondary levels of education (Table 6). About 16.9% (35) of the respondents were completed high school while the remaining were obtained certificate and above. The result of the study revealed that most of the local communities of the area are with the education level below secondary school level and this indicates that their exposure to ecotourism concepts and realities was low whereas they can be empowered with simple effort from concerned bodies. Respondents' with level of education of high school have better ecotourism awareness's and understanding which contributing to their level of interests to involve in ecotourism related activities.

Table 6: Educational Background of sample respondents

Educational Background	Frequency	Percent
Illiterate	42	20.4
Primary School	57	27.7
Secondary school	56	27.1
High School complete	35	16.9
Certificate/Diploma	13	6.3
Bachelor Degree	3	1.5
Total	206	100.0

About 57.3% (116) of the respondents were engaged in agriculture and about 16.9% (35) of them were engaged in daily labor (Table 7). This shows that the majority of the residents of the study area are either engaged in agriculture or daily labor which most likely contributes to the low level of living standards. The result revealed that people of the area can easily shifted to ecotourism which can bring them alternative income opportunities to improve their living standards. On the other hand people with occupation with better income have low interest to engage on ecotourism than people without alternative economic opportunities and bringing alternative economic opportunities for the local community can reduce dependency on natural resources.

Table 7: Occupation of Sample respondents

Occupation	Frequency	Percent
Agriculture	116	57.3
Trade	18	8.7
Daily Labor	35	16.9
Hand Crafts	15	7.3
Wage earner	22	10.7
Total	206	100.0

About 15% (31) of sample respondents didn't have farm lands at all and the remaining respondents have a farmland that range from 0.5- 4 hectares (Table 8). This can make ecotourism an appropriate alternative area of engagement for the majority of the local community. Availability of large number of people with no farmland or small size of farmland indicates that they are with the search for alternative economic opportunities as their primary economic sources. This can enable to provide ecotourism as an alternative economic engagement tools to solve areas environmental, economic and socio- cultural problems.

Table 8: Size of Farmland of respondents

Hectare	Frequency	Percent
0.5-1 ha	38	19.4
1-2 ha	65	31.6
2-3 ha	44	21.4
3-4 ha	25	12.1
>4 ha	3	1.5
No farm land	31	15
Total	206	100.0

About 35.5% (71) of respondents earn annual income of 10,000-15,000 while about 20.9(43) earn annual income of 15,000-20,000. 18.4% (38) of them earn an annual income between 20,000-25,000 whereas 16.9(35) of them earn an annual income between , about 19% (29) of them earn an annual income between 25,000-30,000 while only about 12.1% (25) earn an annual income of above 30,000. This shows the average annual income of the majority of local community in the area is low. This can be used as a stimulant to motivate local community to be engaged in ecotourism activities.

Table 9: Average Annual Income of respondents

Average annual income	Frequency	Percent
10,000-15,000	71	35.5
15,000-20,000	43	20.9
20,000-25,000	38	18.4
25,000-30,000	35	16.9
above 30,000	25	12.1
Total	206	100.0

4.2. Factors Affecting Community Participation

4.2.1. Mean and Standard Deviation Analysis

The study used descriptive statistical analysis to assess how factors related to local community affected their participation in ecotourism activities using descriptive data analysis methods. The factor analysis was used to determine the most prominent factor on local community participation in ecotourism activities at Suba Forest. The analysis was based on likert scale measurements of responses. According Harry and Deborah (2012), a likert scale with a series of individual questions that have Likert response options that participants are expected to answer and combined to describe a given trait, using means and standard deviations is recommended.

In the case of this study, mean and standard deviation was chosen as analysis tool to effectively describe the determinant factors by combining them into a single composite score/variable.

4.2.1.1. Awareness on Ecotourism as Determinant factor

Having adequate knowledge and understanding on the importance of ecotourism by local community have crucial roles in their active participation (Tosun, 2006). Level of awareness among the community on the importance of ecotourism plays important roles which in turn is crucial to determine the level of motivation of the local community to take part in the tourism activities. In many developing countries there is general lack of understanding and knowhow about eco-tourism (Kiper, 2013). This may be one of the main reasons beyond the failure of natural conservations to meet their intended target.

Table 10 shows that the knowledge and understanding of respondents about Suba Forest as tourism destination had a minimum response of 1 and a maximum response of 4 on the likert scale, with the highest mean of 2 and the standard deviation near to 0.6. Respondent's level of awareness on the potential of the forest to develop ecotourism was low with the mean of 2.43 and the standard deviation of 0.689. The score of responses on level of awareness on ecotourism's economic, environmental and social significance was also low with the mean near to 2 and the standard deviation of near to 0.5. Majority of them do not have clue on the advantage of the presence of the forest as tourism development potential.

The overall response had a minimum of a 1, a maximum of 3 with a mean of 2.31 and standard deviation of 0.4 which indicates below average. This indicates that the overall awareness level of the respondents about ecotourism is very low and lack of awareness can be regarded as one aspect of determinant factors contributing to the low level of local community participation in ecotourism.

Table 10: Ecotourism Awareness

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Having adequate knowledge and understanding about tourism	206	1	4	2.00	0.613
Having knowledge and understanding on tourism resources of Suba Forest	206	1	4	2.10	0.553
Suba Forest and its environs have potential to develop ecotourism	206	1	4	2.43	0.689
Ecotourism can be used as an alternative economic activities and sources of income for the community of area	206	1	4	2.39	0.577
The presence of suba forest as additional economic and job opportunities to the area	206	1	4	2.45	0.608
The development of tourism has a decisive role in conserving the forest and its environs	206	1	3	2.25	0.530
Having knowledge and understanding on ecotourism benefits	206	1	3	2.27	0.490
Ecotourism capacity to alleviate areas economic, environmental and socio-cultural problems	206	1	4	2.27	0.530
Presence of tourism activity in and around suba forest	206	1	4	2.67	0.720
Grand Awareness	206	1	3	2.31	0.405

Generally the level of local community awareness about concepts related to tourism, tourism resources of the area and benefits of tourism were very low. This implies that there is a need for capacity building and training programs to promote sustainable tourism development and improve capacity of locals to address environment and development issues. There is a growing

recognition that sustainable policies, plans, and action have more chances of implementation when they are supported by an educated and well informed people (UNEP, 1999).

At the same time, the community has rarely benefitted from the forest management's activities in the forest, such as timber production. No revenues have been shared or channeled back into the community. Previous researches also supported the findings that community has never participated in tourism activities, except that they aware that tourists visit the forest and the park gets revenue from this activity and this has led to a continuing conflict between the forest managers and the community (Meron et al., 2018).

Knowledge and understanding of the principles and objectives of a participation approach are key factors associated with the intensity of people's participation leading local people to participate in group meetings, identifying problems and needs and plan for their group's activities (Pantong 1996).

Data from interview with Suba Forest's General Director and Experts also revealed that their level of understanding about ecotourism was didn't to the level of expectation yet experts were more conscious than administrators on ecotourism concepts, current level of local community participation, the gaps, areas of local community involvement. Administrator think ecotourism as a visit of tourist to the site while experts assume ecotourism as any tourism activities takes place within the natural attractions. All consider ecotourism as any type of tourism activity that involves a visit to tourist destinations with natural tourist attractions. They simply perceive ecotourism as tourism activities that take place within natural settings. However, their understanding on areas ecotourism potential was far better than their ecotourism understandings where all agreed with the statement that the area is endowed with tourist appealing natural, historical and cultural attractions within a strategic location.

According to the interview respondents from the forest, the forest is the home to many indigenous floras and faunas, including the endemic ones. The area offers many chances for walking, birding, wildlife spotting, trek to the summit of Mt Wuchacha, a breath of fresh air and forest trails, camp sites ,It has 3 camping sites and some rooms at the base of the camp.

Secondary data findings also revealed that Suba Forest as public enterprise with a mandate to conserve the natural forest and Wolmera Woreda Culture and Tourism Office with a mandate to identify, develops, manage and promote tourist destinations for the goal of economical, environmental and socio-cultural benefits, they were expected to have adequate knowledge and understandings about tourism. Not only having by them, it is also their responsibility to empower local communities to have adequate awareness to voluntarily engage in the tourism activities to improve their living standards.

As a concept and principle, ecotourism is more than just what is mentioned by them. Taner, Nasibe, Elif and Coskun, (2016), expressed ecotourism as a form of sustainable tourism where natural and cultural assets are conserved; where environmental impact is minimized, which proposes the participation of stakeholders; where the local culture is respected; and where the locals are provided with socio-economic benefits, which features educational characteristics in terms of environment and culture. Ecotourism generates local jobs and income and provides opportunities for local community to earn their livelihood at local level through a sustainable way.

Ecotourism is one strategy for supporting conservation and providing income for communities in and around protected areas through generating revenues that can be used to sustainably manage protected areas, providing local employment and inculcating a sense of ownership in local community (Rome 1999, cited in Kiper, 2013). According to Abdullah (2008), active local community participation also can improve natural resource utilization through involvement of community leaders in decision makings to upgrade their managerial skills which builds sense of ownership and responsibility.

4.2.1.2. Perception of ecotourism as determinant factor

The perception and attitude local community holding towards tourism can be considered as determinant factor to be engaged or not to be engaged in tourism related businesses. If local community developed negative attitude towards ecotourism, their involvement becomes low and they may be develop further destructive behavior. Lack of information and exclusion from participation can be regarded as contributing factors. As shown in Table 11, the response for image of local community toward ecotourism had a minimum of 1 and a maximum of 5 on the

likert scale with the highest mean of 2.79 and standard deviation of 0.717. Respondents have little clue on tourism' characteristics as seasonal business. The value of mean and standard deviation for statements that ecotourism can increasing living costs, threat their cultures and norms, displace them from their farm lands have a mean of near to average i.e. 3.

The overall responses had a minimum score of 2 and a maximum score of 4 with the highest mean of 3.03 and standard deviation of 0.382 which indicates above average rating on the likert scale for perception variable. This may be due to low level of awareness and understanding about ecotourism. Lack of adequate understanding about positive and negative impacts of ecotourism can be considered as the main influences for local communities' partial attitude. Hence, the result revealed that there is a need to improve local community's perception and attitude towards ecotourism through capacity building and empowerment for better understanding and support which in turn can encourage active participat

Table 11: Perception towards ecotourism

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Tourism has good image within the local community of Suba Forest & its environs	206	1	5	2.79	.717
Tourism is a seasonal business and I have a fear to engage on it as a primary business activity	206	3	5	3.59	.657
Existence and expansion of ecotourism at Suba Forest and its environment can threat the cultures and norms of the society of the area	206	2	5	3.10	.801
Local community of the area perceive tourism as opportunities to improve their living standard	206	2	5	3.14	.830
Expansion of tourism at Suba Forest and its environs may increase living costs on local community	206	2	4	3.15	.792
I believe that tourism development at Suba Forest and its environs displace local people from their lands	206	1	5	3.42	.762
Grand perception	206	2	4	3.03	.382

Theoretically, Michael (2009) argued that tourism development contributes positively towards poverty alleviation and improvement of services, employment and training projects and increase awareness of the changing way of life, which increases in participation by the community. In addition active local community participation can increase their attitudes towards promoting local traditional and culture, generation of economic benefits for the local community, opened the process of decision-making and distribution of these economic benefits to the local population (Piyaphan and Suwipa, 2009).

Various researches argued that local community's perception about tourism as a seasonal business with low income, unfavorable attitude towards the benefit to be rendered from the activities and perceived benefits obtained were found substantially associated with the intensity of their participation (Kim et al., 2014).

Ecotourism is the most preferable type of tourism because of its connection with nature, culture and heritage. It supports active local community involvement in all levels of development so they benefit from conservation, economic development and education. By bringing residents into the business of ecotourism, not only can local people meet their economic needs, but they also can maintain and enhance the sense of place that is critical for guaranteeing long-term conservation.

4.2.1.3. Interest towards ecotourism as determinants factor

Interest was also another personal threat that has great impacts on personal decision to participate on specific areas. Having or not having interest can be considered as crucial steps for individual's decisions to go further in that specific matter.

As shown in table 12, interest to participate in ecotourism activities had a minimum response of 1 and a maximum response of 5 with the mean value of 3.05 and the standard deviation value of 0.982, which indicates moderate agreements on the statements whereas the value for their response on ecotourism's benefits on natural and cultural protection 3.09 and 0.785 mean & standard deviation values respectively. Also the score of the values on motivations and willingness of local community to participate in ecotourism, their interest to make ecotourism their main source of income and their motivation and support to support ecotourism development is moderate with the score near to 3. The overall response for interest shows a minimum of 1 and

a maximum of 5 on the likert scale, with the highest mean of 3.07 and the highest standard deviation of 0.695, which indicates moderate rating scale on the likert scale for interest variable.

The overall result shows that the interest and motivations of the local community to engage in tourism related business is not much enough and their hope to improve their livelihood through tourism is also low in this case. Improving local communities' ecotourism awareness can be received as a tool to increase the interests of the local community to participate in ecotourism related activities.

Table 12: Interest of respondents towards ecotourism

Statements	N	Minimum	Maximum	Mean	Std. Deviation
I have interest to participate in ecotourism related activities in and around suba	206	1	5	3.05	.982
Involvement of local community on ecotourism can increase natural and cultural protection of the area	206	2	5	3.09	.785
Local community have interests to solve their economic difficulties through ecotourism activities	206	2	5	2.98	.773
Local community of the area have high interest to participate in tourism related activities	206	2	4	3.02	.680
I have interest to make ecotourism may main source of income	206	1	5	2.90	1.022
Local community have high interest to support ecotourism development at Suba Forest	206	2	5	3.37	.765
Grand Interest	206	2	5	3.07	.695

Interest to participate in a development activity was also another factor to be considered as it will be greater when the people could see immediate benefits to be obtained from a project in which they are going to participate (Gurung 1981:34). Likewise, local people were satisfied with the community participation in local tourism development in various social, economic, and environmental aspects.

4.2.1.4. Effort of Suba Forest to promote ecotourism Development as Determinant Factor

Ecotourism plays a key role in the economy of developing world by improving the economic conditions of the local communities and generating income for their livelihood. Ecotourism aims to create viable and sustainable tourism opportunities, while improving the lives of the local people living near the protected area (Israr et al., 2009). But active community participation requires commitments from those assigned as responsible body to run administrative roles of those protected areas to involve local community of the area in its planning, development, and operation.

As shown in the table 13, the effort and motivation of Suba forest to involve local community in tourism activity shows a minimum response of 1 and a maximum response of 3 with the mean and standard deviation response of 2.34 and 0.575 respectively while the forest's effort to increase the capacity of local community, willingness involve local community, the relationship it has with local community, efforts to support community based ecotourism associations, effort to work in collaboration with other governmental institutions to expand community based ecotourism response shows the mean value near to 2 and the standard deviation near to 0.73 which indicates below average rating. In addition the least value was scored in administrative approach of the forest with states that the present administrative approach with the score of 1.88 and 0.741 mean and standard deviation respectively which indicates that the forest follows up-down administrative approach. The overall effort of the forest had minimum response of 1 and a maximum response of 4 with the mean response of 2.36 and a standard deviation of 0.71 which indicates below average rating on the likert scale for forest's effort.

Generally lack of effort and willingness from Suba Forest can be regarded as one of the determinant factors for absence of local community based ecotourism activities. Hence, the issue needs special attention from all levels of governmental institutions to examine their administrative approaches.

Table 13: Effort of Suba Forest to promote ecotourism

Statements	N	Minimum	Maximum	Mean	Std. Deviation
The effort and motivation of Suba forest management to involve local community in tourism activity is very low	206	1	3	2.34	0.575
There is timely capacity building programs from the forest for local community to participate in ecotourism activities	206	1	4	2.27	0.720
willingness to work with the local community on tourism is good	206	1	4	2.25	0.744
Participatory approach to involve local community in all aspects of tourism development	206	1	4	2.27	0.732
Local community have good relationship with the forest management	206	1	4	2.16	0.743
The forest management follows bottom up relationship in ecotourism aspects with the local community	206	1	4	1.88	0.741
Suba Forest's effort to work collaboration with other governmental institutions to expand community base ecotourism is enough	206	1	4	2.28	0.625
Efforts of the forest management to support community based ecotourism associations is good	206	1	4	2.07	0.564
Grand Effort	206	1	4	2.36	0.71

Ecotourism plays a key role in the economy of developing world by improving the economic conditions of the local communities and generating income for their livelihood. Engaging host communities in the decision-making process makes the planning process more effective, equitable and legitimate, since those who participate are representatives of the whole community and therefore project collective interests as well as those of their own group (Israr et al., 2009).

As a concept, local participation in development activities is regarded as a bottom-up process that empowers disenfranchised groups thus providing them with opportunity to have a say and greater control over decisions and activities that affect their lives and well-being (Francis, Jim &

Joseph, 2017). But in developing countries, planning and development of sustainable tourism is often criticized for failing to address needs of local stakeholders even though many rely on natural resources (Buckley, 2012; Narloch,, Pascual & Drucker, 2012, cited by Meron, et al., 2018).

Interview responses with Suba Forest district manager and experts also revealed that the area was visited by both international and domestic tourists due to its natural attractions throughout the season in which all tourists are coming to the area with either their own motivations or by the help and consult of Addis Ababa based tour operators. Lack of support and concern to support tourism activities through tourism infrastructure and facilities expansion with active stakeholder's involvement in service provision, promotion, operation and monitoring of the entire activities resulted in low satisfaction of tourists and lack of economic gain for all environmental conservation, economic gain and socio- cultural improvements.

Tourism development in the Suba Forest is at its initial phase due to poor quality of current tourism infrastructure facilities and services, unavailability of public transport, low quality of infrastructures including dusty road to the area, unavailability of equipped tourist information center, lack of promotion and information provision of the area as tourism destination can be regarded as the main constraints to the development (Meron et al.,2018).

Regarding the relationship between the forest and the local community of the area, the manager of the forest believes that the current relationship between their organization local communities is good and supported with statement:-

But experts reflected their views in different ways and states that “ *Still acceptance of natural protection in the local level is very low and they assume as government from its beginning focus on its own needs rather than local community needs and see the activities of the forest as a strategy to displace locals from their land for own benefits. This creates hostility rather than harmony relationship and few have relations with the management and they think as the forest has doing its business on the expense of local community.* “

Relationship can be measured by the presence of understanding and cooperation between the each side. Willingness, acceptance, idea sharing, commitment, of each party can be recognized as elements of relationships. Having good relationship creates supportive and effective working

environments which can facilitate achievements. Whereas in the case of the study area one way communication and understanding to solve all problems can be regarded as the crucial determinant factors for weak relationship and understanding between the forest and the community.

In relation to the forest attempt to encourage local community participation, the manager assumed as the jobs created in plantation during summer season, in guards and in wood manufacturing/ timber production and engagement of two people in service provision as local community participation while experts understood that these were not the only ways to involve local communities in the development and doors to be open for full access of local community in all levels of tourism developments whereas managers forwarded as there are future plans of participating local community in ecotourism activities. Experts also pointed out that community participation is only manifested in service provision outlets and sometimes in escorted tourists on individual bases as a chance when requested by tourist or tour guide if they take overnight in the camp or during their trek to the Mount Wochacha.

According to Meron et al., 2018, and Duguma, 2015, the current management approach denies the local community access to forest resources which forced them to access the forest illegally and the focus of the park administration on timber production are the main obstacles to active local community participation and natural protection that intern might be adversely affects the areas overall developments. The community living adjacent to the Suba Forest is agrarian with subsistence agriculture as the basic livelihood activity. Agricultural land productivity is low, and the dependence on the park's forest products is high (MOA, 1998, Cited by Mero et al. (2018). This magnifies the need to create alternative economic opportunities to improve local communities' economic problems and natural forests protections.

Concerning areas of local community involvement in ecotourism activities the manager have doubt on areas of local community participation due to lack of ecotourism concepts while experts suggested local tour guiding, escorting tourists during their trekking and camping, savior shops, horse rental, service provision including lodging and meals as areas of local community participation in tourism related activities. They also pointed out that support and encouragement

has to given from all concerned bodies focusing on local communities capacity building and financial supply to encourage their involvement.

According to Cater, revenue sharing, entrepreneurship and employment as well as sale of tourist merchandise are the forms in which community involvement in ecotourism could manifest.

Participation of host communities in ecotourism development and management could range from the individual to the whole community, including a variety of activities such as employment, supply of goods and services, community enterprise ownership and joint ventures.

Exclusion of people in host communities from ecotourism development could hamper their socio-economic development and the sustainable management of natural and cultural resources especially in view of the fact that the natural resources are their main source of livelihood.

Regarding areas potential to solve environmental, economic and social problems, the respondents agreed that the presence of the forest have so many opportunities for the area in many ways including balancing weather condition, protecting soil erosion, and source of wood, grazing and job opportunity. But limitation of ecotourism knowledge and skill to exploit areas tourism resources are the main obstacles overlooked while they are optimistic about the future rather than the current status in participating and benefiting local community. Specifically experts of the forest mention that *“Availability of such resources within its own natural settings surrounded by indigenous local community with indigenous knowledge, if properly managed and developed environmental issues can be solved through participatory conservation, economical issues can be improved through new alternative income generation activities while socio-cultural conditions can be improved through local community total improvement. But this needs commitments and willingness from public institutions to accept ecotourism as a tool in the developmental plans in the future while forest’s current approach in conserving the nature and expansion of tourism activity is weak with the mainly focus on expansion of commercial activities which brings immediate profit for managerial purposes”*.

Rural areas like Suba Forest are often preferred for the ecotourism practices because they contain a combination of natural and cultural resource assets. These areas have immense potential to attract great attention as ecotourism destinations. In this context, identifying, maintaining and sustaining the specific values (special characteristics) in rural areas are of importance in terms of the continuity of ecotourism activities.

However, considering its triple bottom concepts of environmental, socio-cultural and economic benefits with the main focus on nature, culture, local community and tourists, it opposes the principles that in is inclusive. All activities are planned, organized, operated and implemented by external bodies where tourists are coming to the area with the help of Addis Ababa based tour operators and all guiding, transportation, and accommodation services provided by the tour operation company while some tourists visit independently. Tourists are expected to pay only for entrance fee which is also collected and used to cover administrative costs (Suba Forest, 2019).

Secondary data from the forest and other sources shown that the Forest was started to be administered under Oromia Forest and Wildlife enterprise, Shegar Branch, Suba- Sebata District. Suba Forest is one of the four branches under the administration of Suba-Sebata District.

The Oromia Forest and Wildlife Enterprise was established with the aim of ensuring conservation, sustainable development and the use of forest and wildlife resources in its concessions through community participation; to ensure supply of forest products to domestic and international markets by enhancing the forest industry; and subsequently contribute to regional and national socio-economic development endeavors. The enterprise intended to undertake sustainable conservation and development activities to benefit the community through effectively manage the forest and wildlife resources to play a significant role of in the development (Suba Forest, 2019).

But, it was not able to make the communities beneficiary from the forest and wildlife resources and also couldn't helped to improve the forest condition and livelihoods of the community living in the surrounding areas. These may be due to lack of implementation of formulated plans by involving stakeholders from its scratch. Its effort and willingness to closely working with district level government institutions including the lowest administration systems, with involvement of local community and partner NGOs at grass roots level. Also collaborates with like-minded international and local organizations working in key areas of sustainable forest management, biodiversity conservation, climate change and adaptation and participatory natural resource management are among limitations (Suba Forest, 2019).

One of the places where participatory Forest Management was not as successful as others is around Suba forest. Most of its coverage's were devastated. The forest try to follow up-down

resource protection system in which local communities were excluded from decision making which in turn diminishes their sense of ownership and confidence. Rather than standing in the side of protection objectives local communities are against the protection activities due to lack of inclusive approach from each sides of the institutions (Meron et al., 20018, Bekele, 2014 & Duguma, 2015).

The productivity of the land around Suba is decreased in which the people living here are support seekers and the income of the society decreased by more than 60%. One of the most dominant reasons for this is estimated as deforestation. The peoples around this forest are in severing poverty and they devastated it and still in a position of devastating which affect both the people of the country and themselves directly and indirectly. They prepare charcoal; fire wood, and other wood product particularly from natural forest. They are always been captured by guards though most of the guards leave them deliberately by taking some amount of money from the people which is one means of income generation for the guards and the local community (Bekele, 2014).

By considering these limitations the enterprise has endorsed a new directive, which has been implemented since December 18, 2017 aimed at maximizing the benefit the communities get their respective local forest and wildlife resources. Apart from ensuring the communities' economic benefits, it would also contribute in sustaining the natural and wildlife resources. Besides, the directive would help the communities to develop a sense of ownership. Forest products would be sold based on the enterprises' procedures and forest management plan. Using the local forest and wildlife resources, the communities could earn a living without harming the forest ecosystem. The enterprise has also developmental activities like constructing schools, roads and the like (Suba Forest, 2019).

It was also observed from field observation that the forest has immense ecotourism potential at a strategic location with a short distance from the capital city of the country, Addis Ababa, which creates additional comparative advantages for both international and domestic tourists with shortages of money and time to go distances to satisfy their holiday needs and wants. For those peoples want to take rests out of the urban busy life within the most preferable tourist destinations, the area have potentials to provide with amazing natural attractions includes different flora species including jungle forests, different species of faunas, different species of

birds, amazing landscapes mount trekking are the main attractions the site have to offer. Most of the forest boundary is covered by natural forests while there are also newly planted species of trees and these create very comfortable climates and weather conditions for the visitors. The site has four trails through which visitors can reach their places of interests to observe areas specific floras, faunas, museum, and waterfalls. Each trail has their own specific unique attractions which can take visitors from two to four hours. There are also three camping sites and areas of gathering and camp fire for people come in groups.

In addition to the forest, there are also different tourists attractions with high potentials to maximize tourists stay at the area which creates further opportunities to increase tourist expenditures if integrally developed. These attractions sites stretches from Menagesha Kolobo town of Wolmara Woreda at the north to Sebeta town at the South which include Born Free wildlife conservation, Menagesha Kolobo mountain and its monasteries, and Markos church and Museum.

Having such magnificent tourist attractions couldn't benefit the area in environmental socio-cultural and economic terms due to weak industry knowledge, lack of effective tourism policy, lack of skilled man power to formulate and implement effective tourism plan, lack of marketing and promotion. Lack of standard facilities and services purposely established to provide services negatively affected tourist's satisfaction. Only simple standard service provision café, limited motel like bedrooms and few basic standard rooms are there at the head quarter of the forest.

In infrastructural terms, there is no internet services, no water supply, the road to the forest from both Sebeta and Holeta is not comfortable for tourists with dusty, ups and downs while there is no electric supply at all, the forest itself uses generator for office operations. Accommodation facilities are also available only at Sebeta and Holeta towns whereas only few standard bedrooms are there at the head quarter of the forest. No equipped tourist information center, souvenir shops, transport facilities to the area except own rental transports from the capital, no professional tour guide, camping equipments,

Tourists come to the area with their own information or with the guidance of Addis Ababa based tour operators rather than the efforts of marketing and promotion and majority of them are coming for one day visit while others are coming to rest in camping. In their entire visit they are

escorted by their own guides while in some cases they ask the help of the guards for their safety and security purposes.

Ecotourism development near protected areas such as forest reserves exclusion of the local communities who depend on the natural resource in those areas not have long existence because most of them are often imposed from the upper level by excluding local communities from the planning, preparation and implementation phases of ecotourism development processes.

Ecotourism is expressed as a sustainable tourism format where natural and cultural assets are conserved; where environmental impact is minimized, which proposes the participation of stakeholders; where the local culture is respected; and where the locals are provided with socio-economic benefits, which features educational characteristics in terms of environment and culture.

Tourism can be sustainable if development meets the needs of tourists and local residents while protecting future opportunities. Ecotourism offers benefits for local residents, conservation, development and educational experiences. Ecotourism is a sustainable form of natural resource-based tourism. It focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and their habitats, as well as cultural artifacts from the locality ((Taner, et al., 2016).

4.2.1.5. Government Effort to Promote Ecotourism as Determinant factor

Tourism development has been greatly influenced by government involvement in the areas of public policy and planning, development studies, infrastructural expansion, product development, marketing and promotion, human resource development, institutionalizing, funding and incentives, safety and security are among the many (Causevic & Lynch, 2013). Supporting nongovernmental organizations, increasing local community awareness, supplying credits, supporting tourism related projects are also areas of governmental involvement in tourism.

The success of tourism is also influenced by the effectiveness of the public sectors that assigned to run the overall activities. Ineffectiveness in formulation of tourism policy, strategize tourism goals towards collaborative advantage rather than competitive advantage, decision making, lack of skill and profession to have clearly stated and consistent plan, and efforts to organize stakeholders towards common vision can be manifested through institutional ineffectiveness. In

addition willingness and efforts of financial institutions in supplying financial resources, collaboration of public to public and public to private institutions to overcoming challenges and establishing good working environment can contribute or determine ecotourism development.

As shown in Table 14, the minimum and the maximum response for collaboration of governmental institutions to expand ecotourism was 1 and 4 respectively while the mean and standard deviation value was 2.28 and 0.725 which shows below average ratings. The effort of Wolmera Woreda Culture and Tourism Office to increase local communities' ecotourism awareness and to expand community based ecotourism score response had a minimum of 1 and a maximum of 4 values with the mean value of near to 2 which indicates below average ratings. Budget allocated by government to expand ecotourism infrastructures at Suba Forest, efforts of wolmera woreda cultura and Tourism Office & Forest management to solve areas socio-economic problems with consultation of the locals, efforts of government to solve financial & capacity challenges and attention and effort of government to expand community based ecotourism result shows the minimum response of 1 and the maximum response of 4 with the mean value near to 2 which indicates below average on likert scale.

The overall response indicates a minimum response of 1 and a maximum response of 4 with the mean of 2.17 and a standard deviation of 0.653 which indicates below standard ratings on the likert scale for government effort.

The result revealed that the effort from the governmental institutions mandated to manage the tourism activities of the woreda was very weak to develop community based ecotourism. In order to develop integrated tourist destination in accordance with the concept and principles ecotourism having effective public institution is mandatory to organize and manage the overall activities with rules and regulations.

Table 14: Government Effort to expand ecotourism

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Effort of local government to work in collaboration with other governmental institutions to expand ecotourism is good	206	1	4	2.28	.725
Effort of Wolmera Woreda Culture and Tourism Office to increase local community participation in ecotourism	206	1	4	2.22	.644
Wolmera Woreda Culture & Tourism Office give timely ecotourism awareness for the locals	206	1	4	2.10	.642
Government allocate adequate budget to expand ecotourism infrastructures at Suba Forest	206	1	4	2.19	0.738
Attention and effort of government to expand community based ecotourism is at Suba Forest is very good	206	1	4	2.11	.634
Efforts of government to solve financial & capacity challenges is good	206	1	4	2.11	.574
Efforts of wolmera woreda cultura and Tourism Office & Forest management to to solve areas socio-economic problems with consultation of the locals	206	1	4	2.22	0.644
Grand effort	206	1	4	2.17	.653

Data obtained from semi-structured interview also revealed that even Wolmera Woreda Culture and Tourism Office experts understanding and knowledge about ecotourism were very low. Most of the experts and management members are newly assigned peoples from different sectors and professions. They think ecotourism as community owned forest management and mention as the woreda has two communities owned forests which is not included Suba Forest. In addition the expert assigned on the position is not a professional and have no clue about ecotourism and ecotourism resources of the woreda and she comment as she may start in the near future.

Even the expert assigned as ecotourism expert don't have adequate information on area's tourism resources. In order to know the potential of the as ecotourism destination, there is a need to deeply assess area's natural and manmade resources yet people in the office have the same information as outsiders on the presence of Suba Forest. They do not have contacts with the forest which implies them office as a mandated public institution didn't play its parts to make the areas ecotourism resources to be commercialized by creating comfortable working environments for stakeholders involving in the tourism sectors and other supportive public institutions.

Data obtained from semi-structured interview justified that weak collaboration and commitment of Suba Forest management and Wolmera Culture and Tourism Office regarded as the main factors for passive local community participation in tourism related activities. The two offices are expected to work in collaboration on areas tourism activities by involving other stakeholders to expand participatory tourism activities. do not have even relations with the forest They do not want to talk about their current status rather they want to explain their future commitments to improve their performances.

Though the area has immense potential for ecotourism development, experts in the office have little information about them. Lack to understand areas potential for ecotourism development, current economic challenges of the locals and one way approach for natural resource conservation puts pressure on natural resources and local community. Low farmland productivity, high unemployment rate, unavailability of alternative economic activities and income, dependency on natural resources are among the major challenges of the area. Weak efforts and commitment from public institutions to overcome such challenges through searching available potentials and opportunities and exploiting such opportunities through active participation of stakeholders are among determining factors for the presence of such challenges.

Ecotourism is a model of tourism that envisages an alternative way of development that conserves natural areas and promotes social welfare and economic diversification within a framework of sustainability in economically marginalized communities (poor, indigenous, rural) (Garraway, 2009).

Bhuiyan et al., (2011) advocates that government participation is necessary in developing ecotourism where tourism planning and promotion tend to be controlled directly by governments

in formulation of ecotourism action plan, building institutional capacity; invest in ecotourism projects, creation of protected areas, image and branding, linkage to other stakeholders.

In relation to collaboration between the forest and local community, collaboration can exist if and only if there is and cooperation between the office and the forest..

One of the main challenges to the current ecotourism development in the area is lack of collaboration among stakeholders in the development. Effective collaboration and cooperation can exist if and only if there will be mutual understandings and willingness to work together for the betterment of each other. Willingness, acceptance, idea sharing, commitment, of each party can be recognized as elements of relationships. Having good relationship creates supportive and effective working environments which can facilitate achievements.

The status of their awareness, knowledge and understanding, attitude, willingness and effort to make tourism an economic development tool to solve their economic constraints, the status of their resource ownership, are among the constraints to stakeholders active involvement. In areas located at rural areas surrounded by agrarian communities with high population density and higher unemployment, bringing alternative way of using such resource through active community participation is crucial.

Regarding the level of local community participation in the ecotourism activities the experts of the office pointed out that they simply have information as there are tourism activities at the area and they do not have information on the status of local community participation since they do not have relationship with the forest. This shows that the office is simply holding the name rather than engaging on its mandated activities of employing area's tourism resources to play their roles in contributing to support government strategy that aim at eradicate poverty.

As of Dologlou, (2016), major ecotourism stakeholders that should be involved in ecotourism planning, development, and operation includes tourists, suppliers, local governments, accommodation, tourism agencies, local communities, NGOs, ecological groups. So as far as the primary responsibility is in the hands of public institutions which is expected to coordinate and facilitate all stakeholders and pave ways for its goal oriented activities, the office do nothing and even they didn't have full knowledge and contact on the study area.

But ecotourism principle state that ecotourism development is inevitable without local community participation since its main focus is to conserve natural resources it is impossible to meet the target without the will and involvement of local community whose livelihood is attached to the t natural resources. Without creating alternative income resources for the local it can be survive for a while. Whether to protect or to conserve local must decide what to be done for them with active engagement of all stakeholders.

In the case of determinant factors, the office has nothing to forward. In order to know potentials, opportunities and challenges full knowledge and understanding about the topic area is required. Wolmera Woreda Culture and Tourism Office as the primary regulatory government agency in planning, programming, coordinating, implementing and in the development and promotion of the tourism industry, both domestic and international, in coordination with attached agencies and other government instrumentalities, the office itself is one determinant factor.

The office as government organization with responsibility to develop ecotourism action plan, building institutional capacity; invest in ecotourism projects, creation of protected areas, image and branding, linkage to other stakeholders do nothing in this terms (Bhuiyan, et al.,2011). So lack of governmental support can be regarded as determinant factors for lack of local community participation in the study area.

In addition to lack of having clear and structured tourism plan which provides an organized and structured framework for tourism development and promotion, inefficiency in That includes things like planning for accommodations, transportation, tourist activities, legislation and regulation, and marketing and promotion.

4.2.1.6. Enabling Environments as Determinant Factor

Community participation is to a large extent dependent on the supportiveness on the environments in which ecotourism activities will occur. Whether external or internal environmental factors have destructive or constructive power they can play crucial roles. Out of the many enabling factors management system of the government whether centralized or decentralized, its formality and legal issues are simple or complex, whether public institutions are simply accessible or not, whether its management is supportive or not, all can determine the extent of stakeholders' participation in political sensitive sectors like tourism.

As shown in table (15), clarity of policy and plan of the government on ecotourism, governmental institution's willingness to hear to local community and to provide timely responses and legal frameworks and formalities individuals to pass through to get credits had a minimum of response of 1 and a maximum response of 4 with a mean response less than average and a standard deviation of near to 0.700. Whereas the incentive given for the local community to start the business, provision of enough credits by financial institutions for the local community and easily accessibility of governmental institutions for the local community had a mean score of 1.8 and a standard deviation of near to 0.7 which indicates the lowest response in likert scale.

The overall response for enabling environment shows a minimum score of 1 and a maximum score of 4 with the mean value of 2.05 and a standard deviation of 0.703 which indicates lack of enabling environments for local community participation in ecotourism.

Thus, it require efforts from concerned governmental and non-governmental organizations to formulate independent ecotourism policy and plan, to inculcate ecotourism related plans, to access the local community and solve their immediate problems and to simplify the complex of legal formalities for the future success. Attention given by local, zonal or regional governments for tourism development as economic tools in the study area is very low. It may be the result of either lack of industry knowledge and capacity limitation or lack of attention for the sector.

Table 15: Enabling Environment

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Policy and plan of the government on ecotourism is clearly identify roles and responsibilities of each stakeholders	206	1	4	2.25	.687
All governmental institutions are easily accessible for the local community	206	1	4	1.85	.745
Governmental willingness to hear to local community & provide timely responses is good	206	1	4	2.22	.726
Legal frameworks and formalities individuals to pass to get financial credits is clear and good	206	1	4	2.29	.655
Financial institutions provide enough credits for the local community to start tourism businesses	206	1	4	1.81	.692
The incentive given for the local community to start the business is enough	206	1	4	1.81	.736
The present infrastructural facilities are enough to run tourism businesses	206	1	4	2.06	.681
Grand enabling environment	206	1	4	2.05	0.703

Data from structural interview with Wolmera Woreda Culture and Tourism Office also support the result from likert scale. Either the office as public institutions or an expert assigned on the position to identify, develop, and promote area's tourism resources for its economic, socio-cultural and environmental goals, they all couldn't play their roles. Understanding the status of local community participation needs detail information on the area's current ecotourism activities, current players in the processes, current challenges and opportunities and current local community's status of involvement by assessing the process from its grass roots. But this needs professional knowledge and commitment to repeatedly assessing the area and working in collaboration with concerned bodies.

At the same time solving developmental challenges and obstacles requires having area's detail ecotourism potential, opportunities and challenges with the levels of stakeholder's awareness and involvement. In this regard the office itself has low information about the area and this

determines its capacity to have detail understandings of the resources and to develop strategies that promote stakeholders involvement in the sector. In the case of the office they are not at the level of problem identification, and even they do not have detail understanding about area's tourism resources, stage of tourism development and current challenges and opportunities.

In developing countries, particularly in Africa poor infrastructure, poor accessibility, the need for extra funding, an unskilled workforce, and weak management skills, non-existent levels of savings and strained international relations are the main determinant factors to develop tourism to the level of tourist standards (Causevic & Lynch, 2013; Novelli & Morgan, 2012).

Martinez et al. (2018) concluded that destinations located in marginalized areas characterized by lack of monetary resources, local skills and mechanisms to ensure fair distribution of benefits, in addition to poor commercial links and experience in planning, finance and product development needs governmental intervention to overcome such difficulties. Lack of effective policies and economic control over decisions and lack of skills and knowledge to run the business reflects the necessity of empowerment in entrepreneurial, development, sustainability and preservation of natural resources.

4.2.2. Correlation Analysis

The study used correlation analysis to identify the relationship between dependant variable and independent variables using Person's correlation matrix. To determine the level of relationship, Bruce's (2009) correlation determination coefficient was adopted in the case of this study.

4.2.2.1. Categorical Variables Analysis

The person's correlation matrix (Table 17) indicated that the relationship between independent variables (demographic, social, economic and administrative) and the dependant variable (local community participation). As of Bruce's correlation coefficient determination rule, the correlation between local community participation and demographic factors have moderate value of 0.370 which shows the moderate relationship while social factors showing moderate correlation value of 0.419 which shows moderate relationship between local community participation and social factors. Highest correlation to local community participation was recorded for the economic factors with correlation coefficient of 0.845. The correlation result in the table show that the

cumulative influence of demographic, social, and economic factors in determining local community participation in ecotourism activities in the study area was high.

Table 16: Results of categorical variables correlation

Control Variables		demographic factors	Economic factors	social factors
LCMP	Correlation	.370	.845	.419
	Significance (2-tailed)	.000	.000	.000
	Df	206	206	206

4.2.2.2. Sub Categorical Variables Analysis

As shown in Table 18, Person's correlation matrix indicates that the value of relationship between independent sub-categorical variables (sex, age, marital status, perception and interest) with the dependant variable (local community participation) was weak based on Bruce's correlation coefficient determination rule with the value of 0.106, 0.005, 0.065, 0.243 and 0.213 respectively. The correlation between local community participation and Educational level, Occupation, , income and awareness showing high person's/r/ value of 0.360, 0.338, 0.488 and 0.456 respectively which is therefore argued that each variables has moderate relationship with the local community participation while highest correlation value to local community participation was observed for farmland holding with coefficient factor of 0.7. The correlation result in the table show that the cumulative influence of demographic, social, and economic factors in determining local community participation in ecotourism activities in the study area was high.

Table 17: Results of sub-categorical variables correlation

Correlations										
Control Variables	Sex	Age	Educational	Marital Status	Occupation	Size of farmland	Average Annual Income	Awareness	Perception	Interest
Local Community Participation	.106	.005	.360	.065	.338	.674	.488	.456	.243	.213
	.195	.956	.000	.431	.000	.000	.000	.000	.003	.009
	206	206	206	206	206	206	206	206	206	206

4.2.3. Results of Regression Analysis

The study was done to evaluate the influences of each variable on local community participation in Suba Forest and its environments through examining the variables (age, educational background, marital status, size of farm land, awareness, perception, interests and administrative approach) by applying linear regression on SPSS version 21.

4.2.3.1. Categorical Variables Analysis

Model of Goodness of fit

At 95% confidence interval, a significant value (p- Value) of 0.000 and F-Value 283.604 was recorded as shown in the above model of fitness table. Thus shows that the regression model has a probability of zero of giving the wrong prediction. Therefore, the regression model used is a suitable prediction model for explaining the factors influencing local community participation on tourism related businesses at Suba Forest and its surroundings.

Table 18: ANOVAs Results for Categorical Variables

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.488	4	4.372	283.604	0.000 ^b
	Residual	2.235	206	.015		
	Total	19.723	206			
a. Dependent Variable: LCMP						
b. Predictors: (Constant), demographic factors, social actors, , Economic factors						

Model Summary

In a model Summary, Table (19), the “R” value is used to indicate the strength and direction of the relationship between the variables. The closer the “R” value is to 1, the stronger the relationship. In the above model, $R = 0.942$. This means that in overall, there was a strong and positive relationship between the variables. The R Square in the study was found to be 0.887. This value indicates that the independent variables (social factors, Economic factors, and demographic factors) can explain 88.7% of the variance in local community participation in the case of Suba Forest and its surroundings.

The coefficient of determination is 0.942; therefore, about 94.2% of the variation in the local community participation data is explained by the constant variables. The regression equation appears to be very useful for making predictions since the value of r^2 is close to 1

Table 19: Model Summary of Categorical Variables

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.942 ^a	.887	.884	.124	.887	283.604	4	206	.000
a. Predictors: (Constant), social factor, Economic factor, demographic factor									

4.2.3.2. Results of Coefficient of Determination

All the predictor variables statistically produced significant results, i.e. $p < 0.05$. The result of the regression equation show that in all cases, prediction variables were rated zero, local community participation could be 0.724. All the predictors have positive relationships with the dependant variable except demographic factors which exhibit negative relationship and this shows that an increase in one variable results in an incremental results in the other variables. ,

Thus, one unit increase in economic factors leads to 1.088 increases in local community participation while one unit increase in demographic factors leads to 0.458 decreases in local community participation. A unit increases in social factors leads to a 0.289 increase in local community participation.

Local community participation equation =

$$0.724 + 1.088(\text{economic}) - (0.458) (\text{demographic}) + 0.289(\text{social}) + 0.130$$

Table 20: Categorical Variables Coefficient of Determination

Model	Coefficients						
	Un standardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	0.724	0.130		5.566	0.000	0.467	0.981
Demographic factor	-0.400	0.037	0.458	10.815	0.000	-0.473	0.327
Economic factor	0.436	0.016	1.088	26.439	0.000	0.404	0.469
Social factor	0.322	0.038	0.289	8.534	0.000	0.247	0.396
a. Dependent Variable: Local community participation							

4.2.3.3. Sub-Categorical variables

As the above table shows Table (21) shows the significance value for sex, age, educational background, marital status and occupation is greater than the significance value/p-value/ > 0.05 , with the value of 0.445, 0.682, 0.178, 0.869 and 0.636 respectively. Hence their contribution to determine local community participation in the case of Suba Forest is insignificant. In addition their standardized coefficients or Beta is equally shows zero value which means they have no impacts on the local community participation.

On the other hand, the rest of sub-category variables have significant impacts in determining local community participation in the case of Suba Forest with highest influence was scored by size of farmland and followed by average annual income with 0.763 and 0.638 values while all have significant value of zero.

One unit increase in size of farmland leads to 0.763 increase in local community participation, one unit increase in average annual income leads to 0.638 increase in local community participation, one unit increase in local community awareness about ecotourism leads to 0.159 increase in local community participation, one unit increase in local community perception towards ecotourism leads to 0.100 increase in local community participation, one unit increase in local community interest to participate in ecotourism leads to 0.182 increase in local community participation, , other things assumed remain constant.

Local community participation equation = 0.763(size of farmland) + 0.638(average annual income) + 0.159(awareness) + 0.1(Perception) + 0.182(Interest)

Thus, the sub-categorical variables size of farmland, average annual income, awareness, perception and interest are found to be statistically significant determinants of the extent of local community participation in ecotourism activities at Suba Forest.

People with large farm land have low participation interests and intention than those with small size or no farmland and large number of people without farmland can be used as a motivation mechanism to attract many participants in the ecotourism activities. Whereas people with high income prefer less to participate in ecotourism activities, the presence of large number of people with low annual income or without job can be used as stimulant to involve large number of local community in the ecotourism activities including local businesses.

Low level of ecotourism awareness backed by weak perception and interest among local community, the level of local community participation was greatly affected and resulted in totally exclusion from involvements.

Table 21: Sub-Categorical Variables Coefficient of Determination

Coefficients							
Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	4.217	.001		.069	.945	-.001	.001
sex of respondents	6.386	.000	.000	.765	.445	.000	.000
age of respondents	2.382	.000	.000	.411	.682	.000	.000
educational background	6.617	.000	.000	1.354	.178	.000	.000
Occupation	1.700	.000	.000	.475	.636	.000	.000
Size of farm land	.167	.000	.763	14.464	.000	.167	.167
average annual income	.167	.000	.638	55.451	.000	.167	.167
Awareness	.143	.000	.159	32.691	.000	.143	.143
Perception	.095	.000	.100	5.523	.000	.095	.095
Interest v	.095	.000	.182	13.566	.000	.095	.095
a. Dependent Variable: LCMP							

Chapter Five

5. . Conclusion and Recommendations

5.1. Conclusion

The descriptive results indicated that the overall mean response for awareness on ecotourism shown that the main stakeholders i.e. local community, Suba Forest staffs and Wolmera Woreda Culture and Tourism Office staffs have low knowledge and understandings on ecotourism concepts and principles. These implies that the absence of understanding and knowledge among those crucial bodies with crucial responsibilities and the rights to promote ecotourism may contributed to low level of ecotourism developments, since low understanding leads to low performances and achievements. The local communities of the study area are out of the tourism activities with potential to play a vital role in promoting ecotourism development and management which is the currents recognized at the worldwide level as the main instrument to stimulate local economic development and natural resource protection. However this can be achieved if attitude and awareness of the host community and other concerned stakeholders is reshaped through efforts to increase capacity buildings on the benefits ecotourism can render by concerned bodies.

The descriptive results also proved that low awareness leads low level of interest and perception towards ecotourism while weak efforts from Wolmera Woreda Culture and Tourism and Suba Forest to empowering local community to make ecotourism their main economic activities through capacity building, financial supply, infrastructural expansion and creating supportive environment were found as the core limitations. Despite of the existence of such amazing ecotourism resources with distance comparative advantage lack of inclusive ecotourism planning, knowledge, collaboration created hindrances to the development.

The correlation and regression results found that demographic, social, and economic factors were the major determinant factors to local community participation in ecotourism. Among the 9 sub-categorical variables, 5 of them were statistically significant in determining local community participation in ecotourism activities. Size of farm land, average annual income, awareness, perception and interest are those variables which significantly determine the level of local community participation in ecotourism activities. The study found that local community participation was

determined at great extent by farmland size, followed by average annual income, while awareness, interest and perception determine at medium extent. The biggest impediment to engagement in ecotourism was administrative approach.

The major social factor that negatively affected the local community participation in the case of Suba Forest was lack of ecotourism awareness on its environmental, economic and socio-cultural benefits. Lack of ecotourism awareness on ecotourism further leads to low interest and perception to make ecotourism their main income sources.

The demographic factors have greater affects on local community participation in ecotourism developments which explained through age, sex and educational levels. People with higher age have low interests to engage in ecotourism because of factors connected to age increment that diminishes the interest to face new trends and challenges while youngsters have a motive to face new challenges with new sprit. Sex also proved as crucial demographic factor in influencing local community decisions to involve in ecotourism activities. Men have more interests than women to participate in ecotourism developments whereas respondents with high educational level have more understanding about ecotourism concepts however the cumulative was very low.

The study proved that economic factor has crucial effects in determining local community participation in ecotourism developments. Factors of economy such as having alternative sources of income for survival, having alternative job opportunities, having farm land and availability of financial sources to start business were the main economic factors contributing to the low level of local community participation in ecotourism activities in the case of the study area. Among economic factors farmland size was the crucial factors in determining their interests for engagement that people with large size of farmland have low preferences to involve in ecotourism activities. The presence of large number of people with small farmland size and without farmland can make ecotourism the appropriate economic alternative to supplement local community's well being.

Weak relationship between the forest management and local community, areas economical, environmental and social problems are there to date. Many residents living surrounding the forest is still live the life poverty due to low productivity of the farm land and unavailability of

alternative economic opportunities. This is not the result of one parts limitation to do so but the limitations due to lack of collaboration among concerned stakeholders.

The study result from structured interview, field observation, and secondary data analysis also revealed that the effort of Suba Forest management to promote community based ecotourism expansion is at its infant stage while Wolmera Woreda Culture and Tourism Office's effort to work in collaboration with other stakeholders in all aspects of tourism activity is very low. The study also considered that there is a tourism activity at Suba Forest. Most of the tourists are visiting the area with the help of Addis Ababa based tour operators or individual motivations. This is against ecotourism principle which promotes locally owned and locally operated tourism activities which is mainly focuses on the improvement of local community well being and natural resources conservation.

The findings provide implications for the government and the forest that they have to work in collaboration to improve local community's dependency on the forest through provision of alternative economic opportunities which can maximize their living standards while contributing to natural conservation.

5.2. Recommendations

Rural areas like Suba Forest are often preferred for the ecotourism practices because they contain a combination of natural, historical and cultural ecotourism resource assets. In particular, Suba Forest and its environs offer a rich diversity of natural and cultural resources which are tied to diverse climatic conditions and beautiful landscapes. The forest is home to a rare endemic plants and animals. This diversity is increasingly getting under huge pressure. These areas have immense potential to attract great attention as ecotourism destinations. In this context, identifying, maintaining and sustaining the specific values are of importance in terms of the continuity of ecotourism activities.

The results of this research suggest that ecotourism development have capacity to overcome those challenges through generation of alternative income and job opportunities for the local community. Dependency on natural forests can minimize if and only if the local community of the area have get enough alternative income and understanding on the importance of natural and biodiversity conservation is maximized.

As of the findings of the research the following recommendations are forwarded for policy formulations and implementations:-

Government

The study also underlined that government should formulate community based ecotourism policy, coordinate stakeholders, provide capacity building program, provide credits for locals, facilitate conditions for investors and local entrepreneurs, invest on infrastructure to make tourism as a tool for local economy development and communities well being enhancement. Implementing the plan, environmental, socio-cultural and economical goals of the sustainable tourism will be achieved. Thus, the future education and training should be given by focusing on the practical aspect of tourism development and management to upgrade skills and knowledge by hands-on training that will improve the local's attitude toward participation in tourism coupled with financial support from the government.

At individual level, all concerned stakeholders need to be empowered and mobilized towards common goal of areas natural resource protection and economic growth through sustainable ways of resource use while all should be actively engaged in all ecotourism development processes from the scale and type of development decision to conservation and use of natural resources. All concerned governmental bodies are expected to be focus on ecotourism its central roles in environmental protection, employment creation, foreign revenue generation and cultural preservation through active local community participation.

Suba Forest

The forest is expected to put in action the community based forest management and community based ecotourism expansion to mitigate area's current economic and environmental challenges starting from the scratch to include local community in all levels of developmental activities and conservation goals through clearly stated and commonly agreed vision, mission and strategic goals. Any tourist service institution expansion should be included local communities through establishment and expansion of community owned ecotourism associations whereas working in collaboration with win-win strategy for the common goal of economic and environmental improvements. Further local communities need to be empowered in order to not only make decisions but also on what forms of tourism facilities and program they want to develop in their

respective communities. In addition, they should be able to decide how the tourism costs and benefits will be shared among different stakeholders.

Given the fact that the local communities are the ones who are closely affected by tourism and expected to become an integral part of tourism products, local residents who have better skills and knowledge are likely to have strong attachment to the community and get actively involved in community-based tourism development.

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Appendix



ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

Center for Environment and Development Studies

Dear Respondents,

The purpose of this questionnaire is to study Factors Determining Local Community participation in Ecotourism Activities in Suba Forest, Special Zone of Oromia Around Finfine, Oromia National Regional State. Please feel free to give whatever information you think is important for the study. The information you provide will be used as part of a Master thesis research being conducted by Teshome Teklu and supervised by Dr. Feyera Senbeta, Tourism Development and Management, College of Development Studies, Addis Ababa University. The information you are providing is used only for academic purpose and is keep confidential.

Your cooperation in giving genuine, relevant and in carefully filling the questionnaire would be greatly appreciated.

Dear respected respondent,

- You do not need to write your name
- Make a check mark (x) to your responses
- Please give only one answer to each item

Thank you in advance.

Questionnaires for Local Community

Part One: Personal Information:

1. Gender: 1. Male ☐ 2. Female ☐
2. Age: 1. 18-25 ☐ 2. 26-31 ☐ 3. 32-39 ☐
4. 40-47 ☐ 5. 48-55 ☐ 6. Above 55 ☐
3. Educational background:
1. None educated ☐ 4. High School complete ☐
2. Primary School ☐ 5. Certificate/Diploma ☐
3. Secondary school ☐ 6. Bachelor Degree ☐
4. Marital Status: Married ☐ Unmarried ☐
5. Occupation
1. Agriculture ☐ 3. Daily Labor ☐ 5. Employment ☐
2. Trade ☐ 4. Hand crafts ☐ 6. Ecotourism ☐
6. Size of farm land:
1. Half hectare ☐ 3. Two hectare ☐ 5. More than three hectare ☐
2. One hectare ☐ 4. Three hectare ☐ 6. No farm land ☐
7. Average Annual Income:
1. 10,000-15,000 ☐ 4. 25,000-30,000 ☐
2. 15,000-20,000 ☐ 5. Above 30,000 ☐
3. 20,000-25,000 ☐

8. What is your degree of agreement on the level of local community awareness and perception about ecotourism and their interest to participate in tourism related activities in and around Suba Forest?

Please mark /x/ in the box that best reflects your opinion about each of the following statements using the following scales: 1 = strongly disagree, 2 = Disagree, 3= Uncertain 4=Agree, 5= Strongly Agree

No	Social factors	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
A1	I have adequate knowledge and understanding about tourism					
A2	I have enough knowledge and understanding about the tourism resources of Suba Forest and its environs					
A3	Suba Forest and its environs have potential to develop ecotourism					
A4	Ecotourism can be used as an alternative economic activities and sources of income for the community of area					
A5	The presence of suba forest can bring additional economic and job opportunities to the area					
A6	The development of tourism has a decisive role in conserving the forest and its environs					
A7	Its inclusiveness makes ecotourism the best development tool for the local community of Suba forest and its environs					
A8	Ecotourism development has capacity to alleviate areas economic, environmental and socio-cultural problems					
A9	There is tourism activity in and around suba forest					
P1	Tourism has good image within the local community of Suba Forest & its environs					
P2	Tourism is a seasonal business and I have a fear to engage on it as a primary business activity					
P3	Existence and expansion of ecotourism at Suba Forest and its environment can threat the cultures and norms of the society of the area					
P4	Local community of the area perceive tourism as opportunities to improve their living standard					
P5	Expansion of tourism at Suba Forest and its environs may increase living costs on local community					

P6	I believe that tourism development at Suba Forest and its environs displace local people from their lands					
I1	I have interest to participate in ecotourism related activities in and around suba					
I2	Involvement of local community on ecotourism can increase natural and cultural protection of the area					
I3	Its high concern for local community involvement and its high economic return motivate me to participate in ecotourism activities					
I4	Local community of the area have high will to participate in tourism related activities					
I5	I have interest to make ecotourism may main source of income					
I6	Local community have high motivation and interest to support ecotourism development at Suba Forest					

9. What is your degree of agreement on the effort of Suba Forest to promote ecotourism that may affect local community participation on ecotourism activities in and around Suba Forest?

Please mark /x/ in the box that best reflects your opinion about each of the following statements using the following scales: 1 = strongly disagree, 2 = Disagree, 3= uncertain 4=Agree, 5= Strongly Agree

Code	Statements	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
SF1	The effort and motivation of Suba forest management to involve local community in tourism activity is very low					
SF2	There is timely capacity building programs from the forest for local community to participate in ecotourism activities					
SF3	willingness to work with the local community on tourism is good					
SF4	Participatory approach to involve local community in all aspects of tourism					

	development					
SF5	Local community have good relationship with the forest management					
SF6	The forest management follows bottom up relationship in ecotourism aspects with the local community					
SF7	Suba Forest's effort to work collaboration with other governmental institutions to S8expand community base ecotourism is enough					
SF8	Efforts of the forest management to support community based ecotourism associations is good					

10. What is your degree of agreement on the effort of government to promote ecotourism that may affect local community participation on ecotourism activities in and around Suba Forest?

Please mark /x/ in the box that best reflects your opinion about each of the following statements using the following scales: 1 = strongly disagree, 2 = Disagree, 3= uncertain 4=Agree, 5= Strongly Agree

Code	Statements	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
GV1	Collaboration among governmental institutions to expand ecotourism is good					
GV2	Effort of Wolmera Woreda Culture and Tourism Office to increase local community participation in ecotourism					
GV3	Wolmera Woreda Culture & Tourism Office give timely ecotourism awareness for the locals					
GV4	Government allocate adequate budget to expand ecotourism infrastructures at Suba Forest					
GV5	Attention and effort of government to expand community based ecotourism at Suba Forest is very good					
GV6	Efforts of government to solve financial & capacity challenges is good					

GV7	Efforts of wolmera worda cultura and Tourism Office to solve areas socio-economic problems with consultation of the locals					
GV8	Collaboration among governmental institutions to expand ecotourism is good					

11. What is your degree of agreement on the Enabling environments to promote ecotourism that may affect local community participation on ecotourism activities in and around Suba Forest?

Please mark /x/ in the box that best reflects your opinion about each of the following statements using the following scales: 1 = strongly disagree, 2 = Disagree, 3= uncertain 4=Agree, 5= Strongly Agree

Code	Statements	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
EE1	Policy and plan of the government on ecotourism is clearly identify roles and responsibilities of each stakeholders					
EE2	All governmental institutions are easily accessible for the local community					
EE3	Governmental institution's willingness to hear to local community and to provide timely responses is good					
EE4	Legal frameworks and formalities individuals to pass through to get financial credits to start the business is clear and good					
EE5	Financial institutions provide enough credits for the local community to start tourism businesses					
EE6	The incentive given for the local community to start the business is enough					
EE7	The present infrastructural facilities are enough to run tourism businesses					



Univarsiitii Finfinnee

Kolleejjii Qorannoo Misooma Biyyaa

Giddu Gala Qorannoo Naannoo fi Misoomaa

Gaaffiilee Hawaasa Naannoof Qophaa'an

Kabajamtoota keenya,

Kaayyoon qorannoo kanaa Taateewwan hirmaannaa hawaasni naannoo Bosona Subbaa ikkooturizimii irratti qabu irraan dhiibbaa geessisan qorachuuf qophaa'e dha. Kanaaf yaanni isin ifaaf bilisa taatanii kennitan qorannoo kanaaf murteessaa dha. Ragaan isin kennitanis qorannoo waraqaa qorannoo eebbaa Digirii lammaffaa obboo Tashoomaa Takluun gorsaa DR. Fayyeeraa Sanbaatiin Muummee Misoomaa fi Bulchiinsa Turizimii jalatti hojjetamuuf galtee ta'ee kan tajaajilu ta'a. Ragaan kunis tajaajila qorannoo kanaaf qofa kan oolu ta'e iciitiin isaas eegamaa dha.

Deeggarsi isin ragaa dhugaarratti hundaa'e karaa ifaa fi bilisa ta'ee guutuun nuuf gootan baay'ee murteessaa fi jajjabeessa dha.

Kabajamtoota,

- Maqaa barreessuun isin irraa hin eegamu
- Bakka deebii keessanitti mallattoo (x) kaa'aa
- Gaaffii tokkoof deebii tokko kennaa

Dursinee isin galateeffanna.

Kutaa Tookkooffaa: Ragaa Dhuunfaa:

1. Saala: 1. Dhiira ☐ 2. Dhalaa ☐

2. Umurii 1. 18-25 ☐ 2. 26-31 ☐ 3. 32-39 ☐

4. 40-47 ☐ 5. 48-55 ☐ 6. Above 55 ☐

3. Sdarkaa Barnootaa:

1. Kan hin baranne ☐

4. Sadarkaa 2ffaa kan xumure ☐

2. Sadarkaa 1ffaa ☐

5. Dippiloomaa ☐

3. Sadarkaa 2ffaa ☐

6. Digirii jalqaa ☐

4. Gaa'ela: Kan Fuudhe ☐

Kan hin Fuune ☐

5. Hojii

1. Qonna ☐

3. Hojii Guyyaa ☐

5. Qacarrii ☐

2. Daldala ☐

4. Ogummaa ☐

6. Ikooturizimii ☐

6. Qabiyyee Lafa Qonnaa :

1. Hektaara walakkaa ☐

3. Hektaara lama ☐

5. Hektaara sadii ol ☐

2. Hektaara tokko ☐

4. Hektaara sadi ☐

6. Lafa hin qabu ☐

7. Galii Waggaa giddugaleessaan:

1. 10,000-15,000 ☐

4. 25,000-30,000 ☐

2. 15,000-20,000 ☐

5. 30,000 oli ☐

3. 20,000-25,000 ☐

8. Jechoota armaan gadii irratti sadarkaa walii galtee keessanii dhimma hubannoo, ilaalcha fi fedhii turizimii irratti qabdanii sadarkaa madaallii armaan gaditti taa'e fayyadamuun guutaa.

Jechoota caalatti itti walii galtan fuula duratti mallattoo/x/ kaa'uun sadarkaa armaan gaditti taa'een ibsaa.: 1 = Sirrittan itti walii hin galu, 2 = Itti walii hin galu, 3= Giddu galeessa 4=Ittan walii gala, 5= Sirrittan itti walii gala

lak	Jechoota	Sirrittan itti walii hin galu	Itti walii hin galu	G/gal eessa	Ittan walii gala	Sirrittan itti walii gala
1	Turizimii irrati hubannoo gahaan qaba					
2	Qabeenya hawwata turizimii Subbaa irratti hubannoo gahaan qaba					
3	Bosonni Subbaa hawwata turizimii gahaa qaba					
4	Turizimiin naannoo Bosona Subbatti akka madda dinagdee dabalataatti tajaajiluu ni danda'a					
5	Jiraachuun Bosonni Subbaa akka carraa hojii uumuu dabalataatti ni tajaajila					
6	Babal'inni turizimii eegumsa qabeenya uumamaa mirkaneessuuf gahee ol aanaa qaba					
7	Hirmaachisummaan ikkoturizimii hawaasa naannoo Bosonni Subbaan filatamaa isa taasisa					
8	Guddinni ikkoturizimii rakkoolee dinagdee, naannoo fi hawaasumma naannoo Bosonni Subbaa furuuf human qaba					
9	Yeroo ammaa kana sochiin turizimii naannoo Bosonni Subbaa ni jira					
10	Hawaasni naannoo Bosonni Subbaa turizimii irratti ilaalchi qabu gaariidha					
11	Turizimiin industirii jijjijjiramaa waan ta'eef akka hojii idilekootti fudhachuuf sodaan qaba					
1	Naannoo Bosonni Subbaatti babal'achuun turizimii aadaa hawaasa naannichaa ni huba					
2	Hawaasni naannoo Bosonni Subbaa turizimii akka carraa dabalataatti ilaala					

13	Babal'inni turizimii naannoo Bosonni Subbaa qaala'insa jireenyaa fida					
14	Akka yaada kotti babal'achuun turizimii hawaasa lafa isaa irra ni buqqisa					
15	Sochii turizimii naannoo Bosonni Subbaa irratti hirmaachuuf fedhii qaba					
16	Sochii turizimii irratti hawaasa naannoo hirmaachisuun eegumsaa fi kununsaa naanoof qooda ol aanaa qaba					
17	Xiiyyeffannaa hawaasa naanoof qabuu fi galii ol aanaa argamisuun ikooturizimii na harkiseera					
18	Hawaasni naannoo Bosonni Subbaa hojii turizimii irratti hirmaachuuf fedhii guddaa qaba					
19	Ikooturizimii hojii idilee koo godhachuuf fedhii qaba					
20	Hawaasni naannoo bosona Subbaa babal'ina turizimii deeggaruuf fedhii ol aanaa qaba					

9. Dhiibaalee siyaasaa hirmaannaa keessan miidhuu danda'au jedhamanii armaan gaditti eeraman irratti sadarkaa walii galtee keessan jecha caalatti hubannoo keessan ibsu fuula dura mallattoo/x/ kaa'uun deebisaa

1 = Sirrittan itti walii hin galu, 2 = Itti walii hin galu, 3= Giddu galeessa 4=Ittan walii gala, 5= Sirrittan itti walii gala

Lak	Jechoota	Sirrittan itti walii hin galu	Itti walii hin galu	G/gal eessa	Ittan walii gala	Sirrittan itti walii gala
1	Tattaaffii fi kaka'umsi hooggansi Bosona subbaa hawasa naannichaa turizimii irratti hirmaachisuuf qabu gadi aanaa dha					
2	Akka hawaasni naannichaa hojii turizimii irratti hirmaatuuf sagantaan dandeettii raawwachiisummaa cimsu karaa hooggansi Bosona subbaa ni kennama					
3	Fedhiin hooggansi bosona Subbaa hawwasa naannoo waliin hojjechuuf qabu gaarii dha					

4	Sirni walitti dhufeenyaa hirmaannaa hawaasaa cimsuuf bosonni Subbaa hordofu quubsaadha					
5	Walitti dhufeenyi bosona Subbaa fi hawaasa naannoo gidduu jiru gaarii dha					
6	Hojii turizimiin wal qabatee hooggansi Bosona Subbaa sirna bulchiinsa gadii olii hordofa					
7	Turizimii naanno Bosona Subbaattii babal'isuuf qindoominnii seektaroota mootummaa amma jiru gaarii dha					
8	Yaaliin Wajirri Aadaa fi Turizimii Aanaa Walmaraa naannoo Bosona Subbaatti ikkooturizimii babal'isuuf godhaa jiru gaarii dha					
9	Hubannoo hawaasni ikkooturiziii irratti qabu cimsuuf Wajirri Aadaa fi Turizimii Aanaa Walmaraa hubannoo yeroo iaa eeggate kenna					
10	Akka hawaasni naannoo hojii turizimii irratti hirmaatuuf dhaabbileen liqii fi qusannaa qarshii gahaa dhiyeessaa jiru					
11	Tattaaffiin hooggansi bosona Subbaa ikkooturizimii hawaasaa babal'isuuf godhaa jiru quubsaa dha					
12	Tattaaffiin rakkoo hawaasaa karaa qorannoon deegarameen adda baasuuf itti deemame gahaa dha					
13	Naannoo bosona Subbatti ikkooturizimii babal'isuuf qindominii dhaabbatichaa fi dhaabbilee mootummaa biro gahaa dha					
14	Imaammannii fi karoorri mootummaa ikkooturizimii irratti bahe gahee qoda fudhattootaa kan sirritti adda baasee fi hawaasaan hubatame dha					
15	Dhaabbilee mootummaa hundi hawaasaaf salphaatti qaqqabamoo dha					

16	Dhaabbileen mootummaa rakkoo hawaasaa fudhatanii hiikuuf fedhiin qaban quubsaa dha					
17	Hojii daldala turizimii jalqabuuf liqiin argachuuf seeronnii fi haaldureewwan guutamuu qaban salphumatti liqii kan nama argamsiisani dha					
18	Bu'uuraalee misoomaa naannoo Bosona Subbatti babal'isuuf baajanni mootumman ramadu gahaa dha					
19	Deggarsii fi jajjabeessituun hawaasni akka hojii daldalaa jalqabuuf godhamaa jiru gahaa dha					
20	The present infrastructural facilities are enough to run tourism businesses					
21	Xiiyyeffannaa fi tattaaffiin ikkooturizimii hawaasa hirmaachise naannoo bosona Subbaatti babal'isuuf mootummaan qabu gahaa dha					
22	Tattaaffiin mootummaan rakkoo faayinaansii fi dandeetti hawaasa naannoo hiikuuf gochaa jiru gahaa dha					

A Semi Structured Interview Questions for Suba Forest Administrators and experts

Dear Respondents,

The purpose of this interview is to assess the Local community's Ecotourism Awareness, level of Participation and Factors Determining their participation in ecotourism activities in Suba Forest, Special Zone of Oromia Around Finfine, Oromia National Regional State. Please feel free to give whatever information you think is important for the study. The information you provide will be used as part of a Master thesis research being conducted by Teshome Teklu and supervised by Dr. Feyera Senbeta, Tourism Development and Management, College of Development Studies, Addis Ababa University. The information you are providing is used only for academic purpose and is keep confidential.

Your cooperation in giving genuine, relevant and in carefully in carefully discussing the issues would be greatly appreciated.

Thank you in advance.

Part One: Personal Information:

Sex:_____Age:_____Position:_____Profession:_____

Education Level: Dip_____Degree_____Master_____

Year of Experience: 1-3_____, 3-6_____, 6-9_____Above_____

Part Two: Answer the following questions depending on the nature of the questions accordingly.

- 1.1.How do you do understands ecotourism?
- 1.2.Do you think Suba forest have potential for ecotourism development?
- 1.3.What is the current level of ecotourism development in the area?
- 1.4.Do you think ecotourism can solve areas current environmental, socio cultural and economical conditions of the area and how?
- 1.5.What is the level of local community participation in the ecotourism?
- 1.6.Do you think your organization's relationship with local community is good?
- 1.7.What are the major factors that determine local community participation in the ecotourism development?
- 1.8.What types of initiatives were taken by your organization to motivate local communities to participate in the development?
- 1.9.According to your opinion, which types of ecotourism activities are more appropriate for local community's participation?
2. Do you have any recommendations to add?

Questionnaires for Wolmera woreda Culture and tourism Office experts

Dear Respondents,

The purpose of this interview is to assess the Local community's Ecotourism Awareness, level of Participation and Factors Determining their participation in ecotourism activities in Suba Forest, Special Zone of Oromia Around Finfine, Oromia National Regional State. Please feel free to give whatever information you think is important for the study. The information you provide will be used as part of a Master thesis research being conducted by Teshome Teklu and supervised by Dr. Feyera Senbeta, Tourism Development and Management, College of Development Studies, Addis Ababa University. The information you are providing is used only for academic purpose and is kept confidential.

Your cooperation in giving genuine, relevant and in carefully discussing the issues would be greatly appreciated.

Thank you in advance.

Part One: Personal Information:

Sex:_____Age:_____Position:_____Profession:_____

Education Level: Dip_____Degree_____Master_____

Year of Experience: 1-3_____, 3-6_____, 6-9_____, Above_____

Part Two: Answer the following questions depending on the nature of the questions.

1. How do you describe ecotourism?
2. Do you think Suba forest has potential for ecotourism development and what are they?
3. How far your office goes to identify and develop area's ecotourism resources?
4. How do you measure the level of local community's involvement in ecotourism?
5. What are the major factors that determine local community's participation on ecotourism activities?
6. How far you go to improve local community's participation in ecotourism activities?
7. How do you rate the level of your cooperation with the forest in facilitating local community participation?
8. How far you go to overcome challenges and constraints to utilize area's ecotourism potential?
9. Do you have any recommendations to add?

Checklist for Field Observation

- 1) Areas Ecotourism potentials
- 2) Current level of ecotourism development in the areas
- 3) Current level of infrastructure, accommodation, and facility
- 4) Current Level of local community participation and factors determining their participation
- 5) Major challenges and constraints to the development
- 6) Status of stakeholders in the areas
- 7) Current local community status and involvement