



**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF DEVELOPMENT STUDIES
DEPARTMENT OF TOURISM DEVELOPMENT AND MANAGEMENT
PROGRAM**

**NATURE BASED TOURISM DESTINATION DEVELOPMENT AND
MANAGEMENT PRACTICE IN THE CASE OF CHEBERA CHURCHURA
NATIONAL PARK AND THE SURROUNDING ENVIRONS**

**A Thesis submitted to the School of Graduate Studies of Addis
Ababa University in partial fulfillment of the requirements for the degree of
Master of Arts in Tourism Development and Management**

**BY
GIRMA DABA**

**ADVISOR
FEYERA SENBETA (PhD)**

**OCTOBER 2020
ADDIS ABABA, ETHIOPIA**

**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF DEVELOPMENT STUDIES
DEPARTMENT OF TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM**

**NATURE BASED TOURISM DESTINATION DEVELOPMENT AND MANAGEMENT
PRACTICE IN THE CASE OF CHEBERA CHURCHURA NATIONAL PARK AND
THE SURROUNDING ENVIRONS**

By

Girma Daba

Approval Board of Examiners

Name

Signature

Date

Advisor

Internal Examiner

External Examiner

DECLARATION

I, the undersigned, declare that this thesis entitled “Nature based Tourism Destination Development and Management Practice in the case of Chebera Churchura National Park and the Surrounding Environs ” is my original work and has not been presented for a degree in any other University and all sources of material used for the thesis have been duly acknowledged.

Name: Girma Daba

Signature: _____

Date: _____

This thesis has been submitted for examination with my approval as University advisor.

Name: Feyera Senbeta (PHD)

Signature: _____

Date: _____

Acknowledgement

First and foremost, my deepest gratitude goes to Almighty God, my savior and source of hope. It is he who guided me to every success that I have had throughout my life.

This final thesis would have been incomplete as well as immature without the advice and impartation of knowledge from those that are so dear to me. Especially, the welcoming, enforcing and friendly atmosphere provided by my advisor, Dr. Feyera Senbeta, is a burden of favor that I can never repay.

I would like to extend my gratitude to my mother Tsige for her inner most love and support and also she was my best adviser in my entire life time like a mother, sister and friend and also she was everything for me.

Finally I also extend my gratefulness to Ato Ute Abote, Ato Ayele, Ato Adane Tegaye, Ato Bebeso Weju, Ato Teshale Aymeta, Ato Medem Merkebu and other for their invaluable scarification of their plenty of time during data collection and filed visit.

Table of Contents

Contents	Pages
Acknowledgement.....	i
LIST OF ABBREVIATIONS AND ACRONYMS	viii
ABSTRACT	ix
CHAPTER ONE.....	1
1. INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	4
1.3 Objectives of the Study	6
1.3.1 General Objective.....	6
1.3.2 Specific Objectives.....	6
1.4 Research Questions	7
1.5 Significance of the Study	7
1.6 Delimitation (Scope) of the Study Area	8
1.7 Limitation of the Study	8
1.8 Structure of the Study.....	8
CHAPTER TWO.....	9
2. REVIEW OF RELATED LITERATURE.....	9
2.1 Definition of Terms and Concepts.....	9
2.1.1 Tourism	9
2.1.2 Nature Based Tourism.....	9
2.1.3 Tourism Destination.....	10
2.1.4 Destination Management.....	10
2.1.5 Destination Development.....	10
2.2 Nature based Tourism Trend and its Context	10
2.2.1 Nature based Tourism Trends	10
2.2.2 Nature based Tourism Context in Ethiopia.....	12
2. 3 Tourism Potentials of Nature based Tourism Development	13
2.4 Strategies for Developing Nature-based Tourism Development.....	15

2.5 Challenges in Nature-Based Tourism Development	15
2.6. Challenges of Nature based Tourism in Ethiopia	17
2.6.1 Loss of Biodiversity	17
2.6.2 Human Wildlife Conflict.....	17
2.6.3 Deforestation and Forest Degradation.....	18
2.6.4 Poaching	18
2.7 Opportunities of Nature based Tourism Development	19
2.8 Opportunities of Nature Based Tourism in Ethiopia.....	21
2.8.1 The Existence of Diversified Wildlife Resources	21
2.8.2 Fauna Diversity	22
2.8.3 Flora Diversity.....	23
2.8.4 Expansion of Protected Area; Potential for Tourism Destination Development	23
2.8.5 Peace and Security Promotes Nature Based Tourism	24
2.9 Tourism as a Network of Collaborating Stakeholders	24
2.10 Stakeholder Analysis in Nature based Tourism Management and Development	26
2.11 Sustainability of Nature-based Tourism	27
2.12 Principles of Nature based Tourism	29
2.13 Research Areas and Need for Nature Based Tourism Development	29
2.14 Review of Tourism Development Policy of Ethiopia.....	30
2.15 Conceptual Framework	34
CHAPTER THREE.....	35
3. RESEARCH METHODOLOGY	35
3.1 Description of the Study Area.....	35
3.2 Research Design.....	37
3.3 Research Method and Approach	37
3.4 Target Population of the Study	38
3.5 Sampling Method.....	38
3.6 Source of Information and Data Collection Instrument	39
3.6.1 Primary Data Sources.....	39
3.6.1.1 Interview	39
3.6.1.2 Observation.....	39

3.6.2 Secondary Data Sources.....	39
3.7 Data Analysis Method.....	40
3.8 Ethical Consideration	40
CHAPTER FOUR.....	41
4. RESULT AND DISCUSSION	41
4.1 Description of the Research Participants	41
4.2 Tourism Potentials of Chebera Churchura National park and Surrounding Environs (CCNP).....	42
4.2.1 Whether and Climate.....	42
4.2.2 Landscape and Topography	42
4.2.3 Marine Environment (Rivers and Lakes).....	43
4.2.3.1 Rivers.....	44
4.2.3.2 Waterfall	44
4.2.3.3 Hot Spring Waters	44
4.2.3.4 Lakes.....	44
4.2.4 Flora	45
4.2.5 Fauna	46
4.3 Tourism Potential Resources of the Surrounding Environs of Chebera Churchura National Park.....	47
4.3.1 Museum.....	47
4.3.2 Artificial or Manmade or Built Dam.....	47
4.3.3 History.....	48
4.3.4 Music.....	48
4.3.5 Festival and Celebration.....	48
4.3.6 The Miracle of Amelework as Attraction	48
4.4 Challenges of Nature Based Tourism Development in Chebera Churchura National Park and the Surrounding Environs	49
4.4.1 Lack of Skilled, Trained and Qualified Manpower.....	49
4.4.2 Lack of Tourism Infrastructure Provision.....	50
4.4.3 Lack of Tourism Facilities and Services	51
4.4.4 Poor Marketing and promotion works	53

4.4.5 Lack of Coordination and Cooperation among Tourism Actors.....	54
4.4.6 Lacks of Budget and Finance	56
4.4.7 Human Wild Life Conflicts.....	57
4.4.8 Infrastructural Development of the other Sectors	58
4.4.9 Lack of Peace and Safety Factors	58
4.5 Opportunities of Nature based Tourism Development in Chebera Churchura National Park and the Surrounding Environs.....	59
4.5.1 The Possession of Diverse and an Immense Natural Biodiversity.....	59
4.5.2 Cultural and other Tourism Resource attachment of the Park	60
4.5.3 Cultural background of the Societies in Conservation of the Biodiversity Resources	61
4.5.4 The Growth of Nature based Tourism in International Tourism Market.....	61
4.5.5 Investment Opportunities for Tourism and Hospitality Sector	62
4.5.6 Peace and Stability in and around the park and the surrounding Area	63
4.5.7 Hospitality of the Host Community	64
4.5.8 Nature based Tourism as an Integral part of Conservation and Protection.....	64
4.6 The Role and Responsibilities of Actors for Nature based Tourism Destination Development in Chebera Churchura National Park and Surrounding Environs	65
4.6.1 The Public Sector	65
4.6.2 The Role and Responsibilities of Konta Culture and Tourism office for Nature Based Tourism Development and Management	66
4.6.2.1 Allocation of Budget for Tourism	66
4.6.2.2 Awareness Creation Works	67
4.6.2.3 Hotel and Tourism service Standard and Labeling	67
4.6.2.4 Cultural Development.....	67
4.6.2.5 Designation of Special Sites for Tourism Development	67
4.6.2.6 Coordination and Collaboration of Stakeholders	68
4.6.2.7 Protection and Conservation of Heritages	68
4.6.2.8 Capacity Building.....	68
4.6.2.9 Tourism Development	68
4.6.2.10 Information Center	69
4.6.2.11 Marketing and Promotion.....	69
4.6.2.12 Monitoring and Evaluation.....	69

4.7 The Role and Responsibilities of Ethiopian Wildlife Conservation Authority for Nature based Tourism Development and Management.....	70
4.8 Higher Education Institution	71
4.8.1 Provision of Qualified and Trained Manpower.....	72
4.8.2 Research and Development.....	72
4.8.3 Community Service.....	73
4.9 Tourism Ethiopia	73
4.10 The Private Sector	74
4.10.1 Invest in Tourism and Hospitality Industry.....	75
4.10.2 Providing Quality Services to Visitors.....	75
4.10.3 Advertise and Promote Tourism products and Services	76
4.11 Non-Governmental Organization.....	76
4.12 Host Community.....	77
4.13 Tourist	77
4.14 Media.....	78
CHAPTER FIVE.....	80
5. CONCLUSION AND RECOMMENDATION.....	80
5.1 Conclusion	80
5.2 Recommendation	83
REFERENCE.....	85
ANNEXES	100

List of Figure

Figure 2.1 Nature based Tourism Destination Development and Management Practice in the case of Chebera Churchura National Park.	33
Figure 3.1: Map of the study area	36
Figure 4.1: Topography and Landscape of the Chebera Churchura National Park.	43
Figure 4.2: Researcher photo in Chebera Churchura National Park during filed visit own.	43

LIST OF ABBREVIATIONS AND ACRONYMS

APA	American Psychology Association
CCNP	Chebera Churchura National Park
CSA	Central Statistical Agency
ETO	Ethiopian Tourism Organization
EWCA	Ethiopian Wildlife Conservation Authority
GDP	Gross Domestic Product
MICE	Meeting Incentives and Conference Tourism
MoCT	Ministry of Culture and Tourism
SNNP	Southern Nation Nationalities and People
TDPE	Tourism development policy of Ethiopia
UNDP	United Nations Development Program
UNECA	United Nations Economic Commission for Africa
UNEP	United Nations Environmental Program
UNESCO	United Nations Educational, Scientific, and Cultural Organization
UNWTO	United Nations World Tourism Organization
WEF	World Economic Forum
WTTC	World Travel and Tourism Council

ABSTRACT

The main objectives of the study was an assessment of the tourism resource of Cheberea Churchura National Park and the surrounding area, challenges that hampering the nature based tourism development, opportunities that boost the nature based tourism development, identification of nature based tourism stakeholders with their role and responsibilities towards nature based tourism development and management practice in the case of Chebera Churchura National Park and Surrounding Environs. For the purpose of collecting, presenting and analyzing data for this study, a qualitative research design under case study domain has been used. The research used both primary and secondary sources of data. The target populations were selected using purposive sampling from park office, culture and tourism office of Konta Special Wereda, Ethiopian Wild life Conservation Authority, Tourism Ethiopia, hotel and tour company and academic institution. Interview and personal observation were employed for data collection. The collected data from the target population were analyzed, presented and discussed through qualitative approach to draw a lesson .The finding of the study shows that the area has several nature based tourism potential and others. However in the study area several limited potentials in terms of lacks of tourism infrastructure facility and service, lacks of finance and budget, human resource incapability, poor marketing and promotion, human wildlife conflict, lacks of coordination and cooperation. Hospitality of the host community, possession of various resources, attractive investment opportunities, environmental conservation practice of the society, peace and stability, other tourism resource attachments considered as opportunities to boost the development works. The Public (EWCA, TE, park office), private, local community, media, tourist, Ngo sectors identified as the key stakeholders for nature based tourism destination development and for the advancement of nature based tourism destination development of the park area.

Key words: *Potentials, nature based tourism destination development, challenges, stakeholders and opportunities.*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Tourism is one of the largest service industry in the world economy from economic stand point of view in the area of capital investment, source of income, creates an employment opportunity, advancement of balance of payment, contribution to GDP. In light of this tourism plays the major role in the development of nation at large in terms of economically, socially, and environmentally. Because of this many under developed countries relay on tourism to develop and boost their national economic system (UNWTO, 2013).

According to UNWTO (2016), tourism has boasted virtually uninterrupted growth over the past six decades and become one of the largest and fastest-growing economic sectors in the world as the market is fueled by an ever-increasing number of new destinations and the empirical result shows that both the international tourist arrivals and tourism receipt have reached 1186 million and US\$ 1260 billion in 2015 respectively and also in addition to the above UNWTO forecasted shows that the international tourist arrivals in many emerging destinations (+4.4% a year) will increase at two fold of those in advanced economies (+2.2% a year). In relation to this figure the study done by World Resource Institution shows that nature based tourism is increasing at an annual rate of between 10% and 30% (Reingold, 1993).

As initially stated tourism is the largest industry in the world under tourism domain nature Based tourism is one of the fastest growing segment tourism activities by involving excursions to the natural environment encompassing to national parks and wilderness area where the largest concentration of world's biodiversity found in underdeveloped countries and important for developing their tourism industry (Kuenzi & McNeely, 2008). Nature based tourism can be identified as one of the most important tourism segment that shows a positive promise by promoting development and conservation tourism resources if it is planned, developed and managed in a responsible, scientific and systematic manner (Newsome M. et al, 2002).

The development of any nation is relay on the level of natural resource endowment and technological advancement utilized over its resource as compared to other nations (Darwent,

1975). One of the most neglected but very promising resources for development in many under developed nation is that tourism resources. In recent times majority of development strategies relay on tourism resources especially nature based tourism. Nowadays many of undeveloped countries have realized tourism resources of their country as potential for rapid socio economic development, source of foreign currency, reduction of unemployment and ensure standards of life for their society (Ajala, 2007).

Many countries in the world promote nature based tourism in order to help them and achieve their goals for both nature conservation activity as well as socioeconomic development; for several countries such as Australia and New Zealand, nature based tourism is considered as a major means of export income generator (Eagles 2002).

Many of countries in the world their economic activity was heavily relay on tourism and Ethiopia is also one of the country gives its due attention towards tourism aspects because of its diversified tourism resource availability in all parts of the country which encompasses the conducive environment throughout the year, natural resources, varies of culture and cultural heritages, historical and archeological sites makes a country being competitive enough in tourism industry. Thus helps to attract the interests' of tourists across all over the world. However, the country is not as such beneficial enough that much as compared to its tourism resource potentials because of poor destination development and management activity and practice experience (Tourism Development Policy of Ethiopia, 2009). Out of the above mentioned tourism resources of Ethiopia the share of nature based tourism is all about 14% of the total land area of the country is covered by officially defined protected areas for wildlife and forest conservation (Girma and Till, 2015). Despite the fact that the country is richly endowed with various kinds of tourism resources; it is characterized as one of the least beneficiaries' country from tourism industry in Africa (Oktavia & Rani, 2015).

According to (Young, 2012) shows that protected areas in Ethiopia are gifted with unique wildlife marvelous topographic land features with accompanying cultural manifestations that are compatible for nature based tourism, wild life tourism and wildlife conservation which in return help keep the functioning and healthy ecosystems as well as socio economic importance which are essential for sustainable development.

Destination development is a tool for strategic planning and advancement of a given attraction sites as a most preferable destination for the visitors, in a merit of supply side of tourism system without neglecting the demands side of the tourism system by offering quality service, better infrastructure and remarkable services to attract the tourists in the destination area (DDC, Undated). It is a multispectral activity needs to have the attention of all individuals' actors, destination institutions and also encompasses a large regional area (Sven, 2010).

Destination development is perceived from resource based availability and its nature described as a system of business operating on its unique bundle of resources and achieve its competencies in the existing market of tourism industry (Barney, 1991, 1996; Foss, 1997; Wernerfelt, 1984), and destination competitiveness is determined by the fact that tourism resources are heterogeneous and cannot easily or simply transferred to other competing destinations (Peteraf, 1993; Wernerfelt, 1984). Therefore the destination strategy should be shaped by its tourism resource potential availability and competencies, sustaining their comparative advantage by developing sets of distinct tourism resource and competences cannot be derived because of its limitedness as compared to other destinations (Barney, 1991, 1996).

Destination management is an integral part of management activity that shares similar things with that of general management but adopted to particular tourism system and described as the process of leading, influencing and coordinating the management activities of a destination attributes for the incoming tourists experience by considering the quality service, interests of the local community, business activity and the environment asset. In a broadest sense destination management relays basically on planning, development and marketing of a destination sits in a way it is developed and managed in the area of physically, financially, operationally or technically and other circumstances (DMP, Undated).

Destination management can be considered as a strategic approach to coordinate the management activities of different fragmented tourism elements that forms up a destination for instance attraction, amenities, access, marketing to link the separated system of units with the main objectives of overall management of the destination area to ensure competitive edge, sustainability of the tourism industry, spreading equal benefit sharing, improving the tourism yield of returns, built a strong vibrant brand identity (UNWTO, 2007).

The success of a particular destination was determined by the unique feature that provides to their target segment out of the entire market, additional value they offer to the market consumer and also their distinct features to its core tourism products as compared to other similar destinations revolving around the marketing environment. Thus indicates destinations should rely on their difference rather than similarities. From this difference they can find their way towards success (Godfrey & Clarke, 2000).

Chebera Churchura National park is one of the recently established national parks in Ethiopia for the sake of preservation and conservation of the wildlife resources and the overall environmental ecosystem management of the country and also rich in terms of tourism resources which is suitable for nature based destination development and management works to ensure the tourism development of the country at large.

Taking in to accounts of all the above things, in the study area there is no study investigated so far in relation to nature based destination development and management. Thus indicates, the study would like to contribute its best level effort towards the development of the park as a new destination in the theme of nature based destination development and management activity.

1.2 Statement of the Problem

The ultimate goal of destination development organization is to envision a tourist site that is a top world class tourism destination by delivering outstanding tourism products and experience that are real or unique to a particular place demanded by tourists and meets their expectations. In order to have a successful destination, destination management organizations needs to clearly identify their tourism potentials in a way to develop, manage and sell to the target visitors otherwise it becomes fruitless and needs to consider all the things to realize its real world works (Naido, Ramseook-Munhurrin and Seegolam, 2011).

With the absence of proper destination development and management practice it's quite difficult to manage and run effectively in all components of tourism destinations to achieve its desired objectives (Bornhost, Rithcie and Sheeran, 2009). Having tremendous variety of tourism potentials by itself in Chebera Churchura National park is not sufficient enough in real world market unless and otherwise with the adoption of niche types of nature based destination development and management practice.

The study done by Temesegen and Aserese (2010) shows Ethiopia is not well appropriately used their tourism potentials with the absence of accommodation facility, infrastructural development, lack of promotion and advertisement , lack of budget deficit, unskilled manpower, poor coordination and collaboration of stakeholders, poor quality of service and also absence of destination development and management activity at most in various destinations sites of the country especially in Chebera Churchura National park. This clearly indicates lacks of proper destination development and management practice at all.

The tourism sector of Ethiopia shows a poor supply provision in existing as well as potential tourist attraction areas in terms of quality product and services offered, expansion of tourist facility and infrastructure with in its abundant natural, cultural, historical, archeological tourism resources, all of these treasures has not been properly identified, developed, and managed as a tourism resource potential attraction (Tourism Development Policy of Ethiopia, 2009). Especially in the study area the so called Chebera Churchura Natinal Park as a new potential tourism destination and new sitting area. Thus indicates the need for destination development and management works and moreover destination development and management is one of the key pillars of tourism development policy of Ethiopia that is why the researcher thematic area of focus.

In order to have a better and well-known nature based destination development and management practice in Chebera Churchura National park clearly need to identify the tourism potentials for nature based destination in the park to its best flagship, identify challenges facing in relation to nature based destination development and management practice in the site, explore the favorable opportunities to boost nature based destination development activities and also identification of the key stakeholders towards nature based destination development in Chebera Churchura National park. Hence nature based destination development and management works intertwined one with the other in a way to best utilization of the tourism resource potentials with its key actors to tackle the challenges facing and boost its opportunities. Above all it needs a very well compressive research work in advance.

Nature based destination development and management practice is not yet on shelves in the Ethiopian filed of discipline particularly in the study area of Chebera Churchura National park. General speaking some other researchers try to address somewhat related works, Mulugeta

Feseha (2012) focus on the fundamental of community based ecotourism development in Ethiopia. The work of this paper more advocates the significance of community based ecotourism which is under the domain of nature based tourism, yet there is a barrier especially in the area of understanding the concept of tourism by the host community and practically applying them to real world implication. Alemneh Amare (2015) investigation on wildlife resources of Ethiopia: challenges, opportunities and future directions: from ecotourism perspectives. On his investigation more focuses on identification of challenges and opportunities from wildlife point of view rather than the way to best utilize this resource for nature based destination development is not addressed and highly missed a lot. It was used as a reference for research consumption purposes only.

All the above mentioned investigations did not incorporate or lacks of nature based destination development and management practice in a way to clearly identify their tourism resource potentials, develop and manage them with its key actors for the advancement of Chebera Churchura National park and its environs.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of the study was to analyze nature based destination development and management practice in the case of Chebera Churchura National Park (CCNP) and its Environs.

1.3.2 Specific Objectives

To manage and handle the research question the specific objectives were derived and emanated from the general objectives such as:

1. To identify the tourism potential of the site for nature based destination development and management in the case of Chebera Churchura National Park (CCNP) and its Environs.
2. Find out the main challenges of destination development and management in the case of Chebera Churchura National Park (CCNP) and its Environs.
3. To explore nature based destination development and management opportunities in the case of Chebera Churchura National Park (CCNP) and its Environs.

4. To identify the key actors towards nature based destination development and management in the case of Chebera Churchura National Park (CCNP) and its Environs.

1.4 Research Questions

Some of the research questions were developed from the research objectives such as:

1. What are the main tourism potentials of Chebera Churchura National Park (CCNP) and its Environs?
2. What are the main challenges in relation to nature based destination development and management practice in the case Chebera Churchura National Park (CCNP) and its Environs?
3. What are the favorable opportunities to develop nature based destination development and management in the case of Chebera Churchura National Park (CCNP) and its Environs?
4. Who are the key stakeholders towards nature based destination development and management in the case of Chebera Churchura National Park (CCNP) and its Environs.

1.5 Significance of the Study

This thesis covers a wide range of thematic areas in terms of identifying the tourism resources potential of Chebera Churchura National Park and the surrounding environments within its challenges facing the destination area, prevailing comparative opportunities confound in the study area, attitudes and perception of the host community for the tourism development and also identification of responsible stakeholders towards the development of the specific niche types of nature based tourism destination development and management practice were demonstrated and discussed in advance. Additionally, this study have many implication for different actors found in tourism destination development and management units such as public sectors, private sectors, media, destination management organizations, NGOs and the industry as an input for scholars who are willing to do further about the study area as well as concepts, decision and policy makers as a source of information, practitioners to take a lesson and experience and other similar destinations used as an reference and benchmark for the betterment of tourism development activity with respected to niche types of nature based destination development and management practitioners in the areas to identify the existing tourism resource availability, understanding their specific roles and scope of their working boundaries in the development platforms and also

the means to developed and managed their specific tourism resource potentials in advance for the overall development of the tourism industry in the country as well as in the destination site specifically.

1.6 Delimitation (Scope) of the Study Area

The scope of the study area covers to assess identification of tourism potentials, challenges, opportunities, attitudes and perceptions of the host community towards tourism development and also identification of stakeholder designated only to nature based destination development and management practice in the case of Chebera Churchura National Park and the surrounding environs.

1.7 Limitation of the Study

Destination development and management is a complex system that encompasses a lot interrelated and an interacted actor across its overall business environment for the development of a particular destination area in a serious acquisition needs to have a managerial, operational and strategic activates. The study basically focuses only from the perspectives of niche types of nature based destination development and management practice aspects.

1.8 Structure of the Study

The study under investigation has five chapters. The first chapter covers background of the study, followed by statement of the problem, research questions addressed, research objectives to be achieved, significance of the study, scope of the study, limitation of the study and structure of the study is presented. In the second chapter a review of related literature of different theoretical as well as conceptual framework is refereed. The third chapter covers description of the study area, research design, target population of the study, sampling technique, source of information, data collection method, data analysis technique and ethical consideration of the study. The fourth chapter demonstrates the finding of the study. Finally, the fifth chapter reveals the conclusion as well as the recommendation of the overall works of the study.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Definition of Terms and Concepts

2.1.1 Tourism

The word tourism is defined as a collection of several activities, services or products and experience industries which deliver a wide range of travel experience and package as a single unit of products and services for the general traveling publics encompasses transportation, accommodation, eating and drinking establishments, retail shops, entertainment business, events and other hospitality services provides as a home away experiences and activates (Matheison and Wall, 1982).

Tourism is a sociocultural, environmental and economic activity which involves the movement of people to and other places or outside of their permanent resident for the purpose of personal interest, business, educational, those people considered as visitor (which may not be either tourist or excursionist, resident or nonresidents) and tourism has to do with their own activities or experience some of them implies expenditure on destination area (UNWTO, 2008).

2.1.2 Nature Based Tourism

According to Valentine (1992) nature based tourism defined as the activity of peoples related with the direct engagement and enjoyment to a certain area where it is relatively undisturbed in nature setting. Laarman and Durst (1987) nature based tourism activity involves several activities such as education, recreation and adventure and more over it encompasses activities like wildlife viewing, safari, camping, trekking, photography, skiing, boating and other related activities (Pickering & Weaver, 2003).

Nature based tourism is directly associated with sustainable tourism as its includes the environmental, social and economic aspects of tourism to achieve a balanced or wise use of natural tourism resources, including conservation and protection of natural environments as a basis of tourism development and the well-being of local residents in the destination area (Mowforth & Munt, 1998; Swarbrooke, 1999).

2.1.3 Tourism Destination

A tourism destination is basically a geographic area of features and related activities around the attraction, which have a strong power to attract a number of visitors; whether it can be country, region, and city. This tourism destination needs different types of tourist service and facility around the attraction area to attract and catch up the interests of the tourists towards the attraction areas. Tourism destination also can be identified from two basic perspectives firstly from the stand point of marketing issue and secondly from local tourism stakeholders who are revolving around the destination area (Morrison, 2013).

2.1.4 Destination Management

Destination management can be considered as a strategic approach to coordinate the management activates of different fragmented tourism elements that forms up a destination for instance attraction, amenities, access, marketing to link the separated system of units with the main objectives of overall management of the destination area to ensure competitive edge, sustainability of the tourism industry, spreading equal benefit sharing, improving the tourism yield of returns, built a strong vibrant brand identity (UNWTO, 2007).

2.1.5 Destination Development

According to (Sven, 2010) destination development is a multispectral activity it needs the attention and commitment of all individual actors, destination institutions and encompasses a large geographical area of attractions. Based on this we need to build up an integrated and holistic strategic for all actors engaged in different level of a given geographic area of destination to draw the possible outcomes of destination development works after overall.

2.2 Nature based Tourism Trend and its Context

2.2.1 Nature based Tourism Trends

Nature-based tourism has been shows a dramatically growing performance (Newsome *et al*, 2002). The increasing interest of number of visitors in this touristic domain has been reported since the 1970's (Budowski, 1976). It is considered as one of the fastest growing segment within the global tourism industry (Buckley, 2000; Ryan *et al.*, 2000; Kuo, 2002). Based on the information of from International Ecotourism Society (2005) nature-based tourism has grown 10

to 12% of in the international market share. This market is also very profitable, attractive and it is estimated that the natural area tourism is worth around US\$20 billion a year worldwide (WTO, 1998). On this aspect, nature-based tourism has been established as an important industry in many countries and especially for developing country is the most significant sector in a way to realize their development goals through employment generation, source of income and conservation of natural resources (Mowforth and Munt 1998; Sun and Walsh 1998;; Fennell, 2003; Franklin 2003). The increasing number of nature based tourists depends primarily on natural resources as the central part of its features (TIES, 2005). Traveling to Antarctica in order to contemplate the uniqueness of the natural scenery or seeking an interactional experience with the fauna and flora of Banff Natural Park in Canada can be considered as one of the best examples of nature-based tourism activity.

Nature based tourism visits has far long miles of broader geographical area coverage than any others activities of travel we are aware of, yet yielded no vivid evidence to support the idea of a consistent global decline in nature-based recreation activities. Instead it appears that falling visitation is mostly restricted areas to a few well advanced and developed countries. The statically figure indicates the of numbers visit for its population growth to examine individual participation in natural area we were able to figure out the previously reported shows a declines in per capita visit number in developed countries such as United States and Japan, but also found that in most other countries population-adjusted visit numbers have been an increasing a developing countries with their rich natural resources potentials (Zaradic, 2008).

Nature based tourism is one of the significant component of the global tourism industry, with estimates of worldwide economic scale ranging from hundreds of billions up to one trillion dollars annually (Buckley, 2009). It is also a very complex and diverse sector that needs to recognize their diversity and variety amongst both the demand and supply side of analysis (Coghlan and Buckley, 2012).

In the world, tourism as a whole has been estimated to account for roughly about 10% of gross domestic product (GDP) World Travel and Tourism Council (WTTC, 2007). Wildlife viewing and outdoor recreation activities (much of it focused on protected areas) reportedly making up one of its fastest growing sectors (Mastny, 2001). Though statistics like these are rarely supported by detailed data, they underpin widespread recognition that nature-based tourism is an

important ecosystem service (Millennium Ecosystem Assessment, 2005). Nature based Tourism has an ability to generate substantial means of return and use of resource for both conservation as well as local economic development (Ceballos, 1996). This is particularly significant given that protected area is under increasing pressure to provide economic justification for their existence in southern Africa. Nature-based tourism reportedly now generates roughly the same revenue with other well-known industry like farming, forestry and fisheries in combined (Scholes and Biggs 2004). In similar fashion in Kenya tourism accounted for about 12% of Kenya's Gross Domestic Product (GDP) most international tourists are attracted to the country mainly because of its offers unique opportunities for wildlife and pristine natural features (Kenya Government Economic Survey Government Press, 1995).

2.2.2 Nature based Tourism Context in Ethiopia

The work of conservation and preservation related activity has a long history in Ethiopia, and it goes back to the reign of King Zera Yaacob (r.1434-1468). However, until its renewal in the early 19th Century for protection of large and flagship animals, the practice did not ahead as such that much because of several factors. At the beginning of the 20th Century, Emperor Menilik II (r 1889-1913) revised and launch a new wildlife conservation regulation in 1908. In the 1960's, based on the recommendation done by the United Nations Scientific, Educational and Cultural Organization (UNSECO); Ethiopian Wildlife Conservation Organization (EWCO) was established in 1964 (Alemneh Amare, 2015). EWCO was in charge of under the Ministry of Agriculture responsible for designating, establishing and administering protected areas in the country. For the first time in the history of the country Awash and Simien Mountains National Park were legally established as a National Park. Awash National Park was initially established in 1966 and got legal recognition in 1969 (Demeke and G/Tensae, 2011).

During the reign of socialist government in the country the condition of protected areas in Ethiopia was not as such interesting and characterized with drought, civil war in and around, neglected activity in demarcation and management work in protected area and also isolation of local community, private investors and stakeholders in a protected area (FDRE UNDP &GEF, 2007).

In the post 1991, the new government of Ethiopia after the fall of socialist government transformed the system of administration from unitary to federal system; and shift their

economic system from command to decentralization one and liberal free market system of administration. With the change in administration system, there was devolution or decentralization of power from the center part of administration to the newly formed regional states with the formulation and launching of new policies and strategies such as the National Conservation Strategy of 1994 was enacted and used as instrument to protect natural environment of the country (Daan Vreugdenhil and *et al.*, 2012).

National parks are one of the main primary areas where to find the wildlife's and untapped tourism potentials in most of the countries as a place of visit, in many under developed countries, it is difficult to access and experience the protected areas because of several interrelated problems (Sharma et al., 2013). As a country Ethiopia has nearly more than 24 national parks, 24 controlled hunting areas, 4 world biosphere reserves, 80 national priority forest areas, 2 wildlife sanctuaries and other related commercial ranches, botanical gardens, community reservation areas and also wildlife reserves (Berhanu & Endalkachew, 2018).

2. 3 Tourism Potentials of Nature based Tourism Development

The tourism industry is basically depending upon the availability of attractive powers of the destinations primary and secondary resources. The primary resources are the core products of the tourism industry for instance natural, cultural, social, religious, historic and archeological resources. In contrast, secondary resources are the most vital to the primary resources to offer the best quality of services for the visitors during their stay in the destination sites and on the way to reach the destinations sites such as accommodation and catering facilities, tour and travel companies, transportation system, entertainments and night life, tourist information service and tourist facilities and infrastructure services (Ashly et al, 2007).

In United States of America, Fairfax Country Compressive Plan (2011:2) indicates three stages in terms of achieving the tourism development that are; initially identifying the bases of the tourism which is the resources avail for the tourism development, protecting and conserving the resources which is the most significant part of the development activity in scientific manner than traditionally and finally promoting the community awareness about the importance of tourism development and also participating them in decision making activates of the tourism development. Many scholar on tourism share similar things that any form of tourism cannot be

successful or even exist if the tourism resource do not exist, since resources are the backbone of the tourism industry. Review of literature shows that the importance of initially identifying the resources gets much more concern on tourism industry in most cases. These resources that exist needed to be identified as the key potentials essential for realizing the tourism development. Though, each and every form of tourism is basically depend upon different kinds of resources avail to its designated areas of feature and also need to develop based on their unique feature as a means for achieving their marketing and promotional tasks.

According to Liu (2003) in broader perspectives tourism resources have much more than nature's endowment. Tourism needs three levels of resources: the attraction for tourist such as natural, cultural and build environment; infrastructure and services to enhance to tourism activity; and the physical and social setting such as hospitality of the host community towards the tourism activity. However, tourism attraction defined by Middleton as a designation for permanent resource which is under controlled and management for the purpose of enjoyment, amusement, entertainment, relaxation, experience and education of the general public (as cited in Swarbrooke, 1995:1).

Abu-Shady (2006) states that tourism resources whether natural or cultural assets, are the most foundation upon which all tourism rests and are usually the most important aspects in attracting tourist over destination areas. This perhaps partly explains why the tourism industry has tremendously relayed on developing the exploitation of these resources. Different scholars for example (Gunce, 2003; Farrell and Runyan, 1991; Priskin, 2001; Abdujalil, 2008; Awad, 2008; WTO, 1999) discuss the fact that nature based tourism are forms of tourism that relay on the availability of natural resource aspects in the destination sites. They stated that natural resources like forest, valley, sea, desert, wildlife attracts tourists to experience, enjoy, relax and doing different kinds of outdoor activities. Some of them mentioned that location of the tourist destination is considered as a natural resource; it plays an important role in making the touristic destination more accessible. And also, the climate is considered as another natural resource because of its importance to the touristic to escape from the bad weather and stay in the destination were more convenient good climatic condition of destinations found.

2.4 Strategies for Developing Nature-based Tourism Development

National parks and other related protected areas are basically the basis of primary resources for nature based tourism throughout the world in the tourism industry. One of the major necessary motives for international support to nature based tourism is its potential to shape in nature conservation as well as protection. According to (Peter, undated:) explained the basic strategies for nature based tourism can be and only achieved if it meets the following stated standards benchmarks:

1. A clear sustained and fair distribution of benefits to the local community from the nature based tourism venture.
2. There must be a smooth relationship between the tourist destination choice preference and locally protected nature of environment and
3. Appropriate local management and skills to provide sound satisfaction for the tourists as well as the host community.

2.5 Challenges in Nature-Based Tourism Development

Var et al (2010) revealed that recently there is an increasing popularity of nature based tourism in the international competitive market leads to threatening the natural resources which are the tourism industry basically based and developed. In turn, this may affects the long term viability of the tourism industry. In order to mitigate such disaster there is the need for appropriate planning policies, process and protection and conservation of resources works. In addition, to this there must be a continuous environmental assessment work is expected in the area which is already exposed by several nature based activities (Sirakaya, Sasidharan & Sonmez, 1999). According to Gouva (2004) mentioned six distraction factors that govern the nature based tourism destinations such as change in local community cultural pattern and lifestyle, erosion made by the development of a new hiking trails, pollution of the environment by the disposable of trash and sewerage, deforestation which aims to expand the infrastructure and resort establishments, economic impacts on the host community and ecological impacts because of tourism operation and development.

The most common argument in nature based policy process occur between those who tend to seek to improve the natural environment for economic significant and those who consider them worthy of conservation and preservation of the natural resources value alone (Wellman, 1987). Ideally, nature based tourism policy matters should rely on both sides of perspectives. some of the research investigations in nature based tourism have address problems and issues related to planning, expansion and other policy aspects (Shafer & Siehl, 1991).the investigation works reveled that nature based tourism affects the ecological system (Wells, 1993), as well as the improvement of political and economic priorities that advocates desirable tourism growth (Tosun, 1998). A lack of attention for the need of local community commitment, balancing their needs against the demands of tourism development and an incapability of policy makers to make and enforce compressive local plan could represent challenge for sustainable nature based tourism development (Ioannides, 1995;Godfrey, 1998).with this aspect the results of many scholars investigations indicates how the sound rule and regulation of natural resource management agencies, tourism services suppliers, governmental agencies and local community can shape nature based tourism expansion (Boo, 1990; Bramwell & Sharman, 1999; Burns & Holden, 1995; Darrow, 1995).

On contrary, other scholars reveled that over development of nature based tourism is so risky and unpleasant for the environment system (Lindberg, 1991; Steele, 1995). Steele (1995) showed that inadequately managed activates access to the nature based tourism destinations can have its own series problem for the resource which are the base for tourism. In this case the local government, local union, private companies and environmental volunteers should limit and design a strategy to handle the number of tourists for the sake of ensuring the sustainability of the destinations. Another difficulty might occur if tourism businesses are not able to self-govern and control visitor numbers (Weaver, 1995). While economic inducements may alleviate the natural tendency of this fundamental business logic, they may unwittingly lead to expansion rather than conservation and preservation (Backman, Wright and Backman,1994). Hvenegaard (1994) also explained that the unfavorable environmental influences possibly made by tourism in protected regions and suggests that governments require organizing the pace of nature-based tourism expansion. The probable optimistic profits of tourism in contributing to the maintenance of the natural environment are also sound reveled (Phillips 1985, Leslie 1986, Murphy, 1986).

The potential benefits of nature-based tourism are important. However, so as to the challenges inherent in its development and management works. The challenges for different types of governance are particularly pressing, especially as much nature-based tourism is located in protected areas for which various levels of government have direct control over the resource and areas of responsibilities. As this sector of the global tourism market expands and as many local communities are encouraged to transition from, or at least supplement, more traditional economic activities bases such as farming and fishing, meeting these challenges is of great urgency (Buckley, 2003).

2.6. Challenges of Nature based Tourism in Ethiopia

2.6.1 Loss of Biodiversity

Most of the protracted areas in Ethiopia are extremely affected by severally interrelated factors this is because of an ever increasing numbers of population who lived in and around the protected areas and the surrounding environments, loss of habitats mainly in the park compounds and shift to other areas and countries and also loss of land degradation (Amare, 2015). The land which is already the homes of wildlife becomes changed through agricultural expansion or use for agricultural activities, rural and urban development activities have its own factors in the deterioration and shift of wildlife areas, finally which causes the distraction of wildlife species and natural area as a basis or potentials of nature based tourism development.

2.6.2 Human Wildlife Conflict

The rises of conflicts over the use of natural resources between the host community nearby protected area and tourism development becomes a series issue in recent times due to a change in land use as a new scenario of wildlife management and its utilization (Magige, 2012). The types and verities of wildlife in Ethiopia are so many and their distribution levels depend basically on protected and related areas with poor protection and conservation activities (Amare, 2015). Human wild life conflict is a major series issue of most people living around the protected areas especially in developing countries because of their economic subsistence live and which results the growing numbers of population needs over the use of protected areas and exploitation of its tourism basis resources (Amare et al, undated and Wolff, 1961). In Ethiopia the population becomes increases with an incremental the need for space allocation and resource uses and it

finally adversely affects the wildlife species and their habitats found in the protected areas severally.

2.6.3 Deforestation and Forest Degradation

Deforestation which results land degradation is one of the major threats in a global level for many of wildlife with their natural habitats and severely affects the wild life habitats in their living ecosystem. The forest cover of Ethiopia has been nearly 40 % of its surface area a century ago but now it has declined to less than 3% and such kinds of extensive deforestation has led to the destruction of different biotic resource and then resulting in significant biodiversity loss (Bishaw, 2001). Currently more than 17 % of the country land surface is covered by protected areas. But, majority of it this forest land is now used for agricultural farming, grazing land for castles, fuel consumption means, and other constriction purposes. The human population growth around most of the protected areas over the past years has been changed and increase in terms of their size, density, and livelihood techniques. Uncontrolled and managed logging, illegal charcoal production and fuel wood collection are some of the major root causes of deforestation that can directly influences the habitats as tourism mainly depends and moreover such kind of activity results the loss of spectacular and scenic beauty of the protected areas means directly or indirectly affects nature based tourism developments in several ways (Masanja, 2014).

2.6.4 Poaching

Poaching and illegal wildlife trafficking activities in the park and related game area as well as improper use of natural resources have been the main drawbacks facing the park and have led to the destruction of some large mammal habitats (Meduna, Ogunjinmi and Onadeko, 2009). This leads to damaging environmental, economic and social consequential aspects. In some regions of Ethiopia for instance Gambella, Ethiopian Somali and Afar area poaching has been practiced for the sake of income earring and agricultural activities (Stuart, Adams and Jenkins,1990). Though, over use of these wildlife resources adversely affects the population of large animals and habitats as a major means of nature based tourism activities and experiences (Lindsey, 2008).

2.7 Opportunities of Nature based Tourism Development

Nowadays , many tourism scholars shift their looking towards the new concept and promote it in advance in area of nature-based tourism development than other forms of tourism because of an emerging of a new form of tourism is that being safe forenvironmentally resources as well as the host community as a source of income and diversifying theirlivelihood, conservation and preservation of natural resources, they recommend suck kind of tourism activityparticularly for developing countries because many of developing countries have a comparativeadvantage over developed countries in terms of untapped natural tourism resources potential as compared to other countries (Cater, 1993).

In the past decade, the travel industry got an attention due to an increasingly interest in the area of diversifying niche types of tourism market with the characteristics of natural environment and adventure trips, for this segment of new market wildness area, wild life visitation, trekking and other forms of activities are becoming particularly appealing to a wider area of cover in tourism industry (Sweeting & Bruner, 1999).Alert to this there is a rapid expansion of developments; many countries have realized that sound environmental management practices governing tourism activities in a sensitive environmental management works should constitute as a key focus area for ensuring sustainable economic strategies (Awazi, 2002; Weaver, 1998).In line with an increasing numbers of visitor and much more demand for it, the forms of nature-based tourism have diversified and complex (Urry 1990, Poon 1993).

The goal of any nature based tourism activities are to preserve and conserve the environmental resources, in facilitation of the economic, social development of the host community and at large the national economic development and additionally promoting the environmental awareness and education at various level of standards (Kimmel, 1999; Beeton, 2002; Beresford-Jones, 2009). In many countries nature based tourism has become one of the substantial area of focus in terms of generating employment opportunity, source of income, diversifying the economic activity and promoting the nations in a positive way to the rest of the world (Wearing & Neil, 1999).

Nature based tourism is one of the most important sector in many countries and appears the large share of global tourism industry (Eagles, 2002; Newsome et al., 2002). According to The International Ecotourism Society (TIES, 2003), nature based tourism has grown significantly with annual growth rates of 10 to 30%. This proportion indicates the increasing of nature based

tourism continuous to grow up faster than other forms of tourism activities (Newsome et al., 2002). In terms of geographical or spatial distribution of nature based tourism market is significant in America, South America and Africa with an immense tourism resource as compared to the rest of the world and used as a means to achieve their competitive advantage (Nyaupane et al., 2004). Even, in some countries of these region the numbers of international tourist visitations accounts reaches nearly 40 to 60% (Filion et al., 1994).

National parks are among the major resources and attractions for the development of nature based tourism, and the national park label is the most well-known for tourists as well as visitors from the categories of protected areas (Deng, King, Bauer, 2002; Druva and Līviņa, 2008; Reinius and Fredman, 2007). Nature based tourism is an important segment of the international and domestic tourism industry throughout the world, which has been expanding rapidly over the past decades, and further growth is expected in the future (Giongo, Bosco and Wallace, 1993). Nature based tourism is expected to have a continuous growth from an estimated 7% of the global tourism in 2007 to as much as 25% by 2020 (Honey, 2008). Tourism in national parks contributes towards the conservation and protection of flora and fauna as well as provides local livelihoods, since it is often promoted as a win-win scenario in which tourists have an enjoyable experience simultaneously (Stronza and Durham, 2008).

The nature based tourism development progress shows that there is an ever increasing interest of travelers in natural environment and wild life tourism (Christ et al., 2003; Gouvea, 2004). Wildlife visitation and wilderness setting are one of the most increasingly important areas of marketing segmentation in tourism, which is being positioned as the most main area of interest in nature based tourists (Sweeting & Bruner, 1999).

The main potential benefits evaluated from a high interest of nature based tourism is revealed that with a great proportion of capital expenditure made by tourist flows directly to the local communities as compared to other forms of tourism activity and even more than 95% of it goes to the local economy (The International Ecotourism Society, 2005). Furthermore, some studies revealed that the daily expenditure made by nature based tourists during their visitation time is more than the normal tourist made per day in the destination area (Dulude, 2002).

Beside the normal injection of the direct economic benefits the local community found in nature based destinations, they have lots of opportunities in the area of improved healthcare, educational program, infrastructural accessibility and provision which is already constructed for tourism purpose, better quality of life, cultural and knowledge sharing, means of universal brotherhood and financial incentives for local communities to preserve and conserve the natural environment resources upon which the basis of nature based tourism development basically existed as well as they will be benefited in different ways. Additionally there are several opportunities cofound for nature based tourism destination development and management activities in the area of generating foreign currency and the means to exporting services and products for many international tourism market, promotion, protection as well as conservation of the local biodiversity, direct and indirect and also induce job opportunities for the local community, advocates the establishment of small scale tourism business which offers products and services for the general traveling public, helps for the preservation of the most endangered unique species of flora and fauna endemic to the place, creates a conducive environment for the development of small and medium size entrepreneurship and also promoting the local handicrafts and other indigenous state of arts and knowledge to international tourism market (Marzuk and Rofe, 2014).

2.8 Opportunities of Nature Based Tourism in Ethiopia

2.8.1 The Existence of Diversified Wildlife Resources

Ethiopia is located at 3°30'N and 15°00'N latitude and 33°E and 48°E longitudes in the eastern part of Africa and considered as one of the largest biodiversity hub in the world (Amare et al, 2015; Bekele, 2013; Yalden and Largen, 1992). Ethiopia is ranked as one of the top 25 biodiversity endowed countries in the world and hosts two of the major world biodiversity hotspots destinations or regions for instance: the Eastern Afromontane and the Horn of Africa hotspots (EBI, 2014 and WCMC, 1994).

The biogeographic location of the country characterized with two main features namely the arid regions of the eastern parts of the country including the Ogden lowlands and the magnificent northern highlands of the country and which results the availability of different varies of flora and fauna in the country territories possess (Young, 2012). The diversity of this wild life resources is a good attraction for the tourism development especially nature based tourism,

which enhances the country economy as well as management of the protected areas of the country (Blower, Undated and Vreugdenhil et al, 2012). The country possesses a diverse and contrasting feature starting from the Danakil depression the lowest place on the earth surface at 116 m below sea level to Ras Dagen Mountain the roof of Africa at 4543 m above sea level (Blower, Undated; Tefera, 2011 and Vreugdenhil et al, 2012). The country has more than 1.3 million hectares of area covered with varies of climatic regions, topography and vegetation supports high endemic flora and fauna of the country that has a great potential for tourism development of the country to attract the interests of domestic as well as international tourist to different parts of the country destination areas (Tefera, 2011 and Young, 2012).

2.8.2 Fauna Diversity

Currently, nearly 320 species of mammals recorded and documented in Ethiopia and which encompasses: 39 endemic both small and large mammals, 918 birds with 19 of them are endemic species, 240 reptiles with 16 of endemic to country, 71 amphibians 30 of them are endemic to Ethiopia and 172 freshwater fisher with 38 are endemic and more than 1225 insects (Wolff, 1961). Thus, makes Ethiopia as one of the most diverse mammalian fauna countries in Africa and the great tourism potential for the country in addition to its rich history, culture, archeology and religious tourism potentials. Traditionally many people calling Ethiopia as ‘‘homes of unique seven’’ this refers to seven distinctive and large endemic mammals found only in Ethiopia. Those seven large mammals are; the Ethiopian wolf (*Canis simensis*), Mountain nyala (*Tragelaphus buxtoni*), Walia ibex (*Capra walle*), Menelik’s bush buck, Swayne’s hartebeest (*Alcelaphus buselaphus swaynei*), Gelada baboon (*Theropithecus gelada*) and Bale monkey (*Chlorocebus djamdjamensis*) and the rest (83.9%) are smaller ones including 2, 9 and 15 species of bats, insectivores and rodents, respectively. Conversely, the country has several large mammals (Amare, 2015 and Dickinson, 2003). such as, Boutourlini’s blue monkey (*Cercopithecus mitis boutourlini*) which is the only sub species of blue monkey (Groves, 2005 and Kingdon et al, 2005), Ethiopian lion (*Panthera leo abyssinicum*, Starck’s Hare (*Lepus starcki*) and Giant mole rat (*Tachyoryctes macrocephalus*) were some of the endemic mammals of Ethiopia that are not recognized as unique endemic species (Bruche, 2012). The large mammals are mainly concentrated in the southern and southwestern parts of the country. Additionally, the Great Rift Valley and mountain massifs were the homes of large endemic mammals

2.8.3 Flora Diversity

Like that of fauna the flora part of Ethiopia varies from that of montane forests with its coniferous and broadleaved forests, the entire and vast savannah land, steppes and to desert lands are surrounded by lakes with a acacia commiphora woodland ecosystem, crossed by several rivers and streams accompanied by gallery forests in the riverbanks (Wolff, 1961). This flora and topography also gives another excitement for the tourist experience during their visitation. Ethiopia has diverse flora diversity, more than 6500 species of plant recorded and documented in the country with 625 are endemic species, 669 near endemic species and one endemic plant genus and ranked as the fifth largest flora diversity in tropical Africa (Young,2012).

2.8.4 Expansion of Protected Area; Potential for Tourism Destination Development

Protected areas are the main area of focus to keep the balance between biological diversity and contribution for the economic development of the country. In the past couple of decades the numbers of protected area in developing countries are expanding an ever increasing ways (Bruche, 2012). Ethiopia had 40 protected area covers about 16.4% of the total land area and currently it reaches more than 17.1% of land, ranked the third in Africa by following Tanzania and Uganda (Tefera, 2011 and Zelalem, 2007). The country is one of the few countries where it shows its best level of efforts in designation and development of protected area are increasing so far. For instance, Ethiopia had only two protected areas namely Awash and Simien Mountain National park before 40 years and now the number reaches more than 55protected area (21 national parks) for the sake of protection and conservation of the natural environment ecosystem and wild life resource of the country.

Based on the availability and utilization of the diverse natural resources, landscapes and biodiversity as a tourist destinations is a common trend and practice nowadays and especially in national parks and related attractions are become one of the major nature based tourism development activity. With respect to the conservational efforts Ethiopian national parks plays an important role for the development of sustainable tourism resource protection and development (Girma &Till, 2012 and Adem Gobena, 2008). Park based or oriented tourism development ensures a lot of opportunities for the conservation, protection and appropriate use or

resources, development and management through the cooperation several tourism stakeholders (IWG, 2013 and UNEP, 2013).

2.8.5 Peace and Security Promotes Nature Based Tourism

One of the most important aspects of the tourism industry is that peace and stability of the destination area where the tourists being hosted. The multi-cultural mosaic and good hospitality of the host societies who have their own language, culture, norm, rituals, music, dance and other performances are identified in every corner of the country is the good means to foster the tourism development of the nation apart from the natural resources. In some countries of east Africa countries, Ethiopia, Tanzania, Rwanda and Uganda are likely to achieve growth of between 6.5% and 7.5% in 2014/15 (African Development Bank, 2014). In contrast, the growth in Sudan continuous to remains passive because of violent and conflicts. Consequently, the absence of conflict or peace and security plays its own role to advocate nature based tourism which directly affects the country economy (Ondicho, 2000). Thus indicates political stability and peace is one the essential prerequisite for achieving the good reputation of the destination from marketing aspects and overall tourism development of the country.

2.9 Tourism as a Network of Collaborating Stakeholders

Tourism by its nature is a fragmented industry, needs strong coordination several actors found on it to ensure a better and quality of service delivery (Wang & Fesenmaier, 2007). Tourism destinations traditionally considered as a geographic area that includes varies of services and products, activities, experiences and attractions to fulfill the needs of the general public. As a cluster of service and product providers, a tourist destination bring as all the actors such as private, public and related actors, who understand their interdependence, can frequently perceive an inability to directly influence one with the other and are therefore often found to behave independently and act in self-interest (von, 2003).

Tourism destinations see themselves as a single unit with their own unique brand identities, yet they commonly joined under regional or national identities, for this reason tourism provider who found in the destination area must develop a connectivity work to ensure a competitive success. Destination at all level work with other service and product providers rather than working individual service providers are what the contemporary tourists perceived destinations as a

product or service (Baggio & cooper, 2010). And it is how the destination activates and experiences are connected one with the other is commonly understood as the main means of competitive advantage edge in international tourism market (King, 2002).

According to Buhalis (2000) the main core categories of tourism stakeholders; tourism enterprises, public sector, tour operator, host community and tourists. Identification of tourism stakeholder is one of the most important stages for adopting a stakeholder platform, however it must be acknowledged that tourism stakeholders are not just symbol of units: the stakeholder mix and issues changed over period of time; therefore managing stakeholders needs a continuous process of creating awareness and inter organizational sense of belongingness towards a communal goal (Ford, 2011). The most common challenges for contemporary tourism managers is to understand the dynamic , competing forces, interests and resource requirements of several stakeholders through appropriate structuring of inter organizational relationships; destination success is achieved through how destination stakeholders interlinked; the way they act and interact together with the other actors accordingly (March & Wilkinson, 2009).

Jamal and Getz (1995) define tourism collaboration as the joint works of setting objective and decision making of independent stakeholders so as to resolve problems or handling issues across the area. The main areas of activities address by the collaboration of tourism encompasses tourism policy and strategies, destination management, product development, branding and promotion, bet practice and sustainability issues. The coming of the entire destination stakeholders is looking for problem identification and achieve communal objectives adds a new outlook for destination managers as how such kinds of collaborative stakeholder teamwork is facilitated and structured in a very compressive manner. According to Atorough & Martin (2012) indicates destination management organization (DMO)as an independent institution, represents the collective interests of the destination, facilitating cooperation within the actors and running the overall management and development of the destination towards a desired objectives and in doing so harmonized a destination willingness to sacrifice individual interests for a common activity.

The main role of a DMO is to actively participate and creates a harmonized way of atmosphere for designation stakeholder's through interaction so as to facilitate and direct cooperation work (Meriläinen & Lammetyinen, 2011).The form and structure of DMO mainly depends on unique

features of the region and particular mix of stakeholders it covers represents (Atorough & Martin, 2012). However, tourism enterprises are commonly found in between of knowledge averse and scarcity of tourism resource it can frequently fall to public sector intervention to facilitate the setup of setting a DMO (Baggio & Cooper, 2010).

The benefit of collaboration in tourism through destination stakeholders is many and consists of several positive outcomes for individual organizations as well as the destination by itself. Collaboration allows an individual organization to benefits through mobilizing of resources and additional capabilities to build, in turn which afford collective economies, experience and also enables the organizations to achieve more collectively rather than individually (Savage et al., 2010). Furthermore, collaboration among destination stakeholder also provides value added to the destinations via the collective acquisition of knowledge based activity and looking for new insight which can ensure innovation works and adaptability in these dynamic competitive business environments, in order to attain all the above mentioned benefits for all of the stakeholders equally there must be a strong arrangements of inclusionary works by involving collective learning and reaching on certain consensus (Bramwell & Sharman, 1999).

2.10 Stakeholder Analysis in Nature based Tourism Management and Development

In this contemporary world, collaboration with several stakeholders is an important issue in the area of spatial planning of a certain protected area and related sites (Prell, Reed, and Hubacek 2009; Jones-Walters and Cil , 2011; Nastran and Pirnat 2012). Usually a lot of stakeholders were involved and engaged in spatial planning. However their position and level of interest quit distinct one with the other. Because of this, stakeholder analysis considered as one of the first and most important steps to address whether the success of the project will be determined (Agle et al. 2008; Jepsen and Eskerod 2009; Neville, Bell, and Whitwell 2011). Stakeholder analysis show us to clearly identify the main stakeholders and their specific roles, intentions, connections , interests, behaviors, influence , power and position they have in the planning and management process of protected and related areas (Brugha and Varvasovszky, 2000).

The term stakeholder defined according to Freeman's (1984, 46) as follows "any group or individual who can affect or is affected by the achievement of the organization's objectives".

The protection and conservation and also the latter success of the development and management park will depend on the existence of well-coordinated collaboration between the stakeholders and the means to mitigate the problems (Rastogi et al. 2010). It's important to understand who are the key stakeholders in the initial phase of planning activities; with their level of position, interest of area and the influencing power of the planning and management of protected and relates area, so it's better to rely on engagement activity of planning activity, identifying appropriate strategic mechanism and the means to achieve the collaboration aspects of the project (Grimble and Wellard, 1997).

2.11 Sustainability of Nature-based Tourism

Nowadays nature based tourism is one of the most interesting and attractive industry in many nations especially in developing countries (Fennell 1999, Hall & Page 1999, Saastamoinen et al. 2000, Franklin 2003). In order to generate the largest market share needs to have clean, quite pleasant and unique natural environment are the main key features to attract the interests of the visitors (Järviluoma, 2006). In connection with this the attractiveness of nature tourism potentials, incremental of visitor's number and the extent of diversified forms of tourism towards nature based tourism results the adverse impacts of tourism on natural environments (Urry 1990, Poon 1993, Buckley 1994).

It's rarely speaking any form of tourism activity does not basically focused on environmental resources (Hunter & Green 1995). Nature based tourism defined as traveling to natural area and its feature which are not disturbed and the appreciation of nature value (Boo, 1990). Nowadays, the definition adds more concepts than the existing definitions by incorporating environmental as its main concern, social and economic aspects in general (Mowforth & Munt 1998, Swarbrooke, 1999). For the sake of achieving the balanced or appropriate use the natural resources in the area of conservation of natural resources as well as the wellbeing of host community in planning and development activities of destination development (Ecotourism Society, 1993).

The main concern of sustainable tourism is that, the ecological dimension is one of its prime issues at most; natural resources are the main components for ensuring tourism development. Though, social and economic aspects were should be taken in accounts (Redcliffe & Woodgate 1997). Sustainable tourism attempts to answer the existing conflicts related with the

environments (Hall, 1998). Ecological sustainability allows the present generations to use and conserving natural heritage and biodiversity and maintaining essential ecological processes for next generations. Furthermore, from the social and economic point of perspectives, nature based tourism is significant implication in terms of employment opportunity, source of income, economic diversity, universal brotherhood, cultural sharing, whereas at the same time ensuring the living standards of the host community, environmental conservation and protection, quality of Experience for the tourists (Williams & Fennell, 2002). In order to have a sustainable form of tourism, development should incorporate the host community, the natural resources, the economy, the tourism industry and also needs to build a strong leadership and understanding of tourism stakeholders in the destination areas (Hawkes & Williams 1993, Lane 2005).

The basic concept of sustainable development in relation to tourism is that, sustainable tourism was considered as the effective measurement tool of eliminating the adverse tourism impacts and advocating the balanced development of destination area (Lu & Nepal, 2009). Nature based tourism concepts more focuses on various natural attractions and its features and also the continuous evolution of the philosophy in the sustainability of the tourism development works (Higginbottom, 2004; Cater, 2006).

There are lots of studies done on planning, development, policy, management and the adverse impacts of nature based tourism in the past couple of decades for instance (Naidoo & Adamowicz, 2003; Saarinen, 2005; Yang, 2008; Balmford et al., 2009; Han, Fang, & Huang, 2011; Menical, 2013; Huhta & Sulkava, 2014; Mccool, 2014). Irrespective of its locations, nature based tourism heavily relies on the natural environment sitting as well as the availability of its tourism resource (Priskin, 2001). Because of this, a number of multidisciplinary field of perspective factors govern the successfulness of sustainable nature based tourism activity (Spenceley, 2008). The sustainability of nature based tourism needs a critical assessment and review of measurable benchmarks or standards for instance sound indicators (Lemelin, Koster, & Youroukos, 2015) and also it stretches to the urban area not only exist in the natural area settings (Torres-Delgado & Saarinen, 2014). One of the most common indicator used is that the subjective nature of visitor satisfaction and perceptions towards the destination resources and its environment (Tyrväinen et al., 2014).

2.12 Principles of Nature based Tourism

Nature based tourism principle model encompasses the principles and operation of the nature based tourism system. It includes both the demand and supply side analysis, for the demand side deals with nature tourists are visitors to nature areas, often as participants in various kinds of activities such as trekking, wild life visit, boating, safari and as consumers of commodities. Since tourism by definition involves activates of travel away from home, the home region of the tourists is also the target market or destination area. Whereas, the supply side of the system fundamentals related to the nature-based tourism destination natural resources such as. Mountains, lakes, rivers, forests, beaches attractive enough to be significant pull factors to activate travel who favor natural attractions. Access and attractiveness of these resources are often facilitated by products and services provided by private tourism providers, public agencies and land owners for instance hotels, lodges, restaurant, information center, tour and travel company, security and visitor service center. In nature-based tourism, the local community is often highly integrated with the tourism supply at the destination and in the overall system .Natural resources used by tourists is part of the natural environment treasure of the local community, which is often highly integrated with local traditions and culture is needed at most. The presence of tourist facility and infrastructure such as shops, souvenir products, parking, local public transportation like horse-riding significant contribution to the tourism supply and affect how visitor spending to local economic. Finally, the nature-based tourism system is affected by several of external factors such as rules and regulations of the country towards natural resource such as right to access, environmental protection and conservation and other competing resource uses by the local community and industrial consumption for Forestry, fishery, farming, climate change, economic recessions and safety. Nature-based tourism is characterized by incorporating many stakeholders not just those traditionally involved in tourism sector, but in relation to the protection, management and utilization of natural resources in a sustainable manner (Fredman & Tyrväinen, 2010).

2.13 Research Areas and Need for Nature Based Tourism Development

Recently there has been a growing attrition towards on nature based tourism as a new form of special area of interest in the field of tourism discipline, evidenced supported by great interests in recent research publications on the topic thematic area (Ingram and Durst, 1987, 1989; Laarman

and Durst, 1987; Kutay, 1989; Boo, 1990; Goudberg, Cassells, and Valentine, 1991). In fact this recent phenomenon is supported by literature surveyed for the review- more than 100 publication were consulted, 60 percent were published over the last years. Majority of the publication much more concerns and gives a due attention about the growing role of tourism in a protected and related areas (Budowski, 1976; Coleman, 1980; Lucas, 1984; Marsh, 1987; Bateson, Nyman, and Sheppard, 1989; Neumann and Machlis, 1989) and their reaction and response moreover it focuses on the development guidelines and platform to enhance the capacities of the park managers dealing with tourism especially for the developing countries (McNeely and Thorsell, 1987; Thorsell and McNeely, 1988).

The primary merit of these kinds of specific research thematic domain is to underline the need for nature conservation and protection is an integral part in all levels. Furthermore, it is recognized that there is a great interest in nature tourism as a means to achieve the symbiosis relationship between nature conservation and societal development such kinds of interest being expressed and run by public sector, private sector, or joint venture, local communities and conservation agency and also more of it indicates nature tourism to express the confidence that might readily mentioned goals. Despite this uncertainty, or perhaps because of it, the experimental development of nature-tourism is seen as a valuable option for those communities with the resources and the inclination (Young, 1986).

In nature based tourism decision is made from relatively available means of research data and knowledge which emanates from it. According to Boo (1990, p.4) despite the raising expectations with respect to the nature tourism in many fields of expertise, there are gaps in managing and execution of information for nature based tourism industry in research aspects. This clearly indicates there are a lots of opportunities for scholars in a number of disciplines to make their own contribution for a better understanding of nature based tourism in advance.

2.14 Review of Tourism Development Policy of Ethiopia

Tourism is one of the economic and social sector that shows a positive promise in the world economy and nowadays it contribute its best level in terms of enhancing and promoting the development of many countries. Tourism has many significant implications for many countries in several ways such as promoting micro and small scale enterprise with its high labour intensive

industry, serve as source of foreign exchange, source of income and employment opportunity and enhances sustainable form of development. By considering the importance of tourism and appreciating its significant contribution in nation's development and growth, the government of Ethiopia assigned the government body the so called Ministry of Culture and Tourism under the proclamation number 471/2005. In order to handle and organized the fragmented sector found in tourism industry of the country such as public sector, private sector, Non-Governmental organization, media, local community and other actors needs to have a clear cut and achievable policy and strategy. In light of this, the government of Ethiopia develops and endorses a tourism development policy that guides and shapes the very big images of the sector and strategy which emanates from the policy to make things more actionable and achievable ;basically the policy and strategy gives its due to attentions on the following issues and aspects:

1. Integrating Tourism Development into Key Development Policies and Strategies of the Country
2. Developing the Existing and New Tourist Attractions in Variety, Scale and Quality
3. Expansion of Infrastructure and Tourist Facilities Essential for Tourism Development
4. Undertaking Promotional Work Through the Creation of Strong Market Ties in Order to Become Competitive on the International Market
5. Strengthening the Collaborative Relationship Among Actors Participating in Tourism Development
6. Overcoming the Serious Capacity Limitations Observed in the Industry

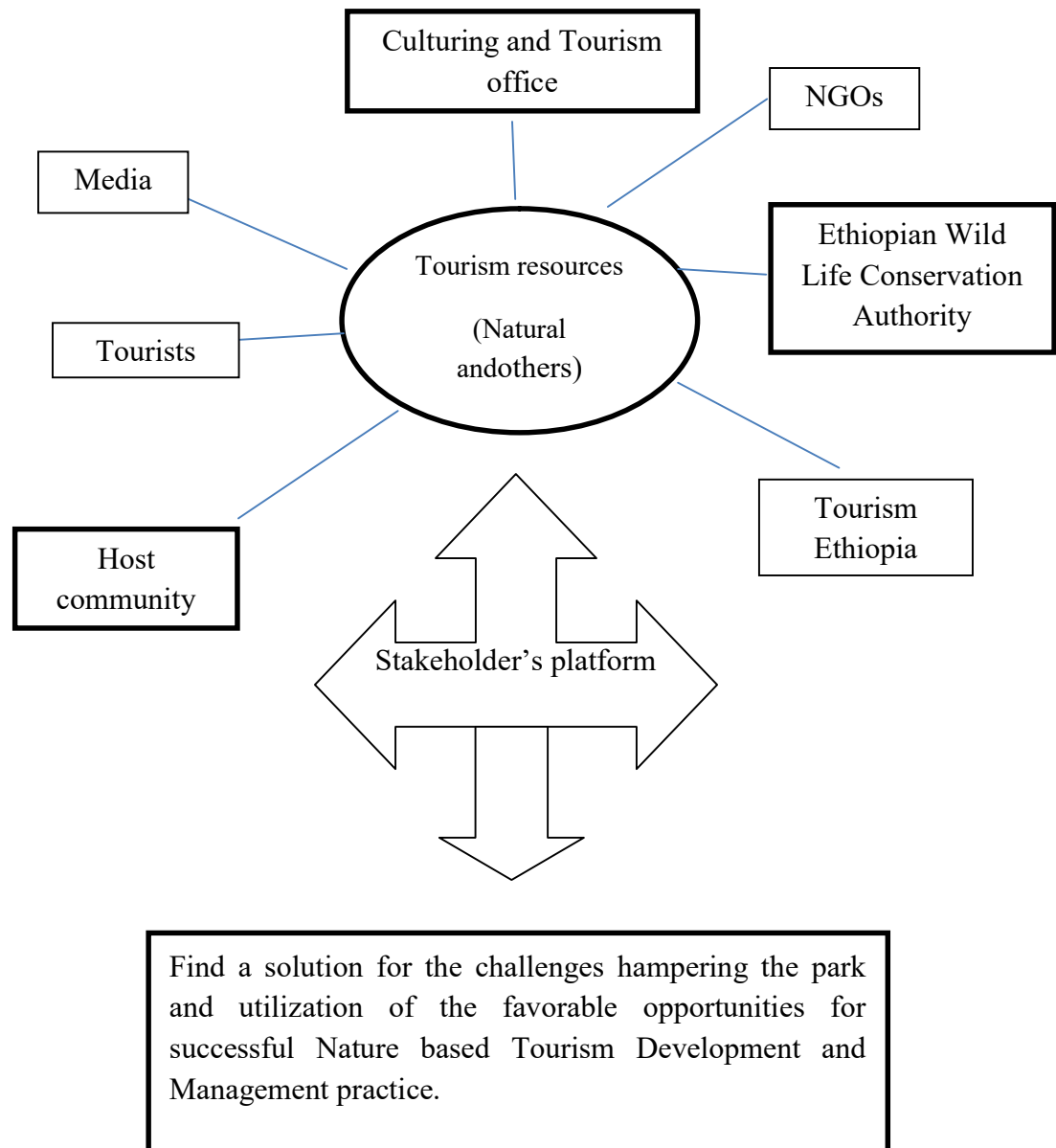
The main focus of the study were on the second pillars of the policy and strategy which entitles developing the existing as well as the new tourist attractions in varieties, scale and quality as a country possess blend of tourist attraction in various parts of regions such as cultural, natural, historical, religious, archeological sites may not benefit from the tourism sector in many ways but little of its tourism potentials were well known somehow in international tourism market and even in domestic market segment and majority of the tourist potentials of the country is not well known designated, protected, developed and managed in several parts of the country with a great potential to attract the interest of different market segments and benefits the country in many ways is missed and all over this things needs a good destination development and management practice especially in emerging or new potential destination areas that is why the study gives its interest and focus as the study area were identified as new and have an immense

tourism potential which were supported with different review of literature and the Ethiopian policy and strategy directions as a benchmark.

In the business world tourism shows its positive promise and ability in shaping the economic system of the nations in the area of reducing poverty, creating employment opportunity, source of income and foreign exchange and catalyst for sustainable development. In similar fashion if the tourism potentials of Ethiopia were properly identified, developed and managed and also sell to the target market, tourism considered as a means to achieve the overall plans of the country in terms of accelerating the economic growth and sustainable development to end poverty programs. In light of this, the tourism development policy of Ethiopia addresses the following basic strategic directions in the area of investigating and identify the domestic opportunities and challenges and international opportunities and challenges, gap and situational analysis with respect to demand and supply sides, marketing and impact analysis of the country to understand the existing circumstances of the tourism industry of the country in a well manner.

Conceptual Framework

Figure 2.1 Nature based Tourism Destination Development and Management Practice in the case of Chebera Churchura National Park.



Source: researcher own framework, 2019.

2.15 Conceptual Framework

The conceptual framework for this research work basically emanates from the review of several literatures used on this paper and finally which clearly depicts; the tourism resource potentials which are the basic for the development tourism industry in particular niche types of nature based tourism development as a new segment of tourism in international as well as national dimensions drawn as a lesson from the experiences from several countries, research inputs and strategic direction of the tourism policy by using the favorable comparative advantages of the resource endowment as an opportunity to use in tourism market as a way to achieve the expected level of goals designed through identification of tourism stakeholders related to nature based tourism development with their specific roles in a way to develop, manage and executes the tourism resources, business, actors and also sector and find a solution for the existing problems related with nature based tourism development in fulfilling the needs of the tourist and ensuring the host community benefit from this niche tourism development and also protecting and conserving the tourism potentials as the main means or basis of tourism development for a better and sustainable nature based tourism development and management practice activity in the case study area.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Description of the Study Area

Chebera Churchura National Park (CCNP) lies ($6^{\circ}39'-7^{\circ}09'N$ and $36^{\circ}27'-36^{\circ}57'E$) is located on the western part of the country specifically in the central Omo Gibe Basin between Dawro and Konta Special Woreda of the Southern Nations, Nationalities and Peoples Regional State of Ethiopia and also covers an area of 1410sqm. The park is located 475 km south- west of Addis Ababa, 427 km from Hawassa which is the capital of the regional state and also there is also an additional means to reach the park via Jimma-Chida road just about 124 km length which makes the park more accessible by using both air and land surface means of transportation. The natural vegetation is distinct and diverse in nature. There are mountain, riparian, woodland, grass and scrubland vegetation's found in different parts of the park. The altitude of the park ranges from 550-1700 meter above sea level. The climate of the park is relatively hot, but mostly quite pleasant and convenient due to the abundant of wide coverage of dense shade forest of the area. The mean annual rainfall of the area is 2,154 mm. there are two main dominant seasons; the dry season starts from December to end of February whereas the wet season starts from March extend to November. There are several rivers and their tributaries that pass through the park with the spectacular view of waterfalls and also finally join the Omo River. Additionally the Park is fortunate in possession of some few small crater lakes and a lot of cold and hot springs waters and also historical cave system (Demeke and Afework, 2013).

The park is the most attractive due to the nature of its spectacular landscape encompasses with high hills, rolling plains with incised rivers and permanent streams, valleys, gorges and small creator lakes. The rivers are lined by dense a riverine forest. The park is rich in terms of floral and faunal biodiversity consisting of 37 species of large mammals; which makes the park is the home of habitats for Buffaloes, giant African Elephants, lion, and leopard, 18 species of small mammals and 137 bird species such as Raven, Trogon and Turacos as well as different kinds of flora species found like highland and riverine forest and savanna and bush lands grasslands have been recorded in different parts of the park compound (Demeke and Afework, 2013).

Chebera Churchura National Park is one of the relatively untouched or undisturbed, attractive in its scenic beauty with verities of tourism products within a small area but the list visited and known park in the country because of this and other inter related factors the park were recently discovered and established by its importance for the conservation as well as the protection of the park resources and keep the overall ecosystem of the country. The park is one of the best place and site in Ethiopia to see and experience the Elephants and Buffalo (Alemneh, 2015).

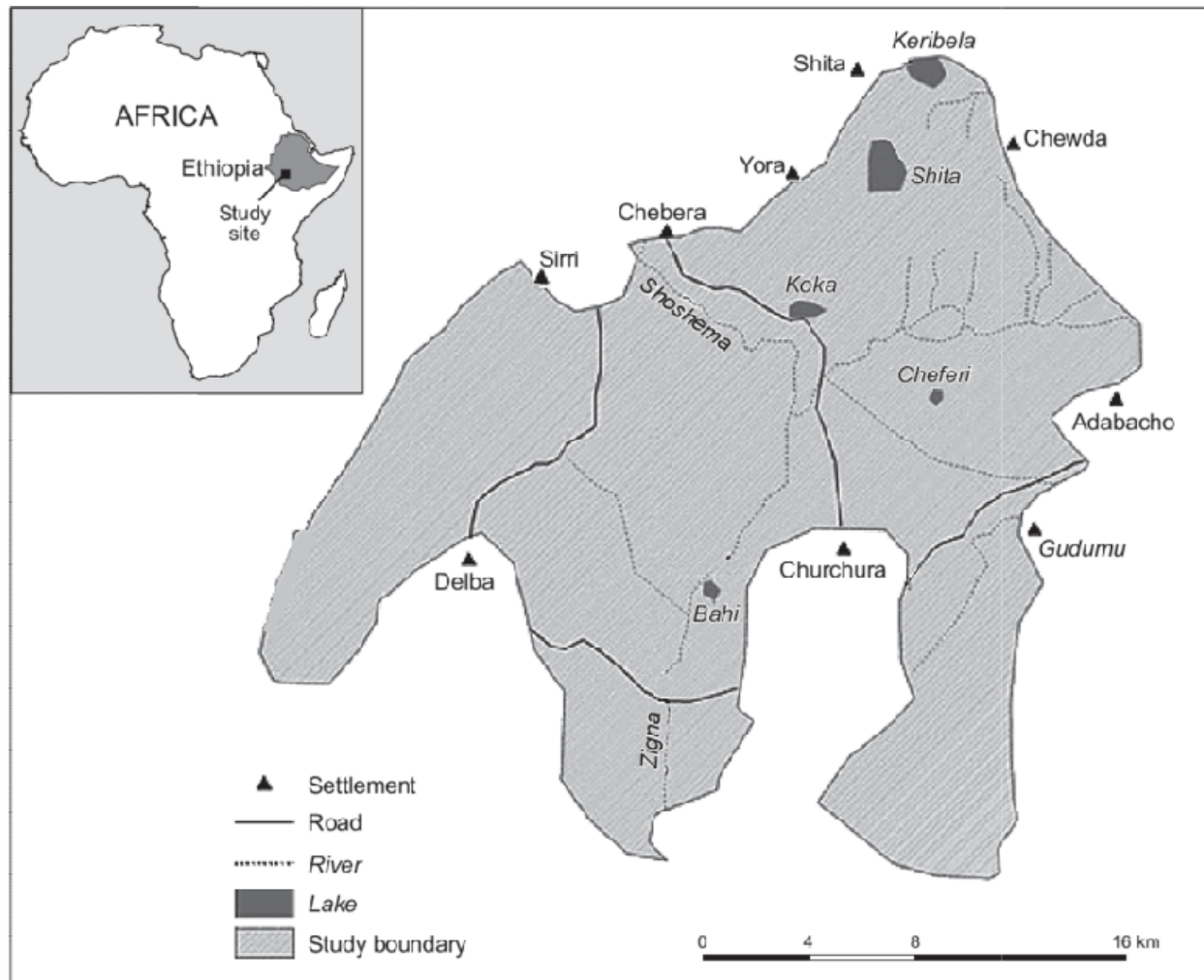


Figure 3.1: Map of the study area

3.2 Research Design

Research design is a way to identify the problems from the very beginning and setting strategic plan to answer the existing problems that passes through systematic arrangement of tool development, collection, analyzing, show the results and opens the door for other scholars (Cresswell, 2009).

Research design promotes the adoption of the right kind of methods for collecting relevant data and techniques to be used in their analysis, in line with its stated objectives of the research and based on the consideration of available staff, time and budget (Kothari, 2004).

The main target of this study was to identify the tourism potentials for Nature based destination development, identify challenges in relation to its development, favorable opportunities that boost the development and identification of Stakeholders for nature based destination development in Chebera Churchura National Park and its surrounding environs.

3.3 Research Method and Approach

According to Creswell (2009) Quantitative research is used to quantify the problem by way of generating numerical data or data that can be transformed in to usable statistics. Quantitative approach it used to quantify attitudes, opinions, behaviors and other defined variables and generalized results from a large sample population. The data collection method for quantitative research includes survey, online survey, kiosk survey and etc. contrary, qualitative research is used to gain an understanding of underlying reasons, opinions, and motivations. Moreover it provides insight in to the problem. Qualitative research is also used to uncover trends in thought and opinions and dive deeper in the problem. The most common method of data collections includes focus group discussion, interview and observation.

In this study, the research was heavily relies on the qualitative approach to identify the tourism potential of the park, challenges hampering the nature based tourism development, opportunities to be utilized and identification of the key stakeholders towards nature based tourism development and management practice in Chebera Churchura National park and surrounding environs in details for the successful completion of the study due to the nature of the research objectives developed.

3.4 Target Population of the Study

Target population refers to the entire group of individuals to share some sort of similar characteristics in which the researcher focus on them to reach on certain stages of generalizing a conclusion drawn from them. Nature based destination development and management activity needs an integration of different stakeholders to have some common objectives. The target population of the study was selected based on their directly and indirectly association relating to nature based destination development and management practice. The following units of group was selected as the target population of the study that are; park office of Chebera Churchura National Park (CCNP), Culture and Tourism Office of Amaya Special Zone (CTOASZ), Tourism Ethiopia (TE), Tour operators and hotels, Ethiopian Wild Life Conservation Authority (EWCA) and Arba Minch University Department of Tourism.

3.5 Sampling Method

Purposive sampling is one of the sampling method falls under the category of non-probability sampling instrument to determine the respondents of the sample based on the sound argument of the researcher interest in the selection of the sample without any mathematical computing instruments in order to get the desired source of information in line with saving time and budget aspects. In addition purposive sampling helps to the researcher in the area of when limited number of the people found and can be used as a source of primary instruments due to its nature of the research design developed, answer the research question and objective determined preliminarily (Black, 2010).

According to Alvi (2016) in purposive sampling the researcher has a full right to predetermine the samples included in his investigated research based on his sound ground argument to fit the research objectives and designed tools. One of the primary reason the researcher used purposive sampling was the target population of the study were found in different geographic settings, some of them found in the capital city of the country, some of them are found in regional town and the other are found around the research case study area and also instead of using survey with the entire population and then putting to sampling equation may not get a relevant source of information with unknown aspects of the subject matter that is why the researcher was mainly relies on purposive sampling method with predefined target populations.

3.6 Source of Information and Data Collection Instrument

3.6.1 Primary Data Sources

3.6.1.1 Interview

An interview is a conversational way of acquiring information for the study from the selected representative among the sample quota given about the subject matter under investigation. A research interview involves an interviewer, who coordinates the process of the conversation and asks questions, and an interviewee, who responds to those questions. Interviews can be conducted via face-to-face or over the telephone and the internet is also emerging as a tool for interviewing (Gubrium & Holstein, 2001). For this reason tourism experts and officials were purposively selected based on their knowledge, skill and professional experience towards nature based destination development and management practice in the study area to acquire well customized source of information and the study were conducted an interview with heads of the park manager, CEO of Tourism Ethiopia, director of Ethiopian Wild Life Conservation Authority, accommodation manager, heads of Culture and Tourism Office of Amaya special zone and tourism academician.

3.6.1.2 Observation

According to (Marshall and Rossman, 1989) observation is a systematic explanation of activities, events, behaviors, artifacts in an actual environment setting for the study under investigation. It ensures the researcher to justify the existing circumstances of the area under study in a normal state of condition (Erlandson, etal, 1993). The study were conducted an observation based on the predefined stated benchmark standards such as accessibility of the destination, availability of tourist service facility, hospitality of the host community, peace and security, quality of service, weather and climate convenience and also level of awareness about tourism was investigated in actual environment from the researcher point of views in an actual real setting areas of the study.

3.6.2 Secondary Data Sources

On contrary, the secondary source of information was elaborated with regarding to nature based destination development and management activates of related works such as article reviews, papers, journals, reports, publications, online sources and brochures were incubated to identify

the existing gaps and helps to understand what the other related works seems like under investigation so far.

3.7 Data Analysis Method

Thematic data analysis is a qualitative form of analytic method for identifying, documenting, analyzing and reporting a well pattern and structured type data at hands. This initially organizes and describes sets of information or data in a more structured manner. Furthermore, it needs interprets various aspects of the research topic and sub topics by coding the objectives of the study reflected by the research target population in interview and observation as a main frame of the data (Braun 2006:113). Finally, on this the study data are analyzed by using thematic analysis techniques.

3.8 Ethical Consideration

In conducting the research activity ethical consideration is one of the most integral parts of the research development phase for the effective and efficient means of acquiring the right source of information with the selected target population of the study with respect to the study concepts as well as study area selection in particular. An authorized letter were given to the researcher after conducting and accomplishing his proposal defense and approves research tool with utmost advice of his research advice and proposal examiners from Addis Ababa University, Center for Developmental studies, Department of Tourism Management. The research made utmost its best level of cooperation and coordination with the selected target population and stakeholders related to nature based destination development and management actors found under the study domain and typically study area by following the right means of communication instruments considering the ethics of the research initially by contacting and informing the main concepts, objectives and purposes of the study by research itself and his co assistance advised by the main researcher especially in the filed area of the study area as a researcher were new for the study area environment to minimize some sort of difficulties and barriers.

Finally the questionnaires were distributed and disseminated to the main targets of the study participants which were initially described in sampling method of the study after getting their willingness to cooperate with the study and also informing some sort of briefing about the research questions and its uses for academic study consumptions purposes only.

CHAPTER FOUR

4. RESULT AND DISCUSSION

This chapter presents the major finding of the study in a detail manners with the main focus of the research objectives in chapter one. Which in it it's demonstrated under four major and sub sections as follows, the first section presents the main tourism and other supportive tourism potentials of the park and the surrounding area, the second section demonstrates the major challenges hampering nature based tourism destination development and management in the study area, the third section justifies the opportunities that enhances the nature based tourism destination development of the park and the surrounding areas and the fourth section shows the role and responsibilities of each tourism stakeholders towards nature based tourism destination development and management works.

4.1 Description of the Research Participants

As initially indicated in chapter three in research target population as well as data collection instruments the research participants were experts and officer in relation with nature based tourism destination development and management practice in Ethiopia as well as specific to the study area with a direct and indirect attachments at most. In this study six interviews were conducted with experts and officials. Then finally all the six respondents coded as (R1, R2, R3, R4, R5 and R6). Here under the respondents and their responsibility with the study area.

R1 is park warden or manager basically responsible for the conservation and protection as well as overall management of the park in charge.

R2 is an officer in culture and tourism office of Amaya Culture and Tourism Office responsible for the overall control of tourism activity of the destination area.

R3 is an officer in Tourism Ethiopia mainly responsible for tourism development and marketing.

R4 is an office in Ethiopian Wildlife Conservation Authority mainly accountable for protection and conservation of the wildlife resources of the country.

R5 is an expert in hotel industry responsible for serving and satisfying the needs of the client in the destination area.

R6 is a tourism academician responsible for teaching and learning, community service and research and development at Arba Minch University.

4.2 Tourism Potentials of Chebera Churchura National park and Surrounding Environs (CCNP)

4.2.1 Whether and Climate

Generally tourists from the colder climate region travel to cold winter looking for warm/sunny relatively dry climates regions. Whereas, peoples from hot/humid region may seeks cooler climate. Because, to escape from the bad environment for certain period of times. In many countries, seasonality of climate determines seasonality nature of tourism. Some tourist seeks different climate for health and other reasons. The climate condition of the park and the surrounding area is relatively hot, but mostly quite pleasant and convenient for tourism activity due to the abundant of wide coverage of dense shade forest of the area. The mean annual rainfall of the area is 2,154 mm. there are two main dominant seasons; the dry season starts from December to end of February whereas the wet season starts from March extend to November. The altitude of the park ranges from 550-1700 meter above sea level within this rage of altitude there are several kinds of plant and animal species found in the park which have a great potential for nature based tourism development. The personal observation of the study also advocates the weather and climate condition of the study area.

4.2.2 Landscape and Topography

Unusual character, unique feature and its characteristics gives an additional potential for tourism activity of a certain area. The park were potentially endowed with several forms of area of topographic and landscapes features of magnificent mountains with scenic beauty of ever green big tress, plains areas, hilly terrain, savannah grass lands, rivers, lakes, waterfalls and caves.

The composite of all forms of landscape and topography features of the area can attracts the interests and needs of different tourist towards the park and the surrounding area because of the most interesting and attractive features of the landscape and topographic that possess in the park compound with a large varieties in all in one place.

These landscape and topographic features of the park were important for the development of several tourism related activities such as wildlife visitation, outdoor activity, sightseeing, trekking, safari, camping, boating and photography.

To see, experience, admire the landscape and topography spectacular features of the park different trekking roots were identified namely: Seri to Nech Weha, Nech Weha to Berbo waterfall, Yora to Lake Shita, Nech Weha to Eripa along with their natural vegetation cover, mammals, birds, rivers, lakes and plus to these perfect ideal scenic and panoramic view spat areas were discovered in the park namely: Shewakella, Mazengiash, Arenna derie and Gudimu to have a better view of the overall landscape and topographic features of the park in advance.



Source; self-source during field visitation

Figure 4.1: Topography and Landscape of the Chebera Churchura National Park.



Source; self-source during field visitation

Figure 4.2: Researcher photo in Chebera Churchura National Park during filed visit own.

4.2.3 Marine Environment (Rivers and Lakes)

This part of tourism resources particularly found in the area which encompasses oceans, lakes, rivers, under water coral. The park were rich in terms of marine environment due to an immense

water resource availability of more than 50 rivers, 10 waterfalls, 5 lakes and 17 hot spring waters within 1410m² area covers described in details as follows:

4.2.3.1 Rivers

There are 18 temporary and 39 all season rivers passes and runs in the park compound and they are tributaries for the Lower Omo Valley which also significantly important and source of the major electric power of the country (Gillgel Gibe 3 Hydraulic dam and Koyissha hydraulic dam the under construction) and also majority of the rivers starts from the highland of the park namely Meccha Mountain and one of the high mountain found on the western side of the park. These rivers are the basis of the large mammal species animals and plants that grow along the river sides. Some of the most well-known rivers found in are namely: Zigina, Shoshuma, Gula, Gita, Barbo, Gudera, Degella, Uma, Karachi, Molmole, Karachi, Tise and Agilole.

4.2.3.2 Waterfall

All the above mentioned rivers are the main means and sources of waterfalls in the park and it gives an additional panoramic view of the area with the ever green dense forests. In the park compound nearly 10 water falls were identified and found namely some of them: Barbo River have 3 waterfalls; Barbo 1 waterfall, Barbo 2 water fall, Barbo 3 waterall, in Shoshima river also there are 5 waterfalls found and Alibomba water fall with scenic natural cave system.

4.2.3.3 Hot Spring Waters

The park is not only rich in terms of marine environment but also there are lots secret immense hot spring and geothermal water resources found on it. In the park compound there are more than 17 hot spring waters found and some of them are namely: Shoshima, Shashela, Tora, Koyesha, Shika, Mara, Kefiche, Bogida, Gega and Hagie. This hot spring water is an ideal mechanism in the area of developing a new form of tourism segment the so called medical tourism and also important for diversifying the tourism activity of the park.

4.2.3.4 Lakes

As the park were endowed with a varieties of tourism resources and it is the homes of 5 fascinating small and medium sized creates lakes and also found in an approximately or relatively in fairly situated in different parts of the compound with a good spat of the ever green

lash forest covers of the area splendid. As it is mentioned in the above in the park there are 5 creator lakes found namely: Shita Lake is one of the largest, Keribela, Bahie, Koka and Bulo Lake is one of the smallest lake in the park compound.

All of the above listed marine environments (lakes and rivers) are important aspects for nature based and outdoor activities for instance swimming, water skiing, boating, fishing, scuba diving and other related activities of nature based tourism development. Additionally, these lakes are an ideal area for the expansion and development for water based recreational centres such as lodge, resorts and hospitality establishment constrictions.

4.2.4 Flora

The vegetation cover of the park is quite distinctive and unique in its nature as compared to other protected areas of the country with varieties of plant species. In line with this the vegetation cover of the parks are divided in to four group of categories namely: Wooded grassland in most parts of the park area, Montane forest found around the mountain parts of the park area of Meccha forest area, wood land area with relatively situated in few areas and Riparian forest along the river bank areas of several rivers found in the park compounds.

The investigation done only on larges plant species 106 big plant species were identified in Ethiopia, out of this big plant species 6 of them were identified and found in the park compounds only namely with their scientific names: *Millitia ferugeni*, *Vipris daneli*, *Solan eciogigas*, *Cussonia ostini*, *Erythrina brucei* and *Rhus glutinosa*.

These plant species and vegetation covers are source of food for some big game animals and their main means to live and survive in the park as well as keeping the overall balance of the ecosystem of the entire environment country in several ways to ensure the sustainability of the natural environments because of the good cultural practice, knowledge, value, asset of the local community in the area of protection and conservation of the vegetation resources for many years with in its natural state of balances still now. Some of the plant species found in the park were namely: palm trees, chat, forest coffee, ginger, different kinds of spices, false banana and others by this the park is rich in terms of genetic resource availability as compared to other protected areas of the country.

4.2.5 Fauna

With regards to the wild life resources there are 18 small, 38 medium and large mammals were identified and found in the park compound out of this 2 of them are Endemic duikers Weyn's and Herbs duiker only found in Ethiopia and typically in Chebera Churchura National parks only. The park were highly very renewed and well known with the great possession of big game animals out of the 5 very well-known game animals 4 of them were actually confound in the park with short duration of stay times namely: typical African Elephant, Buffalo, Lion and Leopard in several parts of the park area.

The investigation work reveals 137 bird species were identified and found in the park compound and out of this 6 of them were typical to the park only namely: Yellow fronted parrot, Whit winged cliff chat, Thick billed raven, Banded Barbet, Black headed Forest oriole and Wateld ibis. Furthermore investigation indicates the only fish species endemic to the place were identified and well known by its scientific names of Gara Chebera fish found in Shita Lake.

In light of this the park is the homes of several mammals, game animals, birds species of both common and endemic species in Ethiopia as well as Chebera Churchura National Park with a composite of several animal species in a one place particularly the park were highly renewed and astonished and also the best site in Ethiopia to experience the big game animals of typical African Elephants (more than 8000 in numbers) and Buffalos (nearly 4000 in numbers) in a large number of groups.

The possession of varies kinds of plant, animal and bird species is important in the area of developing nature base tourism activities like bird watching, safari, wild life visitation, gaming, admire and appreciation of nature, camping, photography, research and development and other related activates considered as a good tourism potentials for nature based tourism development in the study area.

National parks are among the major resources and attractions for the nature based tourism, and the national park label is the most well-known for tourists and visitors from the categories of protected areas (Reinius and Fredman, 2007).

4.3 Tourism Potential Resources of the Surrounding Environs of Chebera Churchura National Park

The Dawro and Amaya peoples like other nations nationalities of the country have their own unique features of culture, language, norms, values, history, ethics, religion, music, dressing style, gastronomy, dance, lifestyle and other elements to display, document, demonstrate and perform all the assets of the society elements of the people as potential tourism resources by amalgamation with the Chebera Churchura National park in order to increase the length of stays of tourists in the region as well as ensuring the community benefits from the tourism sector. Here are some of the basic additional tourism potentials found around the park area apart from natural attraction were discussed as follows in details:

4.3.1 Museum

A museum is an institution which collects, documents, preserves, exhibits and interprets material evidence and associated information for the public. With regards to museum in Tercha and Amaya town there are good and well-furnished museums were built for the sake of collection, documentation, preservation, exhibition and interpretation the different cultural, historical, dressing, musical instruments and other elements of the Dawro and Amaya societies for tourists, education and research, cultural development purposes and also used as a potential tourism resources for tourism development in the study area.

4.3.2 Artificial or Manmade or Built Dam

As the park were well known by the natural amphitheater of more than 50 seasonal as well as all season rivers were runs and passes through the different parts of the park and the sources of rivers and all the rivers flows and tributaries to the upper Omo river and also the Omo river is one of the main river to generate the main source of electric city power in the country, Gilgele Gibe 3 and the under construction of the Koyshia artificial or manmade built lake dam gives another beautiful feature of the area apart from the 5 natural creator lakes found in the park compound and also good for fishing and other forms of tourism related activities in the study area as a potential tourism resource.

4.3.3 History

Like that of the Harari people the Dawro people have a long history in the construction of defensive wall to keep them from external attackers in their past long history of human activity. The defense wall of Halal or Halala Kella is a long and wide historical defensive wall constructed and built during the regime of king Ketu Hlala in between 1764-1789, this stone wall was built for the sake of protecting the wealth as well as the societies of the Dawro people from the external invaders of tribal around the region during the then time and the stone fortification covers a total length of 1225 km with 7 rows each of the rows with nearly 175 km length, the width of the wall between 2.5-5m and the height of the wall 2.5- 3.8 m with a total of 7 gates to enter the region, some of the names of the gate Abaiy gate and Aliye gate.

4.3.4 Music

In Dawro society music plays its own role in the area of showing their felling and interest, to speed up their works during farming and harvesting times, weeding ceremonies and in other aspects of their day today activities in several times and the most interesting thing associated with music is that the Dawro society is the source of one of the largest sound musical instrument with the length of 2-4 meters (the medium one is 2 meter and the large one is 4 meter length) in the world the so called Dinka and displayed in Tercha Museum and playing with it in several festival activities.

4.3.5 Festival and Celebration

The Dawro society have their own calendar to count the numbers of days, weeks, months and years with their astronomical means of computing and measuring state of knowledge of calendar like other nations and nationalities of Ethiopia for instance the Sidamma people Fiche Chenbelala new year celebration and festival, the Dawro society have their own new year is called Toka Yabi, which mean the new year of Dawro Societies.

4.3.6 The Miracle of Amelework as Attraction

Recently there is one unbelievable and unexpectable news were released from several social and digital medias about the girl named by Amelework have no experience to eat and drink any kinds of foods and water heard from Amaya Town and several media were give their attention to the town and understood the reality with the medical results too. It is just all about a miracle how

human being can exist in this world without food and water, may be for few couples of days is common but for lifetime is quite being difficult to believe stay and survive in this world without food and water for 9 years. However, the medial result of Zewditu Hospital assures and proves the fact that Amelework didn't eat foods and drink water for the past 9 years. If the Amelework and her family and responsible body try to register her in world genius book records, willing to engage her in tourism related activities she will really help the tourism activity of the study area in good way and promote the destinations as well.

Among the several tourism resources found in and around the park area wildlife, vegetation cover, landscape and topography, marine environs, culture, history rated as the best flagship of the study area respectively. Based on the flagship rate of the study area the abundance of typical African Elephants and other supportive tourism resources used for marketing and promotion of the park as a unique selling point for nature based tourism destination development and management activity.

4.4 Challenges of Nature Based Tourism Development in Chebera Churchura National Park and the Surrounding Environs

4.4.1 Lack of Skilled, Trained and Qualified Manpower

The success of a particular destination development were highly determined by the level of skilled and trained man power in different level of structure to ensure a better and quality of service for the general traveling publics. In the study area due to the existence of lacks of trained and skilled labour force affects the works to fully exploiting and benefiting from the potential resources of nature based destination development and management activities in the area of clearly identifying the tourism resources of the destination , development of tourism resources , marketing and promotion of the destination products and services to the target market, management of the tourism products and services, new and existing tourism product developments, , provision of better and quality of services to the customers, protection and conservation of the tourism heritages of the destination, research and developments of the potential and future markets of the destination, gap identification of the study for a better successful destination development works, implementation of capacity and ability of the strategies and polices in to real world practice coms from the top government body,

communication and understanding skills with the clients, product development and diversification, product and service knowledge presentation and interpretation with scientific facts, figures and ethical manner and more over the above mentioned challenges needs operational, technical and managerial skills expected from the tourism industry as a service providing industry in this competitive business world. Which alter severely affects the overall expected and desired out comes of the nature based destination and development works of the destination area in one and another ways.

According to interview conducted with R2, heads of culture and tourism Konta special Wereda disclosed that:

Lacks of trained and skilled manpower is a series issue in the study area majority of the actual working labour force found in tourism sectors of the study area were comes from other filed of discipline and they have no much more idea about the basic knowledge of products and services of tourism and overall tourism industry and also even gives to them dual works to cover the normal tasks of the work due to the absence of tourism professionals in and around the area.

The other major problem associated with tourism is that tourism is not considered as an attractive industry from the labour force side due to lacks of awareness about tourism, the existence of few tourism training institutions, lacks of practical based education system, the low wage payment with long working hours, high turnover, marginalizing of the adults and males section of societies and seasonality of the working environments and other factors affect the importance of skilled and trained labour force for nature based tourism development works in the study area extremely.

4.4.2 Lack of Tourism Infrastructure Provision

To easily access, discover, identify and develop the tourism products and services of the destination area and roots there must be a good tourism infrastructural provision is the most important aspects for the sake of creating a conducive and more accessible travel roots and circus in and around the destination areas. Due to the absence of tourism infrastructural provision in the study area the different tourism potentials of the Cheberal Churchura National Park were not accessible and used for its best level of tourism service delivery for the clients as well as affects

the tourists length of stays in the park because of poor infrastructural development work in several parts of the destination area.

According to interview conducted with R1, warden of the Chebera Churchura National Park revealed that:

one of the main drawback for the nature based tourism development in Chebera Churchura national park is that the absence of tourism infrastructure development of road that connects with the central parts of the country as the main tourist generating center of the country and there is no road facility within the park to connect and access the several tourism potentials of the park compound for several years since the establishment of the park as a protected area.

The possession of several tourism resources of the Chebera Churchura National Park were seriously affected by the poor provision of infrastructure development basically related with road facility development that connects to the destination as well as within the destination area. In addition to poor road infrastructure development other infrastructural problems were identified such as electricity, water supply, telecommunication, air transport system and other related problems adversely affect the nature based tourism development of the study area in many ways. The personal observation of the study shares the idea of the respondents in the study area as lacks of tourism infrastructure provision.

4.4.3 Lack of Tourism Facilities and Services

Tourist facility and service establishments plays an important role for the successful development of a tourist destination area and increases the sense of belongingness of the general traveling public by fulfilling their psychological as well as physiological need and wants during their stay in the destination area tourism as a home away activity of travelers. In the study area the availability of tourist facilities and services considered as poor because of very few and limited availability of accommodation facilities (hotels, resorts, restaurants and campsites in and around the park) quality as well as quantity and also plus to this majority of them are not tourist recommended in standard.

Tourist facility and services are not only determined by accommodation establishments but goes to the availability of foot trails, sign control, toile, transportation service, banking and insurance institutions, tourism information center, tour and travel companies, postal services, camping

sites, dinning and restraints, night life and medical centers. In light of this in the study area the following tourist facility and services problems were identified as a major problem with respect to absence of foot trails, sign control and toilet facility for the tourists in the park compound, poor transportation service due to lacks of infrastructural development in the site, banking and insurance companies nearby the park area, lacks of tour and travel company service to book and arrange tour package and deliver the tourism service in and around the park, lacks of tourist information center about the destination and surrounding area, no postal service, very few camping places were identified, lacks of dining and restaurant establishments fit for tourist standard, lacks of night life for tourist to enjoy in their free time and absence of medical centers in the parks compound. These and other tourist facility and service related factors affect the nature based tourism development of the study area directly and indirectly as a service industry and also difficult to compete with other similar revolving destinations with all such existing problems further. The personal observation of the study observes lacks of tourist facility and services in the study area.

According to interview conducted with R2, heads of culture and tourism Konta special Wereda disclosed that:

The study area exists as in its original state of nature without any alteration of development works with respects to the development of tourist facilities and services in order to attracts and commercialization of the several tourism resources of the park and the surrounding area as a tourism potential because of lacks of adequate tourist facility and service establishment and utilities in and around the study area in quality and numbers.

According to interview conducted with R1, warden of the Chebera Churchura National Park revealed that:

The tourists are very impressive and love the existence of diversified tourism resources of the park, tourist want to stay more numbers of days to experience further about the park resources. However, they are forced to return back to the town due to lacks of tourist facility and services in and around the park area and also absence of tourist facilities and services were affected the nature based tourism destination development of the study area.

4.4.4 Poor Marketing and promotion works

Marketing and promotion plays an essential contribution in the works of promoting, communicating and advertising the tourism potentials of the destination area especially those destination areas are not well known region because of very remote nature of their of its spatial distribution of nature based destination areas as compared to other destination area. By this marketing plays an important role for the promotion as well as advertisement of the different types of products and services of nature based tourism destination.

In the study area the so called Chebera Churchura national park there are several limitations were identifying in order to market and promoting the tourism potentials of nature based tourism destinations as well as the surrounding attractions around the park area to position and rank the tourism development of the area as a best and renewed nature based tourism destination in international as well as domestic tourism market due to several intertwined problems basically in three major areas of (lacks of qualified and trained manpower, poor infrastructural facilities and services and lack of budget for marketing) concern and also discussed in details as follows:

Lacks of qualify and trained human power in the area of properly identifying the tourism potentials of the area, developing the products and services as a package of products for different market segments and developing strategies for each segment of market and communicating and promoting the tourism potentials of the area products and services in international as well as domestic tourism target market for Chebera Churchura national park and surrounding area in a modern marketing fashion with respect to the tourism potential of the study area.

In the work of marketing and promotion of a certain destination area in international as well as domestic market of tourism there is one basic questions must be answered by destination area and destination development team or tourism marketing experts, which is the availability of sufficient and adequate provision of tourist service and facility for several segments of the general traveling public in the area of fulfilling the needs and wants of the tourist and side to side helping for the marketing and promotion of the destination area. In light of this in the study area basically the absence of tourist facility and services directly and indirectly affects the marketing and promotional tasks of the Chebera Churchura national park and surrounding area at most.

The most difficult task of tourism is that marketing and promotion of the destination area because of it needs and requires a sufficient and enough allocation of budget for marketing and promotion of works of the destination with respects to this for the study area the budget allocation for destination marketing and promotion is very limited and inadequate in the area of promoting the tourism potentials of the park and surrounding area.

According to interview conducted with R3, CEO of Tourism Ethiopia articulated that:

The possession of several nature based tourism potentials and other tourism resources around the park area is not enough unless working in the area of identifying, developing and marketing the tourism products and services of the destination by using the different marketing means of strategies to position the destination area of the study under investigation. In contrast, in order to marketing and promoting the destination area tourism potentials there is a series financial and budget limitation in the area of advocating the tourism potentials of the study area in international and domestic market by using several medium of channels and also even promotion and advertisement of tourism products and services by using domestic media institution is difficult task due to budget constraints and high price of promotion.

4.4.5 Lack of Coordination and Cooperation among Tourism Actors

Tourism destination areas considered as a single unit of package by tourists but not a single unit rather it's a sun of several intertwined and inter related group of units to provide and serve the general traveling publics and the provision of quality and standard service of a destination area determined by the active and full inertia of the cooperation and coordination of several tourism actors for a successful nature based tourism development. In the study area the existence of lack of coordination and cooperation among the tourism actors were examined because of several constraints interrelated factors such as (unilateral work for destination development, lacks of platforms to work mutually and lacks of identifying their roles and responsibilities) aspects and discuss with each of them in details as follows:

In the study area most of the target tourism stakeholders were working for the development of nature based tourism with the view of their institutional target and scope of work area unilaterally rather than working in a collaborative and cooperative means of working environments towards a communal area of addressing the goal of nature based tourism development in the area of fulfilling the customer satisfaction and experience, benefiting the

host community, marketing and promotion of the destination, product development and design, conservation and management of heritages, environmental protection and conservation and also getting mutual benefit from the tourism industry after overall.

In order to secure the tasks of coordination and cooperation of stakeholders needs a strong and develops platform of creating a smooth working environments. In the study area there is no as such good conducive working platforms were identified as a series limitation in the area of identify the problems, gaps identification, find solutions for the existing problems and gaps resource availability, means of generating source of funds, service of provision, marketing and promotion tasks, developing strategies and mechanism and other related tasks of communal working means to find a way forwards for a better nature based tourism development.

Another major problems with respects to the coordination and cooperation of shareholder is that the identification of their specific role and responsibilities and doing their best level of outmost activity for the overall expectation the desired outcomes from the several actors found associated and related with nature based tourism development. In majority of the target stakeholders of the study area there are lots problems were confound in the area of identifying their specific roles and responsibility and more over fully or on average achieving the outmost expectations based on their respective roles and responsibilities in the area of product development and design, marketing and promotion, research and development, protection and conservation the natural environment, heritage conservation and management, tourist service and facility provision due to several problems and also which adversely affects the successfulness nature based tourism development.

According to the interview conducted with R2, R3and R4, heads of culture and tourism Konta special Wereda, CEO of TE and Director of EWCA particularizes that:

The coordination and cooperation of tourism stakeholder's works of the study area were mainly affected by the existence of the several tourism stakeholders of the destination development were found in different parts of the country due to the administration, management and operational activities towards nature based tourism destination development.

4.4.6 Lacks of Budget and Finance

Proper allocation and distribution sufficient budget for the right and prioritized aspects of development issues ensures the expected level of what we will desiring and looking for destination area in a smooth operation of the several tasks of the tourism activity needed in a near future and also returns its cost of operational activates. In the study area lacks of budget and finance allocation were found in different aspects because of several related reasons and some of them are discuss in details below:

For several years in the history of tourism development of Ethiopia the budget belongs for tourism is not as such significant and majority of its budget allocated used for only running, operating and administering the office managerial and some sort of operational costs due to the under estimation of the tourism sector as a sector as compared to other sectors of the country. Similarly, in the study under investigation destination area the budget and finance allocation only covers for staff salary, paradigm, fuel and some office related costs rather than the actual feasible physical and tangible works of nature based tourism destination development.

In the study area there are major and series problems were confound with respects to improper and insufficient allocation of budget and finance for nature based tourism development and it also basically affects the nature based tourism destination works in several ways some of the major serious basic root problems identified because of lacks of budget and finance constrains works are: product development and design both existing as well as new potentials, tourist facility and service provision, marketing and promotion, conservation and protection of the tourism resources, tourism infrastructural development, research and development and heritage conservation and protection. Which are the basic necessities for ensuring and keeping the desired level of nature based tourism development activities.

In tourism business there is a difficult task in sowing the importance of tourism in the area of economic benefits to the host community, sociocultural development, environmental conservation and preservation, national image building, heritage development pro poor development programs and boosting universal friendships and brotherhood and other benefits for the top, higher level government officials, investors and policy maker to invest in tourism and hospitality sector and allocate the proper budget and finance due to this and other reasons the budget and finance allocation for tourism sector especially for tourism development is very low

as compared to other sectors such as manufacturing, agriculture and others. In light of this in the study are such kinds of difficulties and lacks of awareness about the importance of this niche types of developments were affected due to this reasons mainly.

According to the interview conducted with R3 and R4, CEO of TE and Director of EWCA similarly disclosed that:

The nature based tourism destination development works of the study area where heavily relayed and affected by limited allocation of budget and finance source and in other word it will affects the overall development of the park and the surrounding area in a way to develop, manage and promote the destination area, conservation and protection of resources, provision of tourism infrastructure, facilities and services and other aspects of the destination development works as a tourism potentials of the area has and expected level of its better work of desired.

4.4.7 Human Wild Life Conflicts

In relation with human wild life conflict as compared to other protected regions of the country the Chebera Churchura national park is relatively very low profile of human wildlife conflicts and the most stable, convenience and safe places for wild life habitats in terms of the existence nature of conflict associated problems in and around the park area regions.

According to interview conducted with R1, warden of Chebera Churchura national park reveals that:

In majority of the other protected areas of the country the human wild life conflicts were cause by the host population looking for agricultural land expansion, deforestation, poaching, illegal trafficking and other related factors considered as a series constrains. In contrast, in the case of Chebera Churchura national park this is not working and in an expected way the wild life especially the typical African Elephant devastates the farm lands of the cash crops of the farmers even they are not reactant to this devastation made by elephants and plays an important role for the conservation and protection of the park tourism resources and the reason behind the resource were exists as in its original state of circumstances by the good cultural practice of conservation and protection of the ecosystem of the park and the surrounding area.

According to interview conducted with R2, heads of culture and tourism Konta special Wereda disclosed that:

The major problems with respect to the Chebera Churchura national park in the area of human wild life conflicts for the host community is that the elephants are destroying their farm land in several times and they are not easily managed and in recent times the numbers of elephants increases time to time and their level of fear were increased due to the incremental progressive nature of the elephants numbers and entering to the villages of the host community with large group of elephants.

4.4.8 Infrastructural Development of the other Sectors

In Chebera Churchura national park and the surrounding area there is a great huge mega project infrastructural development activity were undertaking that is the Gillge Gibe 3 hydroelectric dam and Khoyisha or Gillgel Gibe 4 hydroelectric the under construction dam and especially Gillgel Gibe 4 the under construction dam project roads that passes through the park area and which alters affects, disturbs the living habitats of wild life in terms of sound pollution from the vehicle and other sound pollutions comes from the dam projects and also visual pollution as a 24 hours of working project the light comes from the project site. In other way the Gillgel Gibe 3 hydroelectric dam return back level of water covers some areas of the king Halaa stone wall heritages due to the incremental height volume level of water in the dam.

4.4.9 Lack of Peace and Safety Factors

In recent years onwards some of the existences of several political instability and uprising found in different parts of the country will considerably affect the nature based tourism developments of the destination area as a tourism industry severely affected by political instability and terrorist activity. Nowadays tourists have a better understanding of where they want to travel, stay, relative area of peace and stability as a globalization society and the existence of peace and stability is the major sort of preference aspects in destination selection and decision making concerns.

4.5 Opportunities of Nature based Tourism Development in Chebera Churchura National Park and the Surrounding Environs

4.5.1 The Possession of Diverse and an Immense Natural Biodiversity

The existence and availabilities of varied and several natural tourism resources of a destination area plays an important role for the development of tourism activity in tourism industry with respects to the study under investigation and the possession of several natural tourism resources of the destination area confounds used as a base for formulating and creating a conducive opportunities for niche types of nature based tourism development works in several destinations around the world and used as a comparative advantage means of achieving their ultimate goal of destination competitiveness.

The availability and existence of various natural resources considered as the opportunities for nature based tourism development works its better and important the inventory and identification of such types of tourism to utilized the possession of the resources as an opportunities for the nature based tourism development and some of the natural resources which is suitable for this concern and inventoried in the study area is that: the existence of good weather and climatic environments suitable for tourism activity, varies types of flora species of mountain forest, woodland forest, grass land forest, riverine forest and other types of vegetation cover and by this the region is rich in terms of genetic resource availabilities, in relation to fauna availabilities the park is the hub of big game animals in varieties and large number of compositions such as typical African elephant, buffalo, lion and leopards. The park is also the homes of several bird species, mammals and other endemic species and also the unique and endemic fish species to the park the so called Gara Chebera fish and others, the park were highly renowned with area of superlative beauty of its magnificent and scenery landscapes and topography of Meccha hills and other features, with respects of water resources availability the highland areas of the park were the main source of rivers and its associated related feature and by this the park is the homes of more than 50 rivers and tributaries for the downstream of Omo river used as the major sources of hydroelectricity of the country and also related 10 spectacular water falls with scenic cave system, more than 17 hot springs important for the medical tourism activity, 5 crater lakes with the green lash of surrounding areas of beauty. And above all mentioned natural tourism resources potentials were used as an opportunity and considered as

the base for nature based tourism development in chebera churchura national park and surrounding area.

According to the interview conducted with R3, CEO of Tourism Ethiopia shows that:

The study area were rich in terms of the possession of natural tourism resources availabilities and used as a great opportunity for nature based tourism development works of the park however due to several problem confound in the area the host community and other concerned body of group did not benefits from this area of comparative advantages for several periods of time and even still now.

4.5.2 Cultural and other Tourism Resource attachment of the Park

The availability of other additional tourism resources apart from the main core tourism products and services is important in the area of diversifying the availability of tourism resources of the destination area and increasing the length of tourist stays and the expenditure level of tourist spending in the destination area were heavily determined by the existence of other tourism resources in and around the destination areas.

In the study area there are a numbers of tourism resources were identified apart from the main focus of the research scope of the study which is directly and indirectly creates a conducive opportunities for nature based tourism destination of the area for this aspect some of the potential tourism resources were inventoried beside the main natural tourism resources of the site for instance the museum as a best place to demonstrate the history, souvenir, culture, dressing style, norms, artifacts, jewelries, pottery, musical instruments, values and other heritages of the Dawro and Konta societies in a well manner for tourism as well as research and development purpose, artificially created built dam of Gillgel Gibe 3 and the under construction of Gillgel Gibe 4 project dam as a built attraction and fishing purpose as well as helping the accommodation establishments by providing fisher products and creates by itself a business chain, the historical wall of king Halala built for the sake of preserving the peoples and treasures of the Dawro societies from external tribal conflicts, the largest sound musical instrument in the world the so called Dinka and used by the local community of Dawro people during festivals and events, the new year celebration and festival of Dawro people the so called Toki Yabi like that of Sidama societies and Amelework the girl she didn't consume any sorts of food stuff for more than 9

years considered as secondary attraction to boost the tourism activity of the destination in several ways.

According to the interview conducted with R2 and R3, heads of Culture and Tourism office of Konta special Wereda and CEO of Tourism Ethiopia revealed that:

In the study area there are several tourism attraction found such as culture, historical, religious, festivals and events of other treasures of the societies apart from the natural tourism resources of Chebera Churchura national and thus will eventually enhance the overall development of nature based tourism activity of the destination region so far as a comparative advantage.

4.5.3 Cultural background of the Societies in Conservation of the Biodiversity Resources

Cultural knowledge, practice and background of a certain societies helps the development of a nations in several ways with respects to a wider area humbling life of spans in a day to day activates of their life as a practice and it becomes a sign of civilization and development. In the study area the local communities have a long history of preserving and conservation of the natural resources of the area and mastering in keeping and transferring the vegetation covers of the area from generation to generations considered as a role model for other societies of the country on this aspect.

According to the interview conducted with R1 and R2, park warden and heads of culture and Tourism office of Konta special Wereda explains that:

The local communities of the area have a long cultural background of practice in conservation and protection of the natural vegetation history they received from their ancestor father and the current ever green and interesting vegetation cover of an area is the witness of this works and even they want to transfer to the next generations as well in this similar fashion.

4.5.4 The Growth of Nature based Tourism in International Tourism Market

In international market the demand for tourism products and services more inclined to the natural tourism features by expecting and experiencing the very remote, real, untapped, unique, unspoiled tourism destination areas for the sake of admiring, experiencing, enjoyment and other sorts of activities.

Nature based tourism is one of the most important sector in many countries and appears the large share of global tourism industry (Eagles, 2002; Newsome et al., 2002). According to The International Ecotourism Society (TIES, 2003), nature based tourism has grown significantly with annual growth rates of 10 to 30%. This proportion indicates the increasing of nature based tourism continuous to grow up faster than other forms of tourism activities (Newsome et al., 2002). In terms of geographical or spatial distribution of nature based tourism market is significant in America, South America and Africa with an immense tourism resource as compared to the rest of the world and used as a means to achieve their competitive advantage (Nyaupane et al., 2004). Even, in some countries of these region the numbers of international tourist visitations accounts reaches nearly 40 to 60% (Filion et al., 1994).

According to the interview conducted with R3, CEO of Tourism Ethiopia indicates that:

Several travel reports indicates there is a promising growth of nature based tourism forecasts found with this area of aspects majority of the tourism resources of this niche types found in a very remote area of the destination regions as a country in Ethiopia were rich in terms of this resource endowment and possessions with more than 24 national parks and also particularly the study area the so called Chebera Churchura national park used as a good opportunity for nature based tourism destination development works and means in competing with our neighboring countries in this area of tourism field as they are heavily working so far.

4.5.5 Investment Opportunities for Tourism and Hospitality Sector

The commitment of government in the area of formulating and creating a good governance and leadership quality is important to foster the expected level of development from the tourism and hospitality sector in understanding the limitation of the sector in fulfilling the gaps and other problems encountered by private sector and also enabling to this creating a conducive and attractive investment opportunities for a better nature based tourism development.

There are many Investments opportunities were created by the tourism development policy of Ethiopia direction by understanding the significance and importance of the tourism development of the country for economic, socio cultural and environmental development activities. for private sectors there are many investment opportunities were provided to fulfill the existing problems which already indicated as a limitation on tourist facilities and service provision in an around destination area in the area of buildings of hotels, resorts, lodges, camp sites, tour and travel

services, transportation service and other environmentally friendly establishments for the provision of quality of service and experience for the tourists and support the overall tourism development and in particularly nature based tourism development works.

Some of the main focus area of incentives such as: conducive investment regulations & directives has been formulated, land for tourism investment is demarcated in and around the destination area, land is exempted from rent & tax for about three year of physical period, duty free imported vehicle & other related machineries are exempted from tax, land rent is minimum/.01 birr/sq.m or 120USD /ha annually and efficient service delivery system is put in place and thus enables by utilizing the favorable opportunities provided by the government and also helps to foster the nature based tourism development of the study area.

According to interview conducted with R2 and R3, heads of Culture and Tourism office of Konta special Wereda and CEO of Tourism Ethiopia articulated that:

The provision of several investment incentives made by the government is important for inviting and attracting the potential investors in the area to fill the gaps in the area of tourist facility and service provision. However, due to lacks of awareness about tourism business, long term of rate of return business activity of the tourism business and the major problems of basic infrastructure development in and around the destination area affects potential investors to invest in the study area mainly.

4.5.6 Peace and Stability in and around the park and the surrounding Area

With regards to the destination preference and selection aspects the existence of peace and stabilities plays a pivotal role in the area of creating conducive business environments, smoothing the flow of tourists traveling, tourists feel of sense of freedom and other traveling activities in and around the designation area.

In line with peace and stability in Ethiopia is not s such a big problem for several years. However, on recent years the existence of different political instabilities and uprisings will directly affects the tourism developments of the country in and around the destination regions of the country in many ways due to the instability of the country tourists forced to rejecting the selection, preference and cancel their travel booking and also decreasing the numbers of tourist flows, length of stays and expenditure level of tourists over the destination sites. In contrary, in the study area there is no as such kinds of political instabilities and uprising profile and history

will positively boosts and promotes the nature based tourism development and also indicated as a favorable opportunities for the entire tourism activity of the destination area and the surrounding environment. The personal observation of the study shares similarly with other sources of information area was full of peace and stable in all the times of my duration in the destination area.

4.5.7 Hospitality of the Host Community

The welcoming atmosphere of the host community plays an integral role for the development of any forms of tourism in and around the destination regions due to the absence of information about the sites, facilities and other elements of the designation from tourists side and helping, advising and guiding them in their traveling activities directly and indirectly promotes the tourism activates of the sites in one way and another and also boots the words of mouth promotion of destination as well. In line with this in the study area the local communities were very friendly and hospitable in welcoming the tourist from all over the world and such practice is gifted from the God and used as a unique selling point of the country for international market as compared to other countries and particularly in the destination sites of the study area also used as conducive opportunities for nature based tourism development of works. The personal observation means of data collection assures the hospitality and welcoming of the host community.

According to the interview conducted with R2, heads of Culture and Tourism office of Konta special Wereda demonstrates that:

As other areas of the country the hospitality nature of the local communities is one good implication for the safety, security and senses of belongingness and other elements of the societies even we are inviting and treating tourists to their homes to test some traditional foods and drinks to show them the sense of belongings and they are happy with the stays and love and appreciate the culture and ways of life style of the host community.

4.5.8 Nature based Tourism as an Integral part of Conservation and Protection

Conservation and preservation of the natural resource is an integral part of nature based tourism development works and in which directly helps the conservation and preservation of the natural

tourism potentials of the area for the next generation as well as ensuring the economic viabilities of the local communities as the owner of the natural heritages sites.

According to the interview conducted with R4, Director of Ethiopian Wildlife Conservation Authority disclosed that:

The conservation and preservation of the natural tourism resource of the area by the local communities for several years of conservation and preservation practice and the officially authorized body of Ethiopian Wild Life Conservation Authority in an imagination creates a favorable opportunities for the conservation and preservation of the park natural tourism potentials the base for nature based tourism development activities of the study area in advance and play great role in keeping and balancing the ecosystem of the area.

4.6 The Role and Responsibilities of Actors for Nature based Tourism Destination Development in Chebera Churchura National Park and Surrounding Environs

In order to ensure the expected level of return from the nature based tourism development works, it is important to clearly identify the concerned body of actors who have a direct and related relationships with nature based tourism activities with their specific roles and responsibilities in a way to forwards for a better nature based tourism destination development in Chebera Churchura National Park and the surrounding environs. For this reason based on the data collection instrument method the following stakeholders were identified with their roles and responsibilities for nature based tourism destination development and management activities for the advancement of the park and the surrounding area.

4.6.1 The Public Sector

The public sector is one of the leading sectors in tourism industry which represents the interests of the entire population on behalf of them with no motivational factor for profit earning initiates furthermore it relays on long term perspectives of the welling of the national development and spends the revenue generated from tax and other means to implement tourism related policies, strategies and projects for the benefits of the societies from the tourism sector.

The main focus and target areas of the public sector for tourism industry is that set out rules and regulations that governs across the tourism industry, provision of fiscal incentives for supporting

the tourism and related investment, allocation of finances to develop tourism related services, facilities, infrastructure and attractions, designation of specific sites for specific tourism development, provision of training and programs service for tourism and hospitality sector in the development of labour force for tourism industry, official standards and labeling to provide a quality of service and facilities for the general traveling publics, provision of infrastructural facilities that makes destination area more accessible, protection and conservation of natural as well as cultural tourism resources the basis for tourism development, promotion of tourism products and services for domestic as well as international market, coordination of various tourism stakeholders found in tourism industry for formulating a conducive environments to each other, Planning and policy making for tourism industry to shape the overall tourism activity and also regulation and monitoring the policy, planning and strategic works from any forms of defective barriers in its line of path. In light of this under the public sector there are four main groups of actors were identified with their role and responsibilities for nature based tourism development of Chebera Churchura national park and the surrounding area.

4.6.2 The Role and Responsibilities of Konta Culture and Tourism office for Nature Based Tourism Development and Management

The Konta culture and tourism office is one of the leading government office in managing directing, controlling the overall tourism and related activates found in and around Chebera Churchura National Park and the surrounding area for nature based destination development and management works in several areas of aspects. According to the interview conducted with R2, Konta culture and tourism office head, the office have several roles and responsibilities for nature based tourism development and management activates in the study area in the following areas explained in details as follows:

4.6.2.1 Allocation of Budget for Tourism

Allocation of appropriate budget for the several tasks of the tourism activity is one of the major issues to ensure the development of the destination area. The office allocate the budget given for the office for several activities in the area of the overall running the operation of the office activity and the major tourism developmental activates of culture, tourism, marketing and promotion, research and development and other basic works as per priority areas of concern.

4.6.2.2 Awareness Creation Works

In order to realize the real tangible significant implication of tourism over the destination area needs to have a proper platforms were built and created for different societies lived in and around the destination area to achieve the overall tourism developments. In the study area there is a major problem in the area of awareness about nature based tourism development and management for this reason and as a responsible government body the culture and tourism office of Konta arranges several awareness creation programs for local communities about the significance and importance of tourism in terms of diversifying their economic activity and source of income, promoting the culture and their heritages and environmental conservation aspects.

4.6.2.3 Hotel and Tourism service Standard and Labeling

The quality and standard of tourism service provision in tourism industry determined by the level of best standard and labeling practice by the destination management organizations execution protocol. In the study area the office is the only government body to supervise and control the quality and standards of existing as well as the new entrant service providing establishments to fit the standard and quality service provision activities for nature based tourism development works.

4.6.2.4 Cultural Development

Cultural attachments of the destination area considerably boosts the nature based tourism development works directly and indirectly by diversifying the tourism resources of the destination area, increasing the numbers of stays and the tourists expenditure over the destination area. To ensure this things and as a responsible body the office done several works in the area of identifying, collecting, developing, documenting, displaying and promoting the culture, history, heritages, languages, customs, art, music, artifacts and other aspects of the societies for tourism, education, research and other purposes through buying, gift and other mechanisms.

4.6.2.5 Designation of Special Sites for Tourism Development

The use of a given destination area by proper land management for different purposes give its own state of sound aesthetic importance by reducing several land use problem and other visual related problems. The office advice, recommend, and consults the designation of several tourism

related projects construction (hotels, resorts, lodges and Eco related establishments) with other responsible government bodies in the study area.

4.6.2.6 Coordination and Collaboration of Stakeholders

To experience the results of the overall tourism benefits in the entire community and the tourism industry there must be a good platform were needed to tackle the existing limitations the destination area faced and find a solution for a better nature based tourism destination development. The office plays an important role in the area of coordinating the tourism stakeholders found in and around the destination area by creating a conducive platforms for stakeholders through hosting several of training, seminars, meeting and other platforms to exchange and share the interests of the stakeholders and reaching on certain communal conciseness towards nature based tourism development and management issues.

4.6.2.7 Protection and Conservation of Heritages

Protection and conservation of the heritage resources is an integral part of nature based tourism development works because tourism resources are the basis for any forms of the development activity of the destination area. The office undertakes several tasks for the conservation and protection of the several tourism resources of the destination area with local community and other stakeholders found in and around the destination area.

4.6.2.8 Capacity Building

Capacity building is another major area of focus for the overall development of tourism industry to copy up with emerging technology and state of art knowledge with respects to tourism to develop a better destination area and provision of quality of service for the tourist as a competitive business world in the area of qualified labour force development. The office arranges several short term as well as long term training programs for the staff who are working in the office to upgrade their management, technical and operational skills with training institutions.

4.6.2.9 Tourism Development

Development of tourism attractions and area of features is one of the basic and foremost activities of the tourism industry for commoditization of the tourism resources of the destination

area for the general traveling tourists. The office is one of the government bodies to identify, develop, managed and market the tourism products found in and around the destination area based on this the office made several works in developing one old aged churches with more than 134 years church and find another cave system for tourism development activities in the study area and which alter boosts the nature based tourism development of the chebera churchura national park.

4.6.2.10 Information Center

In the study area due to lacks of tourist information service the culture and tourism office of konta will provides all the activates and services of tourist in the area of advising, recommending hotels, restaurants, and night life activities and the overall general information about the destination area.

4.6.2.11 Marketing and Promotion

Communicating the tourism products and services of the destination area with the target markets initially designed is the major tasks of the destination development organization to attract the expected market to the destination area to generate the possible rate of return from tourism works by using several means of marketing tools. The office undertakes several works in terms of promoting and advertising the tourism products and service of the destination area by using the local media of Southern TV and paying an air time during holiday celebration for promoting the tourism products and service of the destination area in Walta TV considered as a good practice of the office.

4.6.2.12 Monitoring and Evaluation

Finally at the end of the first quarter, half year and the end of the year the office monitor and evaluate the works of several activates designed and planned in the beginning of the years by using several stated standard benchmarks of the evaluation criteria whether the plan moves in the right track or not and find the possible solution to its success with the major actors found in the destination area as a responsible government body in the study area.

According to the interview conducted with R2, heads of Culture and tourism office of Konta special Wereda discloses their role in short is that:

The culture and tourism office has several role for nature based tourism development and other tourism related development activities as the study area were rich in terms of natural resource possession as well as other tourism resources in doing so the office has several roles and responsibilities to assure the expected level of development of the study area in the area of awareness creation, allocating budget, marketing and promotion, research and development, heritage conservation, tourism resource identification and development are some of the major sorts of tourism activates done by the office as a leading stakeholder in the study area.

4.7 The Role and Responsibilities of Ethiopian Wildlife Conservation Authority for Nature based Tourism Development and Management

Ethiopia possesses diverse, rare and endemic species of wildlife tourism resources which are of great value to tourism development, education and science purposes. By understanding and recognizing the ever growing wildlife threatening conditions in and around the protected areas and enable the country to obtain economic and social benefits from its wildlife resource is important to provide proper attention and consideration for the development, conservation and utilization of the country's wildlife resource and maximize its benefit in the area of nature based tourism development works. Due to this reason the Ethiopian Wildlife and Conservation Authority was established as an autonomous public agency of the federal government of Ethiopia basically for the conservation and preservation of the wildlife resources and other species found in and around the protected areas of the country.

In addition to the general role and responsibilities of conservation and preservation of wildlife resources and other species in the protected area the data gathered from interview and other tools, the Ethiopian wild life conservation authority has some specific responsibilities for nature based tourism development and management works in the following areas:

The development and administration of wildlife conservation areas established under it and controlling the illegal activities in the conservation area, issue permits for the establishment of hotels, campsites, lodges and other services in wildlife conservation areas with other correlated stakeholders for a better service provision and land management works in the conservation area, working with non-governmental organizations to gain some sort of technical as well as operational assistance support for wildlife conservation and preservation activities, working on the behalf of the government in the area of international meeting and conferences with respects

to wildlife aspects, working research and development activities and training programs in the area of collection, processing and providing an appropriate source of information on conservation, development and exploitation of the wild life resource of the protected area, provide supports for the development and conservation of the protected areas found in federal as well as regional governments in managerial as well as operational activities and above all the specific role and responsibilities has its own implication for nature based tourism development and management for the advancement of the Chebera Churchura National Park and the surrounding areas in one and another ways.

According to the interview conducted with R4, director of Ethiopian Wildlife Conservation Authority articulates that:

The office of Ethiopian wild life conservation authority has several role for nature based tourism development and management works basically in the area of protection and conservation of the wild life resources (including endangered and endemic species) of the park, research and development works, planning and controlling the projects related to the park area, awareness creation for the host community about the use of the protected area, consultation and advising the constructions of accommodation facilities in and around the protected areas, working collaborate way with non-governmental organization in supporting the project in the protected area in the study area.

4.8 Higher Education Institution

The successfulness of a particular destination determined and examined by the incubation of several tourism and hospitality related training institution facilitation and supports towards the destination attributes in one and another ways by filling the gaps encountered in the overall development of the destination aspects from the state of knowledge development and technological advancement of the field of tourism studies.

The existence of Higher education institution contributes a significant implication in the production of qualified and trained manpower in tourism field of study, carry out several researches and development works that hinder the overall development of tourism industry and provision of community service for hospitality and tourism business establishments as a responsible body in tourism industry. Based on this the higher academic institutions classified in to three main cluster of activities with respects to their role and responsibilities for nature based tourism development works and discussed as follows:

Arba Minch University is one of the leading higher institutions in opening the tourism and hotel management programs in nearest to the study area and that is why it's considered as a target population of the study and the institution has several role and responsibilities for nature based tourism development and management activities in the study area as nearest to the park and surrounding in terms of geographic proximity and nature based tourism development related concepts of understanding as compared to other academic institutions. According to the interview conducted with R6, heads of tourism management department in Arba Minch University, the University has three basic roles and responsibilities for nature based tourism development and management works in the study area in the following area of focus described as follows:

4.8.1 Provision of Qualified and Trained Manpower

firstly producing qualified and trained manpower that are the series problems of the country as well as in the study area also indicated in challenges of nature based tourism development of the study under investigation in relation to trained and qualified manpower the institute fulfill the problems encountered in terms of producing qualified trained manpower in technical and operational skills, knowledge and managerial aspects for the tourism as well as for nature based tourism development works of the study area in quality and numbers.

4.8.2 Research and Development

Research and development is another main cluster of Arba Mich University in doing several tourism and hospitality related research and development works in the area of destination development, marketing and promotion, destination management, heritage conservation and preservation, new product development and management, culture and heritage, customer service and satisfaction, ecotourism and sustainable tourism are some of the basic research them of the university in identifying the problems in relation to the tourism and hospitality sectors of the area and find a possible solution in an academic perspective for several years since the establishment of the department but with respects to the study area based on the data collection method no one can do any research works and the main reason behind is that there is no platform to work together with several tourism stakeholders found in and around the destination area.

4.8.3 Community Service

The last not the least cluster of the Arba Minch University is doing several community service for tourism and hospitality sectors found in and around the thematic area of the campus and also the study area is also the main area of concern. The community services works encompasses in the area of arranging several training and other services in the area of customer service handling, destination development, tour guiding service, tour operation, heritage conservation and preservation, hotel operation and management are some of the main areas of community service as well as awareness creation is also part of community service done by the department of tourism and hotel management of Arba Minch University and also this community service is the most important area of activities for the nature based tourism development and management works. In similar fashion with that of research and development there is no community service done by the department for the park and the surrounding area of the study area due to poor coordination and cooperation of tourism stakeholders in the destination area.

4.9 Tourism Ethiopia

Tourism Ethiopia was established in 2013 as an independent organ of government with legal framework of exploring and identifying new as well as existing destination development and marketing of tourist destinations found in different parts of the country in line with the overall vision Ethiopian tourism development policy direction of making Ethiopia as one of the top five tourist destinations in Africa by the year 2025.

The Ethiopian tourism office has basic and major role and responsibilities for nature based tourism development of the Chebera Churchura National Park and the surrounding area as a site were a new destination sitting with untapped and exploited rich natural and additional tourism resource potentials needs an appropriate destination development as well as marketing of the destination products and services for international and domestic market as a specialized and sovereign body of government agency in Ethiopia.

Tourism Ethiopia has three main departments which are directly and indirectly associated with nature based tourism development and management works of Chebera Churchura National Park and the surrounding area, namely with their functions in relation to the study areas aspects: tourism destination and product development responsible for the development of destinations

area and find another tourism potentials around the destination area as a new product development work for diversifying the tourism resources in and around the destination area, tourism promotion and marketing with the main tasks of working for marketing and promotions of the destination and new tourism products already developed by the destination development and product development departments by using several means of marketing tools and mechanism for international as well as domestic markets and administration and management department working for the overall management and leadership of the departments found in the organization in facilitation of finance and budget, human resource and other elements to achieve the overall vision of the country as well as the role and responsibilities tasks given as an independent government organ of the country in the area of tourism development and marketing of tourism destination area.

According to the interview conducted with R3, CEO of Tourism Ethiopia disclosed that:

The office has main roles and responsibilities in the area of destination development, marketing of tourism destinations, capacity building and information exchange found in different parts of the country and particularly in the study area too. The office shows some progressive works by collaborating the tourism stakeholders in the area of destination development in terms of identifying tourist destinations, some actual development works begun and marketing and promotion of the tourist destinations (promotional activities were begun and design and development of websites undergo) and also participating in international trade fairs, exhibition, road and public shows in different counties and also making some sorts of marketing materials including the study area. However the office has several limitations to achieve the overall expected goals of the establishments of the organization in terms of shortage of budget and finance, human resource and exaggeration of expectation.

4.10 The Private Sector

The private sector is the main backbone of the tourism industry in the destination area through the provision of tourism related services and facilities such as room, meal, transportation, business service, tour guiding service and other services as per their need and wants fit for the general traveling public in the destination area as the tourism is the home away activities of people and creates a sense of belongingness for the tourists during their visitation time in the destination area.

The private sector is another major tourism stakeholder plays a considerable and outmost significant role for the development of nature based tourism development in three areas of concern: investment in the destination area, providing quality service and standards for the tourists and promoting the tourism products and services of the destination area as parts of destination successful standard parameter of measurement in international tourism market with other similar destination area discussed as follows.

4.10.1 Invest in Tourism and Hospitality Industry

The private sector is basically engaged and encouraged to investment in tourism related investment activities to fill the gap which is already take place due to the public sector limitation in the area of accommodation facility, transportation, tour guiding service and other related investment area for the provision of quality service and standard to attract the general traveling public to the destination area and developing the destination area in a better way as compared to other destinations.

According to the interview conducted with R5, accommodation manager disclosed that:

In the study area there are several investment opportunities were created for the potential investors to invest in tourism and hospitality related investment activities such as hotel, restaurant, lodge, resort, tourism guiding service, transportation, cultural houses and other with the most conducive investment opportunities in and around the destination area in terms of money and in kind incentives to encourage the nature based tourism development and any forms of tourism development but still there are several limitations in the area of good governance and poor bureaucracy to invest in the area and infrastructural constraints too.

4.10.2 Providing Quality Services to Visitors

The other roles of private sector were provision of quality service and standards in accommodation establishments, restaurants, resort complex, lodges, transportation, tourism services night life, cultural houses for the general traveling public as tourism is mainly a home away activity of the tourist in the destination area and increases the images of the destination and reputation through the provision of quality of service and standards. The personal observation indicates there is a serious limitation of tourist service and facility development was observed in and around the study area.

4.10.3 Advertise and Promote Tourism products and Services

The private sectors plays a leading role for the promotion and advertisements of the destination area, when the tourist service and facility establishments promotes their products and services to the market simultaneously promotes the tourism products of the destination area as an alternative marketing mechanism to attract the interests of their target market by communicating the tourism products and services found in and around the destination area as well. Additionally the tourist service and facility establishment provides information for the tourist about the overall environments of the destination area and act as a source of information.

In general the private sector has several roles and responsibilities for nature based tourism development and management in terms of investing in natural area of tourism, provision of tourist service and facilities in the natural sitting, promoting and advertising the natural area along with their products and services and source of information for the tourist in the Chebera Churchura National park and the surrounding environs.

4.11 Non-Governmental Organization

Non-governmental organization has their own role and responsibilities in the area of planning and development of tourism projects, find and attract fund means from other donor agencies in supporting tourism related projects, conservation and preservation works, creates a conducive environment for tourism stakeholders in the destination area, developing the capacity of the tourism labour force and stakeholders and provide fund for tourism programs for nature based tourism development and management works in one or another ways as study area were the most important area of natural environment and focus areas of many non-governmental organization in the world as environment and nature are main area of concern.

According to the interview conducted with R1 and R2, park manger and heads of Culture and Tourism office of Konta special Wereda revealed that:

In the study area the non-governmental organizations plays a considerable role in the area of conservation and preservation the typical African elephant found in the park compound by this the number of elephants increases from its endangered state of condition to 8000 in number thus makes the park is one of the largest numbers of elephants in Ethiopia. In and around the park area the elephants devastates and distracts the ginger and other spices farms of the local community found near by the park and the

NGOs provide and support four wheel vehicles, some sorts of financial incentives and treated ginger and other spices seeds which is not feed by the elephants as a main role which is done in the study area by 2 NGOs namely UNDP and GIZ.

4.12 Host Community

The host community in tourism is regarded as the societies who live in and around the nearby destination area and part of the tourism activity and an integral of tourism in many ways as owner and means of keeping, protecting and transferring from generation to generation the tourism resources of the area which is the basis for the overall tourism development in the area they live and with a high level of attachment and connection with the possession of the resource confound in.

The host community plays an important role in terms of creating good atmosphere for the tourists and build a sense of brotherhood in the destination area, participating and engaging in different tourism related decision making activates as key actors as the owner of the tourism resources, conservation and protection of the tourism resources of the area, ensuring peace and stability in the area, provision and supply accommodation and catering, transportation, tour guiding, information and other services for the coming of tourists in the destination area and managing the tourism resources properly for nature based tourism destination development and management activities.

According to the interview conducted with R1 and R2, park manger and heads of Culture and Tourism office of Konta special Wereda disclosed that:

The existence of the tourism resources of the park as in its with its state of circumstances without exploiting and damaging it for several years with in its originality and good hospitality of the host community and the damage cause by the wildlife habitats to the host community with less or no response to the damage it is considered as good role model of the societies as a role and responsibilities of the host community for nature based tourism development of the study area.

4.13 Tourist

Any person visiting a country or region or destination other than his usual place of residence and staying at least 24 hours in the country visited and the purpose of whose journey can be classified as leisure, business, family, mission and meeting.

Tourists play an important role for nature based tourism destination development in the area of selecting and preferring good tourism service providers with a high reputation of business work and environmental responsive, learning and respecting the culture and other tourism aspects of the host society, traveling to very remote, unexploited, cultural and environmental attachment areas with a sensitive manner, buying and using environmentally friendly and local made products, traveling to less well known regions or destinations, traveling to out of seasons or during low season to avoid trafficking, be friendly and get to know the local people and culture and creating a sense of universal brotherhood and also part of conservation and preservation of tourism resource for the next generation with respects to the study area as the study area were very fragile natural tourism resource in its nature.

4.14 Media

The media plays a significant role for the provision of adequate, reliable, time oriented, tangible, understood source of information with respects to tourism industry for the general public by using several means of dissemination mechanism to address and inform the issues with respects to tourism in a wide range of overages.

The media plays a considerable role in relation to nature based tourism development in the area of handling the bad behaviors of tourist in the destination area in which affects the host community through diffusion and cultural colonialism, raising awareness about tourism and nature based tourism about conservation, significance of tourism resources, value for their culture and heritages, provides an information about the destination area and promoting the destination tourism products and services, used as an alternative means along with tourism based packages.

In the study area there is a communication office which is working on behalf or agent for the several media institution in the country but they are not as such well organized in relation to preparing, documenting and put on air due to several limitation such as lack of sufficient air time to promote the tourism resources of the area, internal structural problem, poor infrastructural facility while documenting the site, equipment and material, human resource capacity, financial limitations.

With respects to tourism based media in Ethiopia there are few medias working based on tourism media and they are good in preparing, documenting and putting it in to air but they are targeting the domestic media consumptions only rather than on international media to show and attract the expected amount of tourist to the study area as per the tourism potentials of the Chebera Churchura National Park and the surrounding environs.

In order to established and formulate a long-term cooperation in the form of a tourism cluster involving owners of tourism resource, tourism service providers, private, public and educational and research institutions, media, donor agency (Livina and Atstaja, 2015).

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The study has to address the identification of tourism resources which is the basis of nature based tourism development, challenges facing in relation to nature based tourism development and management activities encounter, appealing opportunities that boost the nature based tourism development activity of the site area as a favorable means of acquisitions, identification and classification of tourism stakeholders towards for nature based tourism development works with their roles and responsibilities and also determining the attitude and perception of the host community and tourists as an integral parts of nature based tourism development in as part of the tourism stakeholders for nature based tourism development and management in Chebera Churchura National Park and the surrounding environs.

In the study area there are several tourism resources were identified and found by using different data collection means some of the main tourism resources of the Chebera Churchura National Park: conducive the weather and climate environment which is good for tourism activity; the magnificent scenery of the landscape and topography of the area good for trekking, hiking photography shoot; river and streams with fascinating waterfall feature which are tributaries for Omo river used as hydroelectric dam construction; few lakes on different parts of the park which is suitable for water based recreational center; the ever green forest cover of the place and plant species of mountain forests, savanna grassland, wooden land, riverine forest and other several spices products used for medial tourism and research and study; big game mammal animals such as typical African elephants with the large number of concentrations, buffalo, lion, leopards for wildlife visitation and safari, hot spring water good for medical tourism like that of plant species; other endemic species only to chebera the so called Gara Chebera fish and other considered as the tourism resources as the basis for nature based tourism destination development and management activity in the study area.

In the study area beside natural tourism resource there are several tourism resources were found and identified such as the cultural tourism resources of the Dawro and Konta peoples lived in and around the park area with several elements of culture (dance, gastronomy, dressing code, norm,

value, assets, customs, religion) and other elements of the culture to demonstrate for usual activity as well as tourism resource commercialization; the musical instrument of Dinka; Tokiy Abi the new year festival and celebration of the Dawro people; the historical king Halaa defense wall; artificial man built lake of Gilgelgibe 3 and the under construction of Gilgel Gibe 4 hydroelectric dam; museum as an attraction to collect, document, display and interpretation the tourism resources of the society considered as an additional tourism resources feature apart from the main core natural tourism resources of the park and used for diversifying the tourism products the study area. In relation to the tourism potentials of the park and the surrounding area the tourist perceive the tourism resources in a positive ways acts as tourist driven products from the users perspectives with the indication of several tourist service and other facilities in the area.

As the park were endowed with the possession of numerous tourism potentials. However, the park was not as such beneficial due to several interrelated problems such as poor coordination and cooperation of tourism stakeholders because of lacks of good platforms; poor infrastructural development in and around the park area (road, telecommunication and transportation) ;lack of basic tourist facility and service provision (hotels, lodges, restaurant and resort establishments); lacks of budget and finance to support the tourism development; lacks of marketing and promotion of tourism products and service; poor human labor force in developing and managing the tourism activity of the area; the recent instability and upraising conflicts in other parts of the country; human wildlife conflicts and other development projects around the park area basically affects the nature based tourism destination development of Chebera Churchura National Park and the surrounding area.

With respects to the tourism potential of the park it's better to find other favorable appealing opportunities to boost the nature based tourism destination development on this aspect the following things considered as a comparative advantages for the park such as: the possession of diversified tourism resources, nature based tourism as an integral part of conservation, the conservation and preservation cultural background of the host community, peace and stability of the destination area, hospitality of the host community, the promising growth rate of nature based tourism as compared to other forms of tourism in international market, cultural attachment of the park to diversify the tourism resources of the destination area, attractive investment opportunities for tourism and hospitality sector in the country.

The study identifies a numbers of tourism stakeholders: the public sector (culture and tourism office of Konta Special Wereda with the overall leadership of the tourism activity in the study area, Ethiopian wildlife conservation authority for the protection and conservation wild resources and habitats , tourism Ethiopia for the development and promotion of tourist destination, Arba Minch University department of tourism management in the area of producing tourism labour force, research and development, and also community service in the area of tourism aspects); the private sector (accommodation establishment, restaurants, lodge, resort, tour and Travel Company and transportation and Rental Company for the provision of tourist services and facilities); non-governmental organizations in supporting the tourism development projects, media promoting and communicating the tourism products and services of the destination area, tourist for respecting and compatible with the rule and codes of conducts during visitation time and the host community in conservation, decision making and other activities of the destination area considers as the main roles and responsibilities of the respectively stakeholders towards for nature based tourism destination development and management activity in the area of ensuring the possible benefits from the tourism potentials of the park and the surrounding environs.

5.2 Recommendation

And above all the study has to do a lot in identification and exploitation of tourism resource potentials which are basically relayed on natural tourism as well as other forms of tourism products with respects to destination development concern with the incubation of several tourism related stakeholders in handling the challenges faced the destination area through the proper utilization of the favorable opportunities as a merit of a new research direction as a potential destination area and setting. Based on the results and finding of the study gathered through several means of data collection instrument method identified the research strongly recommends the following direction for the way forwards nature based tourism destination development.

- ✓ Destination development organizations should work on properly identifying, exploring, developing, managing and marketing the tourism resource potentials of the park with niche types of product and service for different market segments accordingly
- ✓ The government should work for the provision of infrastructural facilities to access the several tourism attractions found within and to the destination area as a responsible body of agency in infrastructural provision.
- ✓ Aggressively marketing and promoting the tourism products and service of the park and the surrounding area to attract the expected amount of tourist incoming to the destination area in several marketing dissemination mechanism in tourist generating regions as well as domestic market.
- ✓ In order to enhance the capacity of the tourism stakeholders the training institutions should provide regularly short and long term training program in the destination area
- ✓ The private sector should invest in tourist service and facility establishments for instance hotels, transportation, lodges, resorts, campsites , tour and travel service, bar and restaurants, cultural house and others.
- ✓ To answer the several hampering challenges faced the destination area there should be formulating a tourism stakeholder platform to meet, agree, share, exchange and handle the challenges facing in the study area for the betterment of the park.
- ✓ The conservation and preservation of cultural background of the host community should be recommended for other parts of the protected area societies as a good lesson in the area of conservation and preservation of the protected areas of the country.

- ✓ Non-governmental organizations should support and assist the nature based tourism destination development projects and programs in terms of monetary as well as in kind activities and also share the experiences of the donor agency country the way to modernize the tourism of the area.
- ✓ The host communities should be engaged and participated in decision making activities of the park plan and development works as the owner of the tourism resources of the park and key stakeholders.
- ✓ Tour and travel companies found in the country should develop incorporates the tourism products and services of the park and surrounding areas as a package and promote on their websites as a potential tourism destination.
- ✓ To handle human wildlife conflicts the government should find an appropriate and sustainable solution mechanism in the area of resettling the host communities nearby the park area because the elephants devastates their cash crops like spices and after a long time the host communities responsive to wildlife as the devaluating their means of income.
- ✓ The government should revised and monitor the investment incentives opportunities to attracts more and more number of potential investors to invest in tourism and hospitality sector in the park and the surrounding area.
- ✓ The government should working in the area of integrated destination development of the park area with the other tourism resource found in nearby the destination area such as coffee tourism development, Lower Omo Valley and Southwest tourist circuits through the provision of infrastructural development in the regions.
- ✓ The park and surrounding area is also an ideal place for Ecotourism development project and researcher scholars.

REFERENCE

- Abu-shadi, N. (2006). *The Potentials of Tourism in Matruh Governorate (a Geographical Study)*, unpublished PhD thesis, University of Tanta, Tanta, Egypt.
- Adeyinka-Ojo, S. F., Khoo-Lattimore, C., and Nair, V., A. (2014). Framework for rural tourism destination management and marketing organisations. *Procedia - Social and Behavioral Sciences* 144, 151–163.
- Ashley, K., Brine, P., Lehr, A., and Wilde, H. (2007). *The role of tourism in expanding the economic opportunities*, Economic Opportunity Series. Harvard University, New Hampshire, United States.
- Adem G., Assessment of Ecotourism Potentials for Sustainable Natural Resources Management in and Around Abijata-Shala Lakes National Park in the Central Ethiopian Rift Valley, M.Sc. in Environmental Science, Addis Ababa University, 2008.
- Amare, A., Hernandez, A., Mekonnen, A., Hylander, K. and Hayward, M.W. (In Preparation) Human-Wildlife Conflict in and around Gibe Sheleko National Park, Southwestern Ethiopia.
- Abuharris, A. (2005) *Tourism and sustainable economic development, Marketing implications and strategic framework: the case study of Libya*, unpublished PhD thesis, University of Salford, Salford, U.K URL: <http://usir.salford.ac.uk/14911/1/491029.pdf> Accessed: 14th September, 2009
- Amare, A. (2015) Conservation Challenges of Gibe Sheleko National Park, Southwestern Ethiopia. *Natural Resources*, 6, 286-289. <http://dx.doi.org/10.4236/nr.2015.64025>
- Atorough, P., and Martin, M., (2012) ‘The Politics of Destination Marketing’, *Journal of Place Management and Development*, Vol. 5(1), 35-55
- African Development Bank (2014) African Economic Outlook. Unpublished Report, 58.
- Anderson. W. (2010). Challenges of Tourism Development in Developing Countries.
- Awad, E. (2009). *Tourist Climate in Libya’s Green Mountain*, unpublished MSc thesis, Geography Department. Omar Almukhtar University, El-Bieda, Libya (In Arabic)
- Abu-shadi, N. (2006). *The Potentials of Tourism in Matruh Governorate (a Geographical Study)*, unpublished PhD thesis, University of Tanta, Tanta, Egypt. (In Arabic)

- Aguilo, E., Alegre, J., and Sard, M. (2005). The persistence of the sun and sand tourism model. *Tourism Management*. 26(2), pp.219-231.
- Alemneh A, (2015). Wildlife Resources of Ethiopia: Opportunities, Challenges and Future Directions: From Ecotourism Perspective: *Scientific Research Publishing Inc*. A Review Paper.
- Ajala O.A. (2007) Tourism Development as a strategy in Regional Planning. *African Research Review* Vol.1.no3 pp77-92.
- Baggio, R., Scott, N., and Cooper, C., (2010) 'Improving Tourism Destination Governance: A Complexity Science approach', *Tourism Review*, Vol. 65 (4), 51-60.
- Bekele, A. and Yalden, D. (2013) The Mammals of Ethiopia and Eritrea. Addis Ababa University Press, Addis Ababa.
- Bishaw, B. (2001) Deforestation and Land Degradation in Ethiopian High Lands: A Strategy for Physical Recovery. *North East African Studies*, **8**, 7-25.
<http://dx.doi.org/10.1353/nas.2005.0014>
- Bramwell, B., and Sharman, A.(1999) 'Collaboration in Local Tourism Policy Making' *Annals of Tourism Research*, Vol. 26 (2), 392:415.
- Bruche, S., Gusset. M., Lippold, S., Barnett, R., Eulenberger, K., Junhold, J., Driscoll, A.C. and Hofreiter, M. (2012) A Genetically Distinct Lion (*Panthera leo*) Population from Ethiopia. *European Journal of Wildlife Research*, **59**, 215-225.
<http://dx.doi.org/10.1007/s10344-012-06685>
- Blower, J. (Undated) The Wildlife of Ethiopia. *Oryx*, **13**, 276-283.
- Buhalis, D. (2000), 'Marketing the competitive destination of the future', *Tourism Management*, Vol. 21, 97-116.
- Byrd, E.T., (2007) 'Stakeholders in Sustainable Tourism Development and their Roles: Applying Stakeholder Theory to Sustainable Tourism Development', *Tourism Review*, Vol. 62 (2), 6-13.
- Beeton, S. (2002) „The Cost of Complacency: Horseback Tourism and Crisis Management Revisited“ *Current Issues in Tourism*, Vol. 5, No.5: 467-470.

- Beresford-Jones, D. (2009). Offspring of the marriage of archaeology and ethnography in the Andes" *Book Review Essay*. *Antiquity*, 83-92.
- Bizan, H.A. (2009) *Tourism Marketing in Libya between Reality and Ambitions*, unpublished PhD thesis, Faculty of Economics, University of West-Hungary, Hungary
[URL:http://ilex.eke.hu/PhD/ktk/haitmbizan/disszertacio.pdf](http://ilex.eke.hu/PhD/ktk/haitmbizan/disszertacio.pdf) Accessed: 7 th July, 2011
- Becken, S. (2010) The Importance of Climate and Weather for Tourism URL:
<http://www.lincoln.ac.nz/PaueFiles/6750/WeatherLitReview.pdf> Accessed: 21 January 2014
- Buckley, R. (2009). *Ecotourism: Principles and Practices*, CABI, 1845934571.
- Buckley, R and Coghlan, A. (2012). Nature-based tourism in breadth and depth.
- Buckley RC (1994) A framework for ecotourism. *Annals of Tourism Research* 21: 661- 665.
- Budowski, G. (1976). Tourism and Environmental Conversation: Conflict, Coexistence or Symbiosis? *Environmental Conversation* 3(1): 27–31.
- Bass, F.M. (1969). A new product growth model for consumer durables. *Management Science*, 15(5), 215-227.
- Barney, J. B. (1991). 'Firm resources and sustained competitive advantage'. *Journal of Management*, 17(1), 99–120. Cross-Sector Partnerships' *Academy Of Management Review*, Vol. 37(3), 332-354.
- Christ, C., Hillel, O., Matus, S. and Sweeting, J. (2003) *Tourism and Biodiversity: Mapping tourism's global footprint*, Conservation International.
- Cater, C. I. (2006). Playing with risk? .Participant perceptions of risk and management implications in adventure tourism. *Tourism Management*, 27(2), 317–325.
- Ceballos, L. (1996) Tourism, ecotourism, and protected areas: The state of nature-based tourism around the world and guidelines for its development.
- Destination British Colombia (Undated). Available online at <https://www.destinationbc.ca/what-we-do/destination-management/destination-development/> [Accessed 26 February 2020]
- Dickinson, J.E. and Robins, D. (2008) Representation of tourism problems in rural destination, *Tourism Management*, 29: 1110-1121.

- Dieke, P. (1993) Tourism in the Gambia: Some issues in development policy. *World Development*, 21: 277-289.
- Demeke, Y and G/Tensae, K. (2011). Conference Report on Rescuing Awash National Park held in Adama Ras Hotel, Adama/Nazreth.
- Diwekar (Eds.), Change in sustainability: Multi-disciplinary perspectives (pp. 1–14). Sharjah, The United Arab Emirates: Bentham Science Publishers.
- Daan V, (2012). Gap Analysis of the Protected Areas System of Ethiopia: Ethiopian Wildlife Conservation Authority (EWCA) Addis Ababa.
- Dredge, D., (2006) ‘Policy networks and the local organisation of tourism’, *Tourism Management*, Vol. 27 269–280
- Dickinson, E.C. (2003) The Howard and Moore Complete Checklist of the Birds of the World. Revised and Enlarged 3rd Edition, Princeton University Press, Princeton.
- Dulude, J. (2002). „Trouble in Paradise: Critics say lack of protection endangers Costa Rica’s famed nature preserves“ *The San Francisco Chronicle*, December 28.
- Eagles, P. (2002). *Understanding the Market for Sustainable Tourism*, Burlington, Vermont: *The International Ecotourism Society*, Cengiz and Caliskan.
- Edgell, D.L. (1999) Tourism Policy: The Next Millennium. Advances in Tourism Applications Series, Sagamore Publishing
- Eusébio, C., and Vieira, A.L. (2013). Destination Attributes' Evaluation, Satisfaction and Behavioural Intentions: a Structural Modelling Approach, *International Journal of Tourism Research*, Vol. 15, No.1, 66-80.
- Enright, M.J., and Newton, J. (2005). Determinants of Tourism Destination Competitiveness in Asia Pacific: Comprehensiveness and Universality, *Journal of Travel Research*, Vol. 43, 339-350.
- EBI (2014) Ethiopia’s Fifth National Report to the Convention on Biological Diversity. Ethiopian Biodiversity Institute, Addis Ababa.
- Erlet Cater (1993). Ecotourism in the third world: problems for sustainable tourism development, *Tourism Management*, April 1993.

- Farrell, B.H. and Runyan, D. (1991) Ecology and tourism, *Annals of Tourism Research* 18(1): 26-40
- Franklin A (2003) *Tourism. An introduction.* Sage, London, UK, 296.
- Fennell, A. (2003). *Ecotourism: An Introduction*, Psychology Press, 2003, 0415303648.
- Fennell D (1999) . *Ecotourism: an introduction.* Routledge, London, UK.
- Federal Democratic Republic of Ethiopia. (FDRE) United Nations Development Program (UNDP) / Global Environment Facility /GEF, (2007). Sustainable Development of the Protected Area System of Ethiopia (SDPASE). PIMS ID: 494, Project ID: 00058768, Proposal ID: 00048561.
- Freeman, R. Rastogi, A., R. Badola, S. Ainul Hussain, and G. M. Hickey. (2010). “Assessing the Utility of Stakeholder Analysis to Protected Areas Management: The Case of Corbett National Park, India.” *Biological Conservation* 143 (2010): 2956–2964.
- Ford, R.C., (2011) ‘Friends to grow and foes to know: lessons in successful stakeholder management from Orlando’ *International Journal of Contemporary Hospitality Management* Vol. 23(5), 696-712.
- Girma K, and Till S,. *Contesting the National Park theorem? Governance and land use in Nech Sar National Park, Ethiopia Working*, 2012, 104.
- Gunce, E. (2003) Tourism and local attitudes in Gime, Northern Cyprus. *Cities*, 20 (3): 181-195.
- Godfrey, K. & Clarke, J. 2000. *The tourism development handbook*. New York: Martins the Printers Ltd.
- Grimble, R., and K. Wellard. (1997). “Stakeholder Methodologies in Natural Resource Management: A Review of Principles, Contexts, Experiences and Opportunities.” *Agricultural Systems* 55 (2): 173–119.
- Hall, CM. (1998). Historical antecedents of sustainable development and ecotourism: new labels on old bottles. In: Hall CM & Lew AA (eds) *Sustainable tourism: a geographical perspective*. Longman, New York, USA, 13-24.

- Holmefjord, K. (2000). Linking products, industries and place – synergy effects from the interaction of tourism and other local industries in Lofoten and Hardanger, SNF Project No 6490. Working paper 85/00.
- Han, G., Fang, W. T., & Huang, Y. W. (2011). Classification and influential factors in the perceived tourism impacts of community residents on nature-based destinations: China's Tiantangzhai Scenic Area. *Procedia Environmental Sciences*, 10(10), 2010–2015.
- Hillery, M., Nancarrow, B., Griffin, G., & Syme, G. (2001). Tourist perception of environmental impact. *Annals of Tourism Research*, 28(4), 853–867.
- Hall CM & Page SJ (1999). *The geography of tourism and recreation. Environment, place and space*. Routledge, London, 309.
- Horlings, L. (2012) 'Place Branding by Building Coalitions; Lessons from rural-urban regions in the Netherlands' *Place Branding and Public Diplomacy*, Vol. 8 (4), 295-309.
- Hawkes, S. & Williams, P. (1993). *The greening of tourism: From principles to practice*. Simon Fraser University Press, Burnaby, British Columbia, Canada.
- Hosni, E. (2000) *Strategy for Sustainable Tourism Development in the Sahara*.
- Jamal, T.B. and Getz D. (1995), 'Collaboration theory and community tourism planning', *Annals of Tourism Research*, Vol. 22 (1), 186–204.
- Järviluoma J (2006) Turistin luonto.Tutkimus luonnon merkityksestä matkailun vetovoimatekijänä neljässä Lapin matkailukeskuksessa.*Acta Universitatis Lapponiensis* 96, 214.
- Jenkins, C. (1982) The use of investment incentives for tourism projects in developing countries. *Tourism Management*, 3(2): 91-97
- Kimmel, J. R. (1999) Ecotourism as Environmental Learning" *Journal of Environmental Education*, Vol. 30, No. 2: 40-44.
- Khalifa, A. (2010) *Destination Libya: Developing Libya as an Internationally Competitive Tourism Destination* unpublished PhD thesis, University of Wales: Cardiff, U.K

- Klimek, K. (2013). Destination Management Organisations and their shift to Sustainable Tourism Development, *European Journal of Tourism, Hospitality and Recreation*, Vol. 4, Issue 2, 27-47, 2.
- Kumar, S. and Barnwal, M. (2019). Role of Destination Management for Responsible and Sustainable Tourism Development. *Journal of Emerging Technologies and Innovative Research (JETIR)*. June 2019, Volume 6, Issue 6.
- King, J. (2002) 'Destination Marketing Organisations: Connecting the experience rather than promoting the place', *Journal of Vacation Marketing*, Vol. 8 (2), 105-108.
- Laarman, J. and Durst, P. (1987). Nature Travel and Tropical Forests" FREI Working Paper Series. Southeastern Center for Forest Economics Research: North Carolina State University, Raleigh, NC.
- Lemelin, R. H., Koster, R., & Youroukos, N. (2015). Tangible and intangible indicators of successful aboriginal tourism initiatives: A case study of two successful aboriginal tourism lodges in northern Canada. *Tourism Management*, 47, 318–328
- Lane, B. (2005). Sustainable rural tourism strategies: A tool for development and conservation. *Interamerican Journal of Environment and Tourism* 1: 12-18.
- Leslie, D. (1986). Tourism and conservation in National Parks" *Tourism Management* , Vol. 7, No. 1:52 – 56
- Liu, Z. (2003) Sustainable tourism development: a critique. *Journal of Sustainable Tourism*, 11 (6): 459-475. ISSN 0966-9582.
- Long, A. (2010) *Social Impacts of Tourism Development on Hainan Island*
[URL:http://publications.theseus.fi/bitstream/handle/10024/23596/Student_Yihe_Long.pdf](http://publications.theseus.fi/bitstream/handle/10024/23596/Student_Yihe_Long.pdf?sequence=1) ?sequence=1 Accessed: Accessed: 28th January, 2013.
- Lindsey, P.A. (2008) Trophy Hunting in Sub-Saharan Africa: Economic Scale and Conservation Significance. In: Baldus, R.D., Damm, G.R. and Wollscheid, K., Eds., *Best Practices in Sustainable Hunting*, 41-47.
- Masanja, G.F. (2014) Human Population Growth and Wildlife in Ugalla Ecosystem, Western Tanzania. *Journal of Sustainable Development Studies*, 2, 192-217.

- Meduna, A.J., Ogunjinmi, A.A. and Onadeko, S.A. (2009) Biodiversity Conservation Problems and Their Implications on Ecotourism in Kainji Lake National Park, Nigeria. *Journal of Sustainable Development in Africa*, **10**, 59-73.
- Merilainen, K. and Lemmetyinen, L., (2011) 'Destination network management: a conceptual analysis', *Tourism Review*, Vol. 66 (3), 25-31
- Mathieson, A and Wall, G. (1982). *Tourism: Economic, Physical, and Social Impacts*. Longman Group Limited, Longman House, Burnt Mill, Harlow, Essex, United Kingdom.
- Morrison A. (2013). *Destination Management and Destination Marketing: The Platform for Excellence in Tourism Destination*.
- Mcnicol, B. J. (2013). Nature-based tourism and conservation: New economic insights and case studies. *Annals of Tourism Research*, 41(5), 255–256.
- Ministry of Culture and Tourism of Ethiopia, 2009: *Tourism Development Policy*. Addis Ababa, Ethiopia.
- Morrison, A. (2013). *Marketing and managing tourism destinations*. USA and Canada: Routledge.
- Mowforth, M. and Munt, I. (1998). *Tourism and sustainability: New tourism in the third world*, Routledge: London and New York.
- Mastny, L. (2001). *Traveling light: New paths for international tourism*. World watch Paper. 540
- Murphy, P.E. (1988) Community driven tourism planning. *Tourism Management*, 9: 96-104
- M. Honey, *Ecotourism: Who owns paradise?* (2nd ed.). Washington, DC: Island Press, 2008.
- Newsome, D., Moore S. A. and Dowling, R. K. (2002) *Natural area tourism: Ecology, impacts and management*, Channel View publications: Clevedon, England.
- Nyaupane, G. P., Morais, D. B. and Graefe, A. R. (2004) „Nature tourism constraints: A cross-activity comparison“ *Annals of Tourism Research*, Vol. 31, No. 3: 257-274.
- Naama, A., Haven-Tang, C. and Eleri, J. (2008) Human Resource Development Issues for the hotel sector in Libya: *A governmental perspective international journal of Tourism Research*, 10: 481-492.
- News Staff of Tourism Week, (1998) *Tourism in Iran and the World*. The Islamic Republic of Iran News Agency

- Livina,A and Atstaja, Dz. (2015), “Understanding the Philosophy and Performance of Tourism and Leisure in Protected Areas for transition to a Green Economy”, in *Tourism in the GreenEconomy*, (ed. Reddy, M.,V., Wilkes, K.), Routledge.
- Nestoroska I. (2012).Identifying tourism potentials in Republic of Macedonia through regional approach.*Procedia - Social and Behavioral Sciences* 44: 95-103.
- Naidoo, P., Ramseook-Munhurrin, P., and Seegoolam, P. (2011). An Assessment of Visitor Satisfaction with Nature-based Tourism Attractions, *International Journal of Management and Marketing Research*, Vol. 4, No. 1, 87-98.
- Nepal, S.K.,(2002). Tourism as a key to sustainable mountain development: *the Nepalese Himalayas in retrospect,Unasylya*. 208, 53: 38-46.
- Nam, P., and Son, T. (2002) Recreational Value of the Coral Surrounding the Hon Mun Islands in Vietnam: A Travel Cost and Contingent Valuation Study, the Economy and Environment Program for Southeast Asia (EEPSEA) URL: http://www.worldrshcenter.org/Pubs/coral_reef/pdf/seetion2-6.pdf Accessed: 13/9/2013
- Naidoo, R. & Adamowicz, W. L. (2003). Biodiversity and nature-based tourism: The potential for sustainable development in Uganda. (Staff Paper).
- Neville, B. A., S. J. Bell, and G. J. Whitwell. 2011. “Stakeholder Salience Revisited: Refining, Redefining, and Refueling an Underdeveloped Conceptual Tool.” *Journal of Business Ethics* 102 (3): 357–378.
- Oktavia, R., & Rani, F. (2015). Upaya United Nations World Tourism Organization (Unwto) Menangani Sex Tourism Di Thailand (2009-2013). *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial dan Ilmu Politik*, 2(1), 1-10.
- Ondicho, T.G. (2000) International Tourism in Kenya: Development, Problems and Challenges. *EASSRR*, 9, 49-69.
- Pickering, C.M. and Weaver, D. (2003). Nature-based tourism and sustainability: Issues and approaches” pp 7-10, in Buckley, R., Pickering, C.M. and Weaver, D. (Eds.), *Nature-based Tourism, Environment and Land Management*. CABI Publishing: New York.
- Poon A (1993).Tourism, technology and competitive strategies. CAB International, Wallingford, UK, 370.

- Priskin, J. (2001). Assessment of natural resources for nature-based tourism: The case of the Central Coast Region of Western Australia. *Tourism Management*, 22, 637–648.
- Peter Fredman & Liisa Tyrväinen (2010) Frontiers in Nature-Based Tourism, *Scandinavian Journal of Hospitality and Tourism*, 10:3, 177-189, DOI: 10.1080/15022250.2010.502365.
- Plog, S. (1973). Why destination areas rise and fall in popularity? *The Cornell Hotel and Restaurant Administration Quarterly*. 14(3), pp.13-16.
- Principles for developing Destination Management Plans (Undated). Available at https://www.google.com/search?q=dm_plans_guiding_principles&oq=dm_plans_guiding_principles&aqs=chrome..69i57j69i60.1798j0j7&sourceid=chrome&ie=UTF-8[Accessed 26 February 2020]
- Plovdiv Tourism Strategy. Available at: <http://www.plovdiv.bg/>.
- Plovdiv (2019).Resources and factors for Tourism Development. Available at: <http://plovdiv2019.eu/>.
- Porter, M. (1985) *Competitive advantage; creating and sustaining superior Performance*, Free Press, New York
- Porter, M. and Yergin, D. (2006) *National Economic Strategy An Assessment of the Competitiveness of the Libyan Arab Jamahiriya*, by Monitor Group consultants and Cambridge Energy Research Associates (CERA) 2006, UK
- Prell, C., M. S. Reed, and K. Hubacek. 2009. “Stakeholder Analysis and Social Network Analysis in Natural Resource Management.” *Society and Natural Resources* 22 (6): 501–518.
- Reid, Walter & Mooney, et, al. (2005). Millennium Ecosystem Assessment Synthesis Report.
- Redcliffe, M. & Woodgate, G. (1997).Sustainability and social construction. In: Redcliffe M& Woodgate G (eds). *The international handbook of environmental sociology*, 55-67.
- Ritchie, B. and Crouch, G. (2000) *The Competitive Destination, A Sustainable Tourism Perspective*. CABI Publishing
- Roberts, E. K., Lu, A., Bergman, T. J., & Beehner, J. C. (2012).A Bruce effect in wild geladas.*Science*, 335(6073), 1222-1225.

- Reingold, L.(1993). Identifying the Elusive Ecotourist. *Going Green: Supplement to Tour and Travel News* 25(October):36–37.
- Savage, G.T., Bunn, M.D, Gray, B., Xiao, Q., Wang, S., Wilson, E.J. and Williams, E.S., (2010), ‘Stakeholder Collaboration: Implications for Stakeholder Theory and Practice’ *Journal of Business Ethics* , Vol. 96, 21–26.
- Saastamoinen O, Lovén L & Sievänen T (2000).Nature-based tourism in forested NorthEurope – case of Finland. In: Lovén L. (ed) *Responsible Nature Tourism. Proceedings of the Conference at Koli National Park, Finland 3.-4.2.2000*, Finnish Forest Research Institute, Research Papers 792.
- Spenceley, A. (2008). Requirements for sustainable nature-based tourism in transfrontier conservation areas: A southern African Delphi consultation. *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 10(3), 285–311.
- Swarbrooke J. (1995). *The development and management of visitor attractions* Butterworth Heinemann, Oxford, UK.
- Swarbrooke, J. (1999) *Sustainable Tourism Management*, CABI Publishing
- Sven A. (2010). Development of Tourism Destinations: An integrated multilevel perspective. *Journal of Product & Brand Management*.
- Scholes, R & Biggs, R. (2004). Ecosystem services in southern Africa: A regional assessment.
- Stuart, S.N., Adams, R.J. and Jenkins, M.D. (1990) Biodiversity in Sub-Saharan Africa and Its Islands: Conservation, Management, and Sustainable Use. Occasional Paper of the IUCN Species Survival Commission, 86.
- The International Ecotourism Society (TIES) (2005) *TIES Global Ecotourism Fact Sheet*: Washington DC, USA.
- Torres-Delgado, A., & Saarinen, J. (2014).Measuring sustainable tourism at the municipal level. *Annals of Tourism Research*, 49, 122–137.
- Tosun, C. and Jenkins, C. L. (1998) The Evolution of Tourism Planning in Third -World Countries.A Critique.*Progress in tourism and Hospitality Research*, 4: 101-114
- Telfer, D. and Sharpley, R. (2008) *Tourism and Development in the Developing World*, Routledge Perspectives on Development

- Thompson, C., O'Hare, G., and Evans, K. (1995) Tourism in Gambia: Problems and proposals. *Tourism Management*, 16(8): 571-581.
- Tyrväinen, L., Uusitalo, M., Silvennoinen, H., & Hasu, E. (2014). Towards sustainable growth in nature-based tourism destinations: Clients' views of land use options in Finnish Lapland. *Landscape and Urban Planning*, 122, 1–15.
- Tefera, M. (2011) Wildlife in Ethiopia: Endemic Large Mammals. *Current Zoology*, 6, 108-116.
- United Nations Educational, Scientific and Cultural Organisation (UNESCO) (2009) *Convention Concerning the Protection of the World Cultural and Natural and Natural Heritage*, World Heritage Committee Thirty-third Session URL:<http://whc.unesco.org/archive/2009/whc09-33com-summary.pdf> Accessed: 3rd April 2011
- UNESCO, Paris Human Rights Report (2009): *Libya* URL:<http://www.state.gov/u/drl/rls/hiTpt/2009/nea/136Q74.htm> Accessed 17th October 2011
- United Nations Educational, Scientific and Cultural Organisation (UNESCO) (2008) Operational Guidelines for the Implementation of the World Heritage Convention, Paris
- United Nations Economic Commission for Africa (UNECA) (2011). Towards A sustainable Tourism in Eastern Africa: A study on Challenges and Opportunities for Tourism Development.
- Urry J (1990) .The tourist gaze. Leisure and travel in contemporary societies. Sage, London, UK, 176.
- United Nations World Tourism Organization. (2008). Understanding tourism: Basic glossary. Retrieved from <http://media.unwto.org/en/content/understanding-tourism-basic-glossary>
- UNWTO.(2007). A practical guide to tourism destination management. Retrieved from <http://www.e-unwto.org/doi/book/10.18111/9789284412433>
- United Nations Economic Commission for Africa UNECA SRO-EA, Towards A sustainable Tourism in Eastern Africa: A study on Challenges and Opportunities for Tourism Development, 2011.

- United Nations Environment Programme, UNEP Tourism; Green Economy and Trade, 2013.
- Vreugdenhil, D., Vreugdenhil, A.M., Tilahun, T., Shimelis, A. and Tefera, Z. (2012) Gap Analysis of the Protected Areas System of Ethiopia, with Technical Contributions from Nagelkerke, L., Gedeon, K., Spawls, S., Yalden, D., Berhanu, L. and Siegel, L. Ethiopian Wildlife Conservation Authority (EWCA), Addis Ababa.
- Von Friedrichs Grangsjö, Y., (2003) 'Destination networking: co-opetition in peripheral surroundings' *International Journal of Physical Distribution & Logistics Management* Vol. 33(5), 427-428.
- Wang, Y. and Fesenmaier, D.R., (2007), 'Collaborative Destination Marketing: A Case Study of Elkhart County, Indiana' *Tourism Management*, Vol. 28(3), 863–875.
- Wang, Y. (2008) 'Collaborative Destination marketing: Roles and Strategies of Convention and Visitors Bureaus' *Journal of Vacation Marketing*, Vol. 14(3), 191-209.
- Wearing S. and Neil J. (1999) *Ecotourism: Impacts, Potentials and Possibilities*, Butterworth Heinemann: Oxford, UK.
- Wall Reinus, P. Fredman, "Protected areas as attraction", *Annals of Tourism Research*, Vol. 34, no 4, pp. 839-854, 2007.
- Weaver, D. and Lawton, L. (2006) *Tourism Management* 3rd edition, Wiley Australia tourism series.
- World Tourism Organization (2013), *UNWTO Tourism Highlights*, 2013 Edition, UNWTO, Madrid.
- World Tourism Organization (2016), *UNWTO Tourism Highlights*, 2016 Edition, UNWTO, Madrid.
- World Tourism Organization WTO. (2010). *Tourism and Biodiversity: Achieving common goals towards sustainability*. World Tourism Organization, Madrid. URL: http://oub.unwto.org/WebRoot/Store/Shops/Infoshop/4C97/6CB3/B8B6/56A0/9C50/C0A8/0164/D7CF/100921_tourism_and_biodiversity_excerpt.pdf Accessed: 16 July 2013
- World Tourism Organization (WTO) (1999) *WTO News, July-August-September* issue 3.

- Wilde, S.J. (2010). A Holistic Investigation into Principal Attributes Contributing to the Competitiveness of Tourism Destinations at Varying Stages of Development, PhD Thesis, Southern Cross University, Lismore, NSW.
- Washington Department of Fish and Wildlife (2003). A community guide to nature tourism [accessed online]. Available at <http://www.wdfw.wa.gov/wlm/tourism/index.htm>
- Williams, P.W. & Fennell, D.A. (2002). Creating a sustainable equilibrium between mountain communities and tourism development. *Tourism Recreation Research* 27: 5-8.
- WCMC (1994) Biodiversity Data Sourcebook. World Conservation Monitoring Centre, World Conservation Press, Cambridge.
- Wolff, J.V. (1961) Wildlife in Ethiopia. *Ethiopian Forestry Review*, **2**, 3-13.
- Yalden, D. and Largen, M. (1992) Endemic Mammals of Ethiopia. *Mammal Review*, **22**, 115-150. <http://dx.doi.org/10.1111/j.1365-2907.1992.tb00128.x>
- Young, J. (2012) Ethiopian Protected Areas: A “Snapshot”. Word Press, Addis Ababa, 23
- Zelalem, T. (2007) Community Attitudes towards Wildlife Conservation in Ethiopia. *Proceedings of the 2007 George Wright Society Conference*, 287-292.

Document Information

Analyzed document	Last draft.docx (060630512)
Submitted	10/14/2020 2:23:00 PM
Submitted by	
Submitter email	gimustaba44@gmail.com
Similarity	1%
Analysis address	myers.scripps.sauk@analysis.urkund.com

Sources included in the report

W	URL: http://www.ats-hu.com/ats-hu.com/dissertation.pdf Fetched: 10/14/2020 2:24:00 PM		1
W	URL: http://www.researchgate.net/publication/250084321_Sustainable_tourism_development_... Fetched: 10/14/2020 2:24:00 PM		1
W	URL: http://scholarship.uic.edu/PROCEEDINGS-ICFT2.pdf Fetched: 12/10/2019 9:05:46 AM		1
W	URL: http://docplayer.net/amp/100250454-Proceedings-of-3-nd-regional-conference-on-sou... Fetched: 11/08/2019 1:07:12 PM		4
W	URL: http://www.researchgate.net/publication/249000707_Planning_Nature_Tourism_in_Icoi... Fetched: 10/14/2020 2:24:00 PM		1
W	URL: http://repository.up.ac.za/bitstream/handle/2353/27523/Complete.pdf?sequence=11 Fetched: 11/08/2019 12:40:58 PM		1
J	RURAL TOURISM IN NEPAL: DEVELOPMENT AND SUSTAINABILITY : A Case Study of Parbat District, Nepal URL: https://doi.org/10.1080/10437080.2019.1644444 Fetched: 2/17/2019 2:04:50 AM		1
W	URL: http://www.sciencedirect.com/science/article/pii/S0269204613001983 Fetched: 10/14/2020 2:24:00 PM		1
W	URL: http://researchonline.jcu.edu.au/58974/1/JCU_58974_walim_2018_thesis.pdf Fetched: 12/1/2019 10:48:08 PM		1
W	URL: http://www.theseus.fi/bitstream/handle/10024/10993/THESIS_Kate_Rubin.pdf?sequence=1 Fetched: 10/14/2020 2:24:00 PM		1

ANNEXES

Annex One Interview Questions

General information

Dear respondents my name is GirmaDaba and I am a MA candidate at Addis Ababa University, College of Development Studies, Program of Tourism Development and Management and this work is part of my data collection process for my MA thesis. My research works Nature Based Destination Development and Management Practice in the case of CheberaChurchura National Park. I would like to assure you that the data collected would only to be utilized for academic research and all your responses will be confidential and your privacy will be protected to the maximum extent. I would appreciate your active participation and kindly request you to give me your genuine response for all questions.

Profile of the Respondents

1. Name of the office: _____

2. Sex: _____

3. Educational status: _____

4. Professional background: _____

5. Position in the office: _____

6. Tourism related work experience: _____

7. Time the interview started: _____ Time the interview ended _____ total time _____

1. How long have you been actively engaged in this institution as a tourism professional?
2. What is your activity on this institution?
3. How did you explain the tourism activity in Chebera Churchura National park and its surrounding environs?
4. Did you have an idea about the tourism resources of Chebera Churchura National Park and how would you justify it?

5. What are the main tourism resource potentials of Chebera Churchura National Park for nature based destination development and management activity?
6. Does the park is suitable for nature based destination development so far and how would you favor it?
7. In your opinion among the potential tourism resources of the park which on is the best flagship?
8. What kind of development is needed for its best level of the park potential?
9. How did you understand the significance of nature based destination development and management activity in Chebera Churchura National Park and its Environs?
10. Did you have an active role before for nature based destination development and management activity in Chebera Churchura National Park and how it's done?
11. What are the specific roles of your institution for nature based destination development and management activity in Chebera Churchura National Park?
12. What are the main challenges facing for nature based destination development and management practice in Chebera Churchura National Park?
13. What kinds of things should be needed to tackle the existing challenges for the betterments of nature based destination development in Chebera Churchura National Park?
14. In your point of view what are the favorable opportunities of nature based destination development in Chebera Churchura National Park and its Environs?
15. In your opinion who are the key actors towards nature based destination development and management in Chebera Churchura National Park?
16. What are the main roles and responsibilities of each stakeholder in relation to nature based destination development and management in Chebera Churchura National Park?
17. As a tourism professional what you recommend and advice for the advancement of the park to its best level?

Thank you for your plenty of time!!!

Annex Two Observation Checklist

The observation checklists stated below will be employed for the park and nature based destination development and management to carry out observations during the entire fieldwork.

1. Tourism awareness in the entire park and surrounding environs
2. Availability of tourism service facility(hotel, lodge, restaurant, inns)
3. Transportation facility to and within the park area
4. Better tourism service delivery(guide, scout, communication, tourist and local community interaction)
5. Peace and security
6. Whether and climate convenience
7. Welcoming atmosphere of the local community