

**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF DEVELOPMENT STUDIES**  
**Center for Environment and Development**

**ASSESSMENT OF ECOTOURISM POTENTIAL OF KAFA ZONE, SOUTH WESTERN  
ETHIOPIA: IMPLICATION FOR BIODIVERSITY CONSERVATION**

A Thesis Submitted to the School of Graduate study in partial fulfillment of the requirements for the Degree of MA in Environment and Development in the Institute of Development studies


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June, 2014

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## Acknowledgment

First of all I thank to Almighty God for giving me the strength, knowledge to complete this thesis. Next I would like to thank my advisor Dr. Engidawork Assefa for his guidance and helpful advices throughout the time.

My special thanks go to Yidnekachew Tadesse for his unreserved supply of information during my study.

There are several people that I would like to thank for contributing to the quality of this research.. Mesfin Tekle, Assefa G/Mariam, Misganaw G/Michael, Tizazu Gezahegn, Zegeye W/Mariam, Befikadu Melesse, Amiro Gessese Ayele Assefa, Wondu W/Senbet and Misrak Taye.

I also extend my appreciation to my field assistants and those respondents who provided me relevant information.

My gratitude goes to Dr. Berhanu Abera who commented my paper critically. I would like to express my deepest love and gratitude to my dear parents for providing financial and emotional support during my study. Especial thanks go to my wife Almaz Worku, who assist and advise me throughout my study.

My unreserved thanks also go to everyone who in some way has contributed to the fulfillment of this thesis.

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## **Acronyms**

BoFED	- Bureau of Finance and Economy Development
CSA	- Central Statistics Agency
FGD	- Focus Group Discussion
GIS	- Geographic Information System
KCBR	- Kafa Coffee Biosphere Reserve
KDA	- Kafa Development Association
Masl	- Meter above sea level
MOA	- Ministry of Agriculture
MoCT	-Ministry of Culture and Tourism
NABU	- Nature And Biodiversity Conservation Union
NGO's	-Non Governmental Organizations
NTFP	- Non Timber Forest Product
SNNPR	-Southern Nation Nationality and Peoples Region
SPSS	-Statistical Package for Social Science
TIES	-The International Ecotourism Society
UNESCO	- United Nation Education, Science and Culture organization
UNWTO	- United Nation World Tourism Organization
WTO	- World Tourism Organization

## **Abstract**

Assessment of ecotourism potential: Implication for biodiversity conservation of Kafa Zone, Southwestern Ethiopia

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Addis Ababa University, 2014

*Ecotourism is one of fast growing sector all over the world. It is often viewed as promoting conservation. Ethiopia also has great ecotourism potential. This study was conducted to assess the ecotourism potential, factors affecting ecotourism development, potential benefits of ecotourism development for biodiversity conservation of Kafa zone. In this study both primary data and secondary data were used. Primary data was obtained through structured questionnaire, key informant interview, focus group discussion and observation. Secondary data was obtained from published and unpublished materials, books, journals and project reports. This research used both qualitative descriptive survey as dominant method and some data were analyzed quantitatively as supplementary qualitative and quantitative data. The study was carried out on three selected sites in Gedam, Mankira and Bonga 01 Kebele. A total of 124 sample respondents were identified using systematic sampling technique. Key informants interview was taken. Besides to this FGD was held with community members. In the study area there are so many factors that affect ecotourism development negatively and positively. The study disclosed that the community perceived ecotourism as an instrument for biodiversity conservation and they were willing to play an important role in the development of ecotourism by engaging themselves in different activities. The analysis was carried out by using qualitative description and descriptive statistics with the help of SPSS. Pictures, Percentage, tables, graphs and chart were used to present the results of the study. Furthermore, Information obtained from key informant and officials have been summarized and used in the triangulation of evidences. Information obtained through personal observations was also included in the analysis. The study concludes that there is a high potential for ecotourism development in the study area and ecotourism development support the preservation of biodiversity that exist in the area. Whereas, there are factors that hinder the development of ecotourism such as lack of stakeholders' collaboration and setoral integration, problems related to promotion, training and information center in the study area. Therefore, in order to alleviate the challenges the researcher suggested that the existing resouces should be protected, designing continuous training for local community , attraction sites of the area should be announced through mass media, design strategic policies and holistic planning with incorporation of an integrated and collaborative approach were recommended.*

**Key words:** *Ecotourism, Biodiversity and Conservation*

## CHAPTER ONE

### 1. INTRODUCTION

#### 1.1 Background

Ecotourism is a form of nature-based tourism, it should be careful of the environment and had close connection with local communities to conserve nature and thereby contribute to the sustainability of tourism reliant on natural environment (Drumm and Moore, 2002).

Ecotourism is an alternative form of tourism that is consistently gaining grounds on a global scale during the past few years (UNWTO, 2001).

It is also an increasingly popular form of tourism in which tourists seek out wild and scenic areas such as rainforests or mountains for an active and educational trip. Ecotourism has also become popular among people interested in both environmental conservation and sustainable development (Educational Web Adventures, 1996).

Ecotourism is defines as “the responsible travel to natural areas that conserves the environment and improves the well-being of local people.” This means that, for TIES, a walk in the forest, for instance, is not ecotourism unless it benefits in some ways the environment and the people who live in or around that environment. While this definition makes a lot of sense, it exclusively focuses on the conservation of the visited environment and well being of the local host communities: it is not specific on how the wellbeing of the local people should be benefited. It also includes the need to respect local cultures and human rights of the local host communities. (TIES, 2006)

The promotion of an area as a favorite ecotourism destination sensitize tourists of the ecological importance of an area and can create awareness about the sensitive local economy (Slinger, 2000).Moreover; ecotourism has been referred by many authors as a potential tool for biodiversity conservation and rural communities’ development ( Pinedo, 2011; Baral *et al.*, 2012)

With a growing concern for the conservation of biological resources through protected areas, coupled with a strong desire to escape from the traditional vacation, many travelers are beginning to discover the benefits and advantages of ecotourism, which has become

the fastest growing tourism market in the world (Agrusa and Guidry, 1999). Recent global trends of tourism activities show an increasing fragmentation of the tourist market and an increased demand for specialized types of tourism (Moghal & Agrusa, 1997).

Another important aspect of ecotourism is the encouragement of active participation by the local population in the conservation. For effective and sustainable management of protected areas, development must start with the people first, as it is from this basis that the tourism industry will develop, and their involvement will allow them to avoid many undesirable engagement in the environment. (Dine, 1992; Harrison, 1992).

It is crucial to involve the community for the development of ecotourism in the study area otherwise the community unable to benefit from the resources they have. One of the requirements for ecotourism development is the existence of institution that organizes the people who are living in the site of destinations. The government also expected to adopt appropriate policy that addresses the issue of conservation and benefits of community .In the study area there are potentials but still the community can not benefit from it.

Kafa is endowed with variety of natural & cultural resources. Ecotourism potential of the area is numerous. Due to these ample resources the area is registered as one of biosphere reserves of the world by UNESCO. Though it is registered as natural heritage still there are no well developed ecotourism activities in the study area. Therefore, this study conducted to magnify the potential of the area, its importance for biodiversity conservation and also identify the factors affect the development of ecotourism.

### **1.2 Statement of the Problem**

Natural resources are important for the livelihoods of the people. However, Community livelihood activities often contribute to the degradation of the very natural systems they depend on. Most forms of human production and consumption have the potential to degrade natural systems. Activities such as over grazing, conversion of forest and wetlands to agriculture, and unsustainable wildlife utilization all directly degrade and deplete natural systems directly (Emerton, 1999).

As natural systems become degraded, livelihoods are progressively weakened and the economic welfare of communities suffers. Conversely, through ecotourism, nature

conservation can provide a means of sustaining and strengthening community livelihoods. Because of this, since in the 1990s, the concern of tourists for environmental issues has increased and ecotourism has become known a sector of tourism that should be developed (Holden, 2003).

Community participation is successful in which local communities must organize themselves at all levels to play a more effective role in development of tourism. (Aref and Redzuan, 2010).

Ethiopia possesses considerable biodiversity and natural resources, including high endemism. However, its population depends greatly on agricultural activities rather than off-farm income sources like ecotourism.

Despite all positive attributes, Ethiopia does not benefit the most output from tourism and ecotourism. This is also true for the study area.

There are some studies which are conducted in the study area. Among them some are stated as follows;

Feleke Woldeyes (2011) studied home gardens and spices of Basketo and Kafa, southwest Ethiopia: plant diversity, product valorisation and implications to biodiversity conservation.

His study aimed at understanding local peoples' role in maintenance of biological resources and also the impact of ongoing home garden related changes on the conservation of biological diversity.

Yonas (2005) also conducted a study on Community Values and Natural Resource Management: The case of Indigenous and Settlers Communities in Kafa. He assessed the community values and natural resource management aspects. What is more, Tewodros (2008) carried out his research on factors affecting the knowledge, attitude and practice of forest dependent Manja community towards forest conservation in kafa zone. This study was conducted to assess and explain factors that influence the knowledge, attitude and practice of the Manja community towards forest conservation.

Ayele (2011) studied on the title delimiting the Interface between Garden Coffee Expansion and Forest Coffee Conservation and its Implication for Protected Area Management: The Case of Kafa Coffee Biosphere Reserve The objective of the study is defining the interface between expansion of garden coffee and conservation of the forest coffee in Kafa Coffee Biosphere Reserve.

The above all studies have not included the issue of ecotourism potential for biodiversity conservation in the study area. There is a gap in conducting concerning the potential of the area for development of ecotourism and identifying factors that hinder its development how ecotourism contribute for ecotourism development.

Though the area is potentially rich in ecotourism resources it does not profit from the sector. Effective ecotourism development needs the fulfillment of some requirements. The study area still does not benefit from the sector because of factors that hinder the development of ecotourism as compared to its potential. Therefore, this study attempts to examine the ecotourism potential of the area, factors affecting and potential benefits for ecotourism development in order to achieve the goal of biodiversity conservation with community benefit.

### **1.3. Objectives of the study**

#### **1.3.1. General Objective**

The general objective of the study is to assess the ecotourism potential of kafa zone south western Ethiopia; Implication for biodiversity conservation,

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

The specific Objectives of this study are;

- ✓ To identify ecotourism potential resources in the study area.
- ✓ To asses factors that affect ecotourism development in the study area.
- ✓ To examine the potential benefits of ecotourism for biodiversity conservation.

#### **1.4 Research Questions**

The researcher intended to address the purpose through the following research questions:

#### **1.5 Significance of the study**

The finding of this study is expected to have contribution by showing ecotourism resources of the study area for all concerned bodies and stake holders. In addition to this the study bridges the gap which exists between the potential and actual ecotourism development in relation to biodiversity conservation in the study area. Furthermore there is no such kind of study made in the area. This makes the study unique from other studies which are conducted in the area.

Moreover, support the effective participation and involvement of local communities in the development, operation and monitoring of ecotourism activities on natural resources and persuade decision makers and conservation agents to consider ecotourism as an alternative and effective way of biodiversity conservation.

#### **1.6 Scope of the study**

This study was undertaken in Kafa zone, Decha and Bonga *woredas* .In particular,with in three *kebeles* two of them are from Decha and one is from Bonga .This study attempted to assess the ecotourism potential and its Implication for sustainable conservation of biodiversity in Kafa zone .

Ecotourism development is a broad topic, including every aspect of it in this thesis would be impossible. Therefore, the study was limited to assessment of ecotourism potential, factors affecting its development and Contribution of ecotourism development for biodiversity conservation in Decha and Bonga *woredas*, Kafa zone, south western Ethiopia.

### **1.7 Limitation of the study**

This study has a number of limitations right from starting to an end. In order to conduct research there are preconditions that should be fulfilled. Due to time limit and financial constraints this study was restricted to three sites. The other problem was there are no more similar works done and inefficient information provision that show tourist flow. In addition the researcher was also faced with some other problems related to the respondent's behavior during interview and when the questionnaires filled at last with awareness creation and tolerance things done well.

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

The first chapter covers background of the study, statement of the problem, objectives of the study, research questions, and significance of the study, scope and limitation of the research. Chapter two presents the literature review which encompasses definitions of concepts, empirical review of literatures related to ecotourism such as principles, challenges and benefits. Chapter three describes the study area and methodologies. Chapter four presents a discussion in the findings of the study. Socio economic characteristics of sample households, challenges and potential benefits of ecotourism development for biodiversity conservation are presented in this chapter. Chapter five includes conclusion and recommendation.

## CHAPTRE TWO

### 2. REVIEW OF RELATED LITERATURE

#### 2.1 Concept of ecotourism

Ecotourism is an environmental conscious way of travelling and visiting of rather untouched natural areas for enjoyment and honoring nature and culture (Hector, 1987).

It is responsible travel to natural areas that promotes conservation and well being of local people. (TIES, 2006.) Though ecotourism has been a bit difficult to define, some working definitions have been given by scholars and organizations since the 1980s when ecotourism was perceived a critical and worthwhile endeavor for conserving the natural environment and 'indigenous' cultures, and for enhancing the socio-economic status of the local host communities.

This is emphasized by Honey (2008: 33), who insists that "since the 1980s, ecotourism has been considered a critical endeavor by environmentalists so that future generations may experience destinations relatively untouched by human intervention."

Freedman (1995) gives the following definition: "ecotourism is a segment of the travel industry which appeals to the environmentally conscious and has low impact on the surrounding area while contributing to the local economy".

Ecotourism is travel to fragile, pristine, and unsustainable protected areas that strive to be low impact and small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and human rights; Responsible travel to natural areas that conserves the environment and improves the well being of local people (Honey, 1999).

Most of the scientific researches directed to ecotourism try to achieve the impacts on particular wildlife species and on particular sensitive habitat (ecological dimensions); while others want to optimize social-cultural impacts on rural communities (Weaver & Lawton, 2007)

## 2.2 Historical development of Ecotourism

The term ecotourism was first applied in the 1960s and ecologists started deeper discussions in the 1970s, tourism sector adopted it in the 1980s and in 1990s it was considered one of the fastest growing tourism sectors (Björk, 2007).

The growth of ecotourism primarily involves tour by Europeans and North Americans to the entire parts of the world. Eagles *et al.*, (1994) found that Canadian ecotourism companies visited fifty different countries in 1992. The number of eco-destinations expands with the increase in park numbers. There is now a worldwide nature travel market, with tourists from many countries traveling to destinations in many other countries (Zurick, 1992).

It is a growing industry in many developing countries, particularly in tropical regions which contain a variety of flora and fauna not available in the U.S. and Europe. Ecotourism has the additional appeal of promoting environmental responsibility and education by enabling the tourists to enjoy the beauties of sensitive areas, as well as giving opportunities to tourists to assist in preservation activities (Fatima, *et al.*, 1996).

The concept of 'ecotourism' began as a reaction to conventional mass tourism in the late 1970s. At this time, not only were modes of transportation improving to facilitate easier travel to more remote destinations, but the International Labor Organization increased vacation time from one week per year to a minimum of three weeks paid vacation for the entire labor force (Honey, 2008). The increment of tourist should need careful limitation of visitors not to exceed than capacity of an area.

Ecotourism was given more concerns since the world Ecotourism Summit in 2002, because it is expected as a tool for ensuring sustainable conservation of destination areas, satisfying the enjoyment of tourists, benefiting the destination community and contributes to poverty reduction (Theodros, 2004).

### **2.3. Principles of Ecotourism**

The actual application of a given ecotourism definition then often takes the form of adhering to a corresponding set of principles. Honey (2008) advocates for the all-or-nothing principle, meaning authentic ecotourism is only present if all of the predetermined principles are in effect.

Conversely, Orams (1995) views the application of ecotourism on a spectrum with the level of human responsibility dictating the passivity of the concept. For instance, concepts emphasizing ecotourists to take a more active role, by educating themselves or directly contributing to conservation of a natural area, are close to the high-responsibility pole on the continuum. As all ecotourism definitions and resultant principles would lie somewhere on this spectrum, Orams hypothesize that this could be used as a measurement to gauge the authenticity of a venture. That is, according to Orams, the industry as a whole should be shifting away from passive forms of ecotourism and towards encouraging a more responsible ecotourism.

Another set of principles arose from attempting to evaluate ecotourism operations. Wallace and Pierce (1996) used six principles: (1) minimizes negative impacts to the environment and to local people; (2) increases the awareness and understanding of the area's natural and cultural systems; (3) contributes to the conservation and management of legally-protected lands and other natural areas; (4) maximizes the early- and long-term participation of local people in the decision-making process; (5) directs economic and other benefits to local people; and (6) provides special opportunities for local people and tourism employees to utilize and visit natural areas.

### **2.4. The Impacts of Ecotourism**

Ecotourism packages should give special emphasis to the needs of the local or host area, as well as practice good environmental management. Ecotourism is extensively accepted as a strategy with the potential to provide ecological, economic, and social benefits at the local and national levels.

Although a set of explicit objectives or standard principles of ecotourism do not definitively exist, clearly the aim of ecotourism is to channel economic benefits to local communities thereby creating a greater incentive for continued local involvement that would likely enhance biodiversity conservation.

### **Environmental Impacts**

Environmental impacts of ecotourism include both the direct and indirect impacts on the natural environment.

### **Positive Impacts**

Another assumption of ecotourism is that it can lead to increased concern for the environment, both by tourists and locals. The tourists can contribute to the preservation of an area through entrance fees and donations. When people living in and around attractive sites recognize that the potential exists to receive continuous income from tourists without an unsustainable use of their natural resource, they will understand the importance of preserving the natural area (Goodwin, 1996).

### **Negative Impacts**

Impacts to the environment may not always be evident until it is too late (Hunter & Green, 1995). The consumption of resources, built environment, land use, behavior of tourists and amount of tourism will affect the host destination's environment.

Tourists' consumption will increase demand for local natural resources, which in many cases has led to environmental degradation. This is evident in the Himalayas of Nepal, where the demand for cooking and heating wood has increased in parallel with the rising number of mountain trekkers. Consequently, this demand has led to further deforestation and soil erosion (Ceballos, 1996).

Vegetation is often cleared for the construction of tourist facilities and pathways, which may destroy wildlife habitat and increase soil erosion (Hunter & Green, 1995).

## **2.5 The relationship of Ecotourism with Environment**

The relationship between tourism and environment includes the biophysical, social, cultural, economic, and political dimensions. The maintenance of a 'good quality' environment for tourists' destination is one of the major aspects of the development of tourism. The quality standard of the environmental resources that attract tourists determines the economic opportunity of tourism. It is evident that the very existence of tourism is unthinkable without a healthy of pleasant environment, with well preserved landscape and harmony between people and nature' (Holden, 2003).

Environmental quality contributes to attract tourists and development of tourism. On, contrary as the environmental quality deteriorates, the number of tourists gets decrease and the expected income from the tourists might be reduced. The interests of the local or destination community also will ensure the preserving of landscape and providing stewardship of the environment if tourism contributes to development of local economy (Holden, 2003).

The contribution of ecotourism is not only to the protection of valuable natural resources of the environment but also benefiting the local population and national economy (Okello, 2003).

### **2.5.1 Ecotourism and Biological Diversity**

There is a broad consensus that tourism should be compatible with conservation goals, while at the same time posing the minimum threat to the continuation of local culture and society. Moreover, it should contribute by means of income and education to the conservation of ecosystems. Meeting these requirements would qualify the process as ecotourism (Goodwin, 1996).

The indicator for biological diversity supports the conservation of natural areas in order to preserve life forms and their natural habitat. For many ecotourism projects, an intact nature is essential for acquiring visitors the more undamaged the nature, the more interesting the area is for tourists.

This topic is a narrow ridge as an increase in tourist numbers threatens biological diversity but might also contribute to conservation in terms of donations or volunteer work. To put it more precisely: it is necessary to protect nature from the negative effects of tourism and an ecotourism project is the best chance of doing so. Therefore, ecotourism projects and community members who are aware of environmental dangers have an obligation to transfer their knowledge about biodiversity to foreign visitors.

The priorities are to minimize damage made by tourists and, if necessary, to regulate tourist numbers in an area. Awareness building for locals and also for tourists through education is the most important part. This is the best way to increase ecological empowerment in the community and to enhance cooperatives between the tourism businesses and conservationists (UNEP & UNWTO, 2005).

### **2.5.2 Ecotourism as tool of conservation**

Ecotourism's primary appeal as a conservation instrument is that it can, in theory, provide local economic benefits while also maintaining ecological integrity through low impact, non consumptive use of local resources. Unlike many sustainable harvesting initiatives, ecotourism can consistently provide a return per hectare competitive with current land uses (Ceballos, 1996; Wunder, 2000). Moreover, ecotourism often financially supports protected areas through tourism related park fees.

Ecotourism can also offer the economic justification necessary to establish a protected area and can create a constituency among ecotourists to promote conservation at the sites visited, as well as in their home town or countries (Brandon 1996).

Developing Countries often face problems like rapid population growth, workforce-pressure, lack of capital and foreign debts, which lead to over-exploitation of wild living resources, expansion of agriculture, forestry and aquaculture, and with mounting pressure on the remaining habitats to loss of biodiversity (Burgess, 1993; Vorlaufer, 1996).

Industrialized countries, in contrast, are characterized by high and increasing demand for nature-based vacations, with protected areas representing first rate attractions. There is a

broad consensus that such tourism should be fully compatible with conservation goals, while at the same time posing the minimum threat to the continuation of local culture and society. Moreover, it should contribute by means of income and education to the conservation of ecosystems. Meeting these requirements would qualify the process as ecotourism (Goodwin, 1996; Brown *et al.*, 1997).

### **2.5.3 Ecotourism and protected areas**

Today protected areas are aimed at conserving biodiversity and large scale of natural ecosystems. However, these protected areas are increasingly facing a number of challenges (Wearing and Neil, 1999).

Protected areas are important destinations for a growing tourism like ecotourism given that it uses diverse nature, landscapes and biodiversity as major attractions. In these protected areas, there might be a potential threat to, and an opportunity for conservation of natural resources. If properly planned and managed ecotourism may minimize the environmental impacts while significantly contributes to the protected areas (Strasdas, 2002).

### **2.6 Potential of Ecotourism Resources in Ethiopia**

Ethiopia is endowed with attractive natural resources unique cultural heritages and that attract tourists. There are also high diversity of plants and animals in Ethiopia. In addition to these, there are impressive features such as high mountains, rivers, and lakes in Ethiopia. The favorable diversity of climate is the other factor what makes Ethiopia to attract tourists. Having Addis Ababa as venue of seat for Africa Organization Unity and United Nation Economic, commission for Africa is also another feature of attractions for Ethiopia (MoCT, 2006)

## 2.7 Conceptual Framework

The following conceptual framework shows ecotourism potential and its implication for biodiversity conservation, factors affecting ecotourism development, Community Interest, Knowledge as a base for ecotourism development.

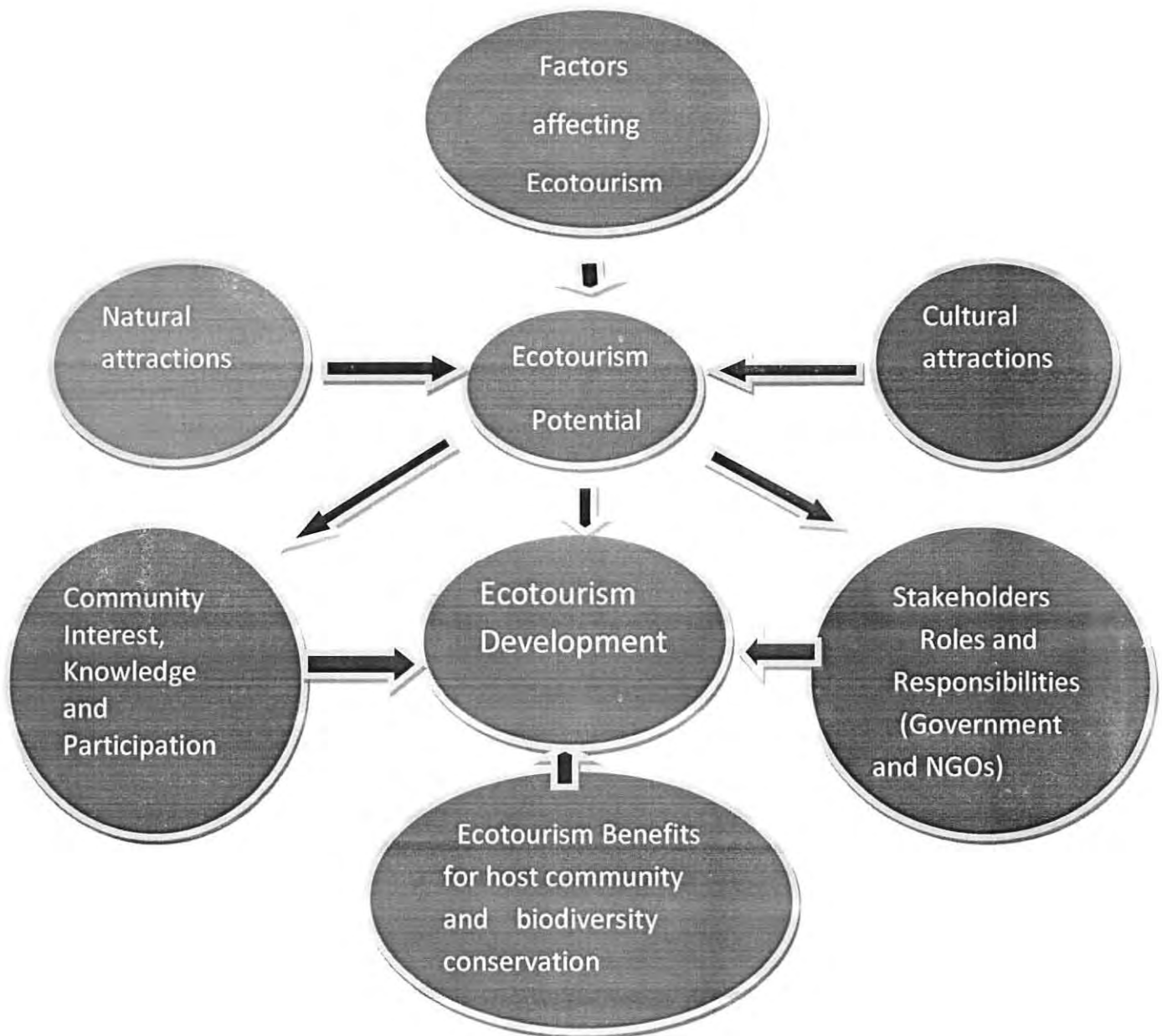


Figure 1: conceptual frame work

## CHAPTER THREE

### 3. MATERIALS AND METHOD

#### 3.1 Description of the Study Area

##### 3.1.1. Physical Setting

Kafa zone is located in the south western part of Ethiopia in between  $6^{\circ} 24'$  to  $7^{\circ} 70'$  North and  $35^{\circ} 69'$  to  $36^{\circ} 78'$  East, some 460 km south west of Addis Ababa.

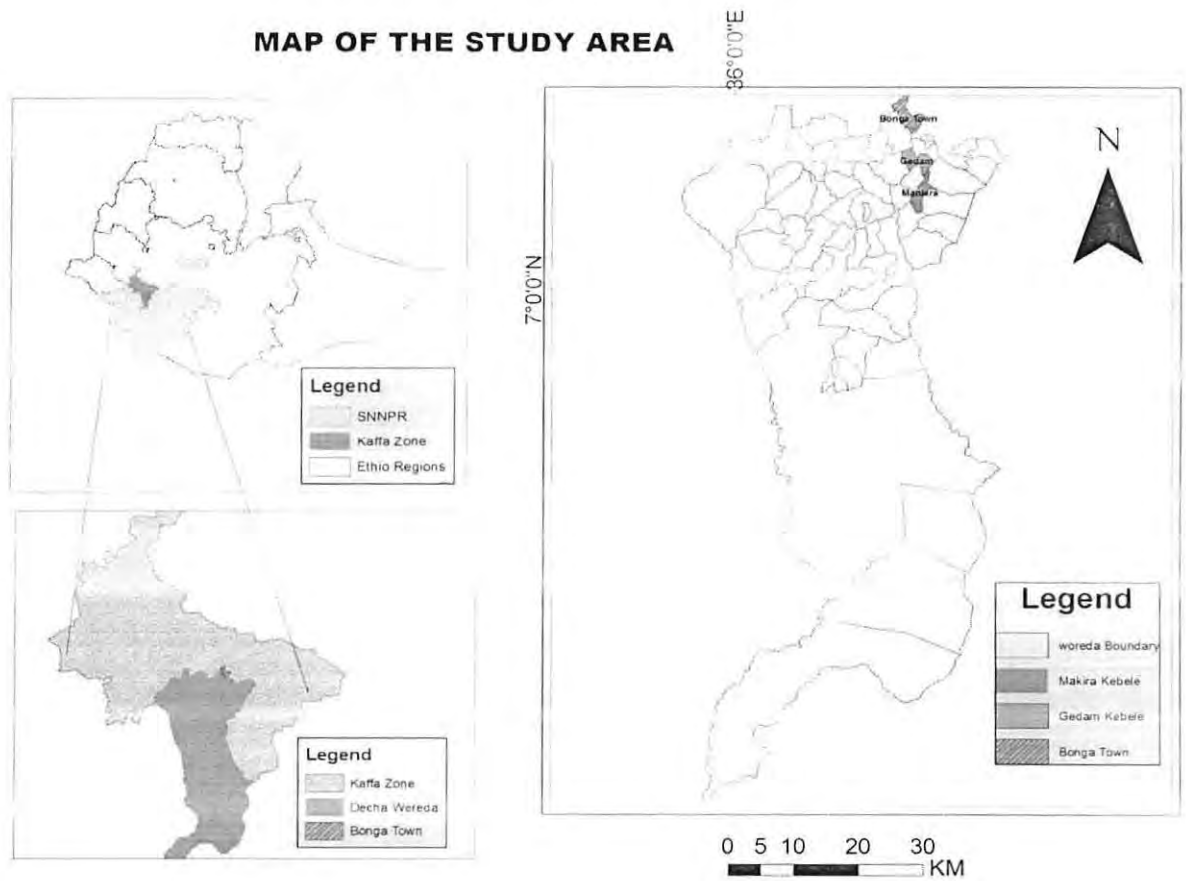


Figure 2: Map of the study area

Kafa zone is found in Southern Nation Nationality and Peoples Government and lies between  $6^{\circ}, 24' - 8^{\circ}, 13'$  North latitude and  $35, 30' - 36^{\circ}, 46'$  East longitude. Kafa zone is divided into ten *woredas* and one city administration. The total area of the zone is  $10.6368\text{km}^2$  which accounts 7% of the entire area of the region.

The zone is share boundary with Oromiya region in the North, North East and North West direction. In the east and South East with Konta special Woreda. In the South share boundary with Southe Omo zone. In Southwest part boarderd by Bench Maji zone.

Administratively Kafa zone is divided into 10 weredas, namely Sayilem, Gesha Deka, Gewata, Gimbo, Mengiwo, Telo, Chena, Decha, Chena and Bita.

Kaffa zone is known as the birth place of coffee and the origin of *Coffee Arabica* and specifically is at a location known as Mankira in Decha wereda which has been growing under a shade of trees in Kafa's Humid Agro-ecological Zone (TAM, 2004).

Decha is bordered on the south by the Omo River on the west by the Bench Maji Zone, on the northwest by Chena, on the north by Gimbo, on the northeast by Menjiwo, on the west by Telo and Cheta, and on the southeast by the Dincha River. The major town in Decha is Chiri (BoFED, 2007).

### **3.1.2 Topography**

The Kafa landscape is dissected by numerous small to large rivers and exhibits highly diverse topography including flat plateaus, undulating to mountainous terrain and very steep slopes. Kafa Zone lies between 500 to some 3500 m.

### 3.1.3 Climate

Three traditional agro-ecological zones, *k'olla*, *woinadega* and *dega* (cool humid), can be recognized in Kafa. According to the modern agro-ecological classification scheme (MOA, 2000), Kafa Zone belongs to cool sub-humid mid highlands sub-zone.

The local classification corresponds to that customarily used at the national level in that 'angesho' is equivalent to *dega*, 'worefo' to *k'olla* and 'guddifo' to *woynadega*.

#### **Rainfall**

The Kafa highlands are parts of the southwest Ethiopian highlands which receive the highest amount of rainfall in Ethiopia. According to the meteorological data obtained from Bonga the annual rainfall in the central part of Kafa highlands is between 1300-2000 mm.

As to Ayele, (2011) the number of rainy days ranges between 150-200 days. Despite some cyclic fluctuations, the inter-annual trends of rainfall during the past 20 years didn't show significant changes.

Although all months of the year receive significant amount of rain, the rainfall in Kafa area is uni-modal pattern where the largest amount of rain occurs between May and September.

#### **Temperature**

The mean monthly temperature of the area is between 17 °C - 20 °C. The warmest months are February, March and April while temperature drop during the peak rainy months due to the effect of cloud cover. This climatic condition is very ideal condition for the growth of coffee.

### 3.1.4 Vegetation

Kafa Zone and the adjoining areas are of the few places in Ethiopia endowed with a relatively good forest cover although habitat conversion into new land use systems is

posing a threat. The forests of southwest Ethiopia have long been studied, classified and labeled differently as, for example, Upland Rainforest and Humid Broad-leaved type of the Wet Evergreen Forest by Ensermu *et al.* (1992).

In a recent treatment in the Flora of Ethiopia (Sebsebe and Friis 2009), the vegetation of the area is characterized as Moist Evergreen Montane Rainforest occurring between 1500 and 2600 m.a.s.l.

### **3.1.5 Geology**

The different relief features of the zone are the results of the geological episodes of the tertiary period and the subsequent geomorphic processes. The relief of Kafa is generally characterized by highly dissected rugged highlands in northern and central majority and undulating lowlands in southern part.

### **3.1.6 Socio-cultural aspects Demographic Characteristics**

According to the summary and statistical report of population and housing census produced by the Central Statistical Agency (CSA, 2007), the population of Kafa was 880,251. Of this total 812,387 or 92.3 percent are living in the rural areas, while the remaining 67,864 or 7.3 percent are dwelling in urban areas. According to the same source the female to male proportion was 50.64 to 49.36 percent.

Kafinoono is the main language of the area with Amharic being the second widely used language. Within the Kafecho group, there is a minority group called Manja. The Kafecho society, beside the division into Manja and non-Manja, is also classified into a large number of '*yaro*' (lineage groups).

### **Ethnic group**

According to the statistical information collected from Kafa zone Finance and Economic Development Office there are 20 ethnic groups living in the zone and the ethnic composition shows that Kafa, Amhara, Sheka, and Bench accounts for 71.8%, 6.86%,

6.36% and 5.23% respectively. The Dawero, Sheko, Chara, Nao, Me'en, and Mezengir ethnic groups and others share the remaining small proportion in the area.

### **3.1.7 Economic Characteristics**

Kafa zone has significantly been dominated by sedentary agriculture, although there are still small pockets of areas adjacent to some of the forests where slash and burn or shifting cultivation is practiced (Gezahegn, 1996). The livelihoods of the Kafecho people are mainly based on agriculture. According to the 2007 population and housing census, about 92.29 percent of the total population resides in the rural areas and primarily depends on agriculture (CSA, 2007).

## **3.2 Methodology of the Study**

### **3.2.1 Research Design**

The methodological approach for this study is both qualitative and quantitative methods. In the undertaking of this research, descriptive research design was applied mainly in the form of a close and open-ended questionnaires and semi-structured interviews for the purpose of data collection.

Primary data included in depth open ended and semi-structured interviews; these permit the researcher to probe to unearth respondents' over all perception of tourism potential and questionnaires with the target population of the study.

The sample group consisted of 124 respondents from the local community and six key informants (government officials, Religious leaders, visitors and NGO coordinator, hotel receptionist and local guides) were interviewed.

### 3.2.2 Sample and Sampling Procedures

In this study the areas are selected with non probability sampling technique purposively. The study was conducted on two selected woredas namely Decha and Bonga.

The two woredas were selected by taking their ecotourism potential, accessibility of the sites; they are part of kafa Biosphere reserve, rich in forest biodiversity and the type of resources that the areas are endowed with.

Decha woreda is the the origin of Coffee Arabica and specifically is at a location known as Mankira which has been growing under a shade of trees in Kafa's Humid Agroecological Zone (TAM, 2004). So the two woredas selected purposefully. From the selected woredas three sites were taken purposefully. These were Gedam ,Mankira and Bonga.

Since participating the whole population is unmanageable and costly. The sample participants were selected for both interview and questionnaire, which helped the researcher to gather the relevant data. The sample household has been identified by using systematic sampling technique by taking N<sup>th</sup> respondent.

### 3.2.3 Sample Size Determination

Level of precision that is tolerated and confidence level are essential in determining sample size for the study . By considering the above mentioned variables into account sample size for the study was determined using a formula (Yamane, 1967, cited in Israel G, 2009). The precision level assumed to be committed in this study is taken to be 9%, with confidence interval of 95%.

Therefore, sample size (n) is determined using the following formula.

$$n = N/[1+N (e^2)]$$

Where: n= sample size, N=Population size

e=Level of precision

So from the study population of 601 households study sample for this research were:

$$n = 1570 / [1 + 1570 (0.07^2)] \approx 180$$

However, due to time and financial constraints the researcher was used 124 households. By using the above formula, the sample size was 124 households. A total of 124 sample households were distributed to three sites according to the proportion to size of households, 57 samples from Bonga 01, 41 from Gedam and 26 from Mankira site.

After the purposive selection of the *kebeles*, in order to make the sample respondents representative, systematic sampling was used. The households selected from the lists of the *kebele* by selecting the first house hold randomly and then every N<sup>th</sup> of the household. When the selected household is not available at home the next household was respond.

#### **3.2.4 Data Collection Tools and Procedures**

In order to assess the ecotourism potential and its implication for biodiversity conservation the researcher have conducted House hold survey, key informant Interview with purposely selected key informants from different community members and local government officers, FGD with different segment of community and personal observation were conducted.

##### **House hold survey**

It was designed by researcher and managed by trained interviewers for conducting interview. At first residents were noticeably suspicious of participating in the study. After awareness creation they became willing to participate. However, even after rescheduling, sometimes residents were not at home.

##### **Focus Group Discussion**

Focus group discussion was also as one of the effective techniques to generate information on ecotourism. For instance, Bedford and Burgess (2001) stated that ‘focus

groups are especially useful when you want to compare the 'worldview' of different sectors or groups of people in an efficient way.

To consolidate information obtained on some of the issues through the work at household level and also to generate data. The researcher was conducted six FGD in three sites. People from different villages and of different age groups and sexes were participated in group discussions.

### **Observation**

The researcher tried to meet and interact with residents who live around the sites and able to observe the attraction sites critically. During observation the researcher looked up the interaction that exists between the community and attraction sites.

### **Key Informant Interviews**

Key informant interviews were conducted with key informants that can yield vital information regarding the local community and provide clarity on issues that contribute to the success of a study (Russell and Harshbarger, 2003).

Upon entering the community, a key informant was chosen based on knowledge of the community's culture and political situation, ecotourism, and the biosphere reserve. Other significant characteristics of the key informant were their ability to communicate ideas, their level of mutual respect and understanding with researcher, and their neutrality in community politics (Bernard, 2002).

Interviews were administered face to face. All interviews were conducted by the researcher. Most interviews were only conducted after consistently revisiting their home and bureau.

### **3.2.5 Sources of Data**

For this study both primary and secondary data sources were employed. The primary sources are original sources which were directly collected from the sources by using instruments.

#### **Primary Data source**

Include open ended and close ended questionnaires, structured/semi-structured interviews, observation and focus group discussions, with the community and experts of the kafa zone, Decha and Bonga woredas.

#### **Secondary data source**

The secondary sources of data were also collected from different secondary data sources such as, report documents, various registers and publications like books, journals, research reports, papers, magazines, newsletters and newspapers, internet materials and official documents of the sector which is used to supplement the information gathered from many sources. Kafa zone, Bonga and Decha woredas culture and tourism bureaus and NABU provided the researcher with brochures and maps which are important for the study.

### **3.2.6 Data analysis**

Following the completion of the data collection the information gathered from different sources have been compiled in the way that is easy to manage. The analysis was carried out by using qualitative description and descriptive statistics with the help of SPSS.

Pictures, Percentage, tables, graphs and chart were used to present the results of the study. Furthermore, Information obtained from key informant and officials have been summarized and used in the triangulation of evidences. Information obtained through personal observations was also included in the analysis. t- test were also used to assess the factors affecting ecotourism.

### **3.2.7 Ethical Consideration**

The researcher followed ethical guidelines. Great care was taken to ensure that these participants were kept completely anonymous in the research. Making the participants anonymous means that this study cannot reveal who said what statements or who had what opinions concerning the study.

The enumerators were trained for one and half days on the research procedures and ethical issues. They were told to inform the respondents that their response will be kept confidential and used only for academic purposes.

## CHAPTER FOUR

### 4. RESULTS AND DISCUSSION

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#### 4.1 General Characteristics of Sample Households

This chapter discusses the findings and results of the study. Many issues are analyzed such as ecotourism sites, ecotourism features of Kafa.

This section focuses on the analysis of the basic characteristics of the sample households. This include the principal demographic variables such as gender, age, and level of education, marital status, family size and source of income of the 124 sample households collected from Three sites selected from the study area.

##### 4.1.1. Gender and Age group

The result of this study for the characteristics of gender, age and educational background of heads of household, length of stay and marital status is explained as follows.

The distribution of households by three sites accounts 46 %, 33% and 21 % of Bonga, Gedam and Makira respectively.

According to the Table 4.1 In Bonga 01 site dominantly 68.4% of the surveyed respondents were male where as 31.6% of the respondents were female. In Gedam site 73% of the respondents were male and 27% were female respondents. In the case of Mankira much respondents about 69% of respondents were male while 31 % of surveyed respondents are female. This showed that most respondents for this study were male rather than female.

The overall sample population is 124 of which almost 70.2 % and 29.8% of respondents were constitutes males and females respectively in the aggregate of three sites.

As stated in the table 1, In Bonga 01 site the dominant respondents age range is 46-60 which accounts 36.8% and the respondents who participated to lesser extent is those who aged above 60 it accounts 14 % while age ranging between 31- 45 was 28% and 21% belonged the age group 15- 30 .

Concerning Gedam site age category of respondents the larger age group was ranging between 46- 60 which account 34% of the total respondents while the minimum age group who participated in the study was age > 60 account 7% .Whereas, age group ranging between 31-45 and 15-30 account 26.8 % and 21.9 % respectively.

In Mankira site the dominant age category which participated as respondent was 46-60 that account 38.5 % of respondents while age group > 60 was the least that account 11.5% of respondents' .The age group between 31-45 and 15-30 account 30.7 % and 19.2% respectively. On average the dominant age group was 46-60 that account 36.2% and the lesser age group was >60 years that account 14.5%.

Age is one of the factors that affect the diversity of opinion .Age range of the respondents was important because the respondents with varied age range draw out diversified opinion which allowed a researcher to analyze their views about the ecotourism development.

Table 1: Gender category and age group of respondents

Sites	Gender		Category of respondents			
	Male		Female		Total	
	Count	%	Count	%	Count	%
<b>Bonga 01</b>	39	68.4	18	31.6	57	46
<b>Gedam</b>	30	73	11	27	41	33
<b>Mankira</b>	18	69	8	31	26	21
	87	70.2	37	29.8	124	100

Kebele	Age group of households									
	15-30		31-45		46-60		>60		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%
<b>Bonga 01</b>	12	21	16	28	21	36.8	8	14	57	46

<b>Gedam</b>	9	21.9	11	26.8	14	34	7	17	41	33
<b>Mankira</b>	5	19.2	8	30.7	10	38.5	3	11.5	26	21
<b>Total</b>	26	21	35	28.4	45	36.2	18	14.5	100	100

Source: Field Survey, 2014

As it stated in the below figure 3, in Bonga 01 site 7% of the respondents were illiterate, 21% completed Primary First cycle (1-4) while 56.1% respondents were completed primary second cycle and 10.5% of respondents educated Primary Second cycle(9-10) and 5.3% of respondents educational level was above 11.

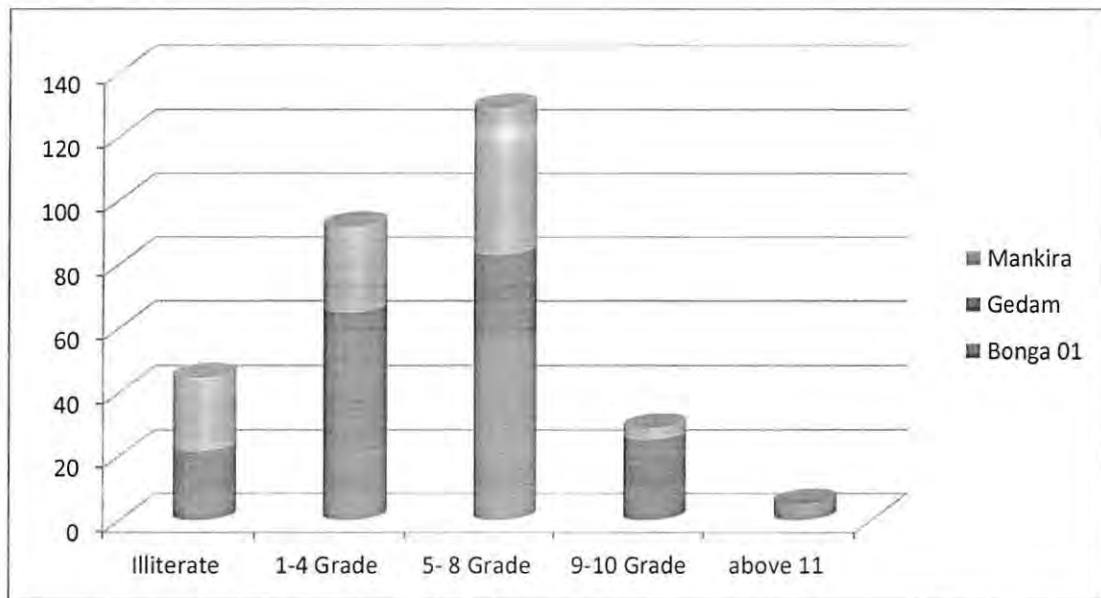


Figure 3: Educational status of sample respondents

Source: Field Survey, 2014

#### 4.1.2. Length of stay and Marital Status of the household

Out of total respondents 38% of the respondents lived above 25 years in the study area. Those who lived from 16-25 years account 26% where as 24% stayed from 6- 15 years and 12% of the respondents lived less than 5 years account only 12%.the dominant respondents in the study area stayed more than 25 years this indicate that they knew the

area well and they can say more in detail about the over aspects especially the potential and challenges of ecotourism development of their area.

About 76.6% are married and 23.4 % of the households are single and almost at a time of survey. Most of the respondents are engaged and have families they can also be responsibly reply due to their maturation.

Table 2: Length of stay and marital statuses of respondents

Kebele	Length of stay in the area									
	<5 Years		6-15		16-25		>25		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%
<b>Bonga 01</b>	3	2.4	9	7.26	18	14.5	27	21.8	57	46
<b>Gedam</b>	7	5.6	12	9.7	9	7.3	13	10.5	41	33
<b>Mankira</b>	5	4	9	7.26	5	4	7	5.6	26	21
<b>Total</b>	15	12	30	24.2	32	25.8	47	37.9	124	100

Kebele	Marital status of respondents						
	Count	Single		Married		Total	
		%	Count	%	Count	%	
<b>Bonga 01</b>	13	22.8	44	77.2	57	46	
<b>Gedam</b>	10	24.4	31	75.6	41	33	
<b>Mankira</b>	6	23	20	77	26	21	
<b>Total</b>	29	23.4	95	76.6	124	100	

Source: Field survey, 2014

#### 4.1.3 Family size of the respondents

According to the below figure 5, the house hold size of the respondents shows that family size ranging 1-3 account 11.29 %, 49.19% have family size between 4-6 and 25.8 % of the respondents possess 7-9 and families with more than 10 accounts 13.7% of the respondents. Most households have large family size.(Figure 4)

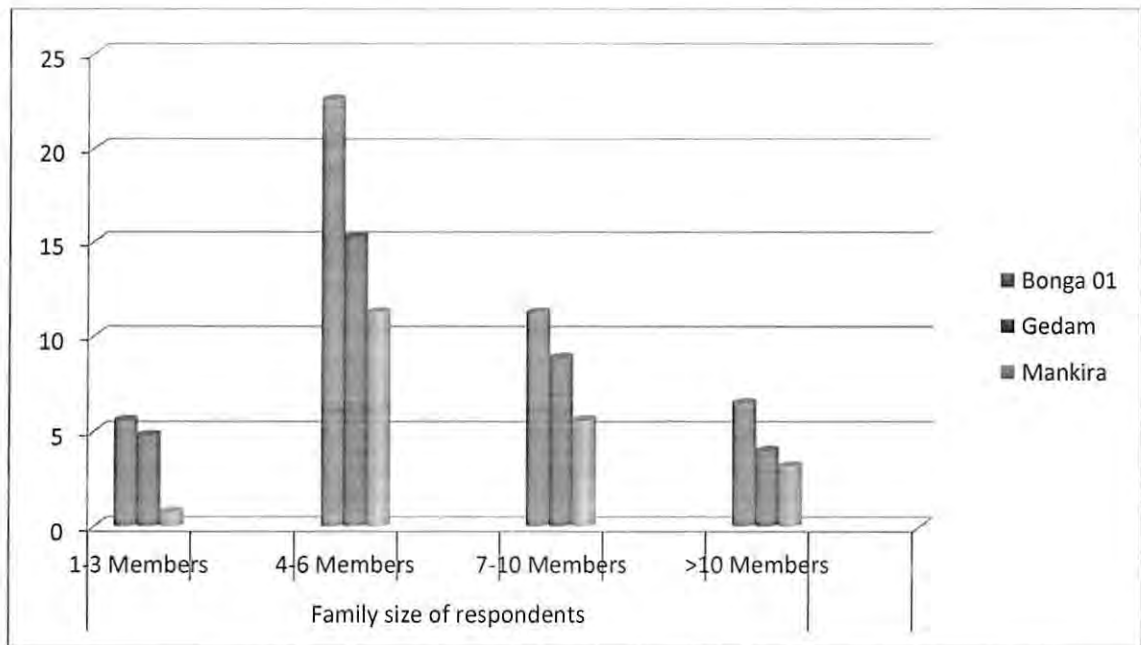


Figure 4: Family sizes of respondents

Source: Field Survey, 2014

#### 4.1.4 Occupational status of Households

Based on figure 5, the response for this question indicated that members in each family engaged in a range of livelihood activities. These activities can be grouped broadly in to farm activities and off farm activities. The farming based livelihood activities which include crop production, livestock rearing; Selling Non Timber Forest Production (NTFP) such as coffee, honey, spices.

The dominant respondents about 55.64% are engaged in farming, 18.54 % of the respondent livelihood is depend on trade and 17.74% are Government workers and 3.25% are private employee while 4.83 % engaged in crafts. In general the respondents agreed that a combination of farm based and off farm livelihood activities are the source of income for the household economy.

Almost half of the respondents are engaged in agriculture which threat nature by devastating biodiversity for agricultural expansion. As opportunity if the farmers aware

they keep the resources from damage and the people who are engaged on agriculture turn their face to ecotourism activity as livelihood option and this contribute for ecological equilibrium.



Figure 5: Occupational statuses of respondents

Source – Own Field Survey, 2014

#### 4.2. Potentials of ecotourism in the study area

There are various natural and cultural resources found in Kafa biosphere reserve. It is a suitable place to establish an ecotourism center as there are biodiversity and geo diversity in the area. All these resources and features make it home to a wealth of ecosystems which should be tourism destination.

Table 3: Location of Ecotourism sites

Bonga	Gedam	Mankira
Afromontane ever green forest	Afromontane ever green forest	Afromontane ever green forest
Barta Waterfall	Andracha Medanialem church	Mother coffee tree
Bonga National Museum	Tongola Mosque	God's bridge "Gurguto"
Open air Museum	Scenic landscape	Bird watching
Historical Museum	Ritual practices	Ritual practices
Ritual practices		Scenic landscape
Scenic landscape		

Source: Own Survey, 2014

As it shown in the above table 3 above, the major natural attractions include dense afro montane forest, mother coffee, waterfall, natural bridge, bird diversity, hot spring, scenic landscape etc. In addition to natural resources there are cultural attractions such as Historical churches, Mosque, Ritual practice, open air Museum, Historical museum and national coffee Museum.

In Makira site there are different natural attractions such as Afromontane ever green forest, Mother coffee tree, God's bridge, Scenic landscape, Ritual practices and Bird watching.

In Gedam site Afromontane ever green forest, Andracha Medanialem church, Tongola Mosque, Scenic landscape and Ritual practices are found.

In Bonga site there are both natural and cultural attractions like Afromontane ever green forest, Barta Waterfall, Bonga National m`useum, Bongi Shambeto Open air museum, Cultural Museum, Scenic landscape and Ritual practices.

As shown in the above table 4, 100% surveyed respondents said afro montane dense forest, water fall, Museums and ritual practices are existed as tourism attraction in Bonga 01 site. Whereas, 77.19 % of respondents were responded that scenic landscape is one of attraction sites. But 22.81% did not respond as tourist attraction.

100% of the respondents in the Gedam site claimed dense afro montane forest, ritual practices and religious sites as attraction.78.04% of respondents said scenic landscape is attraction in the area where as 21.96 refused the landscape to be attraction site.

100% of respondents in the Makira site responded that dense Afro Montane forest, natural bridge, mother coffee tree, bird watching and ritual practices as attraction.

Table 4: Potential attraction sites

Attractions	Potential attractions						Total	
	Bonga		Gedam		Makira		Count	(%)
	Count	%	Count	%	Count	%	Count	(%)
Dense Afro Montane forest	57	100	41	100	26	100	124	100
water fall	57	100	-	-	-	-	57	45.9
Natural bridge	-	-	-	-	26	100	26	33.06
Mother coffee tree	-	-	-	-	26	100	26	20.96
Bird watching	-	-	-	-	26	100	26	20.96
Scenic landscape	44	77.19	32	78.04	18	69.23	94	75.8
Ritual practices	57	100	41	100	26	100	124	100
Religious sites	-	-	41	100	-	-	41	33.06
Museums	57	100	-	-	-	-	57	45.9

Source: Field Survey, 2014

#### 4.3 Category of attraction sites

As shown in the table 5, in the study area there are both natural and cultural attractions. The natural one includes Dense Afro montane forests, God's bridge, Water fall and hot spring.

The second category showed the Cultural attractions which include Andracha Medanialem Church, Tongola Abdul selam Mosque, National Coffee Museum, Open air museum and Ritual practices worshiped the area.

Table 5: Category of attraction sites

Type of attraction	Attraction site
Natural	Dense Afro Montane forest
	God's bridge
	Water fall
	Hot spring
Cultural	Andracha Medanialem Church (with 44 doors & windows)(1890)
	Tongola Abdul selam Mosque(before 1500)
	Historical Museum
	National Coffee Museum
	Open air museum
	Ritual practice

Source: Field Survey, 2014

### 4.3.1 Natural attractions

#### 4.3.1.1 Afromontane Evergreen Dense Forest

Today, Afromontane rainforest is the major remnant forest in the country. The study area is endowed with equatorial rain forests which accommodate variety flora and fauna species.

According to figure 7, in the study sites there are luxuriant dense equatorial rainforest which covers the zone in general and the study area in particular. The forest is composed of forest coffee, different species of spices, lianas, wild animals, species of bird and small streams with scenic land escapes.



Figure 6: Photo of dense forest

Source; Field survey, 2014

#### 4.3.1.2 Natural Bridge

One of the peculiar features in the study area is natural bridge termed as '*Gurgutto*' means "god's bridge" A tributary stream of *Guma* river flows under the natural bridge which is about 30 m long and 50 m wide. A small walking trail leads down to the bridge's natural arch where bat species can be observed. As a researcher observed the area is attractive and different flora and fauna species are found.

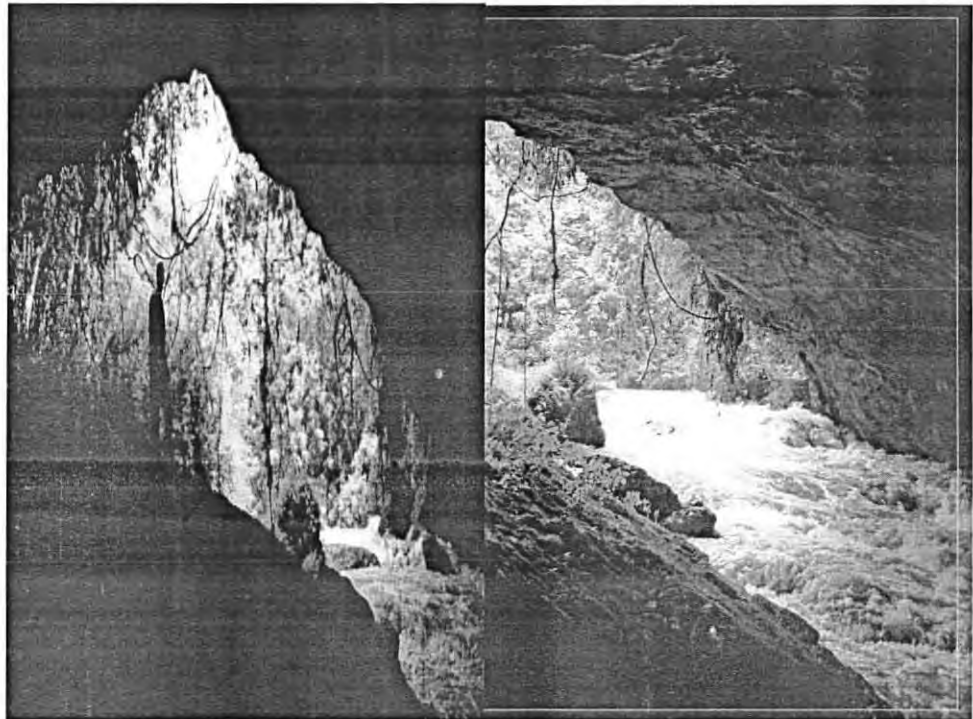


Figure 7: Photo of God's bridge

Source: Own field photo (2014)

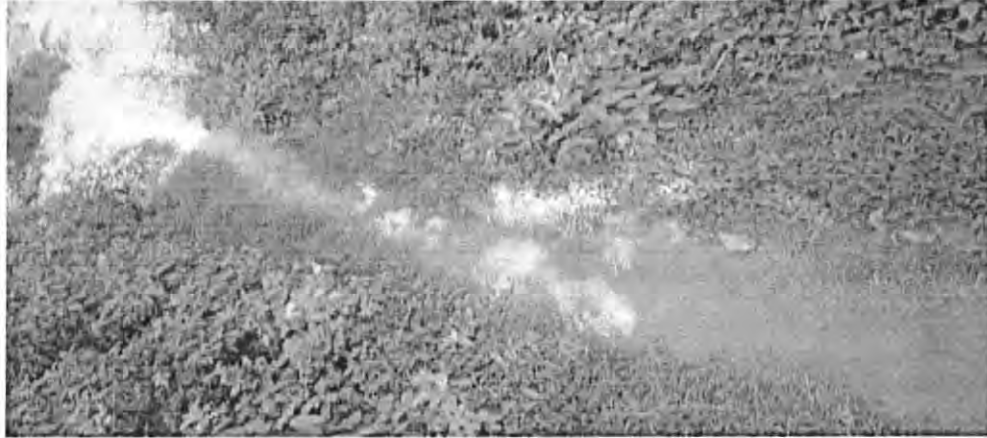


Figure 8: Photo of upper part of bridge

Source: own survey, 2014

#### **4.3.1.3 Mother Coffee Land**

Kafa is believed to be the original home of coffee and the origin of the word ‘coffee’ (Oxfam, 2002). The highland forests are the cradle of *Coffea Arabica* which is today’s most popular coffee species in the world.

Stellmacher (2008) states that the accurate ‘birthplace’, hence the exact area from which the *Coffea arabica* gene pool started its expansion, and the way people begun to utilize and disseminate coffee has not yet been scientifically proven. Nevertheless, legends exist in Ethiopia that explain the ‘discovery’ of coffee and set the place of its origin. The most complete and appealing Ethiopian coffee legend is ‘*Kaldi and the dancing goats*’.

#### **The goatherd or the goats**

Among the many legends that have developed concerning the origin of coffee, one of the most popular figures

is that of Kali adi, an Abyssinian goatherd, who lived around 850 AD.

One of the informants said that;

*“The name of the goatherd is not kaldi but kali adi. One day he observed his goats behaving in abnormally energetic manner, skipping, rearing on their hind legs and bleating loudly. He noticed they were eating the bright red berries that grew on the green bushes nearby. Kali adi tried a few him selves, and soon felt a*

*novel sense of joy. He filled his pockets with the berries and ran home to announce his discovery to his wife. They are heaven-sent, she declared. You must take them to the Monks in the monastery. Kali adi presented the chief Monk with a handful of berries and related his discovery of their miraculous effect. "Devil's work!" exclaimed the monk and threw the berries in the fire.*

*Within minutes the monastery filled with the heavenly aroma of roasting beans, and the other monks gathered to investigate. The beans were raked from the fire and crushed to extinguish the embers. The Monk ordered the grains to be placed in the bowl and covered with hot water to preserve their goodness”.*

It became accepted practice throughout Christian Ethiopia to chew coffee beans before lengthy prayer sessions, a custom that still persists today" (Briggs, 2009).

That night the monks sat up drinking the rich and fragrant brew, and from that day vowed they would drink it daily to keep them awake during their long, nocturnal devotions.

While the legends attempt to condense the discovery of coffee and its development as a beverage into one story, it is believed that the monks of Ethiopia may have chewed on the berries as a stimulant for centuries before it was brewed as a hot drink. (Oxfam, 2002).



Figure 9: Photo of mother coffee forest at Mankira

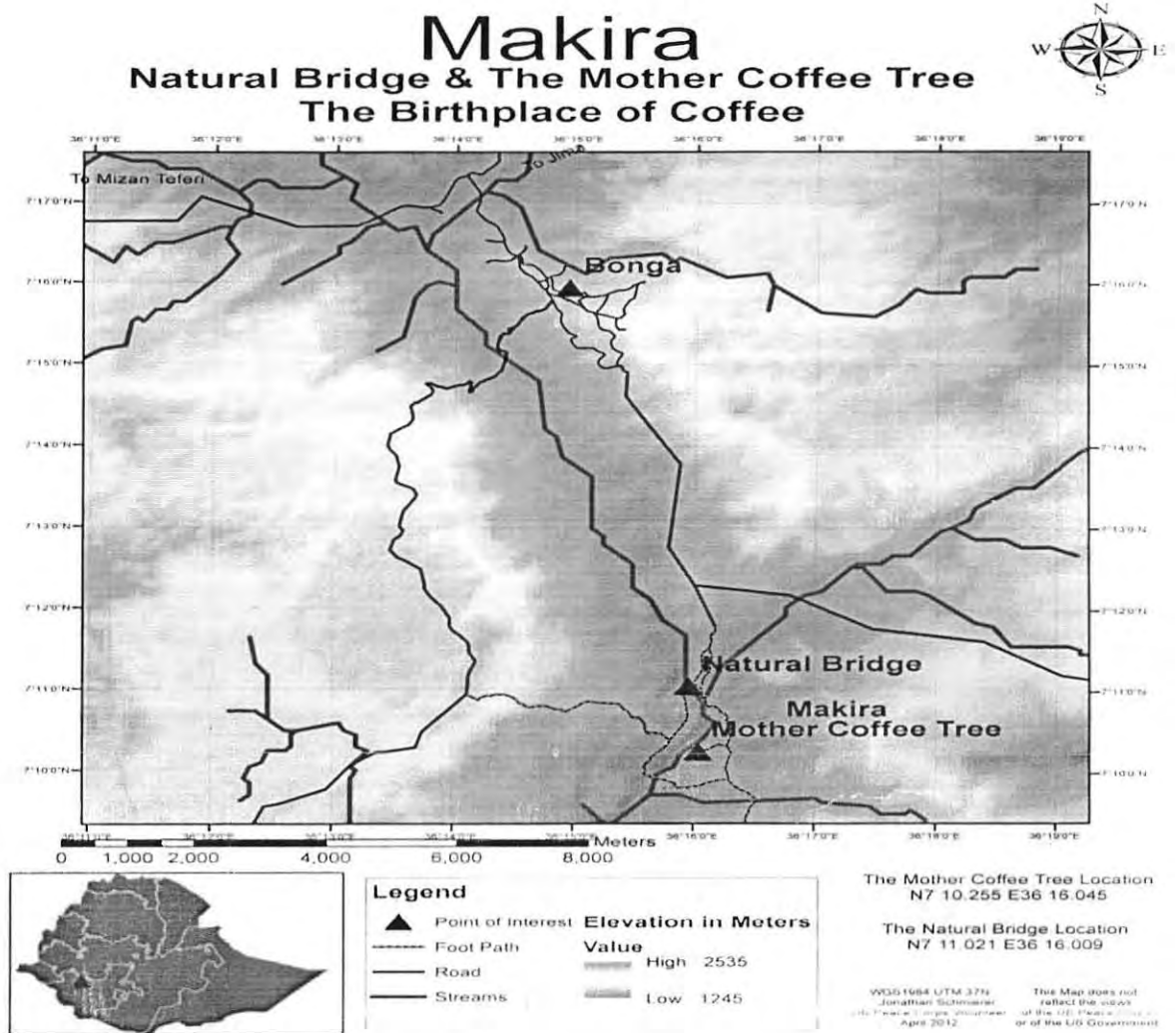


Figure 10: Map of natural bridge and Mankira mother coffee tree

#### 4.3.1.4 Water fall

Barta waterfall is an exciting natural attraction besides that a traditional life style of local people is admirable. Enjoy amazing view of the waterfall which drops about 60 meter from the cliff to the bottom pool; the spray covers the whole area with voice echoes booming through the surrounding valley and colorful rainbows can be observed.



Figure 11: Photo of Barta water fall

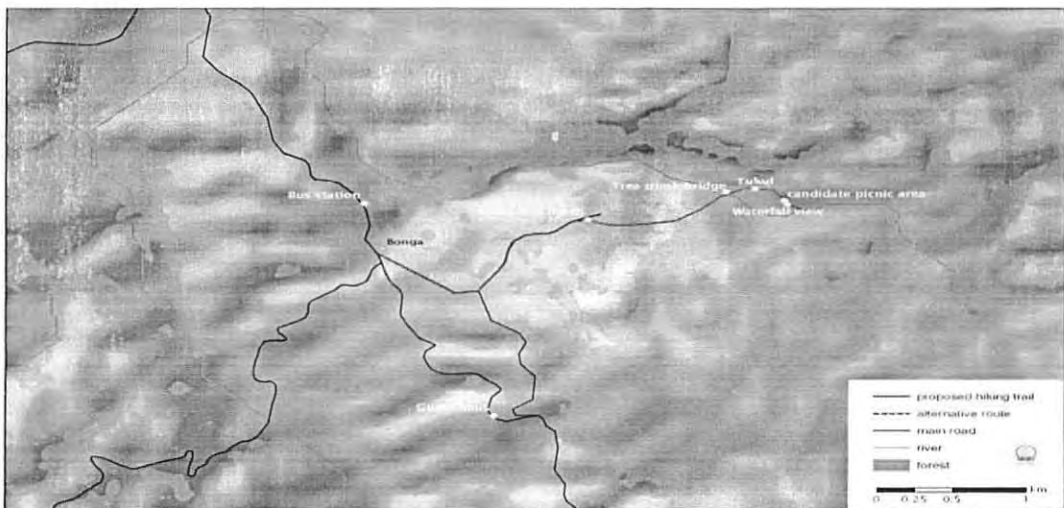


Figure 12: Map of Haiking trail to Barta water fall

#### 4.3.1.5 Hot spring

As to researcher observation there are two hot springs called Gora and kecho. Especially, Gora hot spring fall from steep down wards like waterfall.

Local people use the hot spring for healing from different diseases such as skin cancer and respiratory related problems. Locals also consider the hot springs as holy sites.

As to key informant

*“No one can take and destroy any resources it is strictly forbidden even it is taboo to kill insects and cut leaves of plants which are found around the hot spring. Beyond its healing it has spiritual value that is why preserved by the community”.*

#### **4.3.2 Cultural attractions**

##### **4.3.2.1 Andarcha Medhanialem Alem Church**

According to key informant Andarcha was the capital of the former Kafa Kingdom. The Andarcha Medhami Alem Monastery was constructed over seven years by King Wolde Georgis and was finally completed in 1890. It has 44 Doors and windows.

The church lies 8 km south of Bonga. The Church is located where the ancient Kafa King’s court and residential houses used to be. It is one of the biggest Ethiopian Orthodox churches in Kafa; it’s inner walls are made from the mixture of cement and egg and beautifully painted.

[http://www.southtourism.gov.et/Religious\\_Institutions.htm](http://www.southtourism.gov.et/Religious_Institutions.htm)



Figure13: Photo of Medhanialem Church

Source: own field photo (2014)

#### 4.3.2.2. Tongola Mosque

Tongela Mosque is the place where Seyiddi Abdul Salam Ibn Haji Sulaiman arrived 700 years ago to establish the mosque. It is the oldest mosque in western Ethiopia (Abdelah, 2009). *Tongela Mosque* is the place where *Seyiddi Abdul Salam Ibn Haji Sulaiman* arrived 700 years ago to establish the mosque.

It is the oldest mosque in western Ethiopia (Abdelah, 2009). A traditional *Tukul* with beautiful carpets on the floor is located at the place where *Sulaiman* first sat down according to the legend – after he arrived at *Tongela*.

As to key informant description during this time the first coffee trade started with Arabic merchants. *Sulaiman's* tomb and his son's graves are located at *Tongela Mosque*. *Sulaiman's* direct descendant *Sheik Khadir Shaik Siddiq* still lives here as the religious leader of the place (*Imam*) and as the keeper of the tomb, the graves, and the sacred mosque.

He is also keeping a legendary sword which is more than 700 years old. This sword is said to be *Sulaiman's*. The sword carries an inscription in Arabic letters which was translated with the help of the German archaeologist *Ruth Sandner*. The inscription says "*For God*" (Sandner , 2010).

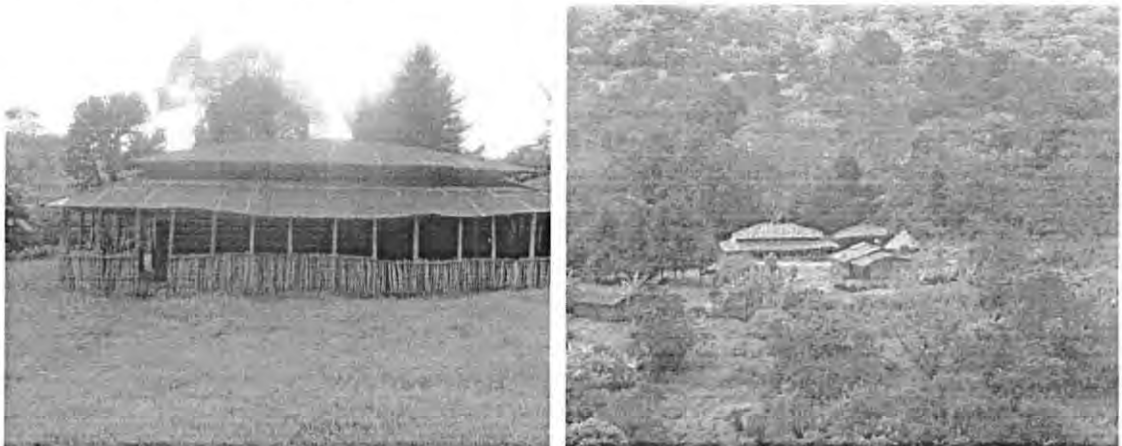


Figure 14: Photo of Tongola mosque and its surrounding areas (left to right)

### 4.3.2.3 Historical Museum

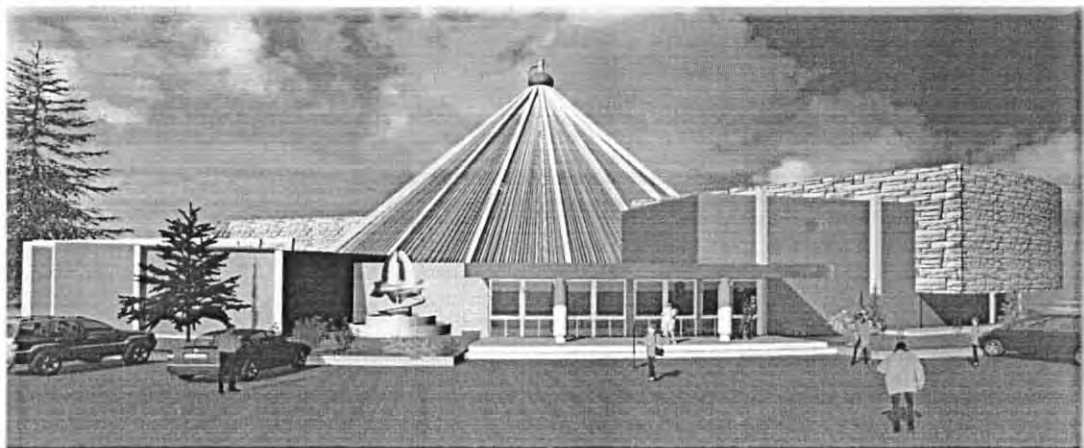
Museums are the storage of human actions and life. In the museum, peoples of the world present their memory, culture, dream, and hopes. It is a historical museum that shows artifacts of former kafa kingdom. It accommodates different materials which have been used by the king.



Figure 15: Bonga historical museum

### 4.3.2.4 National coffee Museum

Museum has been established in different countries of the world for different purposes. Among these, *Coffee Museum* is the one.



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Bonga National Coffee Museum  
(SNNPRS)

Figure16: National coffee Museum

According to informant; *“The National Coffee museum is under construction the work completed 90% after its completion the museum will become one of the tourist destination in the country. In addition to this it is expected to make the area as one of the core area of the research on coffee and coffee related products, deliver the tangible heritage to the next generations in intact with our national responsibility. Moreover there will be coffee garden and other flora species”*.

#### **4.3.2.5 Open air Museum**

The newly constructed Museum includes cultural village, cultural court system, indigenous plants and indigenous wild animals which are considered as model of former kafa kingdom. The interested visitors will have the opportunity to explore the past history of kafa kingdom in an open air museum.

As to key informant, *“Though the museum is under construction it will serve as a home of endemic flora and fauna so the project would contribute a lot to save the rarely endangered plants and animal”*.

According to A key informant *“During the king’s reign there were some herbaceous plants which have medicinal value so these plants will revive around this museum. Thus the activity will play a pivotal role in balancing natural ecology of the area. Basically the open air museum covers 35hectars from this domestication and planting process covers more than 90%”*.

As to culture and tourism officer the residential houses of the King’s were build from the same natural material as today’s traditional *Tukuls*. An impressing old tree grows on that particular location nowadays. The king’s numerous wives lived in a separate residence on a hilltop. The *Kafa* king’s residence is under construction as an open air museum to bring the tradition back to live.



Figure 17: Open air Museum

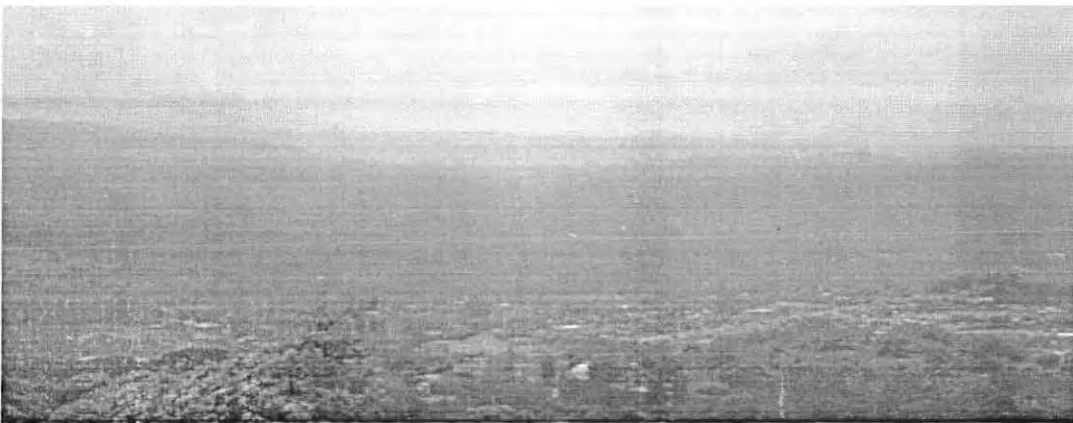


Figure 18: View of Bonga from open air Museum

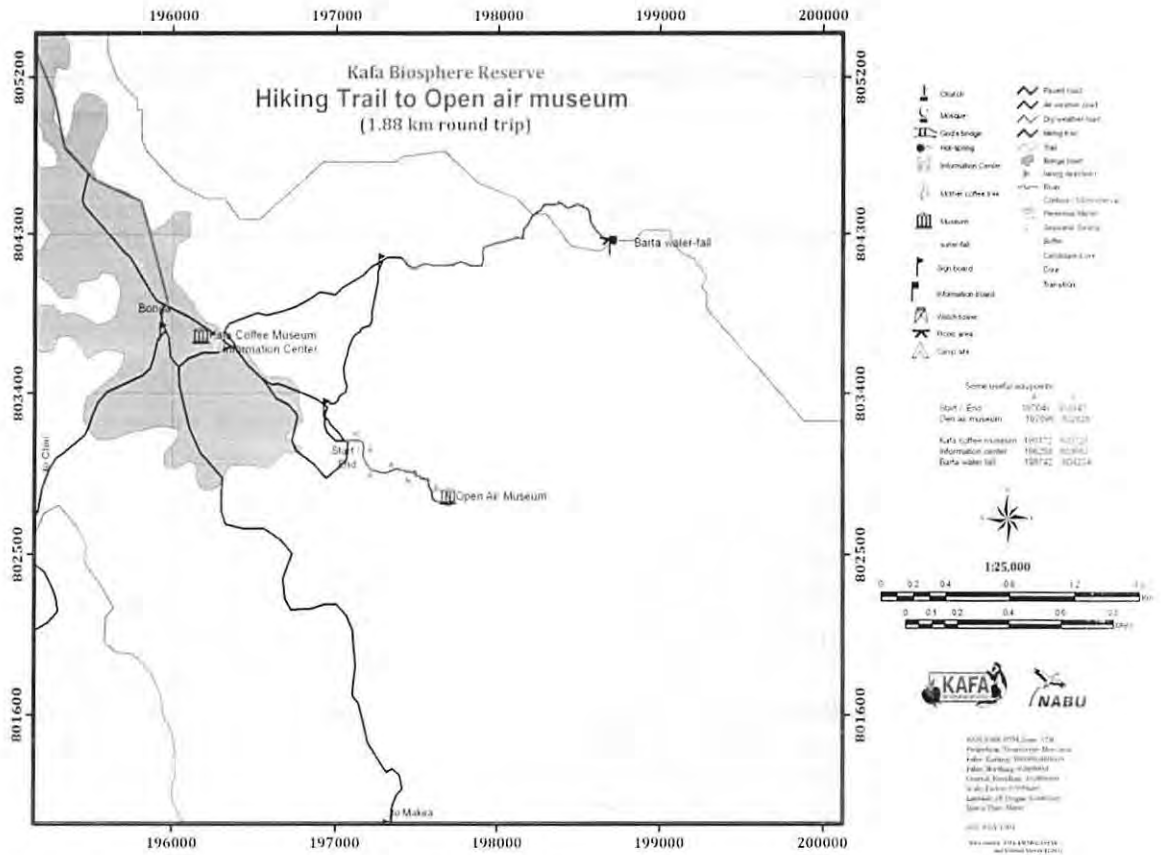


Figure 19: Map of Halking trail to open air Museum

#### 4.3.2.6 Ritual Practices (*Qoollee Deejoo*)

Ritual ceremony is one of the intangible cultural and spiritual heritages of the Kafecho society. In the pre-Christian denominations, Kafecho people are one of the ethnic groups in south western part of Ethiopia that believe in local Cults and spirits.

Kafecho also believe in ‘*Yeero*’ which is an almighty God, as a creator of the Universe. Majority of Kafecho people also believe in the clan specific spirits called *Eqqo*, which is an intermediary spirit that connects the people with *Yeero* (sky god) via selected *Allaamo* or mediator.

They use *Eqqo* interchangeably with *Yeero*. Furthermore, *Qoollee Deejjoo* as a thanksgiving religious ritual has been one of the common traditional religious ritual practices among Kafecho people. This thanksgiving ceremony among Kafecho people is *Qoollee deejjoo*.

In almost all forest resources of Kafa, there are parts or all of the forest patches that people spiritually associate themselves with.

It is worshiped under specific clan of Kafecho community; that was directly harmonized with environment (Bekele, 2010, as cited in Zegeye 2011).

*Once Gaashoo(teff) and Baaro (maize) is harvested ,then every neighborhoods in general and the same clan members in particular told to gather at the identified ritual place .Once and again the assigned person blow the Shameto (a wooden tube like horn) to announce the gathering for the ceremony.Then older people, young married and unmarried boys come to theplace where the ceremony to be held.Once people gathered with their sacrifice including Coke, several food items like local Qiiddo (Godare), honey, milk, butter, shoko,literally means the paste-like essence made from the teff grain and alittle water. Then they turn their direction to the place where the deejjoo is taking place with Buukkee nihoo or sometimes called as Geppee taato, who is the ritual expert of thecommunity and his Gabrechos or Aafe Bushoo leading the way while others joined him in clearing a path. This ritual practice involves blessing, praying for rain, for productivity, health and peace of the people, crop and cattle. After they reached a fence which is a marker for the place of the spirit (Qoolloo), the Geppeetaato or the Buukkee nihoo addresses or cites the following especial pray for Yeero(God) in the name of Qoolloo.*

This results in the existence of balanced agro-ecological conditions in the area.

*It is impossible to cut a single tree from the guudo site. People do not even point at it showing their respect for the spirit that dwells in the area and to avoid getting inflicted by evils associated with violation of the guudo 's*

rule. It is prohibited to clear such cultural forest areas or to cut trees for house construction and house furniture.

*Traditional beliefs also protect forests on river banks and around Waterfalls. If a person cuts such trees, there is a belief that he may die, for he is against the rule of the guardian spirit for which apology is provided by clan leaders in wetland areas and waterfall Points.*

(Zewdie, 2005: 109-110as cited in Zegeye2011).

These taboos and norms related to ritual practice helped to prevent the depletion of biodiversity (specific diversities of fauna flora species and in protecting the wild game animals and bees' species).

It is the most popular spiritual and cultural assets of kafa community. The local people perceive that the *Qoolloo* spirits reside in some selected forests and bushes in every village are said to be big creatures. It has the power to influence the activities of men (Kifle, 1992).

#### 4.4 Ecotourism and community

##### 4.4.1 Interest of community

Concerning the willingness of community in the development of ecotourism in the study area averagely 97.6 % of the respondents welcome the development of ecotourism and 2.4% refuse the development of ecotourism in the area.

Table 6: Interest in ecotourism development

Response	Do you want ecotourism development in your area?						Total	
	Bonga		Gedam		Makira		Count	Percent
	Count	Percent	Count	Percent	Count	percent		
Yes	57	100	40	97.56	24	92.31	121	97.6
No	-	-	1	2.43	2	7.69	3	2.4
Total	57	100	41	100	26	100	124	100

Source; Field survey, 2014

The triangulated data from FGD participants in the three sites said that; *“We are glad and ready to participate in ecotourism activities because ecotourism contribute for preservation of natural resources that sustains our life furthermore, we are so much happy to participate in ecotourism activities if you say why it provide us different benefits so that we will do our best ”*.

Some discussant suspected that *“Contribution of tourism activity for biodiversity protection rather if it is not managed appropriately it may result harm. Therefore, the concerned bodies including community should tie for its planning and management of the activity”*.

The participants promised to involve actively in order to magnifying their ownership.

#### **4.4.2 Indigenous Knowledge of the Community**

Among the lifelong cultures and spiritual traditions of Kafecho people, the traditional religious belief which can be explained through ritual practice is the most popular spiritual and cultural assets of the society that directly associated with forest and wild life resource preservation.

In FGD session which is held in three site one discussant said that; *“kaficho people have their own indigenous knowledge the facilitates the protection of natural resources from harm by preparing guiding rule, if someone breaks this rule he would be condemned by the community and he will be punished for his taboo act by community leaders. Though there is conservation practice in forest patches on the other hand there is some activity of clearing forest for expansion of agricultural land that affect conservation so to preserve the whole natural and cultural resources of the are the development of ecotourism is mandatory”*.

### 4.4.3 Community perception

As put by Sayer (2004), community participation is an important ingredient in sustainable management of ecotourism.

One of the fundamental elements of true ecotourism is the participation and involvement of local communities and peoples in close proximity to a site.

According to the below table 7 , most respondents in the three sites about 34.67 % are willing to engage in tourist guidance, 22.58 % wanted to participate by renting horse for tourists, 17.75 choose to serve in hotel/Lodge 14.52 % showed interest to sell souvenirs where as 10.48 % decided to produce souvenirs which are made from clay and other materials. This revealed that the communities who are living in the attraction sites are fully show willingness to involve and become beneficiary from the sector.

Table 7: Activities that community needs to be engaged in

Options	In what activity do you want to participate?						Total	
	Bonga		Gedam		Makira		Count	Percent
	Count	Percent	Count	Percent	Count	percent		
Souvenirs production	4	7.01	6	14.63	3	11.53	13	10.48
Souvenirs Trading	13	22.8	2	4.87	3	11.53	18	14.52
Local Guides	25	43.85	12	29.27	6	23.07	43	34.67
Employee in Lodges/Hotels	7	12.28	10	24.4	5	19.23	22	17.75
Mules/Horse rent	8	14.03	11	26.83	9	34.61	28	22.58
Total	57	100 %	41	100%	26	100%	124	100%

Source; Field survey, 2014

Triangulated data through interview with NABU manager revealed that “*By the way the community who are living near and around the sites have positive attitude to participate in tourism activities. Previously we were tried to train and engaged the community in different activities unfortunately some of them are not effective for instance horse renters due to seasonality of tourists flow who visited*

*the area they use as alternative not as a major livelihood. We are still planning for organizing and give training to community members who live in and around the attraction sites in different activity in order to benefit them from the ecotourism sector. When they get benefit from their activity then they start to protect the attraction sites for their own fate”.*

In the study area the community showed willingness to participate in different ecotourism activity according to their interest where as there is reluctance of government agents to organize community. This finding is supported by Sharpley and Telfer,(2008) Local communities participation in development process is an important element in sustainable tourism and development, and local community involvement must be voluntarily .

#### **4.5 Contribution of ecotourism developments for biodiversity conservation**

According to Wunder (2000) as cited in Buchsbaum (2004), the prime goal of ecotourism is to preserve environment and improve the welfare of local people. That is why it is also believed that ecotourism can be a “tool for overall environmental preservation in the areas where there is weak presence of government”.

There exists a substantive amount of literatures discussing the positive environmental impacts generated by ecotourism. One of outstanding environmental advantages of ecotourism, which is closely related with economic benefits, is its ability to “provide a direct financial incentive for the preservation of relatively undisturbed natural habitats that would otherwise be exposed to more exploitative and profitable activities (Weaver, 2006).

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As it shown in the below table 8, in Bonga site majority of respondents 94.7% said that animal and plant species were declined while, 5.3% respondents responded that not declining. In Gedam site 92.6% were agreed on destruction of both plant and animal species .In mankira site most respondents agreed as it declining through time, where as 7.69% of respondents not accepted the declining of species in their locality. As aggregate

result 97.6 % of respondents in three sites have agreed on the extinction of some species while only 2.4% refused to agree on the deterioration of plant and animal species.

Table 8: Statuses of plants and animal species through time

Response	Do you think that animal and plant species which are commonly found in your locality declining through time?						Total	
	Bonga		Gedam		Makira		Count	Percent
	Count	Percent	Count	Percent	Count	percent		
Yes	54	94.7	38	92.6	24	92.3	121	97.6
No	3	5.3	3	7.4	2	7.69	3	2.4
Total		100	41	100	26	100	124	100

Source; Field survey, 2014

During FGD the discussant both the community and interviewed officials agreed on disappearance of some species.

*“Even herbaceous plants which have been used as traditional medicine in the early time are now eliminated; we are not found such plants easily. Moreover, animal species also disappearing from their original habitat and not reproduced well. Some common animals also begin approached and harm people and destroy our crops due to disturbance of their living area.”*

In addition, ecotourism is perceived as a promising tool to finance the establishment and maintenance of protected areas (Lindberg, 2000). For instance, in nature reserves in western Sichuan, China ecotourism is utilized successfully as a tool to protect the natural environment and this has resulted in forested area increase by 6.7 million hectares According to Alexander (2004) a similar result was found in this study the community is hoping that ecotourism development will play an important role for the conservation of biodiversity.

As natural areas are protected, the goal is to maintain a balance in the ecosystem. In the case of kafa biosphere reserve, the respondents in the surrounding communities held a general outlook that; *Ecotourism is important to conserve the area by increasing plant and animal species”*.

Ecotourism provide economic incentives to locals who live in protected areas and beyond this it is seen as a strategy toward conservation of biodiversity.

The above Table 9, revealed that majority of the surveyed respondents 96.5% in Bonga responded ecotourism could support biodiversity conservation where as the remaining 3.5% of the surveyed households reported that ecotourism does not support biodiversity conservation. In Gedam Site, 90.25% agreed on the contribution 9.75% refused its role in conserving biodiversity. In Mankira site, 88.46% responded ecotourism development play crucial role in conserving biodiversity whereas small number of respondent about 11.53% denied its contribution. In the total average, 92.75% in three sites supposed that ecotourism development support biodiversity conservation where as 7.25 % responded that ecotourism development couldn't support conservation.

Table 9: Importance of ecotourism in supporting biodiversity conservation

Response	Do you expect that ecotourism development support biodiversity conservation?						Total	
	Bonga Count	Percent	Gedam Count	Percent	Makira Count	percent	Count	Percent
Yes	55	96.5	37	90.25	23	88.46	115	92.75
No	2	3.5	4	9.75	3	11.53	9	7.25
Total	57	100	41	100	26	100	124	100

Source: own field survey (2014)

According to most discussants in FGD and key informants, ecotourism development contributes to biodiversity preservation in different ways.

*“Ecotourism is nature friendly activity which protects forests from destruction which contribute for revival of plant and animal species, which use forests as habitat. Furthermore, Prohibit illegal hunting of wild animals and destruction of flora species, besides to this ecotourism benefit the community as source of income not to destruct natural resources for their livelihood”.*

This implies that most respondents accepted that ecotourism development as a tool for biodiversity conservation. Therefore, they promised to involve in its development.

From the below table 10, the respondents 49.1%, 53.7 % and 46.2 % from Bonga, Gedam and Mankira site respectively said ecotourism aimed protected area assist the preservation of natural resources. 22.8%, 24.3% and 29% respondents from Bonga ,Gedam and Mankira sites respectively responded that elevate the ecosystem services that I get from preserved areas. In Bonga site 28.1%, from Gedam site 22% and from Mankira site 30.8% respondents agreed on the contribution of protected areas for eco tourism promote tourist attraction. In the total sum of three sites 50% respondents said preserved area contribute to protection of natural resources.

From the above data majority of respondents revealed that protecting an area for ecotourism support the biodiversity and provide services for the host community.

Table 10: Expected benefits from ecotourism development

Benefits	If the area is protected well for ecotourism development, what benefits do you Expect?						Total	
	Bonga		Gedam		Makira		Count	Percent
	Count	Percent	Count	Percent	Count	percent		
Preserve Natural resources	28	49.1	22	53.7	12	46.2	62	50
Improves the services that I get from preserved area	13	22.8	10	24.3	6	23	29	23.4
promotes tourist attraction	16	28.1	9	22	8	30.8	33	26.6
Total	57	100	41	100	26	100	124	100

Source: Field survey, 2014

#### 4.6 Factors affecting Ecotourism Development

The level of success or impacts of ecotourism is varying depending on different factors, many of those are known as challenges of ecotourism (Poon, 2002).

According to the information gained from key informant and FGD in the study area the effectiveness of using ecotourism as a means for sustainable conservation and community

development is still uncertain. This is because of lack of concern from government to fulfill the important facilities and requirements for ecotourism development.

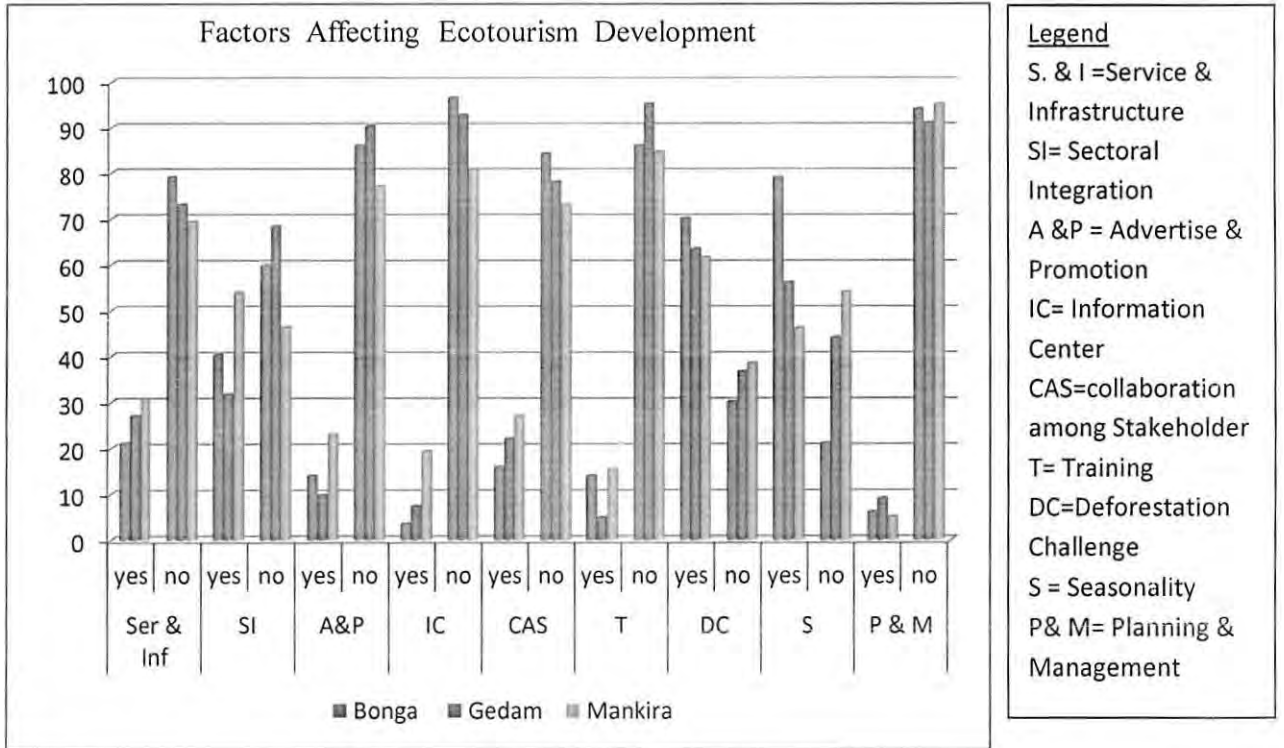


Figure 20: Factors affecting ecotourism development

Source; Field survey, 2014

Culture and tourism office reported that “The tourism department is trying to make the area tourist destination. Among the focus spot areas of the department, supporting and

guiding activities performing for the culture, history, language, heritage of the people of the area with regard to the values and norms of the culture of the people is the most practical activities included in the strategic plan of the sector.

In fact there are many problems that affect ecotourism development in the area .Some of the problems are poor promotion, lack of infrastructure, lack of training, lack of sectoral integration, weak institutional structures that integrate local community with other stakeholders”.

#### 4.6.1 Services and Infrastructure

In spite of the existing natural, historical, religious and cultural attractions in the study area there are no required facilities for ecotourists. Many tourists who visited the site didn’t want to stay longer in the areas since there is lack of tourism services.

According to NABU office;

*“Though there is a lack of services, infrastructures and facilities for ecotourism development in the study area at present there are some attempt conducted by NABU to make the area better ecotourism destination site by filling some gaps”*

Table 11: Overview of Hotel facilities in Bonga town which offer service for tourists

N <sup>o</sup> .	Hotel	N <sup>o</sup> . of beds offered	Additional service
1	KDA Guest House	22	Food
2	Makira	54	Food, bar, hall
3	Coffee land	32	Food, bar, hall

Source; Field survey, 2014

The information obtained from kafa zone culture & tourism bureau indicated there are limited tourist facilities and services like guiding services, camping site, guest rest house are offered to the tourists.

These three hotels relatively received more tourists and offer more beds than others. At present, about 34 hotels are available in and around Bonga.

Most of them do not meet quality standards. So far, the majority of the foreign visitors stay in Mankira and Coffee Land hotel; both located in the centre of Bonga town and privately owned hotels. The guest house is managed by kafa development association. During this study the guest house cease giving service due to renovation. Outside of Bonga, the only facility is guest house which is found in Wush wush tea plantation Camp.

Interviewed visitor said;

*“Though the area is potentially rich in attractions there are service delivery problems for instance services that are offered besides bedding were rather limited. Even concerning the food there is no much choice. On more than one occasion it has proven difficult to order food at all. The menu often did not have the items on the menu .This influences the length of stay of visitors”.*

The researcher also observed that there is inconsistency in the services provided in hotels with tourist standards this is related to the infancy stage of ecotourism development in the study area. Even the existing services are confined to Bonga town due to this the length of tourist stay is relatively short.

the interviewed receptionist said that;

*“The availability of variety of food is depending on the number of visitors. We are always prepared foods for our domestic clients sometimes this foods may not be chosen by foreigners. If they order us in advance we can prepare the food they like otherwise the prepared food may spoil that is why some tourist is complain about meal. This is due to lack of regular flow of tourists in the area”.*

This idea is supported by Yu and Goulden (2006) suggest that understanding the tourists' satisfaction in a tourism destination is necessary for improving products and services provided. The quality of environment, services and facilities at the ecotourism destination is important from visitors.

**One-Sample Test**

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Servie and infira	44.822	123	.000	1.750	1.67	1.83

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Servie and infira	124	1.75	.435	.039

According to the above table a probability from the t distribution with 95% of interval the p value was < 0.00 this implies that there is significance difference between the t value and the observed mean.

The sample mean 1.750 is tested against the standard value (0.005).so there is significant difference between the mean of a group and the standard (t=44.822, and sig<0.005).

**4.6.2 Training**

The education and capacity of the participating community members is important to consider since ecotourism requires certain knowledge and technical skills. The more conscious locals are about how the natural and human environments interact, the more prepared and capable the community will be to develop and manage ecotourism (Mowforth & Munt, 1998).

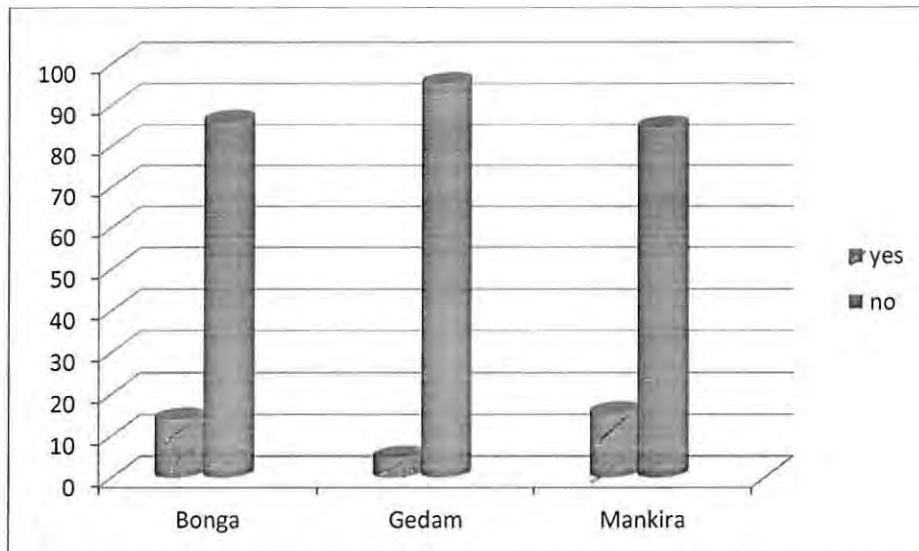


Figure 21: Training participation on Ecotourism development

Source: field survey, 2014

As it is shown in the table 22, In Bonga site majority of respondents (86%) did not get training about ecotourism while smaller number of respondents (14%) got training. In Gedam site 95.13% were unable to train where as only 4.87 % were trained. In Makira site 84.6% were not participate in training, while 15.4% respondents were trained. This implies that there was lack of training that aware the community about ecotourism development.

Tourist guide especially trained local guides are important to give a clear image and history of an area for effective implementation of tourism activity.

In the study area there is a problem of continuity training given to different stakeholders. Though some training given to tour guide and hotels even the training is not given by cultural and tourism office but by NGO. Therefore, there is lack of training that is given to different stakeholders for ecotourism development.

The importance of training is strongly supported by the following researcher. According to Sloman (2003) nowadays human resource managers know that training and developments are really important, otherwise they wouldn't have professional staffs in

tourism sector. With training the services will be done in the best way and faster than before.

**Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
training	124	1.89	.318	.029

**t- Test**

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
training	66.131	123	.000	1.887	1.83	1.94

According to the above table a probability from the t distribution with 95% of interval the p value was < 0.00 this implies that there is significance difference between the t value and the observed mean.

The sample mean 1.887 is tested against the standard value (0.005).so there is significant difference between the mean of a group and the standard (t=66.131, and sig<0.005).

#### **4.6.3 Collaboration among Stakeholders**

Local communities, organization and government bodies should aware of the damages through tourism activities. They have to collaborate to establish a sustainable activities and awareness program by engaging local people and organizations in the operational part of the local tourism. Hence, ecotourism provide power to the locals for leading, operating, managing and of the activities in order to enhance the socio-economic condition of the destination.

Bearing that in mind, ecotourism should be recognized as a collaborative effort that involves a range of different actors which include governments, conservationists, communities, tour operators and development agencies.

Though the principle of tourism advocate tied cooperation among stake holders in the study area there is collaboration problem.

According to kafa zone culture and tourism in the study area *“There is loose relationship among the stakeholders this becomes one challenge for ecotourism development. There is gap in the collaboration of stakeholders this problem is also related with lack of integrated planning.*

Most participants who involved in FGD reported that there is no strong collaboration among stakeholders different development activities performed independently among sectors, community and NGO’s. Without collaboration it is difficult to attain planned goals. This idea is supported by Hawkin (2003) that developing ecotourism requires a participatory process including all concerned stakeholders who directly or indirectly influence its operation.

**Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
collaboration	124	1.80	.403	.036

**t- Test**

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
collaboration	49.713	123	.000	1.798	1.73	1.87

According to the above table a probability from the t distribution with 95% of interval the p value was < 0.00 this implies that there is significance difference between the t value and the observed mean.

The sample mean 1.798 is tested against the standard value (0.005).so there is significant difference between the mean of a group and the standard (t=49,713, and sig<0.005).

Table 12: Responsible stakeholders for ecotourism development

Stakeholders	Whom do you think is responsible for ecotourism Development?						Total	
	Bonga		Gedam		Makira		Count	percent
	Count	Percent	Count	Percent	Count	percent		
Government	20	35	16	39.02	12	46.15	48	38.7
Private Investors	5	4.03	3	7.31	2	7.69	10	8.06
Community	25	20.16	14	34.14	8	30.8	47	37.9
NGO's	7	5.64	8	19.51	4	15.38	19	15.32
Total	57	100 %	41	100%	26	100%	124	100%

Source: Field Survey, 2014

Based on the above table concerning ecotourism development responsibility 38.7 % respondents gave the responsibility to the government and 37.9% respondents said that community are responsible for its development while 15.32 % of respondents said NGOs are responsible where as 8.06 % gave the responsibility to private investors.

This shows that the community considered that ecotourism development conducted with the involvement of certain bodies both government and community this shows that in the study area there is a problem of collaboration even the community did not aware who are the stakeholders that play a key role for ecotourism development.

#### 4.6.4 Advertising and promotion

An ecotourism operation requires an effective and appropriate marketing strategy to inform tourists of the existence of the destination and encourage them to include this experience in their travel tour. To ensure marketing efforts reach the right market with

the right message, marketing strategies must be tailored to suit the ecotourism initiative and be attractive to the target audience (Asker et al., 2010).

According to Culture and tourism office;

*“In the study area widespread and well organized advertisements have not been performed about potential ecotourism resources. Most of the time we use only local Medias this is not accessible to most visitors. At the current level the Tourism activities are mostly spontaneous and lacking promotion, objectives and market research for ecotourism. The inadequacy in management and concern of ecotourism affect its development. In order to improve the current situation we included in the long plan to promote at national and international level”.*

According to most interviewed visitors in the study area they came to visitation by the invitation and information obtained from formerly arrived relatives and friends who know the area well. They said that it is difficult to benefit from tourism sector without effective promotion. This area is very rich both in nature and culture but unable to be known .There are many areas in the world benefit more from the sector even without having such attraction sites by promoting their attractions well. So this is a lesson for this area to use its potential appropriately.

#### Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Advertize &promotion	124	1.85	.354	.032

#### t- Test

	Test Value = 0				
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Advertize &promotion	58.397	123	.000	1.855	1.79

According to the above table a probability from the t distribution with 95% of interval the p value was  $< 0.00$  this implies that there is significance difference between the t value and the observed mean.

The sample mean 1.855 is tested against the standard value (0.005).so there is significant difference between the mean of a group and the standard ( $t=58,397$ , and  $\text{sig}<0.005$ ).

#### **4.6.5 Lack of Information center**

An information or visitor centre is one of the facilities that were missed at the study area. During the study the researcher observed that due to the absence of an information or visitor centre; record on the visitor profile was inadequate. It was therefore difficult to assess trends regarding tourists visiting the area, their country of origin, expenditure at the area and also their motivation for the visit.

An information concerning tourist data are not compiled well and there is no responsible person and center for these information. For this study information about number of tourists visit the area is collected from guest house and other sources.

As to key informant

*“This problem is deep rooted for many years but for the future the biosphere reserve information and visitor centre is under construction on the same compound next to the national coffee museum”.*

Although there are actions to improve the quantity and quality of data collection, there is still the need to develop a consistent and reliable database.

The interviewed tourist said that;

*“ there is no enough information even where the attraction sites are found and how much time will take to go to the attraction areas, If there is lack of organized information about visited area the visitors face problems and dissatisfied in their stay this also affect the development of ecotourism”.*

The detail and accuracy of information supplied to visitors in advance of their stay is particularly important in this sector. Ecotourists need to know what to expect. As well as

covering travel details and facilities, this should include information on the ecology and culture of the area and how to respect it.

Likewise, the quality of information supplied during their stay, for example by hosts, protected area authorities or local tour operators, can greatly affect the visitors' experience and their impact on the local community.

**Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
information center	124	1.08	.273	.025

**t- Test**

	Test Value = 0				
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
information center	44.015	123	.000	1.081	1.03

According to the above table a probability from the t distribution with 95% of interval the p value was  $< 0.00$  this implies that there is significance difference between the t value and the observed mean.

The sample mean 1.081 is tested against the standard value (0.005).so there is significant difference between the mean of a group and the standard ( $t= 44.015$ , and  $sig<0.005$ ).

#### **4.6.6 Deforestation**

Comprising high floristic diversity and most importantly wild coffee the Afromontane forests of southwest Ethiopia are regarded as the biodiversity hotspots of the world. However, these forest resources with its biodiversity are severely threatened by anthropogenic activities (Gill, 2004 as cited in Befikadu 2010 ;)

In Ethiopia, particularly in the Afromontane rainforests habitat destruction and degradation due to anthropogenic activities are reducing the forest cover and the associated biodiversity (Woldemariam and Teketay 2001; Yeshitela, 2001).

When land is transformed from a primary forest to a farm, the losses of forest species within deforested areas is immediate and completes (Meyer and Turner, 1994). Even when unaccompanied by apparent changes in land cover, similar effects are observed whenever relatively undisturbed lands are transformed to disturbed and more intensive uses.

Ecotourism in kafa strives to preserve forest but still there is deforestation in different tourist areas because the forests are used as firewood for cooking and as timber for construction.

According to key informant *“Over the past years a significant number of wild life disappeared .This contributes to wildlife habitat destruction. The local communities face a range of conservation threats. Increasing populations have led to land scarcity and of unemployment, pressuring natural resources. This has forced community members to clear forest for farmland and for fuel wood.”*

During FGD the participants pointed out that;

*“There is lack of agricultural and grazing land which is leading to further forest destruction through Expansion of agricultural land and encroachment of livestock”.*

The loss of biodiversity is not only essentially undesirable but also a threat to human welfare because of the reduced ability of ecosystems to provide key services and products. So it needs especial emphasis.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Deforestation	124	1.34	.475	.043

**T – Test**

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Deforestation	31.371	123	.000	1.339	1.25	1.42

According to the above table a probability from the t distribution with 95% of interval. this implies that there is significance difference between the t value and the observed mean.

The sample mean 1.339 is tested against the standard value (0.005).so there is significant difference between the mean and the standard (t= 31.371, and sig<0.005).

**4.6.7 Sectoral Integration**

Ecotourism is the fastest growing sub-sector of the tourism industry. So ecotourism needs to be guided by very holistic policy for its effective practice to achieve real sustainable ecotourism that can be a more beneficial to local communities, safeguard to natural and cultural environments, and advantageous to tourists and other stakeholders. But ecotourism policy in various countries is not sufficient to address all sectors and components and it becomes ineffective in many ecotourism destinations (Fennel and Dowling, 2003). Therefore to make an effective and dynamic ecotourism policy, the concerned authorities, especially government bodies, should to consider a holistic approach to gear towards successful ecotourism.

According to key informant *“The most common problem of ecotourism development in the study area is lack of integration among different sectors. There are sectors which have their own interest which contrast the other. For instance, Agricultural sector needs the expansion of agricultural land for crop cultivation by draining wetlands which are a potential site of endemic birds and*

wildlife, Environmentalists need preservation of nature in its original setting and other sectors also have their own intention that harm biodiversity and ecotourism . This is one challenge”.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Setoral integration	124	1.60	.493	.044

**One-Sample Test**

	Test Value = 0				
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Setoral integration	36.101	123	.000	1.597	1.51

According to the above table a probability from the t distribution with 95% of interval the p value was < 0.00 this implies that there is significance difference between the t value and the observed mean.

The sample mean 1.597 is tested against the standard value (0.005).so there is significant difference between the mean of a group and the standard (t= 36.101, and sig<0.005).

#### **4.6.8 Planning and Management**

Managing includes planning, organizing, leading and controlling are factors contributing to successful tourism development (Murphy and Williams, 1999).

Ecotourism takes years of planning across many different levels of governance, “including intra national, national, regional, local, and site scale” (Dowling, 2003). Locals at the smaller scales have an important level of involvement in ecotourism

planning, but without their complete cooperation, it is not easy to develop ecotourism activity.

Table 13: Interest of community to participate in ecotourism planning and management

Response	Do you have interest to participate in ecotourism planning and Management ?						Total	
	Bonga		Gedam		Makira		Count	percent
	Count	Percent	Count	Percent	Count	percent		
Yes	54	94.74	39	95.12	24	92.31	117	94.35
No	3	5.26	2	4.88	2	7.69	7	5.65
Total	57	100	41	100	26	100	124	100

Source: Field Survey, 2014

As shown in the above table 12, in Bonga site 94.74 % of respondents were interested to participate in ecotourism development planning and management while 5.26% were not interested to participate in planning and management activity. In the case of Gedam site 95.12 % were agreed to involve in planning and management where as 4.88% were not needs to take part in the planning and management. In Makra site 92.31% of respondents were willing to participate while 7.69% of respondents refuse to engage in planning and management of ecotourism development.

In the study area some community members who participated in FGD session said that;

*“We were not involved in planning process of ecotourism development .Most of the time all decisions concerning development come from the higher personals and the community asked to approve formerly decided issues without taking community opinion as input that is why the community always complain. Even though, there is a gap the government should involve the community in planning and management, this create the sense of ownership in the community otherwise the planning may fail without success”*

Without having full control of tourism planning, “the culture of the host society is as much at risk from tourism as the physical environment” (Wearing, 2001).

This idea is supported by (Vorlaufer, 1997) Let the communities to involve in planning, management and control. It will help in establishing democratic processes in decision making.

According to tourism officer “*planning has its own procedure that involves all stake holders through representation or delegation. In reality it is difficult to participate all community at once. Whereas, at different level the community has the right to say by providing feedback through various mechanisms so it is difficult to say that the community excluded from decision making entirely*”.

Tourist satisfaction and conservation of biodiversity cannot be sustainably guaranteed unless the resources in the site are wisely managed and controlled. There should be legal framework in which the ecotourism activities managed. Perception of the local people towards identified tourism potentials; packaging of these tourism virtues into products together with the management and marketing of the products, are functions of attitude of the people.

The target in tourism management is not only to draw tourists and dominate the tourists market but also to sustain the natural and cultural setting as it was.

Sonny Pepper, Chairman of the Yalata Aboriginal Community of South Australia said Caution is needed, not all ecotourism is so ethical.

*“You can talk about ecotourism all you like. You can dream up lots of wonderful ideas for tours. I can see the dollar signs in some people’s eyes. One thing you must realize is that you cannot have ecotourism without looking after the places properly. If you don’t look after the places properly ecotourism isn’t going to last”* (Pepper, 1993 cited in Figgis, 1995).

## CHAPTER FIVE

### 5. CONCLUSION AND RECOMMENDATION

This study tries to assess ecotourism potential and its implication for biodiversity of kafa zone. Generally the study area has high potential for ecotourism development. In the area despite the presence of different challenges, there are high potentials and opportunities to maximize the benefits to improve the livelihoods of the communities by involving in ecotourism activity.

#### 5.1. Conclusions

The study area has unique tourism potentials including the natural aswellas cultural attractions, such as dense equatorial forest, Natural Bridge, waterfall, scenic landscape, Religious sites, museums and Ritual practices, which will become a major tourist attraction.

The ecotourism potential of the study area could be changed in to actual development when properly planned and managed. Ecotourism development is a complex activity that needs well preparation and fulfillment of preconditions in advance. Without fulfillments of these situations it is difficult to achieve biodiversity conservation and ecotourism development goals.

The availability of plenty natural and cultural resources in an area is not granting its utilization for the benefit of the community and biodiversity. There should be commitment of all concerned bodies to work jointly.

This study depicted that there are some factors which affect ecotourism development such as environment, socio-culture, economic condition, facilities and infrastructures. However, another important factor is local community empowerment. Putting ecotourism on a truly sustainable path is a major challenge, requiring partnership and cooperation.

Improving infrastructures, planned training, Sectoral integration, appropriate planning and management in the area are crucial and needs the concern of government to mobilize the resources for ecotourism development.

It is already known that community and tourism activities cannot be detach each other. This study assessed the willingness of community to involve in ecotourism activity. This can be taken as one potential resource to develop ecotourism. In addition to this the construction of national coffee museum, the inclusion of the area in world biosphere reserve category and the construction of roads are conducive conditions for ecotourism development in the area.

Ecotourism is now being used as one of the measures of conserving biodiversity. Therefore, in the study area ecotourism development could support biodiversity conservation if the community and other stake holders play their own role properly and effectively.

In the study area ecotourism can be a very promising industry if the government is able to develop an integrated and innovative ecotourism policy and planning to address all existing problems and encourage all key actors for commitment in its implementation.

## 5.2. Recommendation

Based on the the obtained result the following recommendations are suggested:

- The existing natural and cultural resources should be protected community and government from harm by to be sustainable and benefit the local community and biodiversity conservation.
- Ecotourism development needs holistic planning with incorporation of an integrated and collaborative approach to include various actors, stakeholders, decision makers, and implementers. The government should link all ecotourism components and parameters with biodiversity conservation in developing ecotourism policy.
- Government is the main leader that has to design strategic policies to maximize local participation and genuine involvement of all levels. It should also emphasize on management systems that can help to evaluate the situation of ecotourism and also helps to promote the real spirit of ecotourism development and biodiversity conservation.
- Designing continuous training for local community and other stakeholders are vital for the success of ecotourism development and biodiversity conservation.
- Ecotourism policy highlighting different conservation measures should be adopted to mitigate effects of ecotourism on local biodiversity.
- Understanding on feeling, interest and participation of local communities is vital while developing a destination as a tourism attraction. The benefits of locals and biodiversity cannot be ignored hence proper strategies for integration of local communities in the development of tourism attraction is required.
- Local communities should be encouraged by the government to participate in the planning, development and control of tourism with the support of government and the industry. Particular attention should be paid to involve indigenous knowledge of community for biodiversity protection.
- Tourism department should prepare information center by generating database which should include characteristics of tourists like what they do, length of stay, how much they spend etc.

- Better infrastructural development and service rendering sectors hotels and tour guides that can accommodate tourists need to be undertaken by the government to increase the accessibility of the potential sites.
- Private sector and communities at tourist destinations shall be encouraged to be involved in the provision of traditional food, beverage and transport services that give new experience and satisfaction to tourists.

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Appendix 1: Household Survey Questionnaire (English)

Personal Background Information (Demographic)

1. Sex: A. Male  B. Female
2. Age: A.15-30  B.31-45  C.46-60  D. >60
3. Kebele: \_\_\_\_\_
4. How long do you live in this area? \_\_\_\_\_
5. Marital Status: A. married  B. single  C. divorced  D. widowed
6. Language: A. Kafi nonno  B. Amharic  C. Oromigna  D. Other, specify \_\_\_\_\_
7. Religion: A. Ortodox  B. Muslim  C. Protestant  D. Catholic   
E. Other, specify \_\_\_\_\_
8. Household size/ Family Size including adults and children:  
Male \_\_\_\_\_ Female \_\_\_\_\_ Total \_\_\_\_\_

ii) Socio-Economic Conditions of Households

1. On what activity your livelihood is depend on?  
A. Farming B. Government worker C. Trade D. Hand craft E. private  
employee F. other, specify \_\_\_\_\_
2. Do your families have access to education? A. Yes B. No
3. Literacy level: A. Illiterate  B. primary school  C. secondary school and above

iii) Potential Ecotourism Resources

- 1 What is ecotourism to you?

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- 2 Are there ecotourism resources in your locality?

Yes B. No

- 3 If your response for Q. no. 2 is "yes", what type of ecotourism resources are found in your area?

- A. Natural resources      B. Cultural      C. Both

4. What are the potential tourist attractions in your locality?

- A. Dense Afromontane evergreen Forest
- B. Natural bridge
- C. Water fall
- D. Wild life
- E. Historical church & mosque
- F. Scenic landscape
- G. ritual practices
- H. Other, specify \_\_\_\_\_

4 If your response for Q. no. 2 is” yes”, what type of ecotourism resources are found in your area?

- A. Natural resources      B. Cultural      C. Both

5. What makes your village distinct from other places in terms of natural resources and cultural heritages?

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6. For what purpose do you use these resources?

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_
- D. \_\_\_\_\_

7. Do you care about these potential resources?

- A. Yes      B. No

8. If your answer for Q. no. 5 is “yes” in what way?

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9. If the area is protected well, what benefits do you expect?

- a. It preserves the Natural resources
- b. cultural values of the area
- c. It improves the services that I get
- d. It promotes tourist attraction
- e. It keeps the ecosystem in sustainable way

IV) Challenges & factors affecting ecotourism development

1. Is there ecotourism project in your area?

- A. Yes    B. No

2. If your answer for Q. 1 is “No”, are there factors that affect ecotourism development in your locality?

- A. Yes                      B. No

3. If your response is for Q. no. 2 is “yes” What are the factors?

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_
- D. \_\_\_\_\_

4. Do you want ecotourism development in your area?            A. Yes    B. No

5. If your response is “yes”, what kind of tourism service & product do you think your community can offer to tourists when they come to visit and stay in your locality?

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6 What type of facilities do you think are absent for ecotourism development in your area?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. Whom do you think is responsible for ecotourism development?

- A. By Government
- B. By the community
- C. By NGO's
- D. By Investors
- E. Any other specify \_\_\_\_\_

8. Who are the stake holders that contribute for ecotourism development?

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_
- D. \_\_\_\_\_
- E. \_\_\_\_\_

9. Have you interest to participate in planning and management of ecotourism?

- A. Yes
- B. No

10. If yes, as a stakeholder what are your expected role(s) and duties?

- A. Participate in planning
- B. Provide services for tourists
- C. Protect the tourist attraction resources

D. Participate in infrastructure facilitation

E. Participate in insuring peace & stability of the area

F. Others, Specify \_\_\_\_\_

11. If no, Why?

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12. Who should be the key role player for ecotourism Management?

A. Community

B. Government

C. NGO's

D. Investors

E. Tourism experts

F. Intellectuals

G. Community leaders

H. Others, Specify \_\_\_\_\_

V) Negative effects of ecotourism Development

1. Do you expect that ecotourism development result negative impact?

A. Yes

B. No

2. If your response for Q. no. 1 is "Yes", what type of pressure do you expect?

A. Environmental

B. Social

C. Cultural

D. Economic

E. Others , Specify \_\_\_\_\_

3. If "No", why \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. What type of preparation needs to ensure that the local heritage is not threatened prior to ecotourism development in the area?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Do you expect change concerning the use of natural resources while developing ecotourism in your area?

A. Yes      B. No

6. If your response is "Yes", what type of change in the use of natural resources do you expect?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. If "No", Why

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. What are the strategies would you suggest to be implemented by local community, authority and other stake holders for ecotourism development?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

VI) Potential benefits of ecotourism development

1. Do you want tourists may visit your area?

A. Yes      B. No

2. If your response for Q. no.1 is “yes”, what type of benefits do you expect to get from ecotourism potential of your a

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3. Do you expect ecotourism development contribute to the conservation of biodiversity ?

A. Yes      B. No

4. If your response for Q.no.3 is “yes”, how,

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5. On what activity you engage if ecotourism activity develops in your area?

- A. Trading of souvenirs
- B. Producing souvenirs
- C. Guiding
- D. Employee in the community lodge
- E. Supplying mules
- G. Other, specify \_\_\_\_\_

6. What is biodiversity to you?

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7. What are the common animal species found in your locality?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

8. What are the economic and social benefits those you get from the animals?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

9. Do you think that animal and plant species which are commonly found in your locality declining through time?

A. Yes    B. No

10. If "yes" what are the reasons for declining?

A. illegal Hunting    B. Deforestation    C. Expansion of agricultural land

D. Lack of protection and management    E. Other, specify \_\_\_\_\_

11. What are the common plant species in your locality?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

12. For what purposes do you use these plant species?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

13. If your response for Q. 13 is “yes” what are the reasons for declining?

A. Deforestation      B. Expansion of agricultural land      C. Lack of protection and management

D. Drought      E. Other, specify \_\_\_\_\_

14. Do you think ecotourism development support biodiversity conservation?

A. Yes      B. No

15. If your response for Q. no 15 is “yes” How ecotourism developments sustain biodiversity conservation in your locality?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

16. Is there biodiversity conservation practice in your locality?

A. Yes      B. No

17. If your response is “Yes”, how do you involve in it?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

18. If your response for Q. no. 18 is “No”, what factors hinder ecotourism development n in your locality?

- A. Infrastructure problem
- B. Poor promotion and marketing
- C. Low concern from government

D. Lack of integration among stakeholders

E. Other ,specify \_\_\_\_\_

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19. Did you get training about ecotourism development in your locality? A. Yes B. No

20 .Is there Services and Infrastructure facilities in your area? A. Yes B. No

21. Is there Sectoral integration about ecotourism development? A. Yes B. No

22. is there Advertising and promotion about ecotourism? A. Yes B. No

23 Is there information center that promote ecotourism? A. Yes B. No

24 Is there collaboration among stakeholders for ecotourism development? A. Yes B. No

25 Did you participate in Training planned to aware about ecotourism? A. Yes B. No

26 Is tourist flow influenced by Seasonality? A. Yes B. No

27 Is Deforestation challenge ecotourism development? A. Yes B. No

28 Is there appropriate planning and management? A. Yes B. No

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### 3. FGD guiding questions

What is ecotourism to you?

What is your prior knowledge in conserving biodiversity in your locality?

What are the factors that hinder ecotourism development in your area?

What is the role of ecotourism development for biodiversity conservation?

What do you think about participation in ecotourism activities?

Do ecotourism support biodiversity conservation?

### 4. Guiding Questions for visitors (Tourists)

What is ecotourism to you?

What do you think about the ecotourism potential of the area?

What type of facilities is not supplied during your stay?

Appendix 2: Hotel facilities in Bonga



Makira hotel



Coffee Land Hotel



Guest house

Appendix 3: directions to attraction sites



DECLARATION

I declared that this thesis is my own work. It is being submitted for the degree of Master of Arts in Environment and Development in Addis Abeba University, It has not been submitted previously for any other degree and examination in other universities. Materials and information used in this thesis have been dually acknowledged.

Almaw Biru

Signature  \_\_\_\_\_

Date \_\_\_\_\_

