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

**Opportunities and Challenges of Community Based Ecotourism Establishment: The Case of Kahitesta Forest and Environs Awi Zone, Ethiopia**

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

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**Addis Ababa University  
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June, 2017**

## Declaration

I Ayana Fiseha, hereby declare to the college of development studies of Addis Ababa University that, this thesis entitled “*Opportunities and Challenges of Community Based Ecotourism Establishment: the Case of Kahitetsa forest and Environs at Awi zone Ethiopia*” is a product of my original research work. It was not submitted, in full or part, for the attainment of any academic degree elsewhere. This work has also accredited the views of the research participants. To the best of my knowledge, I have fully acknowledged the materials and pieces of information used in the study. The reporting procedures do comply with the expected standards and regulation of the University.

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## ***Abstract***

*The study was conducted to assess the opportunities and challenges for the establishment of CBET in Kahitesta Forest and the environs, Northern Ethiopia. Descriptive research design was employed and 91 samples selected out of 957 households through simple random sampling technique for quantitative data; however purposive sampling technique for qualitative data. The data were collected through questionnaire survey, key informant interview, field observation and secondary data sources. Over all thematic data analysis method was used. Data collected through questionnaire was analyzed through using Uni-variate descriptive statistics (range, frequency and percentage) while qualitative data was mainly used to triangulate the study to reach in to conclusion. The finding shows that the area is rich in natural and cultural tourism resources for CBET development. Moreover, accessibility and availability of accommodation in Injibara town and the community's positive attitude towards tourism and tourists that can be developed in the area were identified as opportunities. In spite of opportunities, community's dependency on natural resources, lack of collaboration among stakeholders, lack of financial capacity and high need of construction of infrastructures are among the challenges that can hinder the establishment of community based ecotourism in the area. It is recommended that environmentally sound, culturally friendly and economically feasible community-based ecotourism can be developed in the destination.*

**Key words:** Awi Zone, Challenges, Community-based ecotourism, Opportunities, Pro-poor tourism, Tourism Product development.

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## Acronyms

ANRS	Amhara National Regional State
BOFED	Bureau of Finance and Economic Development
CBET	Community Based Ecotourism
CBETEs	Community Based Ecotourism Enterprises
EAE	Economic Association of Ethiopia
CBO	Community Based Organization
CBNRM	Community Based Natural Resource Management
CHA	Controlled Hunting Area
EFDR	Ethiopian Federal Democratic Republic
ESTA	Ethiopian Sustainable Tourism Alliance
ETC	Ethiopian Tourism Commission
EWCA	Ethiopian wildlife Conservation Authority
FZS	Frunk Furt Zoological Societies
GDP	Gross Domestic Product
GIZ	German Agency of International Cooperation
GTZ	German Agency of Technical Cooperation
IDP	Integrated development Program of Australia
IUCN	International Union for Conservation of Nature
MSMEs	Micro, Small and Medium sized Enterprises
SDPASE	Sustainable Development of protected Area system of Ethiopia
SNV	Netherlands' Development organization
TAC	Technical Advisory Committee
TIES	The International Ecotourism Society
UN	United Nations
UNEP	United Nations Environment Program
UNESCO	United Nations Educational, Scientific, and Cultural Organizations
UNWTO	United Nations World Tourism Organizations
US	United States
WTO	World Tourism Organization
WWF	World Wildlife Fund

# CHAPTER ONE

## Introduction

### 1.1 Background of the Study

Tourism is a large global industry: it is a collection of vast group of businesses which provide necessary or desired products and services to travelers (Ralf Buckley, 2010). The World Tourism Organization reported that international tourist arrivals reached 1.14 billion in 2014 which is 51 million more than 2013. It accounts for more than 10% of total employment and generating US more than \$1.5 trillion in international tourist receipts and US \$7.6 trillion (9.8 %) of the world's GDP; The total earning from tourist trips are predicted to increase to \$1.6 billion by 2020. the same report estimated that international tourism will continue to grow at an annual rate of 3.3% through 2030 (UNWTO, 2014).

Tourism has a major and increasing impact on both people and nature. Effects can be negative as well as positive. Inappropriate tourism development and practice can degrade habitats and landscapes, deplete natural resources, and generate waste and pollution (Denman, 2001). Similarly, Kelly (2009) added that many scholars have agreed that mass tourism in the 21st century is becoming unsustainable. This concern initiated the concept of ecotourism which is popular in many developing countries at these recent years. Thus Ecotourism is broadly defined by Cater and Lowman (1994) as nature-based tourism which minimizes the negative environmental, economic and social impacts often associated with mass tourism; maximizes environmental conservation; and improves the livelihoods of local people. Its aim is to develop responsible travel to natural areas that conserves the environment and to sustain the wellbeing of Community (UNWTO, 1997). Responsible tourism can help to generate awareness and support for conservation and local culture, and create economic opportunities for countries and communities. It is believed to have a great potential contribution for sustainable local community development. WWF is taking action to reduce negative impacts, and to encourage responsible tourism that enhances not only the quality of life, but also natural and cultural resources in destinations (Denman, 2001).

Many people are choosing to visit places that are rich in natural resources and provide a sense of adventure. Many of the places people travel are located in developing countries throughout the world, where indigenous and local people face a constant struggle to survive. In the same indication the tourism industry has more impact on protected areas worldwide, and the rising number of tourists presents both threats and opportunities to natural resources and those who rely on them for survival (Goodwin, 1996).

Community based ecotourism (CBET) is a sustainable tourism, which is based on ecological principle and sustainable development theory. Its main aim is to conserve resources, especially biological diversity, and maintain sustainable use of resources. It provides ecological experience to travelers, conserve the ecological environment and enhance economic benefits to local community (Hongshu and Mintong, 2009).

Some of the positive changes that can result from ecotourism include: employment and income generating opportunities, improved standard of living; training and other educational opportunities; improved infrastructures; increased local business; preservation of cultural traditions; maintenance of social, cultural, and spiritual values; improved self-esteem; and conservation of the natural environment. Many indigenous people have found ecotourism to be a worthwhile development alternative because it is a means of marketing traditional knowledge, and it allows for utilization of natural resources without exploitation. Due to result of ecotourism, some indigenous communities have become more organized and developed. It has the ability to empower local communities by helping them to develop a sense of pride and awareness of the importance of their natural resources and control over their development (Schyvens, 1999).

Even though most Ethiopia's protected areas are well-suited for ecotourism development (for example the Kahitesta forest), they faced a number of challenges from the local community who are highly dependent on natural resources for livelihood existence. Since the rural population's livelihood is based on farming and livestock rearing, their dependence on the land and related natural resources is unlimited. In this area high number of domestic animals and the insufficient availability of grass during the dry season aggravate the situation and intensify high tendency of conflicts with natural resources although the government is still insisting to protect the situation. Therefore, the potential and limitations of this protected areas for CBET development need to be investigated.

## **1.2 Statement of the Problem**

Growth of mass tourism has led to a range of problems such as environmental, social and cultural problems, unequal distribution of financial benefits, the promotion of paternalistic attitudes, and spread of diseases. These problems have become global issues since environmental awareness of people has increased from time to time (Krippendorf, 1987). Many scholars with different backgrounds gave outstanding attention to such issues (Koeman, 1998); as result, in late 1980s, new form of tourism which is called ecotourism has emerged with new idea to solve such problems resulted by mass tourism (Krippendorf, 1987). However, ecotourism is giving great emphasis to ecology and lacking attention to local communities' development. Thus, in late 1980s, again CBET which is alternative form of ecotourism has appeared and become known with principles of ecological conservation and sustainable development theory. On the subject of CBET, many researchers have developed their own theories which are not conceptually contradicting. Rather, they have emerged similar ideas with ultimate goal of environmental conservation and sustainable local development (Hongshu and Mintong, 2009).

In developing countries ecotourism has become one of the economic sectors that generates substantial income and maintains conservation of natural resources since its initiation of protected areas have been centers of tourist attraction. However, developing tourism in protected areas is complex activity: it needs assessment of opportunities and challenges, responsible and integrated strategic planning, proper involvement of concerned stake holders (Hongshu and Mintong, 2009).

Although Ethiopia is endowed with unique biodiversity, eye-catching topographic features, various agro-climatic zones, immense hydrological spheres, rich authentic cultural resources and the existence of traditional life styles, the development of tourism is not balanced with its potential resources. Ethiopia's Protected Areas, which include national parks, game reserves, and wildlife sanctuaries and controlled hunting areas which covers about 14% of the country are most suitable for ecotourism development Daniel (2011). Although, Ethiopia has abundant natural and cultural resources, benefit from CBET is still at its infant stage (EAE 2008). Obviously, there are some practices at some protected areas such as Adaba-Dodola, which is financially and technically supported by the German Agency of Technical Cooperation (GTZ now GIZ), Semien Mountains (a pilot ecotourism project on Semien Mountain National Park),

Bale mountains national park, Nech sar national park, Awash national park and other protected areas like Meket woreda community based ecotourism and Menz-Guasa community conservation area are some of community based ecotourism sectors in Ethiopia. To achieve, the development from its resources Ethiopia needs assessment of the opportunities and challenges. It is also necessary to identify volume of tourists and level of tourist spending need to ensure that tourism growth brings the desired development to the local community (Dagnachew, 2013).

Regarding to opportunities and challenges of community based ecotourism development there are some researches which are conducted at different tourism destinations of Ethiopia with different scopes and perspectives. Accordingly, the research carried out by Chernet (2008), revealed development of tourism resource in to sustainable eco-tourism at Adwa and its environs with more emphasis on historical viewpoint. Similarly, Daniel (2011) has studied about challenges and opportunities for the establishment of community-based ecotourism in the Awash National Park with high emphasis on natural attraction. Both of them have assessed at tourism destination where there is no established CBET although there is tourism flow. In their study they haven't mapped Social, technological, safety and security, as well as benefit dimensions as the content that undermined it.

Gebeyaw (2011) also portrayed the practices, challenges and opportunities of community based ecotourism development in Meket Woreda, North Wollo Zone of Amhara Region. His ultimate goal is assessment of CBET practices since there is already established CBET practice. Still he hasn't included Social, technological, and safety, as well as benefit perspectives in findings. Jalata (2016) revealed Challenges and Opportunities for the Establishment of Community Based Ecotourism, The Case of Chilimo Gaji Forest and environs, Dandy Woreda, Oromia Region where there are no organized services and facilities although there is tourist flow in some extent. Yet, all of his finding is not able to include the Social, technological, safety and security, as well as benefit perspectives in the study as the content.

Moreover; there is no any research conducted at Kahitetsa forest concerning to tourism in general and CBET in particular. Therefore, this research is aimed to fill those identified gaps in “assessment of Opportunities and Challenges of Community Based Ecotourism Establishment: the Case of Kahitetsa forest and environs” where there are no organized services and facilities although there is tourist flow in some extent.

## **1.3 Objectives of the Study**

### **1.3.1 General Objectives**

The overall objective of this study is to assess the opportunities, challenges and benefits for establishment of CBET at Kahitestsa natural forest.

### **1.3.2 Specific Objectives**

The specific objectives of the study include:

1. To identify the opportunities for establishment of CBET
2. To assess the major challenges that can affect the establishment of CBET
3. To distinguish the benefits that CBET can bring to local communities
4. To propose how to establish CBET by using opportunities and minimizing challenges in sustainable way

## **1.4 Questions of the Research**

This research is designed to answer the following questions:

1. What opportunities does the study area possess to develop CBET?
2. What challenges that affect develop CBET does the study area possess?
3. What benefits can bring CBET at study area?
4. How can CBET be established at the study area?

## **1.5 Significance of the Study**

This research is significant for local communities living in and around the study area by maintaining environmental conservation and sustainable local development through diversifying their income, thus it will enhance local communities to involve and advocate conservation. The finding will also help stakeholders of tourism industry and academicians who are interested in CBET establishment activities. It will serve as a reading material and reference for the tourism professionals and practitioners in the sector particularly, for policy makers, planners, researchers, teachers, students, NGOs, and ecotourism association groups, tourism business owners and other stakeholders. Regional, Zonal and Woreda Culture and tourism bureaus who are in seek to develop CBET at potential areas can also use it as a guide.

## **1.6 Scope of the Study**

Researching challenges and opportunities to establish CBET at large area is very vast in depth as well as scope to be covered. For this reason the study was specified at Kahitetsa natural forest, as a result it was conducted with minimum possible problem regarding to coverage.

## **1.7. Limitation of the Study**

In the process of conducting this research, there were some limitations. Lack of adequate time affected the collection, investigation and analysis of the data. The time for fieldwork/data collection was only one month from February 15 to March 15 which is very narrow to get sufficient information; and investigation and analysis of collected data was conducted within only two months from March 16 to May 15; even the time for edition was only two weeks from May 16 to 31 which was rash time.

Lack of obtaining sufficient, reliable and up-to-date data from different organizations influenced the study to generate and analyze accurate information. Across the government bureaus and offices, relevant and timely data were inaccessible. In connection with the absence of reliable data, there were also troubles of accessing data and pertinent information from the culture and tourism as well as natural resource and forest bureaus. There is no any research conducted at the study area even by natural resources and forest bureau although the potential natural resources of the study area are highly exploited by local communities so, it was very difficult to get the information from secondary data. To minimize such problems, data was collected systematically through using different data collection instruments.

## **1.8 Organization of the Study**

This thesis is divided into five chapters. Chapter one introduces about 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 deals with the literature review which includes definitions and concepts, empirical review of literatures related to community based ecotourism such as principles, benefits, opportunities, challenges and modality. Chapter three presents about detailed description of the study area and methodology of the study. Chapter four discusses with findings of the study. Socio economic characteristics of sample households, opportunities, challenges, benefits and modality of community based ecotourism are assessed and presented in this chapter. Chapter five present conclusion and recommendation.

## **CHAPTER TWO**

### **Literature Review**

#### **2.1 Concepts and Definitions**

##### **2.1.1 Tourism as Regional Development Tool Vs Mass Tourism Vs New form of Tourism**

Goeldner and Richie (2009) advocate that tourism has many definitions, but the accepted definition is: “the activities of persons traveling to and staying in places outside their usual environment for not less than 24 hours and not more than one year for leisure, business and other purposes”.

The tourism industry which is one of the fastest growing industries in the world has a positive economic impact on the balance of payment, employment; Gross Domestic Product (GDP) thus helps to reduce poverty. The sector serves more than 613 million people each year, opens employment opportunities for more than 260 million people which account 11% of global employment. Since it stimulates new economic activities for numerous countries, the tourism industry is the main instrument for regional development (GDP Rodger, 2005).

Murphy (1985, p 22) has pointed out about reasons for growth of mass tourism although he hasn't observed the negative dimension of mass tourism. He articulated that, ‘the increasing flow of tourists to destination from time to time due to increase in leisure time, discretionary income, vacation tradition with uncomplicated necessities, globalization, exploration needs, religious, educational, health business and entertainment tourism, organized and package tours, faster and more efficient transportation, mass marketing and visual communication resulted in mass tourism.’

Unlike the above assertions, Hong (1985) argues about negative impact of mass tourism. According to their finding, growth of mass tourism has led to a range of problems such as environmental, social and cultural degradation, unequal distribution of financial benefits, the promotion of paternalistic attitudes, and spread of disease.

Krippendorf (1987) stated that since environmental awareness increased, some of these problems have become matters of global concern, as in the cases of, the state of the Mediterranean Sea, deforestation and consequent soil erosion in various regions of the Himalayas, litter along

Nepalese mountain tracks, and the disturbance of wildlife by Kenyan safari tours. He indicated the solution for these environmental problems that is new forms of tourism has emerged since the late 1980s. These forms of tourism include 'alternative, green, nature, simple, low-impact, low-density, small-scale, environmentally-sound, nature-based, sustainable, wilderness tourism', and many more.

Muller (2000) added that although these various terms are not identical, they have nevertheless one common characteristic, namely to suggest an attitude of opposing the 'undesirable' conventional mass tourism, and thus, attempting to minimize the negative ecological and socio-cultural impacts of visitors at the recreational locations.

### **2.1.2 Ecotourism: Sustainable Development Tool**

Ecotourism is a relatively new idea and has emerged in the late 1980s and many people with different backgrounds gave great attention to it (Koeman, 1998). It has many definitions, for example, the International Ecotourism Society defines ecotourism as: Responsible travel to natural areas that conserves the environment and sustains the well-being of local people. The International Union of the Conservation of Nature (IUCN, 1996:20, p, 9) also defines ecotourism as:

*Environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy, study and appreciate nature (and any accompanying cultural features—both past and present). It is a type of tourism that promotes conservation, has low visitor impact and provides for beneficially active socioeconomic involvement of local populations.*

On the other hand, the World Tourism Organization (WTO, 2001) defines sustainable tourism as development that:

*It meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.*

To sum up the idea, eco-tourism unlike mass tourism is an alternative means to ensure economical, socio-cultural and environmental sustainable development of a nation through minimizing negative impacts and contribute to positive social, cultural, economic and environmental developments through building environmental awareness, respecting local culture; Providing employment and financial benefits to local people; involving local community in planning and decision making.

### **2.1.3 Community based Ecotourism: Alternative form of Ecotourism**

Community based ecotourism is alternative form of ecotourism where the local community has substantial control over, and involvement in every aspect of tourism in their area, and a major proportion of the benefits remain within the community (Denman, 2001). It has emerged as one of the most promising methods of integrating natural and cultural resource conservation in to local income diversification in the developing world (Miller, 2004).

CBET enterprise is owned and managed by the community. In this approach of ecotourism development, community manage and maintain ecotourism sites and infrastructure, makes voice and decisions on ecotourism planning and implementation, utilizes resources to generate income through operating ecotourism activities and uses the operating profits to enhance the lives of community members (Sproule, 1996).

CBET can facilitate and enable the host communities to control tourism development in different ways. First, communities have the opportunity to learn and decide whether they wish to proceed with ecotourism development or to reject it; second, they can choose how to engage with tourists and obtain power for decision-making in regard to what resources they wish to portray and what they wish to obscure for ecotourism development. This power allows communities to avoid the matter of acculturation and destructive intrusion; third, they have opportunities to enhance their capabilities, resources and skills to participate and challenge entrepreneurial activities and to avoid dominance by forces outside ecotourism. Finally, they can gain power to retain the rights to own, protect and develop their lands, culture, spiritual properties and traditional values. This ownership and control of cultural and natural resources can sustain traditional practices and the expression of their cultures in authentic ways despite innovations or changes. This is because they are the qualified innovators who can make changes in ecotourism sites, objects, images and

even in how people reflect on past events and their previous ways of life (Sofield, (2003) and Cole, (2006)).

The potential benefits of CBET are considered mainly from, environmental, and economic perspectives. Because of its emphasis on local communities, most of the literature explores the socio-cultural implications of CBET (Weaver and Lawton, 2007). Its demand is that it provides economic benefits to local people while simultaneously conserving natural resource through low-impact, non-consumptive use (Kelley, 2009). In community-based ecotourism, local communities have substantial involvement in ownership; benefit sharing and management. As a result, it creates sense of ownership and empowerment in the community. Local voices, values and knowledge are proactively channeled into strategies for managing resources and major proportion of the benefit remains within the community (Denman, 2001).

Community based ecotourism is best tool to integrate conservation and development projects, especially in developing countries. It is a part of the strategic response to challenges of environmental, socio-cultural and economic sustainability (Duffy, 2006). Many of developing countries have developed community based ecotourism to alleviate the poverty stage of a country. Nevertheless, establishing and developing community based ecotourism passes many challenges in spite of the existence of possible opportunities. It is a complex and challenging task. It is hard to be immediately successful and profitable in comparison with other projects. The level of success varies depending on many factors (challenges). It needs a long-term effort to adapt new situation, to build capacity and follow up, monitor and evaluate activities, sustaining marketing as well as to ensure that the CBET moves forward. Therefore, major challenges must be identified before starting ecotourism development activities. This study will therefore, address potentials and challenges for CBET development.

It is important to remember that ecotourism is a business in which community-led initiatives, private enterprise and investment should be encouraged with effective structure which enables the community to influence, manage and benefit from ecotourism development and practice. The degree of community involvement and benefit can be developed over time (Stonich, 2000).

Opportunities and challenges will vary considerably in different areas and between communities. An important principle is to work with existing social and community structures. The main

objective of structure should be to achieve broad and equitable benefits throughout the community. This can also help to identify potential leaders and people with drive. Community-based ecotourism requires an understanding and strengthening of the legal rights and responsibilities of the community over land, resources and development. This should apply in particular to the local community-held lands and to rights over tourism, conservation and other uses on these lands, enabling the community to influence activity and earn income from tourism. It should also apply to participation in land use planning and development/ control over private property.

As it is clearly stated above by different writers, the concept of CBET is not paradox; rather they have spotted out similar ideas with ultimate goal of environmental conservation and sustainable local development. It can be generalized in a few words as community based ecotourism is the tourism that enhances sustainable local development through actively involving local communities: benefiting local community environmentally, socially, culturally and economically, integrating natural and cultural resource conservation into local income diversification, empowering community through training and education to maintain and manage ecotourism sites and infrastructure, making voice and decisions on ecotourism planning and implementation, and to efficiently use resources to generate income.

## **2.2 The Relationship between Ecotourism and Protected Areas**

Ecotourism and protected areas have strong connection. In recent years, the relationship between natural resources and ecotourism, people and economics have received high attention from academics, as well as both government and non-government conservation and development agencies in many nations. Varieties of socio-economic reasons are responsible for this concentration (Creswell and Ma Laren, 2000).

Due to increase in environmental destruction, ecosystem degradation, habitat disappearance and biodiversity decline, most nations have made efforts to protect some portion of their remaining natural resources; but difficulty for governments to manage and rationalize scarce resources, and allocation of large areas of land and water for protection is highly increasing. The major constraint for the government to solve these problems is financial issues and sense of ownership of community to protected areas (Woodley, 1999). There might be a potential threat, and an

opportunity for conservation of natural resources. Many of the threats of protected areas arise from the needs of local populations to use resources to survive (Norris, 1992). In fact, it is now generally recognized that communities and protected areas cannot co-exist in the absence of local support for the conservation objectives of the protected area (McNeely, 1992, Strasdas, 2002). These considerations are particularly observed in developing countries. The result has been that ecotourism has come to be widely viewed as a positive means of improving people's standard of living (UNWTO, 1997).

To generalize the idea, CBET and protected areas have mutual benefit that is, CBET has great contribution for sustainable development of protected areas; and protected areas have also high role for sustainable development of CBET. Therefore, the best way for government and NGOs to apply such mutual benefit is empowering communities to involve in, training and education, management and equitable benefit sharing of protected areas.

### **2.3 Trend of Wildlife Conservation and Economic Benefit from Tourism Activities of Protected Areas in Ethiopia**

Viva Ethiopia Tour (2014) suggested as Ethiopia has abundant tourism resources; It justified as Ethiopia has protected areas which are rich in valuable natural resource such as medicinal plants, endemic plants and animals and other beautiful flora and fauna to develop tourism industry. The amazing abundance of variety landscapes also offers natural beauty to the country: Afro-alpine highlands soaring to around 4,300 meters above sea level, deserts sprinkled with salt flats and yellow sulphure, lake lands with rare and beautiful birds, massive mountain chains, majesty Great Rift valley, white-water rivers, savannah which is rich with games, enormous waterfalls, dense and green jungle forests are some of landscape beauties.

When Ethiopia applied to UNESCO for development of wildlife conservation in 1963, UNESCO sent a mission to Ethiopia in the same year. According to the mission, wildlife conservation was contained as part of a wildlife hunting regulation which was under the Ministry of Agriculture (Tesfaye, 1996). This mission recommended the creation of an organ to carry out wildlife conservation and some areas of high conservation priority to be developed into national parks. From 1966 onwards national parks have been gradually expanded in Ethiopia. Currently there are twenty-five national parks of which six of them are gazetted ones that includes Awash

National Park, Simien Mountains National Park, Gambella National Park, Qafta Shiraro National Park, Alitash National Park, and Bale Mountains National park. Senkele Swayne’s Hartebeests Sanctuary and Menz-Guasa community conservation areas are also gazetted; but there are other protected areas such as wildlife sanctuaries, game reserves, controlled hunting areas, community conservation areas which are not gazetted. They have only an official status. The principal objectives of the formation of these protected areas are to protect the natural resources of the country but most of protected areas of Ethiopia are exposed to severe degradation due to failure of creating alternative options like community based ecotourism (Adem, 2008).

One positive trend which lends support to EWCA’s vision for its parks is that visitor numbers have been increasing over the past several years across the network of protected areas. Visitor numbers may also have been boosted by investment in new asphalt roads around the country which has cut the journey time to many protected areas. Access to some of the remote parks is also facilitated by an internal flight service with Ethiopian Airlines. This idea is illustrated by the following table.

**Table 2.1: Tourist flow and income generated in Ethiopia protected areas: national parks and wildlife sanctuaries (1997-2016)**

<b>YEAR</b>	<b>No of Tourists</b>	<b>Income</b>	<b>YEAR</b>	<b>No of Tourists</b>	<b>Income</b>
1997	18253	531870	2007	61105	2740465
1998	15699	573439	2008	74984	3363132
1999	18798	483957	2009	71450	3721233
2000	18881	608001	2010	75865	9249779
2001	18997	605606	2011	92581	13636446
2002	25727	942408	2012	98637	10979647
2003	27031	1220321	2013	93555	8490791
2004	35744	1288253	2014	88777	7591529
2005	39779	1912161	2015	44050	3926024
2006	47248	2212613	2016	114854	10674820

**Source:** Ethiopian Wildlife Conservation Authority; January 2017

## **2.4 Ecotourism Potential and Practices in Ethiopia**

In addition to the world heritages, Ethiopia has abundant natural and cultural tourist attractions such as archaeological and historical resources, diversified culture, flora, fauna and landscapes. Ethiopia's mountains are almost untouched by climbers; Ethiopia's lakes have many varied features of great interest to tourists; birds, wildlife, vegetation, colorful ethnic groups, historical churches and monasteries, unusual geological features, caves, local arts and artifacts of the country are among the major ecotourism resources (Ethiopian Tourism Commission 1995).

Ethiopia's Protected Areas which include national parks, game reserves, and wildlife sanctuaries and controlled hunting areas, covers about 14% total area of the country. They are suitable for ecotourism development (SDPASE, 2008). Many of Ethiopia's national parks have potential to develop CBET and to attract visitors to enjoy with country scenery and its wildlife, conserved in natural habitats and offer opportunities. Visitors can travel for different experiences in Ethiopia compared to other countries in Africa. In Ethiopia, there is an opportunity to develop different types of tourism activities at protected and surrounding areas such as wild life tourism; bird watching, controlled hunting tourism, hiking, trekking, mountain climbing, rock climbing, rural tourism, geo tourism, safari tour, site seeing tourism (Henze, 2007).

EWCA (2015) identified ecotourism potential and level of benefit from it: although Ethiopia has a potential to earn more than 20 billion birr annually from ecotourism; economic benefit from the sector is not realized. It is still in its infant stage. As a result, stand among the lowest tourism beneficiaries in Africa (EWCA, 2015). The authority reported that "with diverse tourist attractions earn only 60 million birr annually from ecotourism"; thus, to reduce these problems which expose natural resources degradations in protected areas, some interventions, which involve ecotourism activities, have been recently emerged (see paragraph 2 of statement of the problem section 1.2).

Income obtained by the local community includes from provision of accommodation (tents and community lodges) services to tourists, horse and mule rent, tour guiding, guiding of trekking routes, employment opportunities, handicrafts/souvenir shops, which contribute to reduce or minimize excessive degradation of natural resources in protected areas and the surrounding environs by increasing local awareness and the sense of resource ownership (EWCA Informational Material, 2014).

The Ecotourism Association of Ethiopia, which was founded in 2003 by committed organizations of the private sector, is basically formed to promote the principles of ecotourism and eco-efficient initiatives to address the challenges faced by the tourism sector (EAE, 2008). Ethiopian government has not benefited from rich potential resources of tourism that can benefit community through CBET, therefore ministry of culture and tourism in collaboration with other concerned stakeholders should make an effort to benefit the community through developing CBET.

## **2.5 Principles of CBET**

Different writers have identified different list of principles which are supposed to ensure sustainable development. For example, Blamey (2001), Bramwell and Sharmen (2000) developed basic principles of sustainable tourism development such as holistic planning and strategy making; preservation of essential ecological processes; protection of both human heritage and biodiversity; and development to ensure that productivity can be sustained over the long term for future. Lowmen (2004:2) has also justified in another way that “ecotourism follows two important principles of sustainability namely, promoting biodiversity conservation and supporting the local economies.”

On the other hand, TIES has developed certain principles based on the results of stakeholder meetings since 1991, which are being embraced by a growing constituency of NGOs, private business sectors, governments, academic institutions and local communities which includes:

- Minimize the negative impacts on nature and culture that can damage a destination.
- Educate the traveler on the importance of conservation.
- Stress the importance of responsible business, which works cooperatively with local authorities and people to meet local needs and deliver conservation benefit.
- Direct revenues to the conservation and management of natural and protected areas.
- Emphasize the need for regional tourism zoning and for visitor management plans designed for either regions or natural areas that are slated to become eco-destinations.
- Emphasize use of environmental and social base-line studies, as well as long-term monitoring programs, to assess and minimize impacts.

- Strive to maximize economic benefit for the host country, local business and communities, particularly peoples living in and adjacent to natural and protected areas.
- Seek to ensure that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents.

Rely on infrastructure that has been developed in harmony with the environment, minimizing use of fossil fuels, conserving local plants and wildlife, and blending with the natural and cultural environment ( Epler Wood; 2002:13-14).

As it can be observed from the above paragraphs, whatever different writers have developed their own justifications of ecotourism principles, their idea is not contradicting, rather their principles have targeted on managing and conserving of natural resources; developing ecosystem and culture in sustainable way; minimizing negative impacts and maximizing positive impacts, benefiting stake holders economically; developing environmentally harmony infrastructure, planning to increase productivity and marketing ecotourism products.

## **2.6 Opportunities for Development of CBET**

Fennel (1999) described variety of factors that affect development as well as success of community-based ecotourism at particular destination such as physical features, economic development, population characteristics, lifestyle, life cycle and personality factors, local governance structure, suitable policy and legislation, awareness, skill and attitudes of local communities towards ecotourism development, inter-community relationships, stakeholder collaborations, partnerships with NGOs and tour operators important attraction potentials, technology, the price, frequency and speed of transport, as well as the characteristics of accommodation, facilities and travel organizers and other related factors.

### **2.6.1 Physical Features**

Stephen William (2009) articulated in detail opportunities of Physical features for atmosphere (air); hydrosphere (water) and lithosphere (land) nearly three-quarters of the earth's surface consists of sea. Land makes up the remaining 29% comprising the seven continents and associated islands. These Physical features of land and sea are unevenly distributed throughout the world which has important implications for climate variation, population distribution,

economic development, and communication; thus, existence of variety physical features is fundamental for tourism development.

The land surface of the earth is composed of a variety of landforms which are potential resources for tourism development. They are broadly grouped into four categories: (1) mountains (areas of elevated, rugged terrain), (2) more gently sloping hill lands, (3) elevated plateaus and (4) lowland plains. Within each landform category there are features resulting from natural forces and variations in the underlying rock. Volcanoes, crater lakes and calderas, lava formations, geysers and hot springs, are geothermal features caused by disturbances from deep within the earth's crust. Even in areas where volcanic activity ceased long ago, springs rich in minerals have in turn given rise to the type of health resort known as a spa. Another important group of features is found in karst lime stone areas, where surface streams have 'disappeared' underground to carve out impressive caves, sinkholes and gorges (Stephen William, 2009).

#### **2.6.1.1 Mountains and Hill Lands**

Mountains and hill lands account for 75 per cent of the land surface. Mountain ranges are found in every continent but are particularly associated with geologically unstable areas characterized by earthquakes and volcanic activities that attract many tourists interested in sightseeing. This is due to the variety of scenic features, including spectacular mountain peaks, glaciers, cirques, lakes and waterfalls, as well as the crisp clear air which encourages a range of activity and adventure holidays. Most of these involve limited numbers of visitors and are the concern of 'niche' tour operators dealing directly with their customers. In contrast, skiing, and more recently, snowboarding has attracted mass tourists, and a major winter sports industry has flourished in most developed countries. Much of the demand is generated from densely populated countries where suitable resources are in short supply. This has resulted in the development of a multitude of ski resorts in the more accessible mountain regions: some development of tourism. He deeply expressed that the earth's biosphere consists of these features which are based on existing rural communities but a growing number are purpose-built at higher altitudes for the skiers' convenience (Stephen William, 2009).

### **2.6.1.2 National Parks and Wildlife**

The sparse population of most mountain regions has made it easier for governments to designate areas as national parks for their outstanding natural beauty, unique geological features, wildlife (flora and fauna) or for their 'countryside capital' – the rural fabric such as buildings and landscapes (Stephen William, 2009).

The world's forest resources also deserve special function for tourism development. In most developed countries forests and woodlands are valued for recreation and wildlife protection, in contrast to the exploitation which occurred in the past. Multiple uses are characteristic of such areas, and careful management is essential to protect the resource. CBET is one mechanism of protecting the resources as well as simultaneously benefiting local community (Stephen William, 2009).

The wildlife tourism is becoming an increasingly important component of tourism industry in the world. In recent years, increased demand for closer interaction with wildlife in their natural habitats is encouraging sustainable growth of wildlife tourism (Green and Higginbottom 2001).

Although few suitable areas are pristine wilderness; mountain areas have a limited carrying capacity. To solve such problems, Over-development such as involving the construction of roads and cableways is a matter of growing concern. This has led many authorities to discourage the more popular forms of tourism in favor of activities in harmony with the natural environment which will sustain the resource for future generations (Stephen William, 2009). The other challenges for sustainable development of tourism potential of natural resources are demands including forestry, pasture for grazing, hydroelectric power generation and mineral extraction so, tourism has to compete with these activities (Stephen William, 2009).

### **2.6.1.3 Coastlines and Water Resources**

The coast continues to be the most popular location for holidaymakers worldwide. The beach, more than any other environment, appeals to all the physical senses and is associated in people's minds with carefree satisfaction. Sandy beaches and sheltered coves providing safe bathing with a protective backland of sand dunes or low cliffs will encourage tourism development and a wide range of recreational activities. More rugged and exposed coastlines might attract surfers, but

would deter other water sports enthusiasts and families with young children. Although beaches have a high carrying capacity compared to most 'natural' environments, they are prone to pollution and erosion by winter storms. Small islands, and the coral reefs found along many tropical coastlines, are particularly vulnerable to the ecological damage caused by excessive numbers of tourists. Coastal plains are ideal for large-scale resort development, but such locations are also sought after as sites for major industries, and most would agree that oil refineries do not make good neighbors! Most destinations are now aware of the tourism potential of attractive beaches, so that the developers' attention has turned to the wetlands such as marshes, swamps, estuaries and tidal mud flats, which are valued as a tourist resource. Although these wetlands are ecologically important as a wildlife habitat, they are increasingly under threat like establishment and expansion of ports, shrimp-farming industry, airports, industry and intensive agriculture (Stephen William, 2009).

Inland water resources for tourism can be viewed as nodes (lakes, reservoirs), linear corridors (rivers, canals), or simply as landscape features (such as the Victoria Falls). Lakes are particularly numerous in recently glaciated areas such as the Alps, Northern Europe and North America. Where lakes are accessible to major cities they attract second-home owners and a wide range of recreational activities. Spatial zoning and temporal phasing of these activities may be necessary to avoid conflict/ problem like Water pollution which is one of problems for lakes: unlike the tidal nature of the sea, lakes have no natural cleansing mechanism. Rivers are more widely available than lakes but, in most cases, tourism and recreation take second place to the needs of industry, commerce and agriculture. Even though rivers were previously regarded as un-navigable, boating holidays on the inland waterways are growing in popularity. Rivers are sought out by adventurous tourists for the challenge of whitewater rafting and canoeing (Stephen William, 2009).

#### **2.6.1.4 Climate**

Climate is considered as encouraging as well as limiting resource for development of tourist flow to destination. On a world scale, the importance of climate is shown in the broad pattern of travel decision. Despite the widespread availability of air-conditioning and other forms of climate control, tourists are bound to spend much of their time in an outdoor environment, which may be considerably warmer or colder than their country of origin. Tourism activity may be affected by

publications, and advertising about destination climate. Evidence such as publicizing and linking skin cancer with exposure to sunlight associated with issues global warming can influence tourist flow to destination affected by such factors. Accurate information on the climate of the destination is very necessary. Many types of recreation, from sunbathing to skiing, are weather-dependent. Climate largely determines the length of the tourist stay (holiday season). Climate also determines factors such as a destination's development and operating costs; sales of beverages and leisure equipment are affected by weather changes, while the providers of tourist services have to cope with seasonal variations in demand. In most destinations, the problem of seasonality seriously affects profitability and employment in the tourism industry (Brai G., Boniface and Chris C., 2005).

### **2.6.2 Level of Economic Development**

Stephen William, (2009) justifies as society's level of economic development is a major determinant factor of the size of tourist demand because the economy influences so many critical, and interrelated, factors. As a society moves towards a developed economy, a number of important processes occur. The nature of employment changes from work in the primary sector (agriculture, fishing, forestry) to work in the secondary sector (manufacturing) and the tertiary sector (services such as tourism). As this process spread out, wealthy society usually emerges and numbers of the economically active population increase which results in progression to the drive to maturity, discretionary incomes increase and create demand for consumer goods and leisure pursuits such as tourism.

Economic development results in the changing nature of employment, healthier population, leisure time for recreation and tourism (including paid-holiday entitlement). Improving educational standards and greater access to media channels boost awareness of tourism opportunities, and transportation and mobility rise in line with these changes. Institutions respond to this increased demand by developing a range of leisure products and services. These developments occur in conjunction with each other until all the economic indicators encourage high levels of travel inclination. Clearly, tourism is a result of industrialization and, quite simply, the more highly developed an economy, the greater the levels of tourist demand. For this reason the developing countries only account for a small proportion of the demand for international tourism. Even as tourist destinations, 'The combined share of developing countries in the global

tourism market is still less than half that of developed countries in respect of arrivals, and only just in excess of one third of tourist receipts' (World Tourism Organization, 1995). However, the share of the developing countries is increasing. As more countries reach the drive to maturity or high mass consumption stage, so the volume of trade and foreign investment increases and business travel develops (Stephen William, 2009).

IUCN, (1999) added that Society with better economic growth have access to tourism services, increases access to recreation sites and facilities, better employment opportunities and income, availability of improved medical and health care services, eradication of water and air pollution, improved housing, communication, education and training, thus may have better access to travel.

These authors idea can be concluded as any type of travel is sensitive to economic development. So; economic development of a country can influence the development of ecotourism.

### **2.6.3 Social Factors**

Stephen William (2009) justified that levels of population growth, distribution and density affect travel tendency. The densely populated nations particularly countryside have low travel propensities the fact that the population is mainly dependent upon subsistence agriculture and has neither the time nor the income to devote to tourism. He also added that the trend to urbanization is evident in the third world, where vast numbers of poor rural migrants live on the periphery of major cities in shanty towns without basic services. Even though, these people may have greater access to employment, health care and education than in the countryside, and fertility rates are likely to decline, resulting in smaller families and less poverty; they may not be devoted to tourism due to their busy life and low income. In contrast, densely populated urban areas normally indicate a developed economy with consumer purchasing power giving rise to high travel propensity people from large cities of developed countries advocate to escape from the stress of the urban environment.

### **2.6.4 Cultural Features**

Tourists are interested in the cultural differences between their country of origin and the peoples of the countries they visit in terms of art and crafts, music, folklore and festivals, food, architecture and lifestyle. On a world scale, there are a number of cultural regions where there is

a broad similarity in lifestyles, architecture, agricultural systems and often a shared historical background and religion. Tourists need to respect these differences in lifestyle, and business travelers especially should be aware of the host country's social conventions and taboos to avoid causing offence (Graburn, 1983).

A shared religion can also encourage travel between countries. Most of the great religions have shrines or holy places that annually attract millions of visitors worldwide such as, Rome, Jerusalem and Mecca. Pilgrimage tourism is arguably the first form of organized mass tourism. Perhaps as a reaction to a secular, materialistic world, this type of tourism would appear to be on the increase. Tourists are also attracted to destinations noted for their art treasures, historic sites and buildings (Stephen William, 2009).

Heritage tourism has become the focus of a major form of tourism which has grown with tourists' curiosity about places, the past and nature. Some features are so unique, spectacular or well known that they are of worldwide significance and their loss would affect humankind as a whole. For this reason the United Nations Educational, Scientific, and Cultural Organization (UNESCO) has designated most of these for special protection as World Heritage Sites (Stephen William, 2009).

Many tourists, especially those in the younger age groups, are less attracted by a country's past achievements than its contemporary culture, as reflected in sport, fashion and entertainment. Here, the influence of the media is evident. The national tourist organization of a country may have a large promotional budget, but this may have considerably less impact than the free publicity and exposure provided by a movie or television series seen by a worldwide audience (Stephen William, 2009).

### **2.6.5 Existence of Favorable Tourism Policy at Government Level**

Government has the potential power to control, plan and direct the growth and development of tourism. It is obvious that tourism-related international investments and loans and overseas aid are agreed and channeled through governments (Martin M. and Ian M. 1998). Government intervention is necessary to enhance the contribution of tourism to socio-economic development and poverty reduction. One of the principal roles of Governments is to set policy and legislative frameworks for tourism. UN (2007) has stated two main reasons why governments should

formulate tourism development strategies: (1) the tourist industry has many negative externalities, in particular negative social and environmental impacts that need to be regulated and managed at national or local levels, and (2) tourism can offer major opportunities for local economic development, which can enhance the positive effects of tourism on local socio-economic development and poverty reduction (UN, 2007).

World Tourism Organization and the United Nations Environment Program identified and categorized instruments that help to facilitate real progress such as:

- Measurement instruments (sustainability indicators and monitoring; identification of limits),
- Command and control instruments (legislation, regulation, rules and licensing; land use planning and development control),
- Economic instruments (pricing, charges and taxation; property rights and trading; financial incentives; and voluntary contributions),
- Voluntary instruments (guidelines and codes of conduct, reporting and auditing, and voluntary certification), and
- Supporting instruments (infrastructure provision and management, capacity-building, and marketing and information services)

The precise mix of these policies and instruments can vary depending on the situation, objectives and government structures to use opportunities for development of CBET (UN 2007).

According to Ministry of Culture and Tourism (2009) of EFDR , the development of tourism and full benefits from the sector in Ethiopia has remained uncoordinated and unsustainable due to lack of clear policy that direct for the cooperation and coordination between the government, the private sector, and the community at tourist attraction sites, the general public and other concerned stakeholders. The Government of the Federal Democratic Republic of Ethiopia, therefore, has realized the problems of the sector and giving special attention to the issue, and is recognizing the necessity of creating a strong government organ to lead the sector; thus has established the Ministry of Culture and Tourism under Proclamation Number 471/2005, enacted to redefine the powers and duties of the organs of the Federal Government. In order to join the fragmented activities and ensure coordination of efforts being made by government, the private

sector, communities at the tourism destinations and civic organizations, and to create a favorable environment for these entities to be able to fulfill their respective responsibilities appropriately, it has become necessary to issue such an enabling policy and strategy (Ministry of Culture and Tourism 2009).

This policy gives great attention to:

- guiding the sector in a broad based development framework,
- developing the existing and new tourism attractions and products,
- expanding the infrastructure and tourist services that are vital for the growth of the sector,
- ensuring that the country benefits from the sector by being sufficiently competitive in the international tourism market, and
- solving the serious limitations in capacity which are apparent in the industry

#### **2.6.6 Communities Involvement**

In CBET, Communities represent organized sector that represents people with varied interests but share a common goal. In this case, they are the major actors of CBET. On the other hand there are also Communities with no interest for shared common goal at all. These communities may positively or negatively influence the development of CBET. Even though Communities may have many things in common, they may not be still homogenous groups. There may be variation and complexity in many things. The groups may comprise skilled and unskilled, rich and poor, land owners and landless, residents and new immigrants. Variety in interest of groups within single community may be affected differently by changes that are introduced. How separate interest groups respond to change is equally tied by relationship, religion, politics, and strong bonds between community members that have developed over generations. These relations can help to develop CBET at specified ecotourism potential area (Shirlow and Murtagh, 2004).

The implementation of ecotourism projects as a strategy must invite local people to involve in planning and decision making and benefit sharing for sustainable development in rural communities. Obviously, ecotourism provides a much higher return per hectare of land used compared to other sustainable practices like sustainable harvesting so, inclusion of local

communities participation in strategic ecotourism project can create opportunity for sustainable development (Honey, 2008).

### **2.6.7 Non-governmental Organizations Involvement**

NGOs which are nonprofit oriented charity formal organizations can be valuable partners in the process of developing CBET. They support CBET enterprises through providing training, technical assistance, encouragement, promotion, sponsorship and sometimes financial assistance. These organizations often influence the activities of CBET through gathering information and guidance on ecotourism issues. This mechanism also helps to influence eco tourists (Swarebrooke, 1999).

In Ethiopia there are some national and international NGOs which are working directly or indirectly in tourism sector. These include GTZ/SUN working in Bale Mountain National Park and Wenchi Creater Lake; Frank Furt Zoological Society (FZS) working in oromia and Amhara region on conserving natural resources of tourism; Netherland Development Organization (SNV) working in Amhara and southern people nations and national regional state on pro – poor tourism; Integrated Development Program of Australia (IDP) working in Simien Mountain National Park for conservation of natural resources and tourism development; Ethiopian Sustainable Tourism Alliance (ESTA) working on sustainable tourism on the Rift Valley; and TESFA working in North Wollo on community based ecotourism. However, there are no several NGOs directly working in tourism development in general and CBET in particular. As a result, the contributions of NGOs are too small to see in the case of Ethiopia (Ministry of Culture and Tourism, 2015)

### **2.6.8 Private Organizations Involvement**

Tourism industry is a set of different service providing businesses organizations which encourage or support activities of tourists. Local investors which are considered as local Private organizations/ stakeholders participate in small and medium sized tourism and travel enterprises like lodging, catering, travel agents, tour operators, tour guide, transportation enterprises, manufacturing and sales of souvenirs, sales of agricultural products play a vital role for CBET development (Swarebrooke, 1999).

These private sectors can contribute to local economic development and poverty reduction by changing the way that it does business and through charitable activity. There are strong commercial motivations for private sector engagement in local economic development and poverty reduction, principally by creating an enhanced range of products, which adds market advantage, and improving the business environment, which fosters favorable staff attitudes and morale. These factors will, in turn, help to enhance the tourist's experience (UN, 2007).

Particular areas where the private sector can foster local socio-economic development are in recruiting and training local people, procuring goods and services locally and shaping local infrastructure development to include benefits for the poor. The private sector can also encourage tourists to purchase products that are complementary to the core holiday, such as handicrafts, art and local food and beverages, and services such as guide services, music and dance. These add to the holiday experience and provide economic opportunities for local providers. Complementary products often draw on local culture, including the way that the people's way of life has evolved in relation to their history and environment (UN, 2007).

### **2.6.9 Sustainable Human Resources Development**

Pearce (1995 p,147), has clearly indicated that, "HRD implications for sustainable socio-cultural tourism lists empowering visitors, training tourism professionals, and educating host communities as strategies for 'ecologically sustainable socio-cultural tourism development.'" These strategies are relevant not just in relation to socio-cultural issues but have important implications for the issues of overall sustainability in tourism. The attitudes, value systems, expectations, experiences and sensitivity of these groups are important variables in ensuring sustainability oriented tourism development. Therefore HRD activities aiming at sustainability has to adopt a three-dimensional approach focusing on tourism industry personnel, the host community and the tourists.

Training institutions can play vital role through filling the gap of trained manpower in the sector as well as through the relevant researches that will be carried out.

### **2.6.10 Infrastructural Development**

As part of the growing impact of globalization, international tourism is dependent on efficient, reliable and cost-effective transport infrastructure and services to support continued growth and development. At the same time, transport policies and infrastructure development influence the quality, capacity, extensiveness and efficiency of transport, which contributes to the competitiveness of national tourism industries. There is a more complex linkage and related conditions involving an efficient and accessible domestic transport network and giving priority to tourism development. Therefore, It is important to understand more carefully the role of transport infrastructure development in the overall context of national socio-economic planning in general as well as tourism development planning in particular since transport infrastructure provides the backbone of transport systems, both within and between countries through networks of airports, highways, railways and ports. Tourism will benefit from the work being done by countries and areas of the region at the national and regional level to provide a framework for internationally agreed routes and infrastructure standards (UN, 2007).

The various forms of transportation and related infrastructure play a vital role in economic growth by providing fast, reliable connections between population centers for business, tourism, ordinary citizens and government. In countries where the infrastructure policy environment is forward-looking in support of growth and safety, social and economic needs can be met along with the demands of the tourism industry (UN, 2007).

Developing routes by land water and air in order to link existing tourism centers or open new areas in less developed regions are important mechanisms for spreading benefits to areas that might have not directly benefited from tourism development. Infrastructure related to ports and inland waterways is in the process of becoming a more significant and dynamic sub-segment of tourism-related transport. Route development clearly requires planning and cooperation among a number of partners to create a network of tourist activities, attractions and support services that are structured to provide the maximum socio-economic benefits. Such cooperation also requires coordination in order to understand the tourism product in a systematic way and seek appropriate marketing channels. It has been suggested that heritage and nature tourism throughout a country provides a greater range of choices to tourists, contributes to longer stays, builds capacity and spreads the benefits of tourism and counterbalances over-reliance on hubs (UN, 2007).

### **2.6.11 Benefits of Community Based Ecotourism**

Duffy (2006) articulated Community based ecotourism as best tool to integrate conservation and development projects, especially in developing countries. He added that CBET is part of the strategic response to challenges of environmental, socio-cultural and economic sustainability however, Weaver and Lawton (2007) indicated as most of the literatures explore the socio-cultural implications of CBET because of its emphasis on local communities.

Although Duffy's (2006) as well as Weaver and Lawton (2007) observation is in different ways, the central idea that makes their view similar is that; the ultimate goal of CBET is to bring sustainable development to local communities.

#### **2.6.11.1 Economic Benefits**

Lindberg (2001) justified economic perspective of CBET. He provided acceptable explanation as tourism has been widely promoted both within the Third World and by First World 'experts' as a means of economic diversification and an important mechanism in producing foreign exchange. One of the goals of CBET is promoting new economic incentives, e.g. selling of local products, crafts, and cultivated medicinal plants thereby create some entrepreneurial skills; to ensure communal ownership and control, and that part of the profits flow into community development programs rather than into personal enrichment. From an economic perspective CBET is believed to have potential to contribute to local economic development through a widespread channel. It generates sustainable and independent source of funds for community development; Creates employment in tourism, Increases household income; provides the local community with variety of jobs including, tour guides, mule suppliers, craft and food producers. At some ecotourism destinations, residents benefit from revenue sharing programs that either provides cash payments or, more commonly, funding for community projects such as wells or schools Revenue derived through CBET includes entrance fees, admission fees, user fees, licenses and permits charges, royalties and sales revenue, concession fees and voluntary donations.

Charles and Ritchie (2009) also looked economic impacts from direct, indirect and induced benefit point of view. The direct economic effects are those that occur at front line tourism related establishments like community lodges, restaurants, souvenir shops, etc. This visitor expenditure gives rise to an income that, in turn, leads to a chain of expenditure- income-

expenditure, and so on, until leakages that bring the chain to a stop the progress benefit. Consequently, the impact of the initial income derived from the tourist's expenditure is usually greater than the initial income, because subsequent rounds of spending are related to it. The subsequent effect as a result of the direct economic effects can be called as indirect income. For instance, when the tourists spend money in a community lodge, the lodge will spend some of the money it receives on food and beverage supplies and other business services and so on. While the induced economic effects occur because at the direct and indirect levels of economic impacts, income will occur to the residents of the local economy and this will generate further level of economic activity through multiplier effect. The economic benefit thus passes through out the tourism system. In achieving economic objectives of community based ecotourism efforts has to be made to benefit the local communities who are economically weak.

In achieving economic objectives of community based ecotourism efforts has to be made to benefit the local communities who are economically weak. In this regard, in the publication "Tourism and Poverty Alleviation: Recommendations for Action" the Sustainable Tourism-Eliminating Poverty Program ([www.lintangbuanatours.com](http://www.lintangbuanatours.com)) listed seven different mechanisms through which the poor can benefited economically directly or indirectly from tourism.

1. Employment of the poor in tourism enterprises.
2. Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor.
3. Direct sales of goods and services to visitors by the poor (informal economy).
4. Establishment and running of tourism enterprises by the poor - e.g. micro, small and medium sized enterprises (MSMEs), or community based enterprises (formal economy).
5. Tax or levy on tourism income or profits with proceeds benefiting the poor.
6. Voluntary giving/support by tourism enterprises and tourists and
7. Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors.

IUCN (1999) described about importance of CBET for improving quality of life of host community: tourism development should be designed to protect what is good about a host community and tackle those aspects that need to be improved. One way in which this can be done is to develop facilities and services for tourism which can also benefit the living conditions

of local residents. Indeed protected areas can be the engines of sustainable rural development. Protected areas sustained by tourism support local communities' needs: source of income and employment opportunities, improves housing, health care, communications, education and training, better access to services, increases access to recreation sites, elimination of water and air pollution; the medical services available to protected areas staff and visitors can be shared with local communities. UN (2007) similarly stated as tourism promotes higher standards of living, increases employment and creates conditions of economic and social progress. UN (2007) added that employment is one of the most readily available indicators to begin measuring the social impact of tourism, since job creation generally helps to create the opportunities for better standards of living and related conditions of socio-economic progress. Tuffin (2005) also stated contribution of ecotourism for improving quality of life of community such as creates both direct and indirect employment opportunities; raises standard of living such as better income, improves nutritional status and good hygiene, Promotes community pride, gender and age equality, builds capacity for community management organizations.

#### **2.6.11.2 Cultural Benefit**

Tourism enhances protection of a cultural identity and heritage conservation. Cultural heritage in turn respects for development of different local traditions, cultures, fosters cultural exchange, motivates development in local culture (Tuffin, 2005). According to IUCN (2002), well-managed tourism can assist in protecting or restoring a community's or a region's cultural heritage. Protected areas have an important part to play in respect of the built heritage. Many protected areas contain significant historic, architectural and archaeological resources.

(IUCN, 2002) also justified role of economic benefit for cultural development that is tourism can provide income to help in the upkeep as well as repair of such important buildings and landscape features. Tourists sometimes seek authentic experiences. It may therefore be possible to encourage the local community to maintain or re-establish important cultural festivals, traditions or events, and even to undertake the restoration of heritage buildings. There are many benefits from such activities. They will enrich the tourism experience within or near protected areas, thereby inducing tourists to stay longer and spend more. Exposure to cultural diversity can help modify tourist behavior, change use patterns and create advocates for conservation among the tourist community. Moreover local communities may benefit when local traditions and values

are maintained, and when they are encouraged to take greater pride in their communities or regions.

### **2.6.11.3 Environmental Benefit**

Sherman and Dixon (1991) argue about environmental benefit of tourism as it ensures that resources used today are also available to the future generations. Thus it justifies environmental protection and improvement. Ecotourism's greatest environmental benefit is its role in providing a direct financial incentive for the preservation of relatively undisturbed natural habitats that would otherwise be exposed to more exploitative and profitable. This effect can also be indirect to protect terrestrial watersheds from logging in order to protect the clarity and quality of water in an area used for marine ecotourism. Ecotourism revenues, additionally, are a critical source of the funding required to undertake basic protected area management as well as park system expansion and enhancement. The potential of these revenues helps to increase a very large growth in revenue flow for a heavily visited park and one that is amenable to further increases of similar magnitude. All of these effects are more likely to be realized from the economies of scale generated by soft rather than hard ecotourism.

Barnes (1996; and Laarman and Gregersen (1996) observed other potential environmental benefits derived from the capacity of ecotourism. They viewed that it can foster the rehabilitation of modified spaces and to mobilize eco tourists as volunteers such as to plant trees, maintain nature and serve as informal auxiliary police and a potent source of on-site and ongoing donations.

Lindberg et al. (1996) added other perspective that ecotourism enhances potential for effective interpretation and participation to transform the attitudes and behavior of eco tourists. This tendency may also extend to local residents who take on the role of environmental advocates and stewards in order to maintain the economic benefits of ecotourism. Thus ecotourism is the major factor to give elevated levels of account for the residents to support the local protected areas.

Tuffin (2005) stated the environmental benefit of eco tourism in broader way as it promotes environmental responsibility, raises awareness of tourists and villagers for conservation, promotes management of waste disposal, encourages the acquisition of new job skills, creates new professions in the village, encourages use of new knowledge in the village, cross-

fertilization of ideas with other cultures, promotes mutual respect, fosters respect for local knowledge and skills for protection.

#### **2.6.11.4 Political Benefit**

Tuffin (2005) articulates environmental, socio-cultural and economic issues as political issues of any country. Thus governments of developing countries use ecotourism as a tool to strengthen political power that is ecotourism breaks down political barriers; Promotes international understanding and peace; Creates a favorable worldwide image for a destination; Promotes a global community; increases the power of community, human rights, political freedom and ensures rights in natural resource management in community; increases local business; Provides employment for local communities; Motivates preservation of cultural traditions; maintenance of social, cultural, and spiritual values; builds self-esteem; improves standard of living; training and other educational opportunities; improved infrastructures; and conservation of the natural environment.

From this view point, we can observe that ecotourism is one of powerfull tools for development of political power especially in developing countries. Of course currently, environmental issue is global issue that many countries are claiming to recover from global warming (climate change) so, this can be assisted by CBET.

### **2.7 Challenges for Development of CBET**

Emerging and developing CBET is a complex and challenging task. It is hard to be immediately successful and profitable in comparison with other projects. It needs a long-term effort to adapt new situation, to build capacity and follow up, monitor and evaluate activities, sustaining marketing as well as to ensure that the CBET moves forward. The level of success is varying depending on many factors (challenges) thus these challenges must be identified before starting ecotourism development activities. Addressing those challenges requires effective coordination of resources and collaboration of different stake holders. The major challenges that constrain the development of CBET include: environmental and socio-economic constraints, challenges from government, awareness, attitudes, skill and involvement problems of local communities, Poor institutional arrangement, infrastructural challenges, safety and security issues, marketing and

promotional challenges, negative impacts from tourism activities itself and seasonality of tourism business.

### **2.7.1 Environmental and Socio-economic Constraints**

The development of Ecotourism demands variety of elements than the conventional tourism. In this regard some of this challenges include landscapes or flora and fauna which have inherent attractiveness or degree of interest to appeal either to specialists or more general visitors, ecosystems that are at least able to attract a managed level of visitation without damage, a local community that is aware of the potential opportunities, risks and changes involved, and is interested in receiving visitors, existing or potential structures for effective community decision-making no obvious threats to indigenous culture and traditions; and an initial market assessment suggesting a potential demand and an effective means of accessing it, and that the area is not over supplied with ecotourism offers. Some of these ecotourism preconditions may be more relevant than others, depending on the local circumstances, and these may change accordingly based on the actual conditions on the ground. If such preconditions are met, this does not necessarily mean that ecotourism will be successful, only they can be the basements to proceed to the next stage of ecotourism developments (Fennel, 1999).

Ecotourism is also uniquely dependent on the local natural resource base, and, to the extent that this base is publicly owned and managed, on those agencies that manage the local natural resources. Like tourism in general, ecotourism success also tends to depend on establishing a critical mass of attractions within an area, which requires a level of cooperation among competing businesses and with the local community. Local tourism promotion agencies can also play a key role in establishing such a critical mass. The business experience of the owner, the characteristics of the businesses themselves (e.g. products of services provided, price structure, etc.), organization among businesses, marketing, financial issues, resistance by local residents, government support, and the existing natural resource base. All can be a challenge and affect the likelihood success of businesses in the ecotourism establishments (Fennel, 1999).

On the other hand, businesses in the ecotourism sector often struggle to survive because of scarce resources and their owners' lack of business experience particularly tourism related experience. Obtaining financial resources to operate the CBET business for the first few years is among the

most important barrier to doing business (McKercher and Robbins, 1998). Financial problems occur because of difficulties in obtaining loans from financial institutions (Weaver et al., 1996) and as a result of higher than expected costs and slower than anticipated business growth (McKercher and Robbins, 1998). In Ethiopia there are no facilitated ways for private investors to put in their money in the sector to support the marketing and conservation efforts i.e. there is lack of allocated finance. The challenges related to this topic are how to develop mechanisms to ensure that revenues from ecotourism activities are invested in training, conservation, marketing, etc and frameworks to involve stakeholders in funding conservation and marketing tasks.

### **2.7.2 Challenges from Government**

Government agencies are key actors for development of ecotourism activities. Therefore, all plans should be linked with the overall socioeconomic development of the community. Lack of government programs are major barriers to entrepreneurs entering the ecotourism sector. Thus, government should encourage ecotourism sector through incentives (e.g. grants and low-interest loans), marketing and promotion, or business counseling and training to minimize barriers. Government agencies also create barriers through regulations, taxes, and bureaucratic red tape, or because of a lack of interagency cooperation and coordination (Weaver et al., 1996).

The other most common problem on CBET development is lack of broad based policies (lack of sectoral integration) which integrate tourism in general and CBET in particular with other sectors. Integration of national policies concerning rural development and ecotourism is often a challenge to the success of CBET in developing countries (Foucat, 2002). For example, Sukkar (2004) stated that “while the Ethiopian government promoted sustainable development and poverty alleviation through tourism there was little support offered for ecotourism ventures. In many of the developing world CBET investment suffers greatly from a lack of political vision, good institutions or proper law enforcement”. Absence of special department at ministry and regional level pertinent to the sector is a critical factor which result lack of government regulation, resulting in shortsighted management practices, was identified as an obstacle to the success of ecotourism. To ensure that products that are developed and marketed as ecotourism are beneficial and not harmful to environments and communities legal frameworks like certification and CBET development guide line are crucial. The lack of regulation was considered to be the result of poor coordination between different government departments.

Multiple government departments, including ministries of tourism, natural resources, and rural development, should coordinate policies and programs in order to pursue the success of ecotourism projects (Sukkar, 2004).

### **2.7.3 Awareness, Attitudes, Skill and Involvement Problems of Local Communities**

Host communities can create barriers to the ecotourism sector. Local traditions, availability and quality of social amenities, awareness and attitudes towards tourists are key factors in the success of ecotourism businesses (Mathieson and Wall, 1982). A friendly, welcoming host community enhances local business opportunities for tourism Bird and Inman (1968; as cited in Silva and McDill, 2004), while local resistance to increased numbers of visitors and to tourism in general negatively affects opportunities sought from tourism (Mathieson and Wall, 1982). Host community support and participation in the planning and provision of ecotourism is therefore fundamental to realizing its benefits (Ross and Wall, 1999).

The business experience of the communities or owners affect the likelihood of success of businesses in the ecotourism sector. World Ecotourism Summit report of 2002 states a lack of awareness of tourism among African local communities as a barrier to tourism development.

Local communities often lack access to market information, knowledge of contracts and other business details, and have limited experience in engaging with tour operators. Local communities need to appreciate the benefits and the demerits of tourism. Communities should be involved and empowered, such that there is no ecotourism development where there is no desire for involvement in tourism. It is important for governments to ensure that communities are trained to administer joint ventures, as without capacity building it is difficult to sustain an equitable approach to management (UNWTO-UNEP, 2002).

Absence of involvement of local communities in managing, protecting, decision making and benefit is also other Challenge. Protected areas cannot co-exist in the long term with communities that are hostile to them. If local people secure a sustainable income or a tangible economic benefit from tourism in the protected areas, they will be less likely to exploit them in other less sustainable ways. Some of the challenges include fuel collection, charcoal burning, poaching, and cutting the tree and other illegal activities. Community-based ecotourism is a popular tool for biodiversity conservation; based on the principle that biodiversity must pay for

itself by generating economic benefits particularly for local people. If local people gain from the sustainable use of, for example, wild animals through tourism they will protect their asset and may invest further resources into it (Michael, 2002).

Successful community-based ecotourism requires the empowerment of community members through local participation and control of tourism decision-making, employment and training opportunities, and increased entrepreneurial activities by local people (Fennell 1999). The empowerment process needs to be supported by appropriate policies, education, training and partnerships. Moreover, 'if ecotourism is to be viewed as a tool for rural development, it must also help to shift economic and political control to the local community, village, cooperative, or entrepreneur' (Honey, 2003). Increased status and self-esteem, lasting economic benefits, community development and tourism decision-making are key aspects of empowerment through tourism. Sofield (2003) also proposed that tourism sustainability depends not only on empowering Indigenous communities, but also that traditional community mechanisms had to be supported by legal empowerment; along with environmental or institutional change to reallocate power and decision-making on resource use to local communities, supported and sanctioned by states (Zeppel, 2002).

Community-based ecotourism ventures also required resource empowerment whereby local communities have ownership or use rights of land and resources. This promotes wildlife conservation and local economic benefits, however to be successful, communities require further social and political empowerment through training in managerial skills and use of trust funds, direct resource ownership and more input in land use or wildlife quotas allocated to tourism (Mbaiwa, 2005). Empowering Indigenous communities in tourism depends on enhancing local control through traditional tribal or legal empowerment, and recognition of individual and collective rights to ancestral lands (WTO, 2002).

#### **2.7.4 Poor Institutional Arrangement**

Organizational structure that sets written policies; implements and determines specific courses of actions regarding to ecotourism activities is very essential. Thus effective institutional framework is considered to be one of the principal determinant factors of successful ecotourism development. Whilst many writers highlight broad management issues there remains little

research into the linkage between the institutional framework in which ecotourism is delivered and the performance in terms of livelihoods of the communities involved (Funnell and Bynoe, 2007, p.165). Institutions are fundamental to livelihoods, as they provide the governance structure within which all processes operate and define power relations in destination management (Funnell and Bynoe, 2007, p.165).

Epler Wood (2002) has identified three different effective models of institutional structures for community involvements in ecotourism. These are (1) community owned ecotourism called purest model which are owned, controlled and managed by members of the community; (2) Joint/partnership venture ecotourism where partnership venture ecotourism with the community or family and an outside business partner or NGO with a division of labor, community members are actively involved not only as staff, but also as part owners, planners and administrators and can make decisions jointly. (3) Tourism enterprise that is owned controlled and managed by a private enterprise and employs members of communities as cooks, laborers, drivers, gardeners, porters, waiters, tour guides and souvenir vendors. The type of institutional framework can either encourage or constrain activities of sustainable CBET by influencing the ways different groups of people gain access to and control over the development and management CBET. Emphasis on participation by local groups remains a central view of CBET projects as it is seen to be the way to guarantee success. Access to tourism resources is one way to guarantee its utilization by local communities. The challenge of ensuring community participation and ownership over community based ecotourism product and business is dependent of the type of institutional structure designed to run a CBETEs. For instance, in the case of private owned ecotourism enterprise there is lack of participation in the planning or management of tourism operation.

### **2.7.5 Infrastructural Challenges**

Ecotourism potential depends on the presence of natural and cultural resources, and access to those resources. Scenic beauty and natural resources offer opportunities for ecotourism, but those opportunities are constrained by infrastructural limitations such as water supplies, electric power, communication and transportation (Silva and McDill, 2004, p289). A common problem in ecotourism development is infrastructure development in the CBET development areas, such as roads, airports, widespread electricity, or construction of other tourist attractions would also, without doubt, change not only the number and type of tourists, but also the flows of money

from tourism. Where possible, ecotourism should be based on forms of mobility which have low environmental impact. In many destinations with ecotourism potential, it is felt that there is lack of infrastructure (e.g., accommodation) and services (e.g., well-trained guides). Thus, improvement of infrastructure for the purposes of tourism must be carefully weighed and thoughtfully implemented, with a broad view of potential impacts on the local economy and the ecology of the area. On the other hand, numbers of difficulties in project implementation can be identified in relation to resource ownership when several infrastructures are constructed. First of these was disagreement about compensation for land provided by the communities for construction of the guest houses and other tourism facilities (UNWTO-UNEP, 2002).

### **2.7.6 Health, Safety and Security Issues**

Health, security and safety are important issues in tourism marketing today, but will be even more important in the future. For tourism marketers the challenge is to work with other organizations to help to reduce problems such as crime against tourists and their possessions and injuries due to negligence by the visitor or as a result of dangerous facilities, without imposing unnecessary fears and restrictions upon visitor's intent on leaving their troubles behind them. Although the size and scale of the global tourist industry has remained relatively under explored, it is a hot political issue, (Richter, 1983). Security is serious challenge for a sustainable establishment of community-based ecotourism. Visitors require peace of mind, and this demands that a destination is not only safe, but also appears safe, is promoted as safe, and is accepted as safe especially by overseas visitor, tour operators and governments alike. Political unrest, conflict, terrorism, health problems and natural disasters can badly affect visitations in destination areas (Fennel 1999). According to Richter (1983) safety and security are principal ways in which our geographical imaginations of tourism destinations are filled out, and show how tourists and the tourism industry decide where and where not, to visit and invest. Of course, for many Third World countries, political stability is one of the principal keys that can affect a country's tourism fortunes to secure a steady stream of tourists from First World.

### **2.7.7 Marketing and Promotional Challenges**

The main reason why CBET establishments have failed to success is that they have not attracted a sufficient number of visitors. Often, assumptions made about the marketability of a particular location or experience has been unrealistic and not based on research. As a result, promotional activities have been misdirected. A problem has been the lack of tourism knowledge not only

among local communities themselves but also among tourism suppliers and supporting agencies. In addition, use of cost effective promotion is a challenge for many ecotourism enterprises because of their isolation, small size and lack of resources and skills (WWF, 2001). Therefore, CBET projects must be based on an understanding of market demand and consumer expectations and how to place the product offer effectively in the market place.

Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. CBET destinations do not have the resources to achieve the overall travel market due to the magnitude of domestic and international travel competition. Instead, CBET businesses target certain segments based on the product that they are selling and the needs and expectations of the group to which they wish to sell (Kotler et al., 1999). The travel tourism industry is becoming an increasingly competitive market place at international level, where only the best managed and marketed enterprises and destinations are likely to enjoy the competitive market. Thus, carefully designing the product, knowing the audience of visitors to target and ensuring that marketing strategies reach the right people with the right message is critical to building and sustaining an effective and sustainable CBT operation. Such operation requires an effective and appropriate marketing strategy to inform tourists with the right message about destination and encourage them to include in their travel itinerary for experience (Asker et al., 2010).

The marketing communication mix consists of five major modes of communication: advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. If the means of communication are limited, it creates major complications for tourists who need to make advance bookings with guides and lodges, especially when they want to trek (Kotler et al., 1999).

A clear marketing strategy, which promotes the products through many ways to the success the CBET business enterprise, such as: developing networks with other tourism operators, government organizations and community groups, using certification and prestigious awards to promote the quality of the experience, ensuring product and service matches the visitors' expectation to achieve ongoing word-of-mouth visitations, creating unique events to obtain free publicity and increase local and international profile, participating in tourism shows and joint

ventures to create awareness and diversifying the product base to target larger groups for education and convention purposes (Asker et al., 2010).

### **2.7.8 Negative Impacts from Tourism Activities IT Self**

Ecotourism activity is dependent on its environmental and cultural potentials which can create opportunity to attract eco tourists and sustainable development of the business. If the ecotourism enterprise is not contributing to the protection of the natural environment and cultural resources, then its resources will be collapsed (Parker and Khare, 2005).

If it is not properly managed, ecotourism have potential negative environmental effects despite its importance. Potential negative impact includes unregulated flow of visitors and this can damage natural environment. The damage from the unregulated flow of tourists can lead to excessive solid waste, erosion, sewage, water and air pollution, natural habitat disturbances, wear and tear of the infrastructure base, and environmental degradation. Building small facilities for accommodating visitors will also cause environmental disturbance through increasing land use, human presence and waste. On the other hand, the communities and other stakeholders' commitment and action over the economic, social and environmental element of the destination are other challenges for sustainability of CBET in a given area (IUCN, 2002).

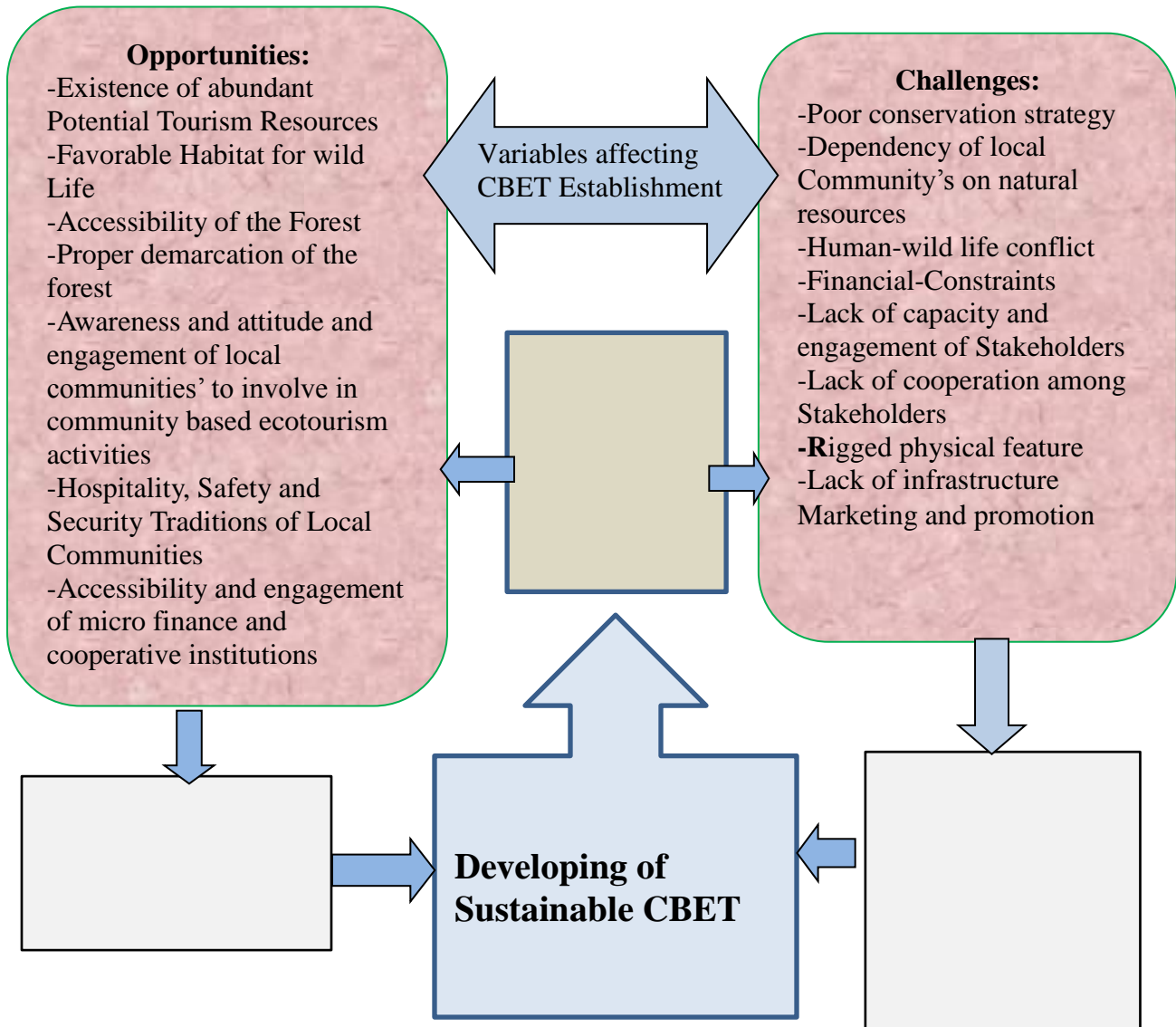
### **2.7.9 Seasonality of Tourism Business**

The movement of tourists to tourism destinations is strongly influenced by climatic conditions and timing of cultural festivals. The seasonality of tourism causes serious problems in view of the limited facilities and limited number of trekking routes. Considering the seasonal nature of tourism, efforts should be made to attract visitors in all seasons. Corresponding to this lack of organization among businesses reduced eco tourists' awareness of other recreational opportunities in the area and negatively affected their ecotourism experiences, reducing their likelihood of engaging in ecotourism activities again (Lynch and Robinson, 1998).

Tourism in Ethiopia is strongly influenced by climatic conditions and cultural festivals. The seasonality of tourism causes serious problems in view of the limited facilities and limited number of trekking routes. The seasonal nature of tourism has been a cause of concern for the government, so efforts are being made to attract visitors in all seasons. Until now it was assumed that the seasonal nature of tourism was due to the timing of major religious festivals and weather conditions during the four seasons.

## 2.8 Conceptual Frame Work of CBET Establishment

As it is illustrated in the Finding and discussion part of this research, establishment of CBET have a lot of opportunities and challenges. These factors/ variables have direct influence on the sustainable development of CBET since they have strong linkage to each other in different scales as shown in fig 2.1



**Figure 2.1: Conceptual Framework of CBET Development**

Source: own formulation, April 2016

Generally, this adopted framework, illustrates how these factors are complex and how they affect CBET development at study area of anticipated tourism destination. variables in opportunity side includes existence of abundant potential tourism resources, favorable habitat for wild life, accessibility of the forest, proper demarcation of the forest, awareness and attitude of local communities' and their engagement to involve in community based ecotourism activities, hospitality, safety and security traditions of local communities, accessibility and engagement of micro finance (credit and saving) institution, engagement of cooperative institutions to involve in CBET activities, existence of environmental and tourism developmental policy that favors community involvement and benefit and availability of standard accommodation.

On the other hand variables in challenge side includes poor conservation strategy of the forest and dependency of local community's on natural resources, human-wild life conflict, financial-constraints, lack of capacity, engagement and cooperation among stake holders to involve in CBET business, rigged physical feature of the forest land, lack of infrastructure, as well as marketing and promotion factors. However, stakeholders' strong/ active involvement and management have a lion's share for development of CBET. Implementation actions such as utilizing and/or maximizing existing opportunities and resolving and/or minimizing challenges enhance development of CBET. Challenges can be changed in to opportunities through time if they are strongly managed and vice-versa. Moreover, development of CBET itself can increase opportunities and decrease challenges.

## **CHAPTER THREE**

### **Description of the Study Area and Research Methodology**

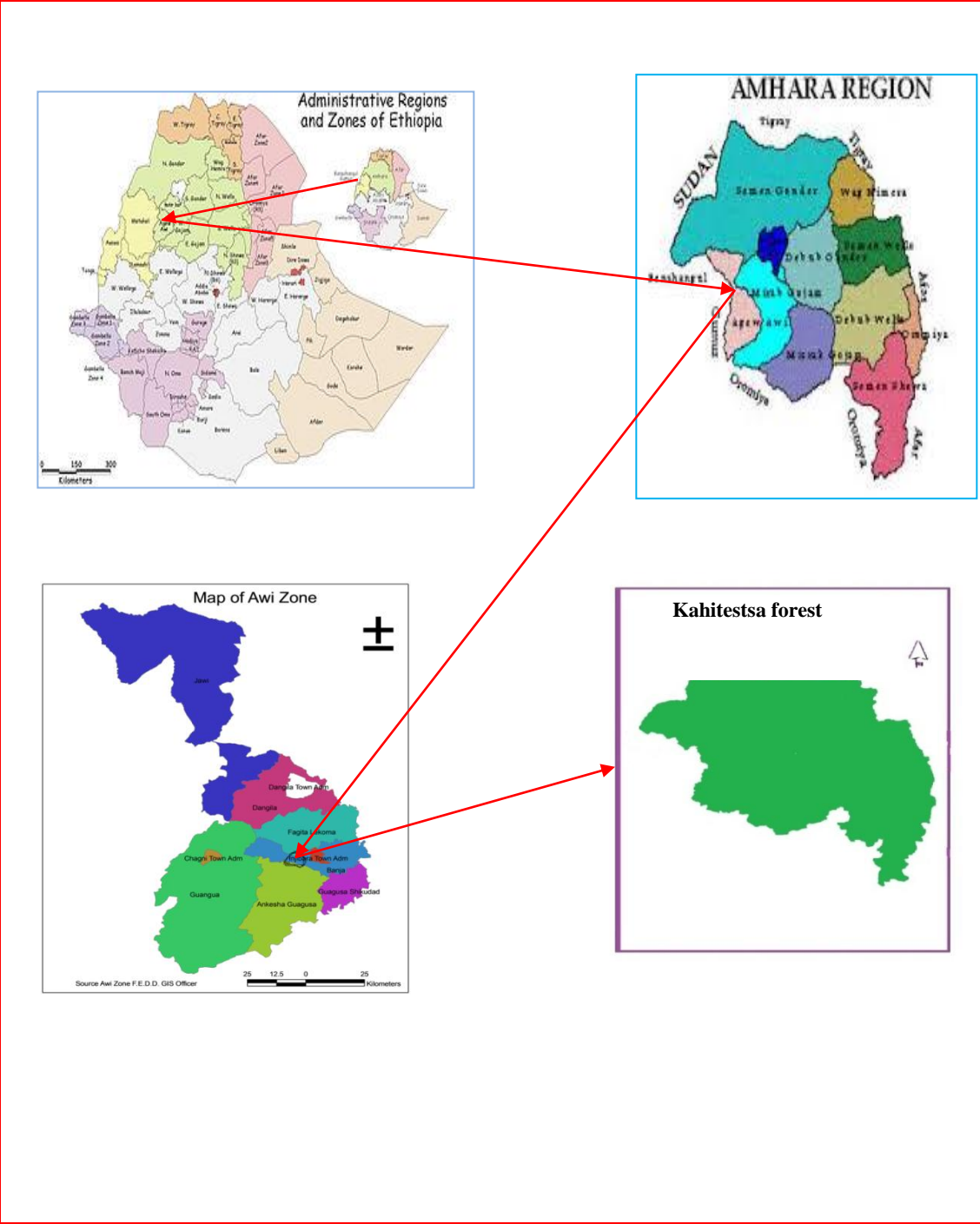
#### **3.1 Description of the Study Area**

##### **3.1.1. Geographic Position and Location**

The geographical position of Kahitestsse forest is  $10^{\circ} 57'$  N and  $36^{\circ}56'$  E with total land area of 5266.35 hecter. It is one of largest natural state forests found at Awi zone, Amhara National Regional State. The forest is located between three woredas and 17 Km towards west direction from Injibara town which is capital city of the zone and found at highway of historical route of Ethiopia 456 kilometers north of Addis Ababa (See Figure 3.1). In other words, the study area is located at proximity area to tourist route of Addis Ababa via Injibara to Bahir Dar city, Monasteries of Lake Tana, Historical city of Gondar, Simien Mountains National Park, Lalibala Rock Hewn Churches, and historical city of Axum. On the other hand, the forest is located 5 km away from asphalt road of Injibar to Ethiopian Great renaissance water reservoir of Abay at Binishangul- Gumuz region via Chagni town. These all together can be opportunities for tourism development at area.

##### **3.1.2 Topography and Climate**

According to Awi zone natural resource and forest bureau, topography of Kahitestsse forest is characterized by plain, plateau, hills and valley land features. The topography ranges from 1900-2800 meters above sea level. The diverse topographic features of the area have resulted diverse climatic conditions. Agro ecologically, the forest is classified as Dega (35%), and Woyna Dega (65%). The area is humid and there is heavy intensity of rain. The average annual rain fall is 2000 mm. Cloud condition covers 92% of the sky.



**Figure 3.1: Map of Kehitests natural forest**  
**Source:** Awi Zone government communication office

### 3.1.3 Population

Demographics, based on the 2009 G.C census conducted by central statistical agency (CSA), sited in BOFED (2012). Awi zone has a total population of 1,018,398 of whom 509,377 are male and 509,021 female with an increase of 37.07% over the 1994 census of which 884,927 are rural and 133,471 are urban inhabitants at total area of 8,584.68km<sup>2</sup>. Urban population in 2011/12 of Awi Zone is 158,977 of which male 75,425 and female 83,551 which is 14.07 of Amhara region in portion. Population estimation in 2011/12 has increased to 1,130,123, and density has also increased 131.64 per km<sup>2</sup> (BOFED, 2012).

Kahitests forest is bounded by ten kebeles within three woredas as shown table 3.1, bellow. The total numbers of population who live in these kebeles are 34917 at area of 18010.63 ha.

**Table 3.1: population who are living at surrounding kebeles of Kehitests forest**

Woreda	Kebele	population			Area in hector (ha)
		Male	female	Total	
Fagita Lekoma	Ayikalta-ankuri	3597	3794	3794	689
	Ageyasta-Agta	5353	5353	10706	231
	Gazahara-Awidi	8585	8585	17170	1809
Banja Shekudad	DankuryMuli (askuna Abo)	565	53	616	1006
	Lemlem (Zufari)	545	42	577	1340
	Golo (Bari)	370	31	401	1560
	Asa Ber (senbaka)	275	25	300	603.54
	Kehitests (Zik)	135	6	141	408.98
Ankasha Gogusa	Bakona	–	–	1096	
	Mesela	–	–	116	10363.1
<b>Total</b>		–	–	<b>34917</b>	<b>18010.63</b>

**Source:** Fagita Lakoma, Banja and Ankasha Gogusa Woredas' natural resource and forest bureaus; Nov. 2016

### 3.1.4 Socio-economic Activity

Agriculture remains to be the dominant economic sector. It is major source of food, raw materials for local industries and export earnings. The zone has potential for production variety of agricultural products both for domestic consumption and export purpose. Crop production is the major agricultural activity in the zone. In this regard, different annual crops (cereals such as teff, barley, wheat, maize, and sorghums; pulses such as horse bean, field peas, haricot beans and chick peas; oil seeds such as nug, linseed, ground nut, sun flower, sesame and rape seed; as well

as root crops such as potato and sweet potatoes) are grown in different parts of zone based on agro ecological suitability condition. Even though the bulk of crop production in the zone is during rainy season, efforts have being made to develop water for irrigation agriculture in dry season to maximize the total production (BOFED, 2012).

Moreover, livestock husbandry is another source of income practiced in the zone. Cattle, sheep, goat, horse, ass, mule and poultry are main life stocks of the zone. Farmers are supported by agricultural extension to improve the productivity and household income. Development agents (DAs) who have diploma level profession are giving extension services in their respective sites (BOFED, 2012).

### **3.1.5 Natural Vegetation**

The major vegetation types in and around the study area includes highland forests which includes ever green small-leaved and broad-leaved tall and medium sized trees and shrubs. The forest also consists of semi-green trees that fall their leaves during dry season. The forest is also rich in climbers, ferns, herbs and grass species. The southern, northern, and western edges of the area are bush grasslands or shrub lands.

### **3.1.6 Infrastructural Facilities and Services**

#### **Transport**

Road constriction plays a significant role in realizing economic development and for the expansion of investment to bring sustainable social and economic development of local areas. Awi zone has shown progress in transportation network. Currently all woredas are connected to the major road net work. All of main towns are connected through at least gravel roads each other, similarly many of kebeles are also connected with main towns and currently flourished rural towns. The total length of all weather rural roads is about 415. Two main asphalted roads connect main towns of the zone with other Zones and regions of country. In one way the main asphalt road of Addis Ababa to Bahir Dar high way asphalt road connects Tilili, Injibara, Addis Kidam and Dangila towns of the zone, and on the other way Injibara to Asossa high way asphalt road connects Injibara, Kidamaja and chagini towns of the zone.

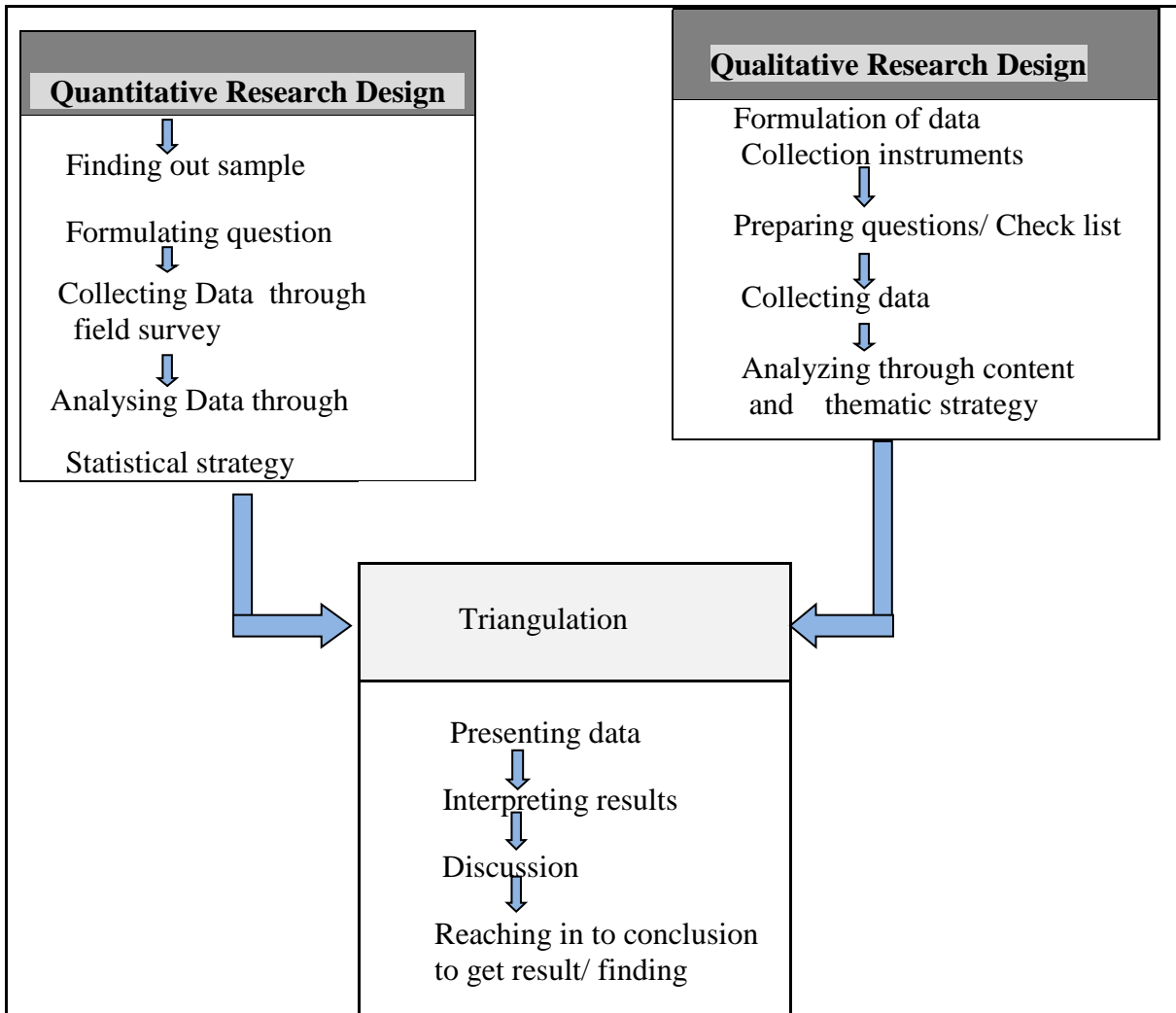
## **water supply**

Although the zone is well endowed with substantial amount of water resource potential, the supply and distribution of potable water is found to be low. Based on 2011/12 budget year data, the zonal water supply coverage was not exceeding 61.85% (60.79% for rural and 70.65% for urban areas). This indicates that 38.15% of the people have no access to clean water supply. This coverage has shown tremendous changes as compared to 53.43% of 2010/11, although still requires a great effort to change potable water supply (BOFED, 2012).

## **3.2 Research Methodology**

### **3.2.1 Research Design and Strategy**

The process of data collection, analyzing, presenting, interpreting, discussion and reaching in to conclusion of the result in this research study was used mix (both quantitative and qualitative) research design. In the case of quantitative research design, the researcher determined sample, formulated questions, collected data through field survey and analyzed data through statistical strategy/technique. In this regard, uni-variate descriptive statistics was employed. On the other hand, in the case of qualitative design, the researcher formulated data collecting instruments, prepared questions/check list, collected data through those instruments, and analyzed those collected data through content and thematic procedure/strategy. After all, triangulation method was used to present and interpret data, discussion and reaching in to conclusion to get result/finding.



**Figure 3.2: Mixed research design**

**Source:** Formulated by researcher

### 3.2.2 Selection of the Study Area and Sampling Technique

The study area is mainly selected with non-probability sampling technique purposively for the following three reasons: (1) It is affected with environmental degradation, habitat loss, deforestation, fire wood collection, rearing of domestic animals, lumbering, hunting, charcoal production and human-wild life conflict since environmental conservation practice of community is poor due to lack of benefit from tourism activities such as community based ecotourism (2) Many of the local population are faced with food insecurity, so they can be beneficial from opportunities through minimizing existing challenges if community based ecotourism is established (developed). (3) It is not yet researched and promoted as tourism destination in

general and CBET in particular except visitation by few interested local visitors themselves without any service even if there is existence of potential

After choosing the study area to conduct the research, the next stage was selection of sample kebeles from bordering ten kebeles (see Table 3.1). One kebele was selected from each woredas with similar culture and agro ecological zone which includes ziqui Abo kebele from Banja shekudad woreda, Mesela kebele from Ankesha Gogusa wored and Awid-chachaqui sub kebeles from Gezehara- Awid kebeles of Fagita Lekoma woreda are selected purposively due to their high influence on the forest since these sub kebeles are found close to the forest with sharing large boundary of the forest; for that reason more reliable information can be gathered; so that the data can be collected from real informants who are residents of sample kebeles.

The subjects of the study are both literate and illustrated male and female households. The total sample size is calculated using the following sample size determination formula adapted from Israel (1992).

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

Where; N = the total population that will be studied

n = the required sample size

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

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

The sampling frame of selected study kebeles have a total of 957 households; out of which 116, 141 and 700 households live in Mesela, ziqui and Awidi-Chachaqi kebeles respectively. By using the above formula; the sample size becomes 91 households. The distributions of sample size across selected kebeles were proportionally selected based on their size of households. Accordingly 11, 13 and 67 sample households are taken from Mesela, ziqui and Awidi-Chachaqi kebeles respectively.

Sample households are selected using simple random sampling technique for process of data collection. The reason for selection of this method is to minimize the bias since the entire sample

has an equal chance being included in the sample, but literacy and awareness of selected samples about ecotourism is taken in to consideration, as result giving brief description about ecotourism and the purpose of study, and filling the questions for each of illiterate sample element (house hold) was employed by researcher which is challenging work both time consuming and burden work. The information was collected from all of 91 sample households for analysis.

### **3.2.3 Sources and Methods of Data Collection**

On the process of data collection, both primary data sources/tools such as questionnaire survey, Key Informant Interview and observation and secondary data sources/tools are employed to get accurate information from multi-direction of sources.

#### **3.2.3.1 Questionnaire Survey**

Questionnaire Survey (Appendix 1) was major instrument used to collect wide range of facts and opinion of data from target sample population for quantitative data analysis that means, this instrument was selected due to its ability to capture and control measure large number of variables using statistical methods. It was employed to obtain standardized information/data from the selected samples through face-to-face interaction that is since most of the samples are illiterate; data was collected through face-to-face questionnaire interview that means the researcher was asking and filling the questionnaire on the behalf of each of illiterate sample households. An identical set of Series questions was prepared for all target sample households for consistency and accuracy purpose in terms of the wording of the questions, as well as to make the processing of the answers easier. All questions were prepared in English through following questionnaire formulating design to make it clear for respondents, and then translated into Amharic and Awigna (local language). The design includes the purpose, sponsor, instruction, date and thanks for respondents.

Questionnaire which consists of both closed and open ended questions were used. Structured (Close ended) questionnaires were prepared because of their appropriateness to obtain relevant information. On the other hand, open ended questions were applied to gather deep information. Factual information which requires only simple information from respondents such as their address, age, sex, number of children and marital status was collected from respondents. In the case of Opinion questionnaires, information about feelings, attitudes, views, beliefs, preferences

and values were gathered from respondents. Choice and rating scale were used in the questionnaires.

### **3.2.3.2 Key Informant Interview**

Interview was used to supplement and increase the quality and reliability since it helps to obtain more information in greater depth. Face-to-face direct independent personal interview was conducted. The rationale to use face-to-face direct personal interview is that, it is relatively easy to arrange and control. That is, it is easier to guide and grasp the interview agenda since it is single person's ideas. It is also safe to record the interview for evidence since there is only one voice to recognize from one person talking at a time.

It was conducted with five different target groups (Appendix 2, 3, 4, 5 and 6) which comprise seventeen informants. The rationale for selection of these target groups is knowledge, experience and responsibility of officials to get deep information regarding to their interest opinions and feelings to contribute CBET establishment. Factual information was also included in interview questions. List of structured and unstructured questions as interview guide were prepared. So, deep information was collected through taking detail notes.

The selected target groups comprises 3 forest security work forces from selected sample site of which 1 for each sample site; 4 representatives from Awi zone, Fagita Lacoma, Banja Shekudad and Ankesha Gongo words' culture and tourism bureau of which 1 for each; 4 natural resources office representatives of which 1 for each words and Aw zone; 3 Micro finance and saving representatives of which 1 for each words; 3 cooperative office representatives of which 1 for each words.

### **3.2.3.3 Field Observation**

Observation is the other main instrument used to collect and record important information about potential natural and cultural tourism resources, services, facilities, infrastructure as well as challenges for development of CBET of study area. It was also used to support and verify the information collected through questionnaire Survey, key Informant interview and secondary data collection instruments. Details of Structured observation check list was used (appendix 7). Information was also collected and recorded through Photographs.

#### **3.2.3.4 Secondary Data Source**

Secondary data source such as, reports, archives, proclamations as well as policy documents relevant to the topic under study were reviewed and used for analysis.

#### **3.2.4 Method of Data Analysis**

The Data gathered from different data sources was analyzed through using both quantitative and qualitative data analysis methods. It was themed and compiled in the way that is easy to manage. Data collected through questionnaire was analyzed, presented, interpreted and discussed through using Uni-variate descriptive statistics (ratio, range and frequency) to reach in to conclusion. First it was systematically coded in the form of frequency and then tabulated and discussed. Uni-variate descriptive statistics was used since the main aim is to assess and clearly describe direct impact of variables for CBET establishment rather than describing correlation of variables. The other reason of using this method of data analysis is to minimize bias and maximizes reliability since its overall design is pre- planned such as simple random sampling technique and data gathering instrument (questionnaire survey). Qualitative data obtained using key informant interviews, field observation and secondary data sources were contextualized and themed in to similar characteristics/patterns and mainly used to triangulate the study to reach in to conclusion. Textual description, explanation, tables and Pictures were used as required to present the results of the study.

Generally speaking, the process of drawing conclusion was based on empirical evidence i.e. first data was systematically collected, synthesize, analyzed, presented, interpreted, generalized, and then concluded based on empirical evidence.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION**

#### **4.1 Characteristics of Sample Households**

This section of the study analyses the basic demographic characteristics (variables) of the sample households such as gender, age, educational background, marital status, and family size and Socio economic activities of sample households of study area.

##### **4.1.1 Demographic Characteristics of Sample Households**

Assessment of demographic characteristics of sample populations is an important factor to survey and get empirical data about sample HHs. In dead it will provide an outline concept (table 4.1) which is central to much discussion of demographic profile as well as its implications for tourism development.

**Table 4.1: Demographic Characteristics of Sample Households HHs**

S. No	Variables	Frequency of Response		
		No	%	
1	<b>Gender</b>			
	Male	85	93%	
	Female	6	7%	
	Total	91	100%	
2	<b>Age</b>			
	18-30	18	20%	
	31-40	23	25%	
	41-50	34	38%	
	51-60	14	15%	
	Above 60	2	2%	
	Total	91	100%	
3	<b>Educational background</b>			
	Illiterate	43	47%	
	1 to 4 grade	12	13%	
	5 to 8 grade	11	12%	
	9 to 10 grade	7	8%	
	11 to 12 grade	0	0%	
	college	1	1%	
	Others	17	19%	
Total	91	100%		
4	<b>Marital Status</b>			
	Married	79	87%	
	Single	4	4%	
	Widow	2	2%	
	Divorced	6	7%	
	Total	91	100	
5	<b>Family Size</b>			
	1 to 2	8	9%	
	3 to 4	25	27%	
	5 to 6	38	42%	
	7 to 8	20	22%	
	8to 10	0	0%	

**Source: own field survey, February 2017**

As the result of the study shows, 93% of sample households are male and the remaining 7% are female. This indicates that male are dominantly household leaders and only few females are leading their household which has economic impact on local community. This problem can be solved through development of CBET since it is pro-poor tourism that benefits poor community. Hence, it will create job opportunity to females and increase participation rate of them and decrease economic dependency of locality.

Regarding to the age structure of the sample house households, majority of household heads (38%) are under the age between 41 to 50 years old; but 20%, are between 18 to 30 years old, 25% are between 31 to 40 years old, 15% are between 51 to 60 years old and only 2% are above 60 years old. Generally, most of sample households (83%) are under the age of economically productive range 18 to 50 years old. This shows that there is an opportunity of labor access for CBET development.

Concerning to educational background, illiteracy rate of sample households is found at high level (47%). The remaining 53% literate at low level of which, 13%, 12% and 8% are grade 1 to 4, 5 to 8 and 9 to 10 respectively. Nobody has joint grade 11 to 12, but there is 1% who has attended college and the remaining 19% account with special training in orthodox religion and adult education. From stand point of study, educational background of study area is underprivileged which could have drawback to develop CBET at study area unless they take basic training like Language and communication skill, customer service and care, safety and security issues, and other specialized skills such as guiding skill, Food and beverage preparation and service. Even those literate sample households have no any special training and certification.

Regarding family size, highest numbers of sample households (87%) are married, but only 4%, 2%, and 7% are single, widow and divorced respectively. Generally speaking, the marital status of local communities of study area is very high that can be cause incensement in family size. 42% of sample households have 5 to 6 and 22% have 7 to 8 families which mean totally, 64% of sample households have 5 to 8 families which are high in number to survive economically. This can in turn result food insecurity and high exploitation of natural resource including the forest since most of households have no more than 4 ha land after 1997 G.C land classification and ownership right. The development of CBET can minimize these situations; since its main target is to bring sustainable development of natural resources and local communities.

#### **4.1.2 Socio.economic Activities**

As it is shown in table 4.2, sample households use more than one economic activity as source of household income, but the study result shows that they are more likely dependent on agricultural activity that is 99% of them use agriculture as source of household income from high to low rate i.e. 11%, 17%, 33% and 38% responded as they use agriculture at very high, high medium and

low level respectively. Only 1% does not use agriculture as source of house hold income that is very highly dependent on trade. In addition to agriculture local communities of study area are using daily wage as main source of income. 32% and 26% are using daily wage as source of income at medium and low level respectively, but nobody is using daily wage as source of income at very high and high level, and 42% of sample households also do not use at all. The number of households who use production and sales of handcrafts, trade and salary are very few i.e. 85%, 84% and 94% of households do not use hand crafts, trade and salary as source of income respectively.

**Table 4.2: Main source of income for Sample HHs**

S. No	Question	Frequency of Response											
		Very high		High		Medium		Low		not at all		Total	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Agriculture	10	11	15	17	30	33	35	38	1	1	91	100
2	production and sales of hand crafts	0	0	1	1	1	1	12	13	77	85	91	100
3	trade	1	1	0	0	10	11	4	4	76	84	91	100
4	daily wage	0	0	0	0	29	32	24	26	38	42	91	100
5	salary	0	0	0	0	2	2	4	4	85	94	91	100
6	If any other, please specify	0	0	0	0	0	0	3	3	88	97	91	100

**Source: own field survey, February 2017**

The result of the study depicted in table 4.3 illustrates that household income is not sufficient for majority (67%) of households to survive and lead their families. Only 33% of respondents have responded as their household income is sufficient to survive. This is due to decreased productivity of land from time to time, high need of fertilizers, dissected and traditional agricultural activity and increase of family size without increase of diversified source of income.

**Table 4.3: level of household income for survival**

Question	Response	Frequency	
		No	%
Is your household income sufficient to survive?	Yes	30	33%
	No	61	67%
	Total	91	100%

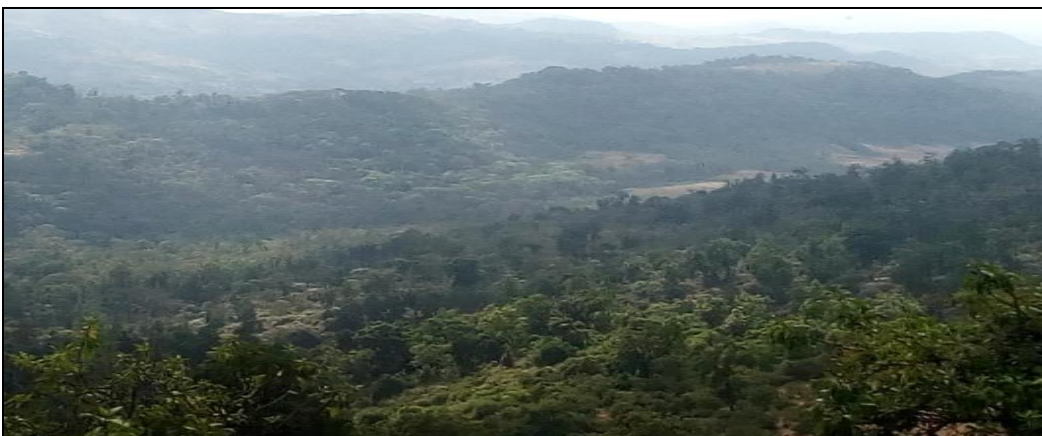
**Source: own field survey, February 2017**

Generally, economic dependency of local communities' on limited natural resources and activities can be diversified and supplemented through development of CBET at the selected study area. This will help to minimize poverty and to bring sustainable development on local communities. Duffy (2206) supports this idea. According to him, CBET is part of strategic response to challenges of Environmental, socio-cultural and economic sustainability. He also added that many of developing countries have developed CBET to alleviate the poverty stage of country.

## **4.2 Opportunities for Community Based Ecotourism Development**

### **4.2.1 Existence of Abundant Potential Natural Tourism Resources**

Kahiteste forest is one of large forests in Awi zone. It covers 5266.35 ha of land area. It is endowed with different attractive natural resources. The main potential attractions of the forest include ever green forest itself with different species of fauna and flora, landscape, water bodies and favorable climate.



**Figure 4.1: Kahitesta forest**

**Source: Author's photograph, February 2017**

**Flora:** Kahitetsa forest is covered with different flora species. It consists of ever green small-leaved and broad-leaved tall and medium sized trees and shrubs. The forest also consists of semi-green trees that fall their leaves during dry season such as *Schefflera abyssinica*/ Getum. The forest is also rich in climbers, ferns, herbs and grass species. Some of flora Biodiversity species of the forest are identified with scientific and local names<sup>1</sup> as shown in table 4.4.

**Table 4.4: Some of flora species of Kahitetsa forest**

Plant species			
S. No	Scientific Name	Local name	
		Amharic Name	Awigna Name
1	<i>Accia lahai</i>	Cheba	Tsivi
2	<i>Allophylus abyssinicas</i>	Embis	Kena bari
3	<i>Apodytes dimidiata</i>	Dong	Zindi
4	<i>Arundinaria alpine</i>	Kerkeha	Anini
5	<i>Barsama abyssinica</i>	Azamira	Dinkifi
6	<i>Brucea antid senterrica</i>	Yedega avalo	Avali
7	<i>Buddlejapoly stachya</i>	Anfar/ Ashiquar	Ashiquari
8	<i>Clausena anistat</i>	Limich	Luntsi
9	<i>Clematis simensis</i>	Azo hereg	Azu Ahaiera
10	<i>Croton macrostachyus</i>	Bisana	Asisi
11	<i>Dombeya torrid</i>	Wulkifa	Tsari
12	<i>Dovyalis abyssinica</i>	Koshim / Aguam	Aguami
13	<i>Drace aderi</i>	Mota	Zagri emparbera
14	<i>Ekebergia capensis</i>	Entatay/Lol	churi
15	<i>Embelia schimperii</i>	Enkoko	Enkoku
16	<i>Ficussur Capensis</i>	Shola	Emuwi
17	<i>Hagenia abyssinica</i>	Kosso	chinchii
18	<i>Juniperes procera</i>	Yabasha thid	Etsidi
19	<i>Maesalan ceolata</i>	Quilabo	Kimbi
20	<i>Mystenussene galensis</i>	Quoba	Koki
21	<i>Olea sp.</i>	Weira	Wiri
22	<i>Phytolacca dodecandra</i>	Endod	Esibti
23	<i>Pruna fricanus</i>	Koma	demitsi
24	<i>Rosa abyssinica</i>	Kega	Gimsi
25	<i>Rubusa petolas</i>	Enjori	Enjori
26	<i>Schefflera abyssinica</i>	Getum	Pimpni
27	<i>Urearahy pselodendron</i>	Lankusho	lanqshi
28	<i>Vernonia amygdalina</i>	Grawa	Koquitsi

**Source:** Awi Zone Natural Resource and Forest Bureau, February 2017

However, some flora species have not given scientific names. Such flora species with local names include sasa/hantsini, bahusti, shagimbi, thatsii, ensat/emparpari, Kulkuli, Girawa/huhitsi,

awidi, galmatsi, zegristi, hohasfuchi, sharanga/niwri, entat/antwi, merkidi, abbra/ababri, tiksi/tihitihitsi, kenebari, dinkifi, empahipahi, takatiya, simbitibit/simbitibti, awiri ahara, gashini ahara, enkiki ahara, and etc.

The eastern part of the forest is rich in *Juniperus procera* (Abasha thid) trees which are restricted only at this area. According to local communities oral tradition, “this trees are historical trees planted by local communities at Kahitestsä Abo church area since the forest has been inhabited by ancestors of local communities during Gonderine period (King dome of Iyasu/ 1682- 1706). Inhabitant of Kahitestsä communities faced with food insecurity and transitive diseases due to dry season. Many of people died and the remaining migrated from resident area to neighboring kebeles. Due to this reason, the area became forest.” Most of central part of the forest is jungle forest which is covered with ever green tress dominantly *Apodytes dimidiata* (in Amharic dong), *Prunus africanus* (koma), and *olea sp.* (wira). Southern and western part of the forest is also dominantly covered with *Apodytes dimidiata* and sasa (Hanstiny/ local name). The peripheral area of the Northern part is dominantly covered by shrubs most dominantly by Hohasfuchi and kilabo/ Kimbi (local names).

According to household respondents, the forest is rich in medicinal plants like *embelias chimpru* (enkoko) for human and domestic animals (see figure 4.8). Natural bamboos are also found at river banks. Many types of climbers are also abundantly found at all sides of the forest which have helped the forest to be dense. In addition, Climbers have also created favorable environment for wild life habitat.



**Figure 4.2: Jungle area of Kahitetsa forest**

**Source:** Author's photograph, February 2017

			
<p>Juniperus procera</p>	<p>Olive (olea sp.)</p>	<p>Prunus africana</p>	<p>Schefflera abyssinica</p>
			
<p>Ficus (edible plant)</p>	<p>Strawberry (edible plant)</p>		<p>Embelia schimperi (medicinal plant)</p>
			
<p>Rosa abyssinica</p>	<p>Emboch (flower)</p>	<p>Kokesfuchi (flower)</p>	<p>Endod (Bleacher)</p>

**Figure 4.3: some of plant species found in the forest**

**Source:** Author's photograph, February 2017

**Fauna:** Kahitesta forest is habitat for different types of wild animals. As shown in table 4.4, mammals and bird species are widely found. Some of fauna Biodiversity species of the forest are identified with scientific, Common and local names<sup>2</sup> Travelers who are keen in visiting wild animals can stay long hours even days in the forest. One can widely observe white monkey at north western part of the forest while Common/ Olive monkey is highly populated and extensively seen in all parts of the forest especially at peripheral areas.

**Table 4.5: Some of Fauna species of Kahitests forest**




	Scientific Name	Common Name	Amharic Name	Awigna Name
<b>Mammals</b>				
1	Abicauda	Mongoose	Faro	Kikit
2	Colobus guereza	Colobus baboon	Gurezza	Baragegini
3	Common Baboon	Monkey	Zinjaro	Zagri
4	Conis aureus	Common Jackel	Kebero	Wugili
5	Crocuta crocuta	Spotted hyena	Tera gib	Ehhi
6	Felisa serva	Serval	Aner	Areri
7	Panther pardus	leopard	Nebir	Tsenih
8	Potamochoerus larvatus	Bush pig	Yedur asama	Girmi
9	Pygery thyrus	Ape	Tota	Chucha
10	Sylvicapra gramma	Bush duiker	Midako	Kupitsa
11	Trafelaphus	Bush back	Dikula	dikuli
<b>Bird species</b>				
1	Aquila rapax	Tawny eagle	Chilfit	Tsila
2	Columba gulnea	Speckedpigon	Ergib	Badibaday
3	Corvuscrassirostriss	Thick billed raven	Qurra	Qura
4	Occuipitalis	Vulture	Timb ansa	Tima gushi
5	Bucovas Abyssinicus	abyssinian ground hombill	Erkum	Gumgumit
6	Buzzaud		gadie	Gedi
7	Spersa	Black duck	Dakiye	Dakiye
8	Sand grouses		Dirchit	_____
9		Wood picker	Ginda Korkur	Kana kuhakuha
10	Streptopeli capicola	Ring necked dove	Wanie	-----

**Source:** Aw Zone Natural Resource and Forest Bureau bureau, February 2017

Colobus baboon is highly visible at all areas of the forest mainly at central area of the forest. It is seen when jumping from tree to tree. Travelers can watch white Colobus baboon at eastern part of the forest around Zik Abo holy water. The other types of mammals found at the forest includes ape, mongoose wild cat, serval, leopard, hyena, bush pig, common bush buck, bush duiker, hare common jackal, Baradili/ local name.

In addition to mammals, the forest is also home to many types of bird species. As researcher's observation, the forest is rich in bird species. Few of observed birds include Dove, Sandy grouse, Spur fowl, Abyssinian ground horn bill, Vulture, Hawk, Buzzard, Wood pecker, Hammer kop, Roven and etc. Bird watchers can abundantly observe many bird species with different attractive colors and their characteristics. It is very interesting to hear their uninterrupted different types of cheerful sounds; at the same time, they are doing different activities. Some of them are shouting, others are singing, some others are also dancing, flying, hunting, eating, collecting food, making living house and doing other different activities.

Broadly speaking, it is very amusing to spend the time there and observe the world of wild life, although it is difficult to catch up them for photographing. Some of mammals are running and escape when see human, others are on the top of high ceiling tall trees, some others are also jumping from tree to tree. These all makes difficult to photograph mammals. Concerning to Bird species, some of them are flying from place to place without rest even for minutes. It needs patience and long hours to get the chance to photograph them. That means travelers can observe real/original wild life in the Kahitesta forest.

			
Horn bill (Kawan Duhora)	Horn bill (Kawan Duhora)	Abyssinian rapax (Hawk)	Abyssinian ground horn bill
			
wood picker	Wated bil (Agnagna)	Hammer kop	

**Figure 4.4: Some of bird species found at Kahitesta forest**

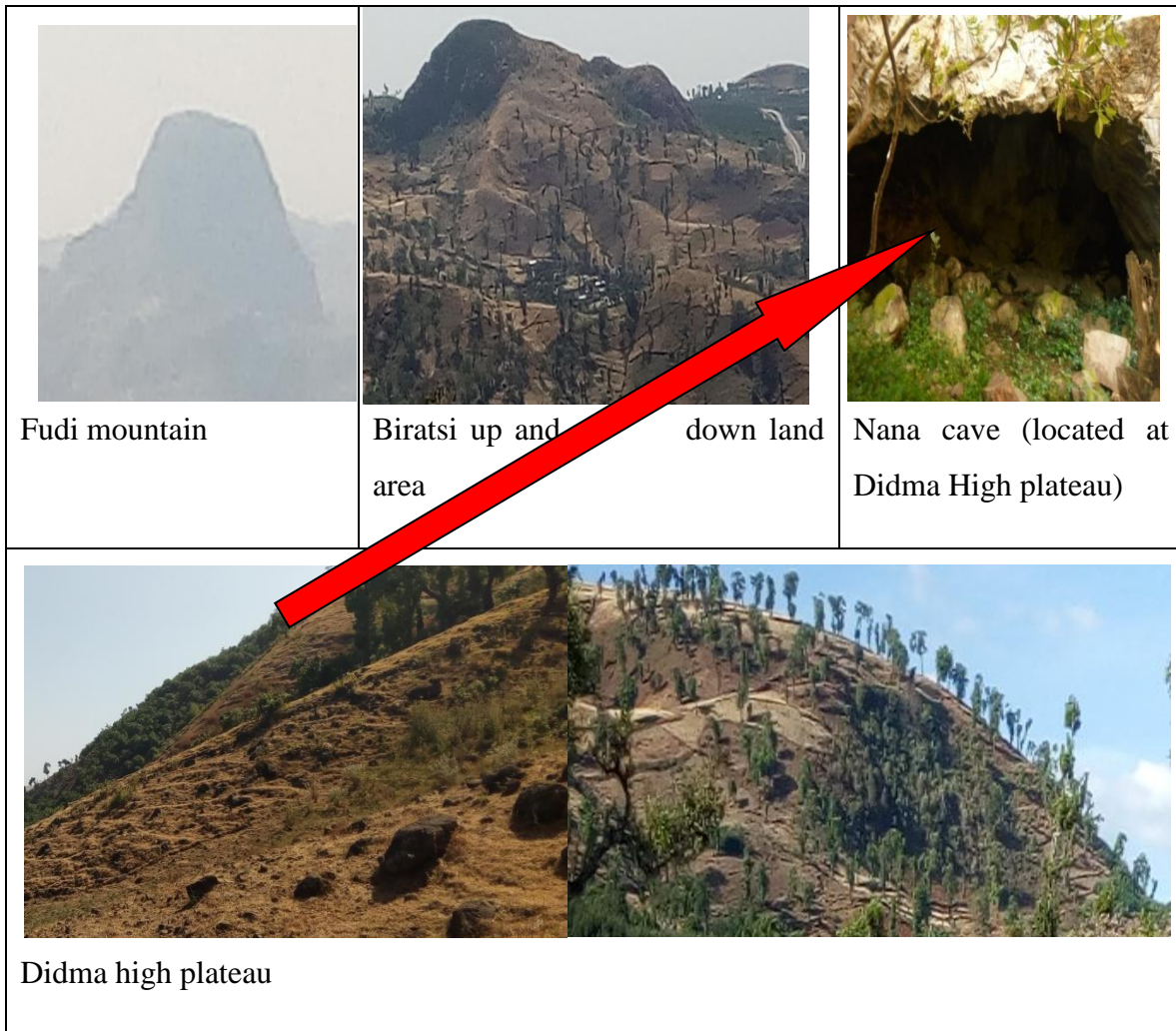
**Source: Author's photograph, February 2017**

### **Landscapes, Water Bodies and Climate**

One of the potential attractions in the area is scenic view of its landscapes. Terrain stretches, from high land to low land areas with topography of small mountains, hills, plateaus, gorges and cliffs are distinctive features of the area. Fudi mountain (found at Gomerti kebele south of the forest), Biratsi up and down land area (Zik kebele south east of the forest), Nana cave (Awidi kebele east of the forest) and Didma high plateau located between Awidi chachaqui and Zik kebele are also some of attractive landscapes bounded the forest (researchers own observation February 2017).

Didma high plateau stretches gently towards Kahitesta forest that means, the forest largely shares the boundary of Didma high plateau at eastern direction. When one is on the top of Didma high plateau, he/ she can see panoramic view of distant places such as Chagini, Pawi, Jawi, Zigam Dangila and etc. with different attractive views of landscapes although it is difficult observe the

end of the view: it becomes dim and difficult to catch up. It is also very interesting to see sun rising and sunset on the top of Didma high plateau.



**Figure 4.5: attractive land features found at environs of Kahitetsa forest**  
 Source: Author’s photograph, February 2017

The forest and environs is also rich in small rivers and streams. During rainy season the volume of these water bodies highly increases. All rivers of the forest flow towards western part of the forest and finally they join the main tributary rivers of the Abay (Blue Nile) River. This rivers and streams are very important for existence of the wild animals. They are also highly exploited for irrigation at most of its lower courses such as Askuna Abo and Bari kebeles. Hence; the existence of the forest has great value for existence of such water bodies. In other words, the forest is the source of productive rivers to local communities of lower drainage areas (researchers own observation February 2017).

The forest shares both Daga (cold) and wina Daga (moderate) climates due to variance in altitude. Eastern part of the forest share cold climatic zone from Didma high plateau and the remaining part of forest is covered with moderate climate which is favorable climate for existence of biodiversity, and travelers. Regarding to rain fall the area gains the rain mainly from mid of May to end of September. There is high rain fall during July to August, but the forest is not affected by erosion since it is covered with dense flora.

#### **4.2.2 Cultural Attractions**

According to Key interview respondent of Awi zone BOCT, Awi people are rich in attractive cultural values, history, traditional community associations and social activities, festivals, cultural events, and traditional conflict resolution. The zone is known in long years old churches and monasteries, burial places, holy waters, housing, handcrafts and household materials, cultural foods and drinks.

Key interview respondent also added that Awi people are well known in horse riding with giant association which is called ‘Yesebet bet Agew fersegnoch mahiber/ seven houses Agew horse riders association’. There are more than 20,000 members of this association. It has historic, social and religious values. Historically, the association was started after liberation of Ethiopia in 1941 from Italian occupation. During Italian occupation; Awi patriots have played a lion’s share as other parts of Ethiopians to defeat Italians. After return from battle field, Awi patriots established horse riders association to remember the role of horse at battle field to defeat Italians. It is celebrated colorfully per year on January 23 E.C. There is no restricted festival place. It is celebrated turn by turn through moving from place to place throughout association members’ kebeles within zone. Cultural foods and drinks are carefully prepared and invited to invited association members and guests from Awi zone woredas bureau of administration, as well as culture and tourism. Socially, the association plays a vital role in creating a great bond between communities’. In this regard, communities use the association as a tool for conflict resolution, funeral, religios festivals and wedding ceremonies. There is an effort to register such association in UNESCO to be known and world tourism asset.



**Figure 4.6:** horse riders celebrating yearly horse riders' association festival;  
Source: Awi zone culture and tourism bureau, February 2017



**Figure 4.7: horse riders discussing about association issues**  
**Source:** Awi zone culture and tourism bureau, February 2017



**Figure 4.8: The role of horse riders association in funeral activities**  
Source: Author's photograph, February 2017



**Figure 4.9: The role of horse in wedding ceremony**  
Source: Author's photograph, April 2017

Awi people are notable in traditional local customs. Travelers can visit nearby local villagers for living culture such as foods, drinks, dressing and hair style, agricultural activities, housing and living style. The best way to explore Awi is to visit small towns in Zone on specific market days especially on Saturday when colorful villagers can be seen selling and buying locally produced agricultural and handcraft products and imported commodities. The media of communication of local communities is both Awigna and Amharic languages.

		
<p>Collected foods from association members for invitation</p>	<p>Yekibe Anababro (Made from batter and hot pepper sauce)</p>	<p>Yeshirowot Anababro (made from nea</p>
		
<p>Yekibe Anababro (made from Butter and light pepper sauce)</p>	<p>Yenug Anabaro (made from nug)</p>	<p>Engocha (bread prepared inside the ash)</p>

**Figure 4.10: Awi people's cultural foods; Source: Culture and tourism bureau, 2007**



**Figure 4.11: Dressing style of Awi women**

**Source:** Awi zone culture and tourism bureau, February 2007



Figure 4.12: Hair Style of Awi girls and children

**Source:** Awi zone culture and tourism bureau, February 2017

			
Drum	Lunch box (Agilgil)	Leather stool	
			
Chira (local name)	Container (made from bamboo)		
			
Goblet (made from cattle's horn)	Cahir (made from bamboo)	Umbrella (made from bamboo)	Tray/ safed (sewed from grass)

**Figure 4.13: Handcrafts that shows Awi culture**

**Source:** Awi zone culture and tourism bureau, February 2017

Furthermore, Awi people are also known in land management and terracing agricultural fields designed to maximize productivity of soil and water retention. Currently, Awi zone specially Fagita Lacoma woreda and Banja woreda have cultured and well known in decarance agro

forestry for charcoal production. According to Muluken who is key interview informant from Fagita Lacoma woreda natural resource and forest expert, “more than 75% of the woredas cultivable land is covered with agro forestry which is increasing from time to time and benefiting local communities economically as well as environmentally. More than 1500 tourists have visited the agro-forest in the year 2016 to share the experience from different woredas and zones of Amhara region. The woreda is awarded for its activities.” Muluken added that “even dry land is covered with agro-forestry and created job opportunity to local communities through self-employment, daily wage and youth and fathers association in such agro forestry. Due to this reason, it has minimized the dependency of local communities on the natural forest for different uses such as charcoal production, lumbering, fire wood collection and sales of fire wood at local markets to get income.” Generally, agro forestry has brought multi-dimensional benefits. It has attractive and economic value to local communities; it minimizes erosion and maximizes the fertility of the land; it minimizes over dependency of local communities on natural resources and illegally using of the natural forest for different purposes. Thus, it has high contribution for sustainable development of Kahitetsa forest.



**Figure 4.14: Local Communities Cutting of Decarance Trees for Charcoal Production (Job Opportunity Created from Decarance Agro Forestry)**

**Source:** Author’s photograph, February 2017

### 4.2.3 Favorable Habitat for Wild Life

Kahitstse forest is naturally favorable forest for wild life. Large area which is covered with ever green jungle forest and different landscapes such as gorges, plateaus, hills small mountains rivers, streams and climate makes it favorable habitat for existence of diverse wild life. Its climate is mostly moderate (wine Daga) except eastern part which is cold (Daga) since it is sharing the cold climate from neighboring Didma high plateau.

**Table 4.6: Assessment of the forest comfortability for sustainability of wild animals**

S. No	Problems of wild animals	Frequency of Response											
		Very high		high		Medium		Low		not at all		Total	
		No	%	No	%	No	%	No	%	No	%	No	%
1	Diseases	0	0	0	0	0	0	15	16	76	84	91	100
2	Climate change	0	0	0	0	0	0	7	8	84	92	91	100
3	Lack of water	0	0	0	0	0	0	4	4	87	96	91	100
4	Seasonality of food	0	0	0	0	0	0	58	64	33	36	91	100
5	Wild animals over population	0	0	0	0	6	7	25	27	60	66	91	100
6	Human impact	25	27	36	40	14	15	16	18	0	0	91	100

**Source:** own field survey, February 2017

As it is illustrated table 4.6 above, 92% of household respondents replayed as there is no problem at all related to climate that affect wild animals. Only 8% respondents replayed as there is problem at low level due to climate change. Concerning to wild life diseases, 84% of respondents replayed as there is not at all, but 16% replayed as there is at low level. 96% of respondents replayed as there is no lack of water at forest for wild animals' use, however only 4% responded that there is low level especially during dry season. They added that this causes wild animals to be attacked by other hunter wild animals and people when they are traveling from place to place for searching water. Regarding to seasonality of food, it is immaterial problem to wild life since the forest is rich in ever green trees, shrubs, ferns, herbs and grasses. The forest is also large enough to accommodate wild animals in terms of food accessibility except uncontrolled rising of domestic animals by local communities. According to sample

house hold respondents, 36% of them responded as there is no any seasonality of food at all, while 64% of them responded as there is food seasonality at low level during dry season. During such season, wild animals like monkey and bush back are attacked by hunters when they are moving to peripheral areas to search for food.

The population of wild animals themselves is not considered as one of major problems for survival since there is no overpopulation of wild animals in one way and due to large size forest that can accommodate the existing wild animals in other way. According to researcher's observation, there is high number of colubus baboon and common/ olive monkey in the forest. When one is moving inside the forest, he/ she can get abundant colubus baboons which are shouting and jumping from tree to tree. One can also hear olive monkeys shouting and moving in herds at all sides. Other animals are restricted at some specific places and need local guide to show the location of their habitat. Both colubus baboon and olive monkey are large enough in number for controlled hunting. Likewise, the forest is rich in bird species. One can see various bird species with variety of attractive colors.

The major problem for wild life survival in the study area is human impact. 27%, 40%, 15% and 18% of respondents answered that, there is human impact at very high, high, medium and low level respectively, but none of the respondents replayed as there is no human impact. This implies that directly or indirectly there is human impact on wild animals. Local communities use the forest for fire wood, housing, household materials, for grazing domestic animals, for lumbering and medical purposes. These all together can cause a severe problem to forest and wild animals as shown table 4.12.

Generally, the forest has naturally favorable habitat to wild animals. Diseases, climate change, lack of water, seasonality of water, and wild animals over population are not severe problems. These problems are found at very low intensity which is occurred rarely. The main problem is human impact which is practiced directly or indirectly in different ways. This needs strict measure to bring sustainable development of forest. Establishment of CBET is the best tool although it is difficult to apply in practice due to local communities over dependency on natural resources and need of short term benefit.

Norris (1992) has clearly stated its difficulty as “Many of the threats of protected areas arise from the needs of local populations to use resources to survive”. Woodley (1999) added as difficulty for governments to manage and rationalize scarce resources, and allocation of large areas of land and water for protection is highly increasing due to increase in environmental destruction, ecosystem degradation, habitat disappearance and biodiversity decline, but most nations have made efforts to protect some portion of their remaining natural resources. The major constraint for the government to solve these problems is financial issues and sense of ownership of community to protected areas. However, according to UNWTO (1997), it is now generally recognized that communities and protected areas cannot co-exist in the absence of local support for the conservation objectives of the protected area. These considerations are particularly observed in developing countries. The result has been that ecotourism has come to be widely viewed as a positive means of improving people’s standard of living.

#### **4.2.4 Accessibility of the Forest**

Accessibility is one of necessary criteria of tourism attractions to be visited with minimum cost. Tourists need cost effective travel in terms of time, money and energy. Silva and McDill (2004, p289) argue this issue as ecotourism potential depends on the presence of natural and cultural resources, and access to those resources. Scenic beauty of natural resources offer opportunities for ecotourism, but those opportunities are constrained by infrastructural limitations. Common problem for ecotourism development is lack of infrastructure development in the CBET areas, such as roads, airports, widespread electricity. UNWTO- UNEP (2002) added that in many destinations with ecotourism potential, it is felt that there is lack of infrastructure. Thus, improvement of infrastructure for the purposes of tourism must be carefully weighed and thoughtfully implemented for accessibility of the area, with a broad view of potential impacts on the local economy and the ecology of the area.

In this regard, Kahiteste forest is located at accessible area. It is located 17 km away from Injibara town West direction which is historical tourist route of Northern Ethiopia from Addis Ababa via Injibara to Bahir Dar city, Monasteries of Lake Tana, Historical city of Gondar, Simien mountains National Park, Lalibala Rock Hewn Churches, and historical city of Axum. On the other hand, the forest is located 5 km away from asphalt road of Injibar to Ethiopian Great renaissance water reservoir; but still the area needs to construct 5 km extension road and

road network within the forest to be more accessible. There is relatively increasing number of tourists flow from time to time to these destinations as depicted table 4.7.

**Table 4.7: Bahir Dar Town Tourist Flow and Tourist Receipts of Domestic and International Tourists (2006-2015)**

Year	Domestic Tour flow	Inbound Tourism flow	Receipts (birr)
2006	16,442	8,777	9,218,083
2007	23,561	10,083	9,864,774
2008	26,761	11,769	12,263,709
2009	28,542	12,613	57,167,918
2010	42,709	17,042	57,472,307
2011	30,885	17,901	72,237,846
2012	42,930	25,721	102,326,897
2013	88,899	45,731	274,348,698
2014	97663	47148	323,305,512
2015	226,449	43045	332,749,188

Source: BOCT of Amhara National Regional State Fiscal report, 2016

In 2015 G.C alone, there are 226,449 domestic and 43045 international tourists flow to Bahir Dar city of which 332,749,188 birr receipts had generated. Since the area is located near to high way from Addis Ababa to Bahir Dar via Injibara, it has great chance to get these tourists if infrastructures, facilities and services as well as potential resources are developed and promoted.

#### **4.2.5 Demarcation of the Forest**

It is very necessary to assure land ownership right of the local communities before establishing CBET. It can be major challenge for development of CBET at protected areas where it is improperly demarcated. Properly demarcating and trying to expand the boundary of protected areas may dislocate local communities from their own land area. This may cause problem of land

ownership right and need negotiation with land owners and compensation payment which is very difficult and expensive to implement.

**Table 4.8: Demarcation of the forest**

S. No.	Questions	Frequency of Response					
		Yes		No		Total	
		No	%	No	%	No	%
1	Is there demarcation problem of the forest?	1	1	90	99	91	100
2	Is there any private land ownership problem caused due to improper demarcation?	1	1	90	99	91	100

**Source:** own field survey, February 2017

Demarcation problem is immaterial challenge for Kahitesta forest as it is depicted in table 4.8 In this regard, 99% of sample households responded as there is no demarcation problem of the forest. Likewise, there is no private land ownership problem after forest demarcation and land ownership right of local communities in 1997 G.C. That means it is properly demarcated. Only 1% has responded as there is demarcation and land ownership problem, accordingly, communities who have the land at boundary of forest rarely pass the forest boundary for farming and to expand for grazing although it is restricted by law. Similarly, the key interview informants of forest securities replayed that there is no demarcation and land ownership problem. It is already properly demarcated, but few of communities who have the land at boundary area rarely try to pass the boundary of the forest especially to expand for grazing land. Key informant interview respondents from Fagita lakoma, Banja shekudad and Ankasha Gogusa woredas and Awi zone natural resources and forest bureau added that there is no exaggerated problem of passing forest boundary by local communities, but it happens occasionally due to follow up problem of forest securities and forest experts.

In general, the study result shows that the demarcation of the forest and land ownership is not considerable problem i.e. the forest is properly demarcated and local communities have land ownership right book in their hand. Passing of the boundary of the forest is strictly forbidden by law. Therefore, existence of correct demarcation is one of opportunities to develop CBET at study area, Moreover, development of CBET can help land ownership right of local communities in better way. Sofield (2003) and Cole (2006) support this idea i.e. they advocate as CBET can

facilitate and enable the host communities to control tourism development. They can gain power to retain the rights to own, protect and develop their land. This ownership and control of natural resources can bring sustainable development.

#### 4.2.6 Awareness and Attitude of Local Communities' and their willingness to Involve in Community Based Ecotourism Activities

Host communities can create barriers to ecotourism sectors. Local traditions, availabilities and quality of amenities, awareness and attitudes towards tourists are key factors in the success of ecotourism sectors business (Mathieson and wall, 1982). Rosss and wall (1999) added that host communities' support and participation in the planning and provision of ecotourism is fundamental to realize its benefits.

Table 4.9: Awareness of local communities' and their engagement to involve in Community based ecotourism activities

S. No.	Questions	Frequency o Response					
		Yes		No		Total	
		No	%	No	%	No	%
1	Do you know about tourism?	91	100	0	0	91	100
2	Have you ever seen tourists traveling to your local area?	91	100	0	0	91	100
3	Do you know the reason why tourists are traveling to your local area?	78	86	13	14	91	100
4	Do you think wild animals and plants are important as tourism attractions?	91	100	0	0	91	100
5	Do you think culture is important as tourism attraction?	91	100	0	0	91	100
6	Have you ever seen when tourists are photographing?	91	100	0	0	91	100
7	Do you have interest to be beneficial if community ecotourism is established at Kahitests forest?	91	100	0	0	91	100
8	Would you contribute money for CBET development?	91	100	0	0	91	100

Source: own field survey, February 2017

Based on assessment result shown below in table 4.9, all of sample household respondents have awareness, positive attitude and engagement to involve in CBET development at the study area. 100% of them responded as they know about the meaning of tourism, and the importance of flora, fauna and local culture as tourism attraction. All of respondents have also seen when tourists have been traveling to their local area and photographing. Although 14% of respondents replied as they do not know clear reason why tourists are traveling to their local area, 86% of them have awareness about the purpose of tourists travel to their local areas. Most of them responded as government officials traveling to their local areas and photographing and/ or video graphing for report purpose what they have observed especially on T.V program, to register heritage materials of the church, to visit infrastructures at local areas, to share experience of agro forestry that are traveling from other woredas and zones of the Amhara region. In addition, Sample household respondents replied that government officials also occasionally survey about the communities way of life, family background and economic activities. Besides these, sample household respondents added as tourists are traveling to watch wild animals, mountains, cave, terracing, irrigation, horse riders' association festivals as well as religious festivals and celebration. They also travel for funeral and to visit relatives. Some of people also travel from remote area to Kahitesta Abo church which is located inside the forest for holly water (to get relief from illness).

Furthermore, sample household respondents answered as many students also travel from neighboring schools to visit Cave Nana. According to local communities' oral tradition, cave Nana is historical cave and prosperous in resources. Aza Nana who was the powerful ruler at local area during Gonderine period has been using the cave to protect from enemies for long period of times. Local communities believe that the cave is rich in gold, Maria Teresa silver and other precious goods and historical household materials of King Aza Nana. The area and length of the cave is not known. All of sample households are also engaged to involve and contribute money for CBET development at the study area.

From stand point of study result, local communities have awareness, positive attitude and engagement to develop CBET at the study area. According to their response, they have taken awareness creation training at different conferences as one of current issues. The training included about importance of tourism, conservation of natural and cultural resources, hospitality

and respecting of travelers, but this does not mean that they are aware and know everything in detail. According to Banja, Fagita Lakoma and Ankasha Gogusa woredas and Awi zone BOCT, awareness and engagement of communities are among major challenges to develop CBET. The major challenge is that they seek short term benefit rather than long term. They need per day payment during training, but their bureaus do not have sufficient budget to pay for all of communities during awareness creation training.

In addition to this, they expect immediate benefit from tourism activities which is very difficult in practice. According to Duffy (2006), establishment and development of CBET passes many challenges in spite of the existence of possible opportunities. It is complex and challenging task; it is hard to immediately be successful and profitable in comparison with other projects. It needs a long term effort to develop new situation, to build capacity and follow up, monitor and evaluate activities, marketing as well as to ensure that the CBET moves forward. Therefore, major challenges must be identified before starting ecotourism development activities.

To recapitulate the idea, most of local communities have awareness, positive attitude and engagement to involve in CBET activities; but as it is discussed in 4.1.1 educational background section above, majority of them are illiterate to run CBET business; even literate household respondents haven't taken especial training and certification in tourism activities. Therefore, since they are fully engaged, these problems can be minimized through youth education, theoretical and practical training as well as employing trained staff at key areas especially at customer service and management areas.

#### **4.2.6.1 Areas of Communities Interest to Involve and Benefit if CBET is Established**

According to Lindberg (2001), one of the goals of CBET is promoting new economic incentives, for example selling of local products and cultivated medicinal plants there by creating entrepreneurial skill. There should be an effort to achieve economic benefit of CBET of local communalities who are economically weak. Some of the mechanisms to economically benefit poor local communities include employment of local communities in tourism enterprises; supply of goods and services to tourism enterprises by the poor, direct sales of goods and services to visitors by the poor (informal economy).

Thus, to establish community based ecotourism and benefit the local community as well as to attract tourists, it needs tourism product development. To realize the interest of local communities' involvement and benefit if CBET is established at study area was asked as shown in table 4.10 below.

**Table 4.10: Areas of communities interest to involve and benefit if CBET is established**

S. No.	In which of the following areas are you interested to involve and beneficial if CBET is established?	Frequency o Response					
		Yes		No		Total	
		No	%	No	%	No	%
1	Provision of handcrafts	21	23	70	77	91	100
2	Horse rental	25	27	66	73	91	100
3	Horse riding	24	26	67	74	91	100
4	Cultural showing and story telling	6	7	85	93	91	100
5	Traditional music and dance	3	3	88	97	91	100
6	Guiding	4	4	87	96	91	100
7	Provision of agricultural products	34	37	57	63	91	100
8	Provision of other commodities	6	7	85	93	91	100
9	Bee keeping	26	29	65	71	91	100
10	Employment in management	2	2	89	98	91	100
11	Employment in food and beverage service	2	2	89	98	91	100
12	Employment in cooking	6	7	85	93	91	100
13	Employment in security	3	3	88	97	91	100
14	Daily wage	30	33	61	67	91	100

**Source:** own field survey, February 2017

The sample household respondents have shown their interest to involve in different tourism activities and services. Most of them are opting to involve and benefit in two or three activities. 37%, 33%, 27%, 26% and 23% are willing to engage in local agricultural supply, daily wage, bee keeping, horse rental, horse riding and provision of hand crafts respectively, but very few respondents are interested to be employed in management (2%); similarly 2% are interested to be employed in food and beverage service, but 3% are engaged to be employed in security, and

traditional music and dance, 4% in guiding and 7% in cooking. In the same way 7% are willing to engage in provision of different commodities.

In general, the state of communities' engagement to involve and benefit is not paradox to real situation. That is, the activities which are responded in high frequency are really that need high number of communities involvement and those activities which are responded in low rate also need few number of communities involvement. Therefore, communities' engagement to involve in different activities can be considered as one of opportunities to develop CBET at study area. Quality of products and services can be developed and improved through skill gap training. It cannot be the major problem since their engagement is based on their previous knowledge, skill and experience.

#### 4.2.7 Hospitality, Safety and Security Traditions of Local Communities

Tourism industry is service oriented business activity in nature. It requires warm welcoming and friendly relationship of host communities to satisfy tourist needs, wants and expectations. This will help the opportunities of local tourism businesses development. In contrast, antagonistic activities of local communities can harm both tourists and local businesses of the tourism industry.

**Table 4.11: hospitality, safety and security tradition of local communities**

Questions	Response	Frequency	
		No	%
How do you approach towards tourists when you see them?	Welcomingly	91	100
	Negatively	0	0
	Not any sense	0	0
	Total	91	100
Is there safety and security related problems at your locality?	Yes	3	3
	No	88	97
	Total	91	100
Do people conflict each other on forest resource use?	Yes	9	10
	No	82	90
	Total	91	100

**Source:** own field survey, February 2017

When sample household respondents were asked about how they approach towards tourists when they see them; all of them responded that they approach welcomingly. This implies that local communities have tradition of hospitality. In addition to their tradition of hospitality, they are oriented by local leaders to welcome any travelers and ask Identity card or permission to travel. This is for safety and security purpose of both tourists and local communities themselves. When sample households are asked about safety and security related problems at their locality, 97% of them responded as there is no problem at their local area; but 3% of them responded as there is safety and security related problems. They stated that, there are occasionally robberies during the night and even during the day when one is passing and staying in the forest. Therefore one should care these situations. Sample households also asked as “Do people conflict each other on forest resource use?” 90% of them responded as they do not conflict each other, but 10% of them responded as there is conflict. From the view point of study result, hospitality, safety and security issues are immaterial challenges to the study area to develop CBET. If CBET is realized at area those of few existing problems can be masked by majority of communities; and host communities can be empowered through educating and awareness creation training to minimize hostile attitudes and practices.

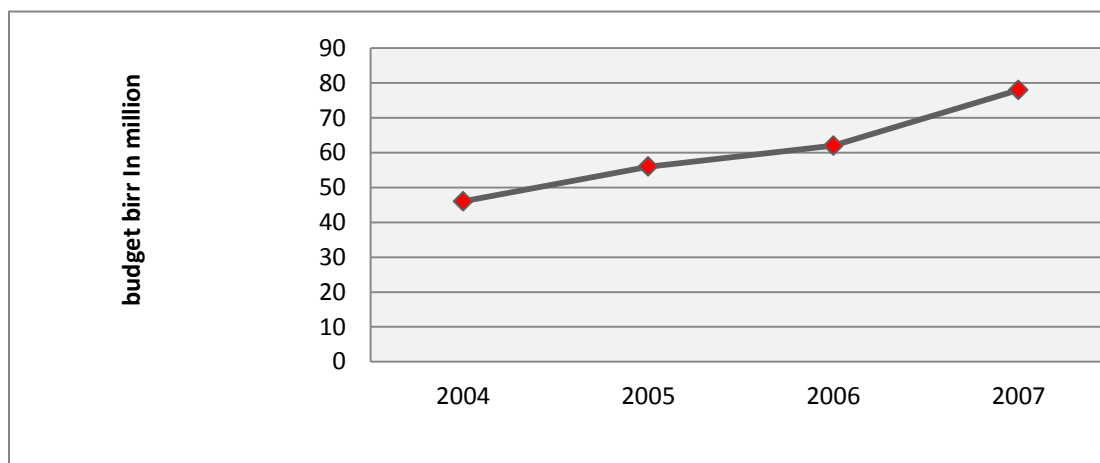
#### **4.2.8 Accessibility and Engagement of Micro Finance (Credit and Saving) Institution**

The economic level of local communities and owners affect the success of business in ecotourism sector. Obtaining financial resources to operate the CBET business for the first few years is among the most important barrier to do business (McKercher and Robbins, 1998). Beginning capital is among major challenges to small and micro scale tourism businesses. Financial problems occur because of difficulties in obtaining loans from financial institutions. Tourism entrepreneurs need incentives from the government for starting up and to expand their business activities. This can be through provision of low interest loans (Weaver et al., 1996). Microfinance credit and saving institutions are among governmental financial institutions to ease these problems. Amhara credit and saving institution plays a vital role in the Amhara region. According to the key interview respondents of Fagita lakoma, Banja and Ankasha Gogusa woredas’ micro finance and saving institutions, they are able to provide the loan to any loan seekers if they fulfill pre-stated criteria such as: (1) they should believe as the business is feasible and propose business plan; (2) they should have work interest; (3) if they are poor and need the

loan without guaranty, they should come in group (association); 4) the loan seeker should have good ethics; (5) the age of individual loan seekers should be above 18 years; (6) they should provide evidence that shows free from any loan; (7) for individual creditor who do not need loan in group properties like equileptes tree can be used as guarantee. The regulation supports more than 70% females to be beneficiary.

They added that, the loan provision is supported through awareness creation training. They provide 3 days training for beginners of which 3 hours training for each day. The training includes about traditional and modern way of saving, warranty, rights and responsibilities of individual loan seekers, benefits of credit and saving, and the return skill of the loan. Above 18% of the loan should be returned per year. The training is provided cooperatively with other stakeholders to satisfy diverse business needs of loan seekers.

Major challenges to work with local communities are awareness problems of local communities how to invest, save, and return back what they have borrowed, lack of sufficient experts in the office and budget problems, but all of those challenges are decreasing from time to time since awareness of interest and benefit from the loan is highly increased. According to Muluken (2017) who is expert of Fagita lakoma woreda credit and saving institution, more than 99% of loan is returned within given period of time in 2016 fiscal year which is very significant change compared to previous years. He also added that there is progress of budget from time to time.



**Figure 4.15: Increase of budget of Fagita Lakoma woreda Micro Finance institution**

**Source: Fagita Lakoma wored micro finance institution, 2017**

The budget in 2014, 2015 and 2016 fiscal years was 48 million birr, 56 million birr and 62 million birr respectively. In 2017 it is increased to 78 million birr, but the budget is not still adequate since there is high increase in loan seekers. In the year 2017, the number of communities who have taken the loan are 10, 000. Therefore, it needs additional budget to satisfy the interest of loan seeker communities.

Muluken also stated the solutions they are applying for existing challenges. These include awareness creation training, increasing the budget, follow up program after 15 to 30 days of loan provision to assess what the borrowers have done, and providing expert support at field of work, empowering them to be beneficiary.

Banja, Ankasha Gogusa and Fagita Lakoma woredas credit and saving institutions key interview informants stated that they have experience of loan provision to loan seekers for agro forestry business both in groups and individual loan holders, but they replayed as there is no still experience of providing loan to CBET activities Since nobody proposed for such businesses. Their institution is open if CBET entrepreneurs propose the feasibility study and fulfill the stated criteria. Therefore, there is an opportunity to get the loan if CBET is established at study area and intended for loan.

#### **4.2.9 Engagement of Cooperative Institutions to Involve in CBET Activities**

Fagita lakoma, Banja Shekudad and Ankasha woredas' Cooperative institutions have experience in supporting different associations with different projects for long years. They have been working more than 7 years in youth and fathers agro forestay associations. In this regard, communities have brought progressive change and benefit from association activities. Key informant interview respondents from Banja woreda stated that they have been supporting both natural and agro forestry associations of local communities. Fagita Lekoma woreda cooperative institution has also similar experience of supporting local community associations. Key informant interview respondent from Fagita lakoma woreda added that they have been working in collaboration with SOS (NGO) to build capacity of local communities of Aykelta and ankury kebeles at Kahitests forest. SOS has provided material and financial support, and training to build capacity of forest management, but now, SOS has phased out due to its miss-management and the communities association is continued with the support of cooperative institution.

According to cooperative associations establishing proclamation 220/2007 E.C of Amhara regional state, the criteria to be member of the association includes: (1) engagement to be member of association, (2) legal, ethical and normal in health condition, (3) able to pay registration fee, (4) resident at work area and able to participate in the activities, (5) responsible to accept and accomplish regulation of the association, (6) not member of other similar association and (7) not employee of the association. This proclamation is not complex and difficult for interested individuals to join the association, rather it motivates to involve and benefit from the association.

Communities are engaged to involve and benefit from natural and agro forestry associations, but they need short term benefit and their activity after joining the association is not as expected. expectation of short term benefit, lack of sufficient cooperative experts to provide extension training, supervise and follow up, communities awareness problems, financial problem due to lack of budget to run the operation and miss-management of local administrators are major problems to fully support the associations. In spite of these challenges, their institutions provide extension training, expertise support and follow up, experience sharing with other area. Although cooperative institutions have work experience with natural and agro forestry, they have not any experience with CBET associations since there are no CBET associations at their local areas; but they are engaged to work with any type of associations if they fulfill the stated criteria. Therefore, this can be considered as an opportunity to develop CBET business at study area.

#### **4.2.10 Existence of Environmental and Tourism Developmental Policy that Favors Community Involvement and Benefit**

Ministry of environment and Forest of Federal democratic republic of Ethiopia (2008) has dictated about environmental policy. It states as “Climate change can affect the whole country. Thus, the solution to its impacts must be sought throughout the whole country. Ethiopia has formulated program of adaption to climate change and implementing it. Ethiopia has vision and prepared green economic growth policy and plan which will become carbon neutral by 2017 if it is practiced by whole population.”

Ethiopia Tourism Development Policy (2009) states that “The tourism policy is an expression of the government’s commitment that guides the overall development of tourism in Ethiopia; it

serves as an umbrella to guide the public and the private tourism sector players. At the same time, the public and the private sectors have distinctive roles in the tourism development of the country.” The policy also briefly expresses that government seeks “to see Ethiopia’s tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination”. The main policy issues and strategies are expressed in the following six pillars of the policy document such as: (1) guiding the tourism industry in a broad-based direction; (2) developing the existing and new tourist attractions in variety scale and quality; (3) expansion of infrastructure and tourist facilities essential for tourism development; (4) undertaking promotional work through the creation of strong market ties in order to become competitive on the International Market; (5) strengthening the collaborative relationship among actors participating in tourism development; (6) overcoming the serious capacity limitations observed in the industry.

The emphasis of the policy document is that local communities should directly benefit from tourism development. It also calls for active participation of women and youth and greater cooperation between the public and the private sectors. Sustainable tourism development as well as conservation of resources and the participation of local communities in tourism are seen by the Government of Ethiopia as central elements of tourism development. This can be realized Through CBET development.

#### **4.2.11 Availability of Standard Accommodations in Injibara Town (Awi Zone City)**

The primary role of accommodation establishments is to host and create a home environment for tourists who arrived at tourism destinations. Tourists spend long hours per day in accommodation sectors. They spent their time during breakfast, lunch, dinner and snack hours. They stay there throughout the night; they also use accommodation establishments for entertainment, to take the rest and to store their luggage. Tourists need international standard delicious food menus, clean and comfortable bed rooms with full facility to satisfy their needs wants and expectations, thus international standard accommodation facilities are required to be competent in the market. These hotels are not standardized (star is not given) during conducting the research. Accommodation establishments serve as transit stations within the country. Hereby, it is very difficult to think about tourism without presence of accommodation. As I have observed, there are tourist standard basic hotel rooms with basic facilities such as hot and cold

shower, toilet and food and beverage service. Some of these hotels include Elshaday Hotel, Mulu Gojam Hotel, Ardin Hotel, Chima Hotel, Cardin Hotel and Ardidan Hotel. Their availability can be taken as an opportunity for development of CBET at study area.



**Figure 4.16: Tourist standard accommodation Facilities at Injibara town**

**Source:** Author's photograph, February 2017

#### 4.2.12. Benefit of Community Based Ecotourism

CBET at conservation area can bring multi-dimensional benefits to local communities. It integrates conservation and development projects especially in developing countries to benefit the poor in different ways. Local communities can get economic environmental, cultural, social, political, educational, technological infrastructural and institutional benefits.

Table 4.12: Communities awareness about benefits of CBET if it is established at Kahitests forest

S. No.	What benefits do you expect that Kahitests forest will bring to local communities if CBET is developed?	Frequency of Response							
		Yes		No		I don't know at all		Total	
		No	%	No	%	No	%	No	%
1	Economic benefit	91	100	0	0	0	0	91	100
2	Environmental benefit	91	100	0	0	0	0	91	100
3	Cultural benefit	85	93	5	6	1	1	91	100
4	Social benefit	91	100	0	0	0	0	91	100
5	Political benefit	88	97	0	0	3	3	91	100
6	For educational and research	84	92	6	7	1	1	91	100
7	Technological development	88	97	1	1	2	2	91	100
8	Infrastructural development	91	100	0	0	0	0	91	100
9	Institutional development	86	95	4	4	1	1	91	100
10	Better standard of living	90	99	0	0	1	1	91	100

**Source:** own field survey, February 2017

When sample household respondents are asked about the benefit of the Kehitests forest that can bring if CBET is developed as shown table 4.9 below, 100%, 100%, 93%, 100%, 97%, 92%, 97%, 100%, 95% and 99% have responded as it has economic, environmental, cultural, social, political, educational, research, technological development, infrastructural development, and better standard of living benefits to local communities respectively. This indicates that local communities have awareness about the benefit that forest can bring to them.

#### **4.2.12.1 Economic Benefits**

According to International economic association, one of principles of CBET is using every effort to maximize economic benefit for the host country, local business and communities, particularly peoples living in and adjacent to natural and protected areas. It has potential to contribute to local economic development through a widespread channel.

Therefore, If CBET is developed at Kahitetsa forest and environs, it can serve as means of economic diversification of local communities. It can assist sales of local agricultural products, hand crafts and local foods and drinks. It can also facilitate to diversify the job opportunity to local communities such as guiding, employment in food and beverage preparation and services, management, security, daily wage, horse rental and riding, cultural showing, storytelling, traditional music and dance, and other related services. Moreover, protected areas can generate the income from entrance fee, Carbon sales, controlled hunting, community owned lodges and donors support. All of collected money through different source of income should go back to local communities of CBET members and increase the level of household income. Currently, local communities are not getting economic benefit from tourism activity; therefore it should be developed in to CBET to benefit local communities from the potential tourism resources.

From standpoint of observation, the researcher recommends that the forest is potentially rich to develop wildlife tourism, bird watching, controlled hunting of colobus baboon and olive/ common monkey, hiking and trekking, rural/ agree tourism, geo tourism safari tour, sightseeing tour, cultural tourism and photographing types of tourism activities. These can help to diversify source of income to local communities in addition to satisfying customer needs, but environmental impact of tourism should be taken in to consideration and properly managed. Therefore, environmentally sound, culturally friend and economically feasible community-based ecotourism should be developed.

Local communities can spend their income generated from tourism in different areas. Some of them can help their families and relatives, they may also spend on social and public works as well as infrastructural development, still some of them may spend on other investment areas. Thus the flows of money continue on this way and bring multiplier effect on local economy.

#### **4.2.12.2 Environmental Benefit**

CBET justifies environmental protection and improvement. It ensures that resources used today are also available to the future generations (Sherman and Dixon, 1991). CBET at protected areas can play a vital role as a tool to improve environmental protection and bring sustainable development of environment. If local communities are getting economic benefit from CBET at protected area, they will feel sense of ownership and environmentally responsibility. Hence, currently existing problems can be managed. Communities' dependency on natural resources and uncontrolled exploitation will be minimized i.e. over exploitation and loss of biodiversity and natural habitat will be controlled. Therefore, it can minimize land degradation; it can treat water shades; it can minimize erosion and flooding that can destroy the soil and human property; it protects incidence of human and animal diseases expansion since it keeps the environment from climate change; and maintains the number of streams and volume of water flow. As result, local communities can be environmentally beneficiaries.

#### **4.2.12.3 Cultural Benefit**

Tourism enhances protection of cultural identity and heritage conservation. Cultural heritage in turn respects for development of different local traditions, cultures, encourages cultural exchange, Motivates development in local culture (Tufin, 2005). In this regard, Awi people are rich in living cultural value such as social activities, churches and monasteries, burial places, holy waters, hand crafts, cultural foods and drinks, traditional conflict resolution, festivals and holiday celebration. These cultural values are encouraged to be conserved by local communities with assistance of local culture and tourism bureaus. The development of CBET can enhance these cultural values i.e. if CBET is developed at Kahitetsa forest and environs, local communities will be economically beneficiaries from cultural activities. They can produce and sale handcrafts, cultural foods and drinks; they can tell history and show cultural shows and dances; they can also benefit from holiday celebration and festivals. They can prepare cultural concert with entrance fee and so on. After all, local communities will maintain originality of their cultural values being they are encouraged by local cultural traditions as well as tourism bureaus in addition to economic benefit; however adverse effect of tourism on the culture (cultural leakage) should be properly awared and protected. Thus, culturally friend community-based ecotourism should be developed.

#### **4.2.12.4 Political Benefit**

Ecotourism can be one of powerful tools for development of political power of nations especially in developing countries. Tuffin (2005) strongly articulates these issues as environmental, socio-cultural and economic issues are political issues of any country. Thus governments of developing countries use ecotourism as a tool to strength political power that is eco-tourism breaks down political barriers; Promotes international understanding and peace; Creates a favorable worldwide image for a destination; Promotes a global community; increases the power of community, human rights, political freedom and ensures rights in natural resource management in community; increases local business; Provides employment for local communities; Motivates preservation of cultural traditions; maintenance of social, cultural, and spiritual values; builds self-esteem; improves standard of living; training and other educational opportunities; improved infrastructures; and conservation of the natural environment.

Thus, Governments can strength the political power through tourism in many ways. (1) Many countries are taking attention to recover from problem of Global warming which is one of hot political issues at current time. This can be applied through developing CBET at protected areas. That means being covered by different species of floras; protected areas can protect global warming and enhance green economic activity. (2) CBET could response for unanswered political questions such as poor conservation strategies. (3) Tourism activity needs safe and secured environment for tourists' freedom movement. Bad images of a country can be broken down and assured through peace and secured tourism destinations. At CBET areas, local communities are grouped in to CBET associations which can help local communities to maintain and assure safety and security problems in groups. Therefore tourism promotes and creates worldwide image of destinations. (4), the question of job opportunity by jobless local communities and poverty problems can be responded by development of CBET at protected areas. On the other hand, from communities' angle, they can strength their power to request the government to develop infrastructures and institutions to CBET areas in groups (CBET association). They can also get assistance from government bodies such as training, expert assistance, materials and financial support and so on. Thus they can get political benefit from the development of CBET. Generally government as well as local communities can get political benefit through developing CBET at protected areas.

#### **4.2.12.5 Social Benefit**

CBET by nature is social business. One of main objectives of ecotourism is maximizing the social benefits and minimizing the negative ones. One can clearly understand from its definition. According to Denman (2001), “CBET is alternative form of ecotourism where local communities have substantial control over and involvement in every aspect of tourism in their area, and a major proportion of the benefit remains with the community.” From this definition, communities have the right to involve in every aspect of activities, to control/ manage their business and to share the benefit, to make decision, to solve the problem in group. Of course, in any social activities there is diversity in knowledge, skill, experience and attitudes. They can learn each other and share experience; they can also learn respect and tolerance from such differences of group members. In other way, communities can get social benefit from travelers. They learn language; they share life style; they develop hospitality and more. In addition local communities of Kahitesta forest and environs can strength their traditional social relation through developing CBET at the forest. Thus, communities can get social benefit and develop and strengthen their social life from day to day activities.

#### **4.2.12.6 Educational and Research Benefits**

From local communities’ perspective, local communities can learn more from day to day activities in their membership of CBET businesses. (Sofield, 2003) points out CBET as it can facilitate and enable the host communities to control tourism development in different ways. They have opportunities to enhance their capabilities, resources and skills to participate and challenge entrepreneurial activities and to avoid dominance by forces outside ecotourism. This is because they are the qualified innovators who can make changes in ecotourism sites, objects, images and even in how people reflect on past events and their previous ways of life.

From tourists point of view, tourists are not traveling only to see new things; they want to learn more things from new environment. Conservation areas such as national parks, community conservation areas, state forests, wild life sanctuaries and botanical area can serve as centers of research and education for researchers and students from the field of wild life, plant science, ecology, environmental science, tourism and other related fields. In addition to this, it can also help for practical learning from low level to higher education institutions. Besides these, it can

also serve as center of experience sharing for private travelers, as well as group members from different institutions. For example, Gulale botanical centre in Addis Ababa serves as center of research and education for researchers and students, experience sharing for private travelers, as well as group members. Since Kahitesta forest is rich in tourism resources and located nearby Injibara town, the newly established Injibara University could develop and use it as Educational and research center in collaboration with local communities. In turn, Communities can get benefit from activity and the sustainability of the forest will be in best way.

#### **4.2.12.7 Technological Development**

The growth of technology plays a critical role for economic development by providing fast, reliable and efficient service to tourists as well as service providers. In this regard, technology has many advantages in tourism industry. Provision of fast transportation and telecommunication network creates the link between tourists and destination of tourism service providers. Safety and security issues can be also managed through aid of technology, for example, security camera can help to control safety and security of tourists and their properties in lodges and hotel rooms. On line reservation system, computerized billing system, point of sales (POS) service and VISA banking are some of technology results used in tourism industry including CBET sites. Hereby, development of CBET can bring the technology transfer and development to local areas. Local communities can learn how to operate newly established technologies at their local areas, and it will simplify the complexity of the work. As result they can provide fast and efficient service to their customers. Over all, the ultimate goal will be efficient service and customer satisfaction. Thus, it can benefit both tourists and local communities.

#### **4.2.12.8 Infrastructural Development**

Infrastructural development like transport enhances continuous growth and development of tourism business. It is important to understand the role of transportation infrastructure development in the overall context of national socio economic planning in general as well as tourism development planning in particular. Hence transportation infrastructure is the back bone for accessibility of tourism destinations. High ways, airport, seaport and rail ways network system within and between countries have decisive function for development of tourism industry. Tourism will benefit from the work being done by countries and areas of the region at

national and regional level to provide a framework for internationally agreed routes and infrastructural standards (UN, 2007). In this consideration, Awi zone has shown progress in transportation network. According to Awi zone culture and tourism bureau, all of main towns are connected through at least gravel roads each other, similarly many of kebeles are also connected with main towns and currently flourished rural towns, but Kahitesta forest itself and surrounding kebeles are not connected each other through road network due to its natural barrier. Thus, development of CBET can enhance the construction of road network to connect attraction sites and environs. Hence, local communities can get benefit from such activities.

Likewise, telecommunication and clean water supply are vital infrastructures for tourism service. Tourists need to communicate with families, relatives, travel agents, tour operators and tour guides, accommodation and other service providers to satisfy their needs, wants and expectations. Clean, cold and hot water supply is also required for food and beverage preparation, drinking as well as cleaning and sanitation purpose. As researcher's observation, there is wireless telecommunication connection in the forest and environs during conducting this research, although it is not fast and efficient. However, supply of clean water to local community currently is unthinkable. Therefore, the development of CBET can bring significant change in those infrastructural developments; consequently local communities can be advantageous from those infrastructures.

#### **4.2.12.9 Institutional Development**

Access and development of institutions at local areas such as training institutions, micro finance and cooperative institutions, health and tourist information centers can enhance the development of tourism businesses and vice-versa. On the other hand, lack of support from such institutions can deter the development of tourism businesses. According to Workneh who is Awi zone culture and tourism bureau key interview informant, "Bahir Dar University and Injibara pole technique tourism and hotel departments are engaged to work collaboratively with us in community service" he said. "Micro finance and cooperative institutions are also engaged to work with us" he added. However, due to budget constraint and local communities' poor engagement and need of par day payment for participation in training they are not effective in performance. The best mechanism to increase participation rate of local communities in community services such as awareness creation training, consultancy service as well as

professional and special training and certification is developing CBET at local areas. As a result communities can get the benefit from such institutional development.

#### **4.2.12.10 Better Standard of Living**

Overall, the ultimate goal of economic, environmental, cultural and social benefits, access to education and research, technological, infrastructural and institutional development is to bring better standard of living for local communities. IUCN (1999) described about importance of CBET as it improves quality of life of host community. UN (2007) similarly stated as tourism promotes higher standards of living, increases employment and creates conditions of economic and social progress. Moreover, Tuffin (2005) clearly pointed out about better standard of living' as "it enhances job creation, better income, nutritional status, good hygiene, community pride, gender and age equality, building capacity for community management organizations." However, As it is discussed at above in 4.1.3 'Source of Income and its sufficiency level for survival' section, household income level for many of local communities of study area is difficult to survive since they are dependent on limited natural resource more likely subsistence agricultural activity and decreased productivity of land from time to time, high need of fertilizers, dissected and traditional agricultural activity and increase of family size without increase of diversified source of income. This problem of poverty on local communities can be minimized through diversifying the source of income such as sustainable development of CBET at the study area. Consequently, the development of CBET can bring better standard of living to local communities of study area.

### **4.3 Challenges of Community Based Ecotourism Development**

This part of data analysis deals with challenges that affect the development of CBET at study area such as poor conservation strategy of the forest and dependency of local community's on natural resources; human-wild life conflict; financial-constraints; lack of capacity, engagement and cooperation among stake holders to involve in cbet business; rigged physical feature of the forest land; lack of infrastructure and marketing and promotion.

### 4.3.1 Unsustainable Forest Use

According to Honshu and Mintong (2009), CBET is sustainable tourism which is based on ecological principles and sustainable development strategy. Its main aim is to conserve resource, especially biodiversity, and maintain sustainable use of resources. Sherman and Dix (1991) added about environmental benefit of tourism as it ensures that resources used today are available to future generations. Thus it justifies environmental protection and improvement, but this principles and strategies are not properly applied at Kahitetsa forest due to Poor conservation strategy and dependency of local community’s on natural resources although they have taken trained and awared about environmental conservation.

**Table 4.13: Communities awareness about environmental conservation**

Question	Frequency of Response					
	Yes		No		Total	
	No	%	No	%	No	%
Have you ever taken any training concerning environmental conservation	90	99	1	1		100

**Source:** own field survey, February 2017

Sample household respondents as, depicted table 4.13, are asked whether they have taken any training concerned to environmental conservation. In this regard, except 1%, of them, 99% replayed as they have taken the training at different conferences as one of current issues especially during festival seasons such as meskel, Easter and etc. to protect the cutting of trees for fire wood, but the training is not sufficient and detail. It is occasional and only awareness creation.

Strict control mechanism/ strategy of the conservation areas is very crucial to bring sustainable development; thus assessment of conservation strategy is necessary to identify the level of conservation and local communities influence on natural resource to find the solution.

**Table 4.14: Conservation strategy of the forest**

How is the forest conservation strategy operating on the ground?	Frequency of Response	
	No	%
Very strict	12	13
Strict	0	0
Medium	32	35
Weak	33	36
Very weak	14	16
Total	91	100

**Source:** own field survey, February 2017

When sample household respondents were asked (table 4.14) about the intensity of forest conservation strategy, 13%, 0%, 35%, 36% and 16% of them replied as very strict, strict, medium, weak and very weak respectively. From this view point, the sum of weak and very weak is more than 50% which implies the conservation strategy of the forest is not strongly applied. The study implies that the study area needs strict conservation mechanism for sustainable development of the forest. In this regard, establishment of CBET is the best mechanism to bring sustainable development of the forest since it creates sense of ownership and social bond.

In conservation areas where local communities are dependent on natural resources, use the forest illegally for various purposes such as for grazing, fire wood, housing, charcoal, lumbering household materials and agricultural tools. These can bring adverse effect on sustainable development of the forest.

**Table 4.15: Communities use of the forest**

S. No.	For what purpose do communities use the forest at current time?	Frequency of Response											
		Very high		High		Medium		Low		not at all		Total	
		No	%	No	%	No	%	No	%	No	%	No	%
1	For fire wood	0	0	0	0	3	3	88	97	0	0	91	100
2	For housing	0	0	0	0	1	1	53	58	37	41	91	100
3	For household materials	0	0	0	0	5	6	85	93	1	1	91	100
4	For agricultural tools	0	0	0	0	59	65	29	32	3	3	91	100
5	For charcoal	0	0	0	0	0	0	8	9	83	91	91	100
6	For grazing	58	64	33	36	0	0	0	0	0	0	91	100
7	For honey production	2	2	14	15	60	66	15	17	0	0	91	100
8	For lumbering	0	0	0	0	6	7	85	93	0	0	91	100
9	For medicine	0	0	4	4	49	54	38	42	0	0	91	100

**Source:** own field survey, February 2017

The major head ache of the forest is overgrazing. When sample household respondents were asked about this issue, 64% and 36% replayed as they use at very high and high intensity correspondingly, but nobody responded at medium, low and not at all levels. This implies that, raring of domestic animals in the forest is not restricted although it is stated in the ‘Forest management, control, and using regulation’ of Amhara regional state proclamation No 002/1999. According to this proclamation article 5.1, state forest should be used for different purposes when permitted by authorized body of agricultural and rural development. This article clearly denoted that, the forest can be used for different purposes without harming natural regeneration potential of the forest. In such state, it can be used for domestic animal food, medicine, bee keeping and collection of dry woods for fire wood.

Sample household respondents replayed that communities use the forest for fire wood 97% low and 3% medium rate. Similarly, the practice of local communities to use forest for household

materials is 93% low, 6% medium and 1% not using at all. Likewise, 93% and 7% of respondents use the forest for lumbering at low and medium rate respectively. They also use the forest for housing 58% at low level and 1% at medium level, but 41% do not use it at all. Sample household respondents also replied that 65% and 32% of them use the forest for agricultural tools at medium and low intensity respectively. The remaining 3% do not use it at all. Regarding to the use of local communities for charcoal production, only 9% use it at low level. The remaining 91% do not use at all. Local communities also use the forest for honey production and medical purpose which have not significant adverse effect to the forest sustainability.



**Figure 4.17: Challenges of the forest**

**Source:** Author's photograph, February 2017

The interference of communities to use the forest for housing, household materials, agricultural tools, and charcoal production seems insignificant problem; but when all these illegal practices are summed up together, they contribute adverse effect to forest sustainability through time. Besides these, local communities also use the olive trees for smoking bee hives and jars since it has pleasant smell. According to sample household respondents, the reason for poor conservations include (1) Communities dependency on natural resources and illegal use of the forest, (2) securities are not strictly following up the activity (3) experts from the natural resource and forest bureaus do not supervise and follow up the activities of forest securities. Similarly, key informant interview respondents from Banja Shekudad, Fagita Lakoma and Ankasha Gogusa woredas and Awi zone natural resource and forest bureaus added that the main challenge for conservation of the forest are lack of sufficient forest experts in their organizations for supervision, follow up and office works; lack of forest securities and insufficient payment of salary; lack of sufficient budget and local communities illegal use of forest for different purposes. Forest securities added that, there is no strict supervision and follow up due to lack of sufficient security, low monthly salary of security and low support from natural resource and forest bureau.

Measures are taken when local communities' violate the regulation of the forest conservation, According to sample house held respondents, the following measures are taken. First evidence is required from forest securities and local communities, i.e. security force or local communities present those people who use the forest illegally for different purposes to community leaders or elders and/ or concerned government body. Depending on the level of violating the regulation, they are given the advice and warning, as well as punishment through money and/ or prison. Currently, hunting and cutting green trees is serious regulation and strictly forbidden by law. If communities do such activities, they will be punished up to 2 years prison or 10, 000. 00 birr, especially when one is repeatedly violating the rule. Key informant interview respondents of forest securities from selected sample sites as well as, Banja, Fagita Lakoma and Ankasha Gogusa woredas and Awi zone natural resource and forest bureaus stated similar idea. Due to this reason rule violation is decreasing from time to time, but since securities follow up is poor still there is illegally use of the forest.

Generally, the study result implies that conservation strategy of the forest is not powerful. Thus, development of CBET is better to bring sustainable development of the forest since it is based on ecological principles and sustainable development strategy i.e. its main aim is to conserve resource, especially biodiversity, and maintain sustainable use of resources.

### 4.3.2 Human-wild Life Conflict

Human-wildlife conflict is one of major challenges for sustainable development of wild life at conservation areas. Wild animals damage domestic animals, crops, and human. They also cause anxiety to human and drinking spring water to be unsafe (dirty). Local communities attack Wild animals to protect from such problems.

**Table 4.16: problems of local communities caused by wild animals**

S. No	Question	Frequency of Response											
		Very high		high		Medium		Low		not at all		Total	
		No	%	No	%	No	%	No	%	No	%	No	%
1	They damage domestic animals	1	1	2	2	14	15	73	80	1	1	91	100
2	They damage crops	18	20	28	31	38	42	6	6	1	1	91	100
3	They harm human	0	0	0	0	0	0	35	38	56	62	91	100
4	They cause anxiety to human	32	35	47	52	11	12	1	1	0	0	91	100
5	They make the drinking spring water dirty	10	11	2	2	0	0	78	86	1	1	91	100

**Source:** own field survey, February 2017

When sample households are asked about the intensity of these problems, they replayed as follows. 1%, 2%, 15% and 80% responded as wild animals can damage domestic animals in very high, high, medium and low rate respectively, but only 1% responded as they do not damage domestic animals at all. Regarding to their cause of problems to crops, 20%, 31%, 42% and 6% replayed as they damage in very high, high, medium and low level respectively although only 1% responded as they do not damage crops at all. Nobody has responded as wild animals harm human beings at very high, high and medium level, similarly 62% responded as wild animals do not harm human at all, but 35% replayed as wild animals harm human at low level. This is due to

human beings high care from attack of wild animals. This means, they cause anxiety. Concerning to the cause of wild animals anxiety to human, 35%, 52%, 12% and 1% replayed as they cause at high, medium, and low intensity. No one has answered as they do not cause anxiety at all. Furthermore, wild animals also cause the drinking spring water dirty. Concerning to this problem, 11%, 2% and 86% replayed as they make drinking spring water dirty at very high, high and low level; but no any respondent replayed as they cause drinking water dirty at medium rate.

In return, local communities take actions to protect from those problems. They kill and/ or chase dangerous animals such as fox, monkey, ape, serval, leopard hyena, mongoose and bush pig.

**Table 4.17: Actions taken by local communities on wild animals when they create problems**

S. No.	What actions do you take when they create problems to you and your property?	Frequency of Response	
		No	%
1	Killing	0	0
2	Chasing	90	99
3	Both killing and chasing	1	1
<b>Total</b>		<b>91</b>	<b>100</b>

**Source:** own field survey, February 2017

When sample household respondents were asked about such issue as shown at table 17 above, 99% of them replayed as they chase. In this regard, they stated that killing of wild animals is forbidden and strong rule. They added that human impact was high in past years, but currently it is decreasing due to fear of punishment. Moreover, hunting and killing is low since army weapons are not found on the hands of community unlike past years; but only 1% replayed as they take both killing and chasing although it is illegal activity.

Likewise, Key informant interview respondents of security from selected sample sites briefly stated the problem of human-wild life conflict. They denoted that hyena and lion eat domestic animals; monkey damage goats, sheeps and mainly crops; ape and bush pig harm crops; fox leopard and serval attack domestic animals and people. To protect these problems local communities hunt, kill and chase wild animals from the habitat. Key informant interview respondents from Banja Shekudad, Fagita Lakoma and Ankasha Gogusa woredas and Awi zone natural resource and forest bureaus stated in similar way. They expressed as there is illegal

activity of hunting, killing and chasing of wild animals from their habitat since they damage crops and animals; but the intensity of illegal activity is decreasing due to local communities increase in awareness from time to time about rule and its consequence.

Generally, the study result implies wild animals create the problem to human beings in one or other way at different rates. In return, local communities could take actions to protect from those problems. They kill and/ or chase. This can be considered as major challenge for development of CBET at conservation area.

### **4.3.3 Financial-Constraints**

According to EWCA (2015), Ethiopia has a potential to earn more than 20 billion birr annually from ecotourism; but economic benefit from the sector is still in its infant stage. As a result, stand among the lowest tourism beneficiaries in Africa. It earns only 60 million birr annually from ecotourism.” From this point we can understand that in Ethiopia, there is ecotourism potential, but the level of benefit from it is very low. According to Key interview respondents from Fagita Lakoma, Banja Shekudad and Gogusa woredas and Awi zone BOCT replayed that lack of developed funding mechanisms/ frameworks for tourism businesses is one of major reasons for development of CBET. Thus, they lack financial capacity to cover expected costs for business development and growth such as to run the operation, training, conservation, and marketing tasks. They added that they are not using existing opportunities of tourism since there are many challenges. Among these challenges, lack of budget takes the lions share.

Similarly, Key interview respondents from Fagita Lakoma, Banja Shekudad and Gogusa woredas and Awi zone natural resource and forest bureau replayed that budget problem is one of major challenges to run the operation, to provide the training and to pay salary to employee. Even there is delay of budget approval; and provision from the federal government although the source of income to run the operation is budget from government. Therefore, financial constraint is one of bottle necks for development of CBET and conservation of the forest. It is better to develop especial funding mechanisms/ frameworks for CBET businesses.

#### **4.3.4 Lack of Capacity, Engagement and Cooperation Among Stake Holders to Involve in CBET Business**

Foucat (2002) stated that most common problem on CBET development is lack of broad based policy (spectral integration). Government agencies are key actors for development of ecotourism activities. Lack of government programs are major barriers to entrepreneurs entering the ecotourism sector. He added that Participation of stakeholders in tourism business is one of most important factor of tourism development. The main actors for community based ecotourism development are local government bodies, local community, Private sectors and NGOs. Their interest and capacity to involve in the overall tourism development has great value for sustainable development of CBET. In fact, integration of national policies concerning rural development and ecotourism is often a challenge to success of CBET in developing countries.

Guiding the tourism industry in a broad-based direction, overcoming the serious capacity limitations observed in the industry and strengthening the collaborative relationship among actors participating in tourism development are among the main policy issues and strategies of Ethiopian tourism policy. The policy emphasizes to benefit local communities directly from tourism development. It also stresses for greater cooperation between the public and the private sectors (Ethiopian tourism policy 2009).

Regardless of this briefly stated policy, Ethiopian government hasn't given the attention to the tourism industry. In paper form i.e. there are problems of government guiding, capacity and collaborative relation among stakeholders in the country. Key interview respondents from Fagita Lakoma, Banja Shekudad and Ankasha Gogusa woredas as well as Awi zone culture and tourism bureau pointed out that there is problem of awareness and engagement of stakeholders to do in collaboration. Local communities need to do individually rather than doing in cooperation. They do not have awareness about the benefit of cooperative work and not interested to do in a way. Even their woredas don't have developed formal platform to help collaborative work of stakeholders.

Workneh who is Key informant interview respondent from Banja Shekudad woreda culture and tourism bureau stated as tourism industry also requires qualified human resources at all areas since it is service industry, however the industry lacks experts. According to him, there are only

two tourism experts in their bureau who are graduated from field of tourism studies. Thus, it employs from other field of study to fill the gap such as from history, geography, language, economics, marketing and etc. that can affect the quality of the service. However, this can be improved through long and short term training. The major problem to build capacity of these employees is financial constraint. Government does not give emphasis to long and short term training to improve the quality of service. Furthermore, he stated that collaboration is one of main challenges for development of tourism in their woredas.

Generally, the study provides that lack of capacity; engagement and cooperation among stake holders to involve in tourism activities are main challenges for development of CBET businesses. Thus, to establish and develop CBET, the stakeholders have to work cooperatively for the common goal i.e. to optimize the potential benefit from tourism. Hence, culture and tourism bureaus should develop formal platform to help collaborative work of stakeholders.

#### **4.3.5 Rigged Physical Feature of the Forest Land**

One of potential attractions of the kahiteste forest is scenic view of its landscapes. Terrain stretches from high land to low land areas with topography of small mountains, hills, plateaus, gorges and cliffs are typical features of the area which are potential tourism attractions. On the other hand, these features can be challenges of an area to be accessible and for construction of infrastructures and facilities. Ups and downs, erosion, rivers and streams dissect and make the forest difficult to construct infrastructures. Ecotourism centers need zoning and construction of road net work to access the zone and the sites of attraction. It is also essential to construct sufficient facilities like lodges, toilets and water supply. It is expensive and need high budget to apply such activity at such rigged physical features. Thus, physical features of Kahitesta forest itself can be considered as one of major challenge to develop infrastructures and facilities although it is potential tourism attraction.

#### **4.3.6 Lack of Infrastructure**

Road, renewable electric power, telecommunication network and clean water supply infrastructures are among necessary infrastructures at tourism destinations. It is important to construct and develop roads to link tourism destinations. It affects the accessibility and quality of tourism activity. The success of tourism business can be directly influenced by its accessibility.

In this regard, Kahitestsä forest is located 5 km away from asphalt road of Injibar to Ethiopian Great renaissance water reservoir of Abay at Binishangul- Gumuz region via Chagni town; but it needs construction of 5 k.m extension road from this high way to the forest and additional branch roads in the forest to access all sites of attraction. Moreover, it requires construction of renewable electric power, telecommunication network and clean water supply infrastructures at area. This can be challenging work to develop CBET at study area.

#### **4.3.7. Marketing and Promotion**

Since the travel and tourism industry is becoming an increasingly competitive market place at international level, where only the best managed and marketed enterprises and destinations are likely to enjoy the competitive market; it requires an effective and appropriate marketing strategy to inform tourists with the right message about destination and encourage them to include in their travel itinerary for experience (Asker, 2010).

Thus, marketing and promotion activities are essential especially to promote new tourism destinations, but Kahitestsä forest is not yet promoted as tourism destination in general and CBET in particular except visitation by few interested local visitors themselves without any service even if there is existence of potential. When key interview respondents are asked the reason, from Banja Shekudad, Fagita Lakoma and Ankasha Gogusa woredas and Awi zone culture and tourism bureaus they responded that it is not researched and promoted due to lack of budget of their bureaus and there is no any movement from stake holders. Moreover, as researcher's observation, there are no developed tourist facilities, accommodations and other services at area. Some of interested tourists travel for different purposes without any developed tourism products and services. Travelers cannot find there any foods and drinks. They travel with their own lunch box or without any foods and drinks. In addition to these, travelers can't get tour guides who can provide full information. As responsible bodies Culture and Tourism Bureau in collaboration with other stakeholders is supposed to promote the area and bring sustainable development.

## **CHAPTER FIVE**

### **Conclusion and Recommendation**

#### **5.1. Conclusion**

The main objective of this research is to assess the challenges, opportunities, benefits and modality of Kahitestsä forest and the environs for the establishment of CBET.

The finding of the study indicates that Kahitestsä forest has a lot of opportunities for CBET development. It includes existence of abundant natural and cultural potential tourism resources, favorable habitat for wild life, existence of proper demarcation, local community's positive attitude towards tourism and tourists, hospitality, safety and security traditions of local communities, Accessibility of forest to highway of historical route of Ethiopia via Injibara town and the availability of accommodation at this town, accessibility of Cooperatives and micro finance institutions, existence of environmental and tourism developmental policy that favors community involvement to be beneficiary.

In spite of these opportunities, the study also indicates that there are a number of challenges that can deter the development of CBET at the study area. Majority of local communities are dependent on natural resources and agricultural activity i.e. 99 % of them use agriculture as source of household income from high to low rate; due to poor conservation strategy, local communities are exploiting the forest illegally for various purposes such as firewood, grazing, charcoal, lumbering, housing, and household materials which are determinant factors for sustainable development of forest. Moreover, human-wildlife conflict is one of major challenges for sustainable development of wild life at forest. Local communities attack wild animals when they damage domestic animals, crops, human and cause anxiety to human. All of these human factors can harm natural resources including biodiversity without considering sustainability.

Although the local communities are willing to participate in the development of CBET, they lack business knowledge, skill and experience to get in to CBET businesses. There is also financial constraint at governmental and community level. They lack financial capacity to cover expected costs for business development and growth such as to run the operation, training, conservation,

and marketing tasks. Engagement and cooperation among stake holders to involve in tourism activities are also other major challenges for development of CBET businesses.

Even though the study area needs construction of infrastructures and facilities such as road, electric power, telecommunication network and clean water supply, physical features can be determinant factors to develop. Hence, horse and mule can be used to solve transportation problem.

Generally, the study indicates that development of CBET at the forest can bring multi-dimensional benefits to both tourists and local communities.

## **5.2. Recommendation**

Based on those identified findings of the study and drawn conclusions, the following points are recommended to maintain and maximize opportunities, as well as to minimize challenges for development of CBET such as:

- Conservation strategy of the forest should be strengthened to protect human factors such as illegal use of resources, and human-wild life conflict. Thus, Conservation awareness and local community's ownership of the resources should be implemented; relying on firewood for cooking and lighting should be developed in to use of renewable source of energy such as bio gas, solar energy and other technology options.
- Socio-culturally, there is women economic dependency. Since CBET is pro-poor tourism, it should be used to diversify job opportunity and participation rate of local communities, especially females, and implementation of new skills in the study area.
- Bureau of Culture and Tourism of Fagita Lakoma, Banja shekudad and Ankasha Gogusa Woredas as well as Awi zone should play significant role in supporting CBET development initiatives and Provide training to culture and tourism staffs as well as host communities on basic skills of communication, hospitality, customer service and care, CBET product development, business planning, marketing and promotion of the resources. Local communities should be trained and certified on the tour guiding, food and beverage preparation and service, handcraft production, organization of cultural events and other essential services. This can diversify economic participation of local communities and bring sustainable development of CBET.

- Environmentally sound, culturally friendly and economically feasible CBET should be developed. Thus, environmentally friendly lodges that reflect the local culture of the area should be constructed from local materials. Since the forest is potentially has rich potential tourism resources, wildlife tourism, bird watching, controlled hunting of colobus baboon and olive/ common monkey hiking, trekking, agree tourism, geo and sightseeing tourism, cultural tour and photographing form of tourism should be developed.
- Horse and mule transportation should be supplied to solve transportation problem and to benefit local communities.
- Strong engagement and cooperative relationship among key stakeholders of tourism industry should be built to involve in CBET businesses activities.
- Obtaining financial resources to operate the CBET business for the first few years is among the most important barrier to doing business due to difficulties in obtaining loans from financial institutions, thus there should be a developed especial funding mechanisms/ frameworks for CBET businesses to avoid financial barriers.

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<sup>1</sup> American Psychological Association (APA) referencing Style

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## Appendix 1: Questionnaire Survey for selected sample households

Kebele \_\_\_\_\_ Date \_\_\_\_\_

Dear respondents, this is a survey for an independent study by Ayana fiseha, a student in program of tourism and development at Addis Ababa University, College of Development Study for partial fulfillment of the requirements for Degree of Master of Arts in Tourism and Development. The information gathered will be used solely for academic consumption. Your cooperation would be greatly appreciated and is of great importance. The survey questionnaire has the approval of my advisor, Dr. Mulugeta Feseha. In this survey there are several questions that you are kindly requested to provide your real Knowledge, opinion and attitude about challenges, opportunities and benefits for development of community based ecotourism at Kahitestsä state forest area. I respectfully request your kind cooperation and patience to respond carefully to each question considering the importance of my study.

Dear respondents,

You do not need to write your name.

Please put (√) mark in response box/column for closed ended questions.

Please give only one answer to each item.

Please carefully understand and response for open ended questions.

Thank you for your cooperation!!!

1. Gender: Male  Female
2. Marital status: Married  Single  Widow  Divorced
3. Age: 15-17  18-30  31-40  41-50  51-60
4. Education background: Illiterate  1-4  5-8  9-10  11-12  certificate   
Diploma  degree  special training
5. Including yourself, how many members of your household are currently living with you?  
Male \_\_\_\_\_ Female \_\_\_\_\_ total \_\_\_\_\_

6. What is your main source of household income?

S. No.	source of income	Response (√)				
		Very high	High	Medium	Low	not at all
1	Agriculture					
2	production and sales of hand crafts					
3	Trade					
4	daily wage					
5	Salary					
6	If any other, please specify					

7. Is your yearly household income enough to survive? Yes  No

8. Is there safety and security related problems at your locality? Yes  No

9. If your answer for question number '8' is yes, please specifically state \_\_\_\_\_

10. Is there demarcation problem of the forest? Yes  No

11. If your answer for question number '10' is yes, is there any private land ownership problem caused due to improper demarcation of forest? Yes  No

12. if your answer for question number '11' is yes, please briefly state \_\_\_\_\_

13. By who has been the forest owned and managed? Government  Private organization   
Local Communities  NGO  Any of Joint venture

14. Do local communities involve in planning, controlling and decision activities? Yes   
No

15. Who are stakeholders of the forest at recent time? Please respond from below table.

S. No.	stakeholders of the forest	Response		Remarks (Please identify and list those stakeholders)
		Yes	No	
1	Government			
2	NGO			
3	Private organization			
4	Local Communities			
5	Any of Joint venture			

16. For what purpose do communities use the forest at current time?

S. No.	Benefit	Response (√)				
		Very highly	Highly	Medium level	Low level	not at all
1	For fire wood					
2	For housing					
3	For household materials					
4	For agricultural tools					
5	For charcoal					
6	For Grazing					
7	For honey production					
8	For lumbering					
9	For medicine					

If there are any others, please clearly state \_\_\_\_\_

16. How is forest conservation strategy? Very strict  Strict  medium  weak  very weak

17. Have you ever taken any training concern to environment? Yes  No

20. What measures are taken when local communities violate the regulation of forest conservation? \_\_\_\_\_

20. What are the main problems to wild animals?

S. No	Main problems to wild animals	Response				
		Very high	high	medium	low	not at all
1	Diseases					
2	Climate change					
3	Lack of water					
4	Seasonality of food					
5	Wild animals over population					
6	Human impact					

Please state if any other \_\_\_\_\_

21. Do people conflict each other on resource use? Yes  No

22. Do wild animals create problems to local communities and their properties? Yes  No

23. How do wild animals create problem to local communities? Please give your response at bellow table.

S.No	Problems created by wild animals	Response (√)				
		Very highly	highly	medium	low	not at all
6	They make the drinking spring water dirty					
1	They damage domestic animals.					
2	They damage crops.					
3	They harm human.					
5	They cause anxiety to human					

Please state if any other \_\_\_\_\_

24. What animals are dangerous? Please briefly state? \_\_\_\_\_
25. What actions do you take when they create such problems? Killing  chasing  both killing and casing  Please state if any others \_\_\_\_\_
26. Do you know about tourism? Yes  No
27. Have you ever seen tourists traveling to your local area? Yes  No
28. How do you approach towards tourists when you see them? welcomingly  negatively  No any sense
29. Do you know the reason why tourists are traveling to your local areas? Yes  No
30. If your answer for question number '29' is yes would you state please? \_\_\_\_\_
31. Do you think wild animals and plants are important as tourism attraction?  
Yes  No
32. Do you think culture is important as tourism attraction? Yes  No
33. Have you ever seen when tourists are photographing? Yes  No
34. What things do they take photos and why? \_\_\_\_\_
35. Do you have interest to involve (agree) to be beneficial if community based ecotourism is established at Kahitestsá natural forest and wild life reserved area? Yes  No
36. If you are agreed for establishment of community based ecotourism at Kahitestsá, in which of the following areas are you interested to be beneficial?

S. No.	Options of areas to be beneficial	Response	
		Yes	No
1	Provision of hand crafts		
2	Horse rental		
3	Horse riding		
4	Cultural showing and story telling		
5	traditional music and dance		
6	Guiding		
7	Provision of agricultural products		
8	Provision of other commodities		
9	Bee keeping		
10	Employment in management		
11	Employment food and beverage service		
12	Employment in cooking		
13	Employment in cooking security		
14	Daily wage		

Please state if any other \_\_\_\_\_

37. What benefits do you expect that Kahitetsa natural forest and wild life reserved area will bring to local communities?

S. No.	Advantages of the forest	Response		
		Yes	No	I don't know at all
1	Economic benefit			
2	Environmental benefit			
3	Cultural benefit			
4	Social benefit			
5	Political benefit			
6	For education and research			
7	Technological development			
8	Infrastructural development			
9	Institutional development			
10	Better standard of living			

Please state if any other \_\_\_\_\_

38. Would you contribute money for community based ecotourism development?

Yes  No

**Appendix 2: Key informant interview questions for Fagita Lacoma, Banja shekudad and Ankasha Gogusa woredas and Awi zone natural resource and forest Bureau officers**

1. When was the forest conservation started?
2. Is there demarcation problem of forest and private land ownership problem resulted due to improper demarcation?
3. Is there well organized plat form for conservation activity?
4. What is your organization's role for sustainable development of forest?
5. Does forest conservation plan consider benefit and involvement of local people?
6. What benefits do local communities get from the forest?
7. Are local communities engaged to involve in forest and wild life conservation?
8. How do you support the community to involve in conservation activities of the forest and wild life?
9. Are communities practicing on negative way on the forest?
10. Is there any human- wild life conflict?
11. What measures does your organization take when local communities violate the regulation of forest conservation?
12. Is there sufficient skilled man power to fully run conservation activity?
13. Do you have adequate facilities to effectively and efficiently operate the activity?
14. How many times do you evaluate the status of forest per year?
15. Do you have evaluation criteria (form)?
16. Do you inventory the wild life?
17. Is wild life population increasing or decreasing?
18. What are the major challenges of forest conservation?
19. What solutions do you give for those challenges?
20. What is the source of income to run the operation?
21. Do you face with the budget problem?
22. Who are partners of this forest?
23. Do you think establishment of CBET is best way to Kahitestse forest for conservation and sustainable development of local communities?

**Appendix 3: Key informant interview questions for Fagita Lacoma, Banja shekudad and Ankasha Gogusa woredas and Awi zone Culture and tourism Bureaus officers**

1. Is there any community based ecotourism enterprise in your woreda/Zone?
2. Is your organization engaged to involve in community based ecotourism activities?
3. What are possible opportunities to develop community based ecotourism in your woreda/zone?
4. Are you properly using these opportunities?
5. What are the major challenges to establish and run community based ecotourism?
6. What solutions do you give for those challenges?
7. Does your organization have sufficient skilled man power to fully operate the activity?
8. Do you have developed policies and strategies for community based ecotourism development?
9. Is your organization's governance structure favoring community based ecotourism development?
10. Is there policy and strategy that favor stakeholder collaboration?
11. Are local communities, travel agents and tour operators, hotel investors, educational and training institutions infrastructural development institutions, financial institutions, NGOs, tourism organizations like WTO and UNESCO engaged to involve in community based ecotourism development activities?
12. How do you support stake holders of tourism sectors?
13. Do you provide training to empower local communities in tourism activities?
14. Do you supervise stake holders of tourism sectors?
15. Do you promote local tourism destinations through local, national international Medias?  
What promotion Medias do you use?
16. Do you have developed data base to inventory tourism resources?
17. How do you conserve protected areas of tourism destinations?
18. Why Kahitstse natural forest and wild life reserved area is not registered and known as tourism destination?
19. Do you support it to be established as community based ecotourism destination?
20. Do you think it will bring sustainable development to local communities and environment?

**Appendix 4: Key informant interview questions for 3 security forces of selected sample sites**

1. By who has been the forest owned and managed? Government  Private organization   
Local Communities  NGO  Any of Joint venture
2. Is forest conservation strategy very strict?
3. What measures are taken when local communities violate the regulation of forest conservation?
4. What are major challenges to bring sustainable development in the Kahitetsa forest
5. Is there demarcation problem of the forest and private land ownership problem resulted due to improper demarcation?
6. Do local communities involve in planning, controlling and decision activities?
7. What benefits do local communities get from existence of the forest?
8. Is there any human- wild life conflict problems?
9. What do you think possible solutions for over all challenges to bring sustainable development of the forest?
10. Have you ever seen tourists visiting the forest?
11. Do the researchers conduct the research about the forest?
12. Do you think local communities have interest to involve (agree) to be beneficial if community based ecotourism is establish at Kahitetsa natural forest and wild life reserved area?

**Appendix 5: Key informant interview questions for Fagita-Lacoma, Banja Shikudad and Ankasha Gogusa woredas cooperative office representatives**

1. Have you been working in local communities association for sustainable development of forest?
2. What is the criterion to associate communities?
3. If your answer for question number '1' is yes, how do you support (empower) local communities?
4. Are the communities engaged to actively involve?
5. Would your organization involve if community based ecotourism is established in kahiteste natural forest and wild life reserved area?
6. are major challenges when you are working in local communities association for sustainable development of forest?

**Appendix 6: Key informant interview questions for Fagita-Lacoma, Banja Shikudad and Ankasha Gogusa woredas Micro finance and saving institution representatives**

1. Does your institution's policy include providing the loan in community based forest and ecotourism activities?
2. Have you ever been provide the loan to community based forest activities?
3. Have you ever been provide the loan to community based ecotourism activities?
4. Are the communities engaged to actively involve?
5. What is the criterion to give the loan to micro and medium level enterprises of local communities?
6. Do you supplement loan provision by training?
7. What are major challenges when you are working with local communities for loan provision?
8. How do you solve such challenges?
9. Do communities have awareness about saving, interest rate and loan return skill?

## Appendix 7: Field Observation check list

### 1. Field observation check list of potential natural tourism resources

S. No.	Description	existence		Remark (Existing details of potential natural resources)
		Exist (√)	Not exist (√)	
1	Wild animals			
1.1	Mammals			
1.2	Birds			
1.3	Reptiles			
1.4	Amphibians			
1.5	Insects			
2	Flora			
2.1	Trees			
2.2	Climber			
2.3	Bamboo			
2.4	Shrub			
2.5	Herb			
2.6	Fern			
3	Landscapes/ forms			
3.1	Mountains			
3.2	Hill			
3.3	Plateaus			
3.4	Plains			
3.5	Gorges			
3.6	Cliff			
	Others .....			
4	Water bodies			
4.1	Rivers			
4.2	Spring water			
4.3	Mineral water			
4.4	Water falls			
	Others .....			
5	Climate			
5.1	Daga			
5.2	Wine Dag			
5.3	Kola			
	Others .....			

2. Field observation check list of potential cultural tourism resources

S. No.	Description	existence		Remark (Existing details of potential cultural resources)
		Exist (√)	Not exist (√)	
1	Churches and monasteries			
2	Hand crafts			
3	Traditional community associations, Festivals and cultural events			
4	Foods and drinks			
5	Agricultural activities			
6	Household material			
7	Housing			
8	Traditional conflict resolution			
10	Traditional hospitality			
	Others .....			

3. Field observation check list of infrastructures and institutional availability

S. No.	Description	Availability		Remark (detail of available infrastructures and institutions)
		Available (√)	Not Available (√)	
1	Road transportation			
2	Renewable electric power			
3	Telecommunication net work			
4	Clean water supply			
5	Tourism information centers			
	Standard accommodation			
5	Health care centers			
6	Organized security work force			
7	Tourism and hotel training institutions			
8	Financial institutions			
	Others .....			

4. Field observation check list of challenges to the forest

S. No.	Description	Existence of challenges		Remark (detail of existing challenges to the forest if any)
		Exist (√)	Not exist (√)	
Natural problem				
1.1	Habitat loss			
1.2	Rain storm and soil erosion			
1.3	Over population of wild animals			
1.4	Lack of wild animals food due to seasonality			
1.5	Lack of water			
	Others .....			
Human intervention				
2.1	Illegal Hunting			
2.2	Deforestation for .....			
2.3	Uncontrolled raising of Domestic animals			
2.4	Improper demarcation			
2.5	Lack of land ownership right			
	Others .....			

5. Field observation check list of challenges due to physical features of the forest for infrastructural and facilities development

S. No.	Description	Difficulty		Remark
		difficult (√)	Not difficult (√)	
1	Rigidity of the land			
	Density of forest			
2	Gorges			
3	rivers and spring water			
4	Rain storm			
5	soil erosion			
	Others .....			

6. Field observation check list for possible types of tourism activities that can be developed at forest and environs

S. No.	Description of types of tourism activities that can be developed	Possibility of development		Remark
		Can be developed (√)	Cannot be developed (√)	
1	Wild life tourism			
	Bird watching			
2	Controlled hunting tourism			
3	Hiking/ trekking			
4	mountain climbing			
5	Rural/ agree tourism			
6	Geo tourism			
7	Safari tour			
8	Site seeing tourism			
9	Photographing			
	Others .....			

### Appendix 8: tourism attractions in Awi Zone

S. No	Name of attraction	Location		
		Woreda	kebele	Distance
<b>Monasteries</b>				
1	Gimjabet Mariam monastery	Ankasha Gogusa woreda	Gimjabet town	9 k.m away injibara
2	Zurzur kidene mihiret	Dangila	Zurzur kebele	25 km away from west of Dangila
3	Wolete Petros manastery	Dangila	Wondofay kebele	18 km away from Dangila
4	Sigadi st. Mikeal unity monastery	Gongo woreda	Sigadi kebele	8 km East of chagni town
5	Gum Eyasus monastery	Gongo woreda	Goha Kebele	58 km south-Eastern of Chagni
6	Kasa Debre Thion monastery	Gogusa shekudad	Kasa	8 k.m away from injibara town
7	Egiziharia Mariam	Fagita Lakoma	Egiziharia kebele	10 k.m away from west of Addis Kidam town
8	Egziabher Ab Monastery	Gogusa shekudad	---	1 k. m away south of Tilili town
9	Meken Hiowot Gembaha St. Mariam	Banja shekudad	Arsa Gembaha	17 K m away from Injibara
<b>Lakes</b>				
10	Lake Zangana	Banja shekudad	-----	East of Injibara town
11	Lake Tirba	Ankasha Gogusa	Tirba kebele	8 km away west of kasa town
<b>water falls</b>				
12	Fong water fall	Gogusa shekudad	Wonjela Agufa kebele	2 K.m away from Tilili
13	Tiski Water fall	Dangila woreda	Alafa kecha kebele	25 K. m west of Dangila
14	Dondor water fall	Gongo woreda	Chagni town	Kebele 01
15	Gocho water fall	Gongo woreda	Bitirakani	4 k.m away chagini
16	Libisi water fall	Fagita Lakoma	-----	18 K. m east of Addis Kidam town
17	Koshini water fall	Fagita Lakoma	Tefoch Debul kebele	5 K.m away from North of Addis Kidam town

**Source:** Awi zone culture and tourism Bureau, 2017