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ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

CENTER FOR ENVIRONMENT AND DEVELOPMENT

PROGRAM OF TOURISM DEVELOPMENT AND MANAGEMENT

TOURISM DEVELOPMENT POTENTIALS, CHALLENGES, AND OPPORTUNITIES: THE  
CASE OF SELECTED TOURISM SITES IN SOUTH WEST SHOA ZONE OF OROMIA,  
ETHIOPIA.

A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, CENTER FOR  
ENVIRONMENT AND DEVELOPMENT STUDIES, IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE OF MASTER OF ARTS IN TOURISM  
DEVELOPMENT AND MANAGEMENT

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This is to certify that the thesis prepared by Soreti Hordofa; entitled “*Tourism Development Potentials, Challenges, and Opportunities: The Case of selected tourism sites in South West Shoa Zone of Oromia, Ethiopia: A case of Woliso, Wonchi and Kersamalima District.*” is a product of my work and that all source of materials used for my thesis has been appropriately acknowledged. It was submitted in partial fulfillment of the requirement for the degree Master of Arts in Tourism Development and Management compiled with the regulations of the University and met the accepted standards concerning originality and quality.

**Approval of Board of Examiners**

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## **DECLARATION**

I, Soreti Hordofa, at this moment declare that this thesis entitled “Tourism development potentials, challenges, and Opportunities in selected tourism sites of South West Shoa Zone of Oromia, Ethiopia” is a product of my original research work. I seriously assert that this thesis is not submitted to any institutions anywhere for the award of any academic degree, diploma, or certificate. The assessments of the research participants have been duly acknowledged in this research. To the best of my knowledge, I have fully acknowledged the resources and pieces of information used in the study.

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## **List of Acronyms**

ANRS:	Amhara National Regional State
FGD:	Focus Group Discussion
GDP:	Gross domestic product
GNP:	Gross national product
GOP:	Grand Old Party
HOI:	United Nations Human Development Index
ICOM:	International Council of Museum
IWGIST:	International Working Group on Indicators of Sustainable Tourism
LDC:	Least Developed Countries
MOCT:	Minister of Culture and Tourism
NGO:	Non-Governmental Organizations
NNP:	Net national product
ONRS:	Oromia National Regional State
U.S:	United States
UNECA:	United Nations Economic Commission for Africa
UNEP:	United Nations Environment Program
UNESCO:	United Nations Educational, Scientific and Cultural Organization.
UNWTO:	United Nations World Tourism Organization
WTOI:	World Tourism Organization and Industry
WTTC:	World Travel & Tourism Council

## **Abstract**

*The main purpose of this study was to assess tourism development potentials, challenges, and opportunities in selected Woredas namely Woliso, Wonchi, and KersaMalima districts of South West Showa in Oromia National Regional State of Ethiopia. To achieve this objective, a qualitative approach with a descriptive design and expert purposive sampling techniques were employed as the interview data-gathering instrument. Thematic analysis was used to analyze qualitative data. The study found that the area has potential natural and manmade attractions. To name some of the major potentials are Wonchi Crater Lake, Negash Lodge, Dendi Lake, Adadi Mariyam Rock hewn church, and Chebo Cave – Saint Selassie Monastery. However, the area has faced several tourism development challenges including a lack of standard accommodations, a Low level of community awareness; Poor infrastructure and facilities, Poor institutional arrangement, lack of cooperation among stakeholders, Poor marketing and promotion, and safety and security problems. The study also revealed that the emergence of the Wonchi Ecotourism Society in Woreda, the interest of the government to make the area one of the popular tourist sites in the country, and the hospitality of the local community are opportunities for tourism development in the area. Finally, based on the results of the study, it is recommended that there should be a concerted effort by all stakeholders to study stakeholders have to give attention to tourism development variables was one of the recommended points to the sustainable development of tourism in Woreda.*

**Keywords: Tourism, Potentials, Challenges, Opportunities**

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background of the study

According to UNWTO 2016, Tourism is the world's largest industry; it accounts for more than 10% of the total employment and 11% of the global GDP and International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015. In 2019, tourism is estimated to contribute about 10% of the global gross domestic product (GDP) and to be the largest contributor to employment worldwide and was responsible for creating 1 in 4 of all new jobs across the world (WTTC, 2021).

As noted that for its tourism potential, Africa's country are underdeveloped tourism sector is attracting only 4.81% (40.7 million) of the total tourist arrivals; what makes worse is that a considerable proportion of this number is taken by South Africa and Northern African countries due to their economic progress. Ethiopia has not yet benefited from the sectors as per the diversity of its tourism attractions due to various factors associated with an implementation plan and policy, poor infrastructural development, and shortage of manpower resources (Ayalew, 2009).

Tourism is increasingly becoming a key service industry in many developing and developed countries. As the world's largest industry, tourism development must develop in a sustainable way to provide resources at target destinations (Fentaw, 2016). Though Ethiopia's contribution of tourism to GDP fluctuated substantially in recent years, it tended to increase through the 2000–2019 period ending at 9% in 2019 (UNE, 2020). Thus, tourism can impact positively local economic development and, in turn, can lead to poverty reduction in destination communities and countries (María José Zapata et al., 2011).

Ethiopian cultural tourism attractions include historical monuments, archeological sites, battlefields, religious buildings, museums, festivals, indigenous architecture, dress, artifacts, and handicrafts; they also include intangible components and feelings such as fantasy, nostalgia, pleasure, and pride which are presented through various cultural manifestations and interpretation of physical cultural attributes (ICOM, 2012; Tefera, 2019; Teshome et al., 2021).

Because of these unique features, Ethiopia has great potential for further tourism growth (Nurhssen, 2016).

Oromia is one of the regional states of the Federal Democratic Republic of Ethiopia with the largest land size and population in the Country. Oromia, extending from west to south East across the heart of Ethiopia, is endowed with abundant cultural and natural resources. It is the land of rich natural and historical heritages that leaves good memory once it is visited. These natural and cultural beauties embrace the different incredible tourism resources such as Africa's largest and most amazing caves, various species of fauna and flora, wonderful alpine, and endemic animals, unique color and high population of birds, the rapture of rift Valley Lakes, the wide range of huge forests, and diverse cultural colors and the unique culture of the Oromo people such as the democratic power transfer of Gada system, many important historical sites, the magnificent early civilization of palaces, as well as several monasteries, shrines, Mosques, monuments, and many other natural and cultural 4 tourist attractions, that make Oromia one of the most favored tourist destination. On the other hand, Christianity (Orthodox and protestant), Islam, and Wakeffata are the major religions in Oromia (Oromia Tourism Commission).

Therefore, this study was conducted to assess the tourism development potentials, Opportunities, and challenges in South West Shoa in Oromia's national regional state, Ethiopia.

## **1.2 Statement of the problem**

Ethiopia is gifted with ancient historical and cultural heritage, wildlife resources, natural attractions, and attractive geographical sites (Eshetu, 2010; Teshome&Demissie, 2018b). These resources highlight opportunities for tourists and other visitors to experience Ethiopia's ecology and natural beauty (Phillips, 2002). According to Teshome & Demissie (2018), Cultural villages aim to represent local indigenous cultures and their related traditions and ways of living. Ethiopia endeavors to harness the untapped potential of its tourism sector to create, jobs, growth, food security, and livelihood improvement. However, despite these abundant resources, the country has not yet benefited fully (Ali, 2016; Wondirad et al., 2021).

According to Stunning Ethiopian Tours (2015), when compared with international tourism, the growth of tourism remains stagnant in Ethiopia. Ethiopia is not benefiting to the extent possible

from the richness of natural and manmade tourism resources it possesses. Therefore, the study was to assess Tourism Development Potentials, Challenges, and Opportunities in the South West Shoa Zone of Oromia: in the Case of Woliso, Wonchi, and KersaMalima districts. Nevertheless, many researchers have suggested that numerous challenges which affect the development of tourism, like effective cooperation problems among stakeholders and tourism product diversification is some of the influential factors for the development of tourism in a given destination (Aregu, 2016).

According to Imikan (2012), Tourism infrastructures like tourism accommodation facilities, transportation systems, road quality, road density, transport services, water supply, electricity, and communication are key determinants of tourism development. Furthermore, tourism development is highly affected by the quality of human resources that are occupied by tourism (Rova, 2014). Information communication technology is a key hindrance to the growth and strengthening of local tourism as well as to the development of a destination economy as a whole (Nikolic, 2018).

Kidane-Mariam (2015), has investigated opportunities and challenges of tourism development in Addis Ababa, Upper Rift Valley Corridor of Ethiopia. Besides, Misganu Gabayo (2020) has studied the challenges and future potential of Tourism development; in the case of Nekemte town, western Ethiopia. Qualitative methods were applied to collecting and analyzing data. Mesfin Worku Tola and Kinfe Abreha Gebremedihen (2020) have assessed the challenges and opportunities of MICE tourism development in the Arsi Zone.

Moreover, Muna (2018) studied the evaluation of potential tourism resources for developing different forms of tourism in the case study of Iraq al-Amir and its surrounding areas, Jordan; particularly to identify, inventory, and classify existing and potential tourism resources in Iraq al-Amir and its surrounding areas; based on mixed approach. However, this study differed from the aforementioned studies in that it has been studied and carried out in a different geographical area. Hence, this study indicates that the potential of tourism development has not been studied in depth yet, the researcher aims to dig out the potential of tourism development in South West Shoa in Oromia national regional state (ONRS), Ethiopia. Therefore, the researcher was assesses

the main challenges and opportunities for the existing tourism development in South West Shoa in Oromia's national regional state, Ethiopia.

Therefore, the researcher was motivated to conduct this study to have: firstly, bridge the above gaps; and secondly, was to assess the untapped tourism development potential of the destination concerning its challenges and opportunities in South West Shoa in Oromia's national regional state, Ethiopia.

### **1.3 Objective**

#### **1.3.1 General Objective**

The main objective of this study was to assess the tourism development Potentials, Challenges, and Opportunities in selected tourism sites of South West Shoa Oromia National Regional State, Ethiopia.

#### **1.3.2. Specific Objectives**

1. To identify tourism development potentials in the study area.
2. To assess the tourism development challenges in the study area.
3. To assess tourism development opportunities available in the study area.

### **1.4. Research Questions**

In consideration of this research's gaps and research purposes, the researcher tried to come up with fitful solutions to mitigate the above-elaborated hurdles by raising the following research questions:

1. What is the tourism development potential in South West Shoa Zone?
2. What are the major tourism development challenges in South West Shoa Zone?
3. What opportunities are available for tourism development in South West Shoa Zone?

### **1.5. Significance of the Study**

The findings of this study provide crucial inputs for different stakeholders including policymakers, NGOs, local communities, and researchers.

- Policymakers: This study provides important input for the concerned government institutions ranging from Woreda-level culture and tourism offices to the national level (culture Ministry of Tourism, Oromia Culture and Tourism Bureau, Oromia Tourism Commission, road construction authority, natural resource, and Wildlife office, security and police commission) to manage the destination and to draft directives on these identified heritages. Moreover, to mitigate problems and threats from the tourism

resources of the area; to focus on the most potentially relevant tourist attractions that in turn lead to the development of the sector and integrated aspects of the country.

- NGOs: they would identify the major problem areas in which they are majorly engaging to facilitate societies' development directly or indirectly. Tourists: tourists are eager to experience something new other than what they have visited, hence, the potential tourism resources of the District would give the tourists additional satisfaction on their tour to the area or region, or even national level.
- Local Community: societies would get the economic, social, and environmental improvement that would be resulted from the tourism development potentials identification and bad practices alleviating policies by the government according to this researcher's suggestions; and by the NGOs participation in the facilitating of their lively hood by pitching on the recommendations identified.
- Researchers: It would serve as literature for future researchers who would be interested in this area of study.

## **1.6. Scope of the Study**

The scope of the study was delimited in terms of conceptual frame, geographical area, methodology applied, and unit of analysis.

Conceptually, this study is delimited to assess the tourism development potentials, challenges, and opportunities.

Thematic analysis was used to analyze qualitative data. The study found that the area has potential natural and manmade attractions.

Geographically, this study is delimited to selected Woredas namely Woliso, Wonchi, and KersaMalima districts of South West Shoa in Oromia National Regional State but the potential of tourism development can be integrated with the other neighboring Woreda of zonal, regional, and national levels inclusively.

These three Woredas are selected because of their current tourism-related activities as well as their potential for tourism development. Therefore, the researcher opened the research area on the consideration of tourism development potential at the regional level or zonal level for further scholars. Methodologically, this study applied a qualitative research approach and descriptive design. Pertinent data were mainly gathered using interviews, FGD, and document analysis.



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

Conceptually, the potentials, challenges, and opportunities of tourism development are fixed variables in the concept of the researcher, but in the real world, numerous variables may affect the tourism development potential. However, the researcher tried to minimize the overriding of such variables related to findings in Ethiopia. To minimize the intervention effect on non-included variables the researcher studied the integrated sector which assist to increase the authors of the study to come up with trustworthy results.

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

The researcher organized this study into five chapters. The first chapter contained an introduction part consisting of the background of the study, statement of the problem, objectives of the study, specific objective, research questions, significance of the study, and scope. In chapter two, the researcher was deal with a review of related literature including definitions and meanings, theoretical Review, Empirical review, and conceptual frameworks. In the third chapter, the Researcher described the methodology of the study by identifying the descriptions of the study area, research approach, research design, sample and sampling technique, data sources, data collection technique, and ethical considerations the fourth chapter, the researcher was studied analysis and interpretation of the data collected from different respondents. And finally, in the fifth chapter, the researcher studied about conclusion and recommendations that drew based on the analysis and interpretation findings of the research.

### **1.9. Definition of key terms**

- Tourism: Tourism is one of the prominent sources of income and chief foreign exchange provider in many countries of the world (Graham, 2008).
- Potential: the cultural (tangible and intangible potential), natural, and historical tourist attractions in the Woliso, Wonchi, and KersaMalima districts of South West Shoa in Oromia have the power to attract visitors.
- Opportunity: the existing various favorable conditions used to develop the tourism industry in the study area.
- Challenge: barriers or factors that hinder or limit the development of the tourism industry in the study area.

## **CHAPTER TWO**

### **2. REVIEW OF RELATED LITERATURE**

This chapter provides different reviews of literature concerning the area. More specifically, it discusses the basic concepts and terminologies, major theories, conceptual framework, as well as empirical studies.

#### **2.1 An Overview of Tourism**

Different scholars define term tourism it in various ways and still controversial which means that there is no universally accepted definition of tourism.

Tourism is an internationally competitive industry. The traveler has a variety of choices and prioritizes those that offer good value for money. Inadequate quality infrastructure, uncompetitive pricing, indifferent or poor-quality products, difficulty in obtaining information on travel and tourist destinations, and unskilled service providers all have a detrimental impact on the tourism product's competitiveness (Kotler, P., Bowen, J & Makens, J.2010).

According to the definition by Nabil, D. (2003: 11) “Tourism is the activities of persons traveling to and staying in places outside their usual permanent places of residence for not more than one consecutive year for leisure, business, and other purposes”. Based on this broad definition tourism industry includes all socio-economic activities that are directly or indirectly providing service to visitors or tourists who come to visit some destinations, in other words, the tourism industry has a lot of significance for the socioeconomic improvement of the host community as well as region and country. However, it is neglected or not included in the service and facilities that tourists are used during their journey.

According to Hunziker and Krampf, K. (1942: 19) define “Tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.” This definition focuses on the traveling and staying time of the strangers or visitors on the destinations, however, it doesn't explain in detail about the touristic activities during their traveling and staying time, and also it doesn't discuss anything about the tourist service giving and facilities providing entrepreneurs. “Travelling to relatively undisturbed or uncontaminated

natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas” (Blamey, E. 2001: 27).

### **2.1.1. Concept of Tourism Development**

The tourism industry is often cited as an attractive agent of development or redevelopment, generating employment and foreign exchange in a destination. However, tourism's potential contribution to the broader socio-economic development of a destination is highly dependent on the nature of the environment that exists in the destination and the management decisions taken by the industry and local government (Telfer, 2005). According to this author, if tourism is to contribute to optimal development in a destination, it is necessary to understand the nature of development and what role, if any, tourism can play in promoting development.

Importantly, not only has the definition of development changed, but how it is measured has also changed (Hashimoto, 2002). For example, the widely-cited United Nations Human Development Index (HOI) understood development as it calculates longevity (life expectancy at birth), knowledge (adult literacy and mean years of schooling), and income (real income per capita). Consequently, Telfer (2005) stated that developing nations must not focus their energies on the growth rates of their GOP, NNP, or GNP, but should instead focus on achieving ' human development' or 'comprehensive development'. Though these concepts are attractive and receive wide Support, few know what it means and brings full of debate to reach to consensus about the concept of development in general and tourism development in particular.

### **2.2. Sustainable tourism development**

According to Swarbrooke, J. (2002), there is no universal, generally accepted definition of sustainable tourism development than to suggest that sustainable tourism development should incorporate and apply key concepts of sustainability in the Brund land report to the tourism industry. However, sustainable tourism, in particular, can generally be defined as "tourism that meets the needs of the tourists and host regions, while protecting and enhancing the opportunity for the future" (World Tourism Organization, 1993). Moreover, Swarbrooke, (2006), it is commonly viewed that any definition of sustainable tourism development should emphasize the

concepts of social, economic, and environmental features of the tourism system. In other words, taking into account the three concepts might lead to a definition of sustainable tourism development which is economically viable but does not deplete the resources on which the future of tourism was depend on the physical environment and the social values of the local community.

Due largely because what is sustainable varies from one situation to another, it is generally accepted that no true nature of sustainability can be found (Mowforth & Munt, 1998). What is perhaps more significant though, is that the goal of sustainable development may be providing an “impetus for structural change within society” (Fennell, 1999:13). The main goal of the tourism association should be to develop an integrated, continuous passage for sustainable tourism mobility, which improves the possibilities for smooth, problem-free and environmentally friendly travel (Verbeek, Bargeman, & Mommaas, 2011). It has been adopted by both the public and private sectors at all levels of governance and in organizations such as United Nations Environment Program (UNEP), United Nations World Tourism Organization (UNWTO), and the World Travel and Tourism Council (WTTC) (Hall, 2011).

### **2.3. Indicators of Tourism Development**

According to Trukhachev (2015), the set of indicators included in the model helps to assess two major components of tourist aptitude: the quality of the environment and the quality of the recreation experience. The six variables at the community level, that most influence rural tourism at the rural community level are: Number of rural households and private subsidiary farming in the community; Types of rural settlements (size and specialization) and density of rural population; Particular natural objects and places of attraction; Particular cultural and historical objects and places of attraction; Social networking in the community. Additionally, (Popichite, et al., 2013) state that, the reason why tourists choose a destination is based on the extent of the destination's attractiveness and interest in influencing tourists“ satisfaction. The assessment of destination potential helps to indicate and to rate the importance of existing destination resources in each region or province.

## **2.4. Tourism Development Potentials**

According to Heyns, Boekstein & Spencer (2000) stated four tourism components: tourists, tourism products, facilities and infrastructure (e.g. accommodation and transport), and tourism organizations or facilitators. Different criteria can be used to evaluate destinations, which have tourism resources based on the nature of these resources and whether they are natural or cultural attractions. More Boniface, Cooper & Cooper (2016), stated that an area will not become a tourist destination unless it has five main elements: 1) presence of attractions at the forefront, even just one attraction that can be promoted as a unique selling point; 2) facilities and services related to tourism; 3) accessibility to the attraction; 4) infrastructure and political stability as preconditions for tourism development; and 5) support of destination products by tourism stakeholders.

According to Eichstätt, 2018 Evaluation of Potential Tourism Resources for Developing Different Forms of Tourism: Case Study of Iraq Al-Amir and its surrounding areas – Jordan: attractions, popularity, accessibility, tourism activities, seasonality, and facilities and infrastructure. Rahayuningsih et al. (2016) identified three main criteria to assess nature-based resources for tourism development in Bogor in West Java Province, Indonesia: diversity of attractions and uniqueness, tourism activities, and accessibility. Buhalis (2000) listed six main components of tourism resources that can be used in evaluating the elements of a tourist destination: attractions, accessibility, amenities, and packages by intermediaries, activities, and available ancillary services. To build an industry that can lengthen the tourist's stay by solving observed limitations in service in the sector and provide for the progressive growth of capacity in tourist facilities deployed in the field.

## **2.5. Tourism Potential in Ethiopia**

Ethiopia is the site of some of the oldest human settlements in Africa. Recorded Ethiopian history begins around BC 1000 of King Solomon and the Queen of Sheba, but relatively recent discoveries indicate the existence of a rich prehistory. Evidence of Ethiopia's culture and history is found in its ancient monuments, cities, and prehistoric sites, while its living culture is reflected in the work of architects, musicians, writers, artisans, and craftspeople. (Christie and Crompton; 2001)

The country has abundant heritage tourism resources, for which it has been ranked highly globally at position 38, at par with Egypt which is well known globally for its predominantly heritage-based tourism resources, including the pyramids. Despite the high ranking of both destinations in 2008, for instance, there were 12.2 million international tourist arrivals to Egypt compared to 330 000 to Ethiopia (UNWTO, 2012). Although other factors could explain the difference in arrivals, the deduction nonetheless suggests great potential for heritage tourism development in Ethiopia. Ethiopia is known for its full of varied Historical, Cultural, and natural attractions.

Historically; Ethiopia is old beyond imagination. It has three thousand years of history. The giant stale of Axum testifies that the AXUMITE Kingdom was one of the great's civilizations of the ancient world. Lalibela Rock hewn church shows the religious civilization of the late Middle age period. 17<sup>th</sup>-century castles of Gonder indicate the historical legacy of the country. Culturally it has diverse ethnic groups with their Religion, language, culture, and tradition. Naturally, the country offers magnificent scenery embracing contrasting land ranges from the Tops of rugged Semen Mountain to the depth of the Danakil depression, which is more than 100 meters below Sea 23 level. On the other hand, Ethiopia is the fourth largest BIO-diversity Zone in the world; it has more unique species of flora than any country in Africa. Among the different species 31 mammals, 17 birds, 14 reptiles 30 amphibians, 4 fish, and about 1000 plants species are endemic to Ethiopia. The country possesses nine world heritage sites. Thus, it possesses more World Heritage sites than even Egypt, but unfortunately, they are not fully optimized at the moment. It is probably the only country in Africa that has claimed such several World Heritage sites. Ethiopia Rift Valley is the source of many fossils' findings attesting that it is the cradle of humankind; where humans Kind first began to walk upright. On top of all that, its people are hospitable and their cultures are diversified a combination which makes it suitable for tourism development. It is a place where Nature, Culture, and History merge to form a timeless appeal. (MOCT; Ethiopia; A tourist paradise)

Even though it is situated not far from the equator, much of Ethiopia's land has a temperate climate and is located at relatively high altitudes (Endalkachew, Solomon & Ashenafi, 2018). In Ethiopia, tourism can be capitalized on the country's rich and diversified cultural heritage and natural resources Kidane-Mariam (2015). Not only the above aspects, but the tourism industry is

also the Peace Industry, having in mind the potential of tourism as being a cross-communication tool among cultures. In addition to that, tourism contributes to generating revenues for the host community and plays, therefore, an important role in the economic development of the destination (Haberstroh, 2011).

The majestic natural beauty and wonders of the land, the range of fauna and flora, the wild animals, the multifarious cultural colors, and the history of the Oromo people, their wisdom, tolerance, and hospitality make Oromia breathtakingly beautiful. Moreover, one of the world's biggest and most marvelous caves, Sof Umar, one of the biggest and most wonderful alpine parks of Africa, Bale Mountains National Park, the paradise of birds and their watchers, the Rift Valley Lakes Region, one of the spots of the cradle of mankind, MalkaQunture, several churches, monasteries, shrines, mosques, places of cultural ceremonies like the famous democratic Gada System of the Oromo people which inscribed as intangible cultural heritage by UNESCO make Oromia one of the most preferred tourist destinations in Ethiopia as well as in the world. (Copy 2023 Oromia Culture and tourism bureau) But this study was known about the potential of the Woliso, Wonchi, and KersaMalima districts of South West Shoa in Oromia National Regional State.

Therefore, this tourism potential, challenges, and opportunity study have been carried out in the central part of Ethiopia, to bring development through investigating tourism potential including historic places and historic information.

## **2.6. Challenges of tourism development**

According to the WTO and WEP (2005) discussion, the challenges that hinder the future development of the tourism industry and its sector in developing countries vary. Each country has its tourist features, level of development, and national development priorities and policies. Also, they stated out some common challenges of tourism development such as lack of knowledge and awareness, lack of technical know-how and weak promotion, lack of marketing, and lack of infrastructure as the main factors.

On the tourism industry study in Ethiopia existed in a low level of growth when it is compared with other parts of the world even when it is compared with Africa, this may due to (Kidane-mariam, T. 2015): A number of factors limit the success of the tourism industry to play a more

significant role in the national economies, as a result, there is an argument that the benefits accruing from tourism development have, not been translated to meaningful benefits for the majority of developing countries, especially the LDCs (UNECA, 2011); the most important challenges to tourism development differ by country, but similar patterns of constraints and challenges occur (World Bank, 2014); the challenges for the religious tourism of the cultural view, indicates that, thefts and robbery, insufficient land for accommodating religious tourists, lack of electricity, parking problem, loss of spirituality with religious tourists due to modernization, unskilled experts, inaccessibility, unity and coordination problem among stake holders as the challenges of religious tourism development (Dagnachew & Engdu, 2019).

Yirdaw (2018), discussed some reoccurring challenges which were identified as socio-economic and environmental challenges for ecotourism development, and most problems of local people emanated from socio-economic conditions and contributed to increased poverty and consequently can affect natural and cultural ecotourism resources. that infrastructure, environmental pollution, agricultural encroachment, overconsumption of resources, lack of skilled manpower, poor cooperation of stakeholders, lack of promotion and marketing, and absence of ecotourism development policies respectively; Absence of conservation and sustainable utilization of resources prohibit ecotourism development and its various contributions for local communities.

Therefore, this study was studied in more neighbor of the above studies to assess the challenges in tourism development in Woliso, Wonchi, and KersaMalima.

### **2.6.1. Infrastructural Challenges**

According to Lamport, M. (2011) the infrastructural base of a country has the power to challenge the development of tourism in a country's infrastructure as forms an integral part of a tourism package. There are different types of tourism infrastructure; for instance, road infrastructure, communication infrastructure which allows quick and cheap communication between the origin and destination country, and other infrastructure such as wastewater and energy among others are also believed to result in more reliable services and thus enhance the attractiveness of the



destination. In other words, the infrastructure is a crucial part of tourism development because it has potential challenges for developing the industry in a destination.

In the case of Ethiopia in general the study area in particular infrastructural development is a problem and it also challenges the development of the tourism industry.

According to Gaworecki (2003) argument, the tourism infrastructure is a component of regional touristic products; it also contains the basic devices, buildings, and service institutions. Their existence is significant to the proper working of the economy and the society, which is classified into various types such as; technical( including basic devices used in transport, communication, gas, heat, power, and road industry, etc.), social,( including devices and institutions connected with education, culture, science, health, physical culture and tourism, public administration, etc.)

According to Alexander's, M.'s (2007) discussion, the tourism infrastructure of a region, in general, includes four elements at the destination or near the site that has the power to tourists' staying and using attractions. Such as accommodation facilities (hotels, lodges, apartments, hostels, camping's)gastronomy facilities (restaurants, bars, cafes)transport at the destination, service in the range of active leisure - ski resorts, sailing schools, golf clubs; retail network; other services (information, equipment rental companies). The classification of tourism infrastructure is based on various results such as; managers, financing of infrastructure creation, and the rules of exploitation. In general, the classifications of tourism infrastructure are; - Commercial (hotels, gastronomy, tourist arrivals servicing), Public (road, communal, trails), and Mixed (public-commercial) such as information and accompanying. In other words, these infrastructures are the major determinants of tourism development in any country of the world which means their existence can play a great role.

### **2.6.2. Lack of Accommodation**

As explained by Smith (2000) the value and quality is added in each stage of the production process and the consumer is an integral part of the process. Tourism product is one of the significant elements of tourism industry in which there quality have a power to influence the development of a destination. It can be possible to say that more than half of tourism industry is a service giving industry and its' product is more dominated by service rather than tangible products such as traditional music, bed room, guiding, and horse riding and so on. It is an output

of a production process, where the tourist utilizes the facilities and services to generate the final output, experience.

### **2.6.3. Lack of Awareness**

According to Couples' (2005) argument community capacity building in tourism development can be seen as the capacity of people in communities to participate in tourism activities. The lack of community capacity-building activity in the tourism industry is the major determinant that can hinder future development of the sector. Capacity building includes strengthening human resources, organizational and individual capacity, and also the capacity of community building is the ability of individuals, organizations, and communities to manage their affairs and work collectively to foster and sustain change.

The aware community can play a great role in the development of the tourism industry. It is not only lack of awareness that limits the ability to engage in tourism, however, but also poverty and therefore lack of funding (Amankwah, R.K. and Sackey, C.2003). Accordingly, financial inability has the power to hinder the development of tourism because finance is the most significant thing in the tourism industry.

### **2.6.4. Safety and Security Related to Visitors**

According to WTO's (1996) discussion, the issues of safety and security in the tourism industry have always been very important conditions. However, it is an unquestionable fact that safety and security issues gained much bigger importance in the tourism industry. Also, security and safety in tourism development have become a complex multidimensional notion with a wide range of components belonging to them such as political security, public safety, health and sanitation, personal data safety, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, getting authentic information, quality assurance of services, etc.

They are also one of the determinants of tourism development in any destination in the world. The issues of safety and security should need great concentration from all stakeholders of the tourism industry. In the case of Ethiopia, in general and the study area in particular the issue of safety and security is not a minor challenge of tourism development because there are some problems related to lack of quality assurance disaster protection, environmental protection, and the like even though relatively our country is secured.

### **2.6.5. Institutional Arrangement**

According to Leslie's (2003) explanation, the effective institutional framework is considered to be one of the principal determinants of successful tourism development. This is because the institutions play a major role in the implementation and coordination of tourism plans, policies, and strategies and they are important determinant factors in promoting the industry. Premises, that structure and operational guidelines of tourism institutions affect the development of tourism policy and procedure. In the case of Ethiopia the institutional arrangement is one of the major determinants of tourism sectors this is because of weak institutional arrangements in the tourism industry.

Ostrom, E. (1999) discussed that institutional arrangements can be viewed as the collective rules, norms, and shared strategies that define or guide stakeholders' behavior. They may be formally described in the form of a law, policy, or procedure, or they may emerge informally as norms, standard operating practices, or habits. Institutional arrangements can also facilitate cooperation among divergent stakeholders, define subsequent roles and responsibilities for action, and act as a catalyst for implementation, including by channeling resources effectively.

### **2.6.6. Lack of Marketing and Promotion**

The issue of marketing and promotion is one of the significant things in the development of the tourism sector. According to Butler (1980), the tourism industry is becoming an increasingly competitive marketplace at the international level, where only the best-managed and marketed enterprises and destinations are likely to enjoy the competitive market. From this discussion, one can understand that the tourist destination should work on marketing and promotion for developing the industry and to compete with other destinations. In other words marketing and promotion is one of the major determinants of tourism development.

In the case of Ethiopia in general the study area in particular lacks marketing and promotion activity in the tourism industry and is at a low development.

The formulation of the image of the destination depends on tourism marketing and the ability to attract tourists for the first visit and if the promotion is successful the tourist become interested in the destination and the destination are undergoing rapid changes (Mossec, 1993). The strategic positioning of a destination as a tourism destination and identification of tourist patterns and

priority source markets and segments are the most important things. As mentioned above determinants of marketing and promotional issues are the most crucial for developing the tourism industry they have the power to encourage or discourage the tourist destination.

### **2.6.7 Lack of Cooperation among Stakeholders**

According to Pforr's (2001) discussion it is generally accepted that the cooperation of various stakeholders in tourism development activities is vital. However, the lack of stakeholders' cooperation in the field of tourism is the main challenge in the tourism industry for its development. In the case of Ethiopia in general and the study area particularly the cooperation of all stakeholders in developing tourism is highly needed. However, different stakeholders are working by themselves in the tourism industry as one of the determinants for developing the industry.

Tadesse (2015) argued that the tourism industry in Ethiopia existed at a low level of development when it is compared with other parts of the world even when it is compared with Africa. He also discussed different reasons or factors for its low level of development; out of which the lack of cooperation among stakeholders is the prominent one.

According to Samardalii, L. (2013), the tourism industry in underdeveloped countries has various problems which have the power to hinder the further development of the tourism industry. The writer focuses on the lack of cooperation among all stakeholders. From this discussion, one can understand that the interconnection among stakeholders is the most vital thing for developing tourism in a destination. However, the lack of cooperation among stakeholders is the determining factor for tourism development. The lack of regulation was considered to be the result of poor coordination between different government departments. Multiple government departments, including the Ministry of Tourism, natural resources, and rural development, should coordinate policies and programs to pursue the success of tourism development. International organizations, which often fund tourism projects, must also coordinate with government agencies and local non-profit organizations.

## **2.7. Opportunities for Tourism Development in Ethiopia**

Various elements of tourism development that can positively influence tourism development in different ways in other words they are favorable conditions for developing the tourism industry. Some of these favorable conditions;

### **2.7.1. Availability of Tourism Potential**

“Tourism potentials are the main motivators for tourist trips and are the core of the tourism product. Without attractions, there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions” (Swarbrook, J. 2002). From this one can recognize that tourism potential has the power to pull or attract visitors to a certain destination. Without potential, it is difficult to develop the tourism industry because it’s a central issue“ or the nucleus of the tourism industry. In the case of Ethiopia in general South West Showa of Oromia, in particular, the existence of this potential can create a suitable condition for developing the tourism industry.

According to Lew“s (1987) explanation tourist attraction includes lots of different things for the visitors to see and do, as well as services and facilities. Such different things are natural and man-made tourist attractions which that are developed to satisfy the need of visitors in a certain destination and the service and facilities provided by tourism business entrepreneurs. The tourism industry includes different elements to satisfy tourists for instance it may include services such as; accommodation, guiding, and so on the other important things being facilities.

### **2.7.2. Tourism Business Entrepreneurs**

According to Rogerson, C. M. (2004), local investors have a significant role in the development of the tourism industry when they are participating in small and medium-sized tourism and travel enterprises like catering, manufacturing, and sales of souvenirs, lodging, sales of agricultural products, and tour guide enterprises. In the case of Ethiopia, the involvement of these stakeholders in tourism development is low although their role is very important. In the study area, there are some tourism business entrepreneurs. However, they are few despite their playing a great role in the development of the tourism industry.

The tourism industry refers broadly to collections of business firms, organizations, and other resources which foster or support the activities of tourists, in particular by providing services

(Swarbrook, J. 1999). The private sector has great value in the development of tourism by providing different services for tourists. The private enterprises also support the development of the tourism industry at larger because they have a long time relationship with the industry and due to this case they are vital for this industry.

According to Heidi and Karin (2000) the role of individual entrepreneurs“ is the most significant thing in the tourism industry because it is involved in various levels in the sector by providing service and facility for the visitors at a destination. According to the law and regulations of the country especially the tourism development policy of a certain country private sector involvement is vital.

### **2.7.3. Role of Government**

According to Karin (2004), the government has a critical role in the formulation of policies for tourism development in any country in the world. Also, Governments with their policies, programs, and directives can easily encourage or obstruct tourism development in various ways.

In the case of Ethiopia, the Federal Democratic Republic of the Ethiopian Ministry of Culture and Tourism is responsible for the formulation of national tourism policy and strategies for the development of the tourism industry in the country.

In recent times that mean in 2009 the Ministry of Culture and Tourism formulated a tourism policy which is one of the significant opportunities for developing the tourism industry in Ethiopia. On the other side the regional state bureaus, zonal and woreda level offices also have a great role in the implementation of the policy and programs which are formulated by a higher level of the government. So the existence of a tourism development policy and plan in Ethiopia has great value for developing tourism in Ethiopia. The government body is important for the formulation and implementation of tourism policy and plans at various levels for developing the tourism industry.

### **2.7.4. Role of Non-Governmental Organization**

According to Monzoor (2015), NGOs play a very important role in the tourism industry. In general, there are mainly three kinds of roles played by nongovernmental organizations in tourism. Such as being involved in criticizing the policies of government or authority due to their loopholes or negative impacts, working at the tourism spot, and assessing the problems which

will be born out of the development at the tourism spot. NGOs can play a great role in the development of the tourism industry by providing different supports to the destinations like funding, giving training for the experts at all levels, and so on.

According to Gebeyhu (2011), there are several national and international NGOs in Ethiopia working directly or indirectly in the tourism sector. Such as GTZ/SUN working in Bale Mountains National Park and Wonchi Crater Lake, Frankfurt Zoological Society (FZS) working in Oromia and Amhara regions on conserving natural resources of tourism, Netherland Development Organization (SNV) working in Amhara and southern people nations and national regional states on pro-poor tourism, Integrated Development Program of Australia (IDP) working in Simien Mountains National Park for conservation of natural resources and tourism development and Ethiopian Sustainable Tourism Alliance (ESTA) working on sustainable tourism on the Rift Valley.

#### **2.7.5. The Role of Host Community**

According to Godfrey and Clarke (2000), communities form a basic element in modern tourism as they are the focal point for the supply of accommodation, catering, information, transport facilities, and services. Their local natural environment, buildings, institutions, people, culture, and history, all form core elements of what the tourists come to see; whether as towns, villages, or cities, every community has tourism at one level or the other and is affected by the growth and development of the industry.

Tosun (2006) explains that the presentation of interests of the local communities in the tourism development agenda is a complex issue that needs to be addressed carefully. There is an unclear description of local communities' roles and how their views are incorporated into the whole planning and development process. In the study area, the host community with its indigenous culture and social institutions can play a great role in developing the tourism industry.

#### **2.7.6. Training Institution**

According to Ayalew, Sisay. (2009) Tourism training institutions have a great contribution in filling the gap of lack of trained manpower in the tourism industry. In the case of Ethiopia at the present day, there are some private and government tourism training institutions. They are generating skilled manpower in the field. However, the number of training institutions in

Ethiopia is very limited when it compares with the demand of the industry, so the private, government, and other stakeholders are expected to work in the production of skilled manpower all over the country.

### **2.7.7 Tourism Policy**

As described by Yimer, Ali. (2016), setting the appropriate tourism policy is vital for developing the tourism industry and increasing tourism activities or generating employment opportunities for the local population to verify their income and improve their living standard.

According to Ahmed and Krohn (cited in Chris 2011), formulating of tourism policy is significant for developing the tourism sector because it has realistic and theoretical importance; for instance, government collaborations at an international level are needed because they facilitate the smooth relationship among a member country, this also creates a favorable condition for the development of tourism industry. “It is only governments that have the power to provide the political stability, security, and the legal and financial framework that tourism requires. They provide essential services and basic infrastructure. It is only national governments which can negotiate and make agreements with other governments on issues such as immigration procedures or flying over and landing on national territory” Elliott (cited in Chris, 2011).

Ethiopia is endowed with enormous manmade and natural tourist attractions and developing a uniform tourism development policy in the country is crucial for utilizing the tourism potential. By considering the socio-cultural, economic, environmental, and political significance of the tourism industry the current government of Ethiopia launched the tourism development policy in 2009. The main focus area of this policy includes the following: - 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 (MoCT, 2009).



## **2.8. Theoretical foundation of the study**

### **2.8.1 Sustainable Tourism Development**

Since the Earth Summit, the concept of sustainable development has continued to come under increasing attention from both tourism theorists and practitioners. Its basic premise has received widespread acceptance as a desirable outcome of tourism development. This has been reflected in the proliferation of sustainable tourism development plans, policy statements, and guidelines. The World Tourism Organization (WTO) espoused the sustainable approach to tourism, and started to apply sustainable development principles in all of its tourism planning and development (WTO, 1998). The United Nations and its agencies have also addressed the importance of tourism and sustainable development on numerous occasions. In 1997, the General Assembly at its special session to review the implementation of Agenda 21 noted the importance of tourism and requested the development of an action plan specific to tourism development.

Despite the attention given to it, sustainable tourism development has proved to be difficult to define and operationalize. As Harrison (1996; p. 72) stated, "By combining development (inevitably a value-laden concept) with sustainability (which is allegedly non-operational and reformist) we thus arrive at the doubly vague concept of sustainable development, only then to focus on one aspect of this dubious process-that of sustainable tourism". The concept of sustainable tourism is variously interpreted as a process of tourism development and/or an outcome of tourism development. This lack of consensus on its meaning and application has led to the suggestion that "defining sustainable development in the context of tourism has become something of a cottage industry in the academic literature of late" (Garrod & Fyall, 1998, p. 199).

This notwithstanding, a range of definitions of sustainable tourism development have been proposed. These definitions generally fall within two categories - those which focus on sustainable tourism as an economic activity, and those which view tourism as an element of wider sustainable development policies (Sharpley, 2000). Although both of these approaches to defining sustainable tourism development have merit, what they fail to do is to build a theoretical link between the concept of sustainable development and the particular context of tourism. There appears to be an unquestioning acceptance that the principles and objectives of sustainable development can be applied to tourism. As a result, several fundamental questions about

tourism's role in development in general and the validity of the concept of sustainable tourism in particular, fail to be addressed (Sharpley, 2000). This paper considers the pragmatic implications of operationalizing the principles of sustainable development concerning the context of tourism.

The nature and scope of tourism preclude any easy answers to this problem. Responses to sustainable tourism development commonly represent two basic schools of thought: (1) concern with the promotion of sustainable development, despite its challenges, and, (2) concern with the condemnation of the industry. The latter approach argues that sustainable development is a myth and that it is impossible to promote tourism whilst at the same time maintaining a good quality environment. The former accepts that tourism is potentially destructive, however, acknowledges that tourism will continue to be a significant global phenomenon. Therefore, there needs to be some way of developing tourism in unison with the broader environment (Niles, 1991).

Notwithstanding these significant questions and challenges, tourism remains one of the most significant phenomena in contemporary society.

Assuming that current forecasting is accurate, it is also a phenomenon that will continue to grow in both size and socioeconomic importance. There is no strong empirical evidence that sustainable tourism is an achievable goal. At the same time however, many of the principles of sustainable tourism are valid and play a vital role in drawing attention to the global nature of tourism and its impacts (Sharpley, 2000).

### **2.8.2 Stakeholder theory**

Stakeholder theory has been developed during the last 40 years and it has been applied in the traditional disciplines of business such as strategic management, business ethics, finance, accounting, and marketing, as well as, in related disciplines such as law, public administration, health care and environmental policy (Freeman, Harrison, Wicks, Parmar and De Colle, 2010). Stakeholder theory is regarded to be the main opponent to the shareholder model which is based on ownership and on the idea that shareholders are entitled to the residual gainings that arise from value creation (Freeman et al., 2010; Friedman and Miles, 2006). The concept of stakeholder was meant to enlarge the notion of shareholders as the only group to whom management owed responsibility for their actions (Freeman et al., 2010). Stakeholder theory tries to explain how business could be understood against the background of environmental turbulence and change in business relationships (Freeman et al., 2010)

Stakeholder theory should not be regarded as a specific theory with a single purpose, rather, it is a set of shared ideas that can address different questions within different disciplines (Freeman et al., 2010). A shared sense of purpose among stakeholders helps accomplish the aim of a stakeholder approach which is defined as: “a stakeholder approach to business is about creating as much value as possible for stakeholders, without resorting to trade-offs” (Freeman et al., 2010, p. 28). Stakeholder interests need to be seen as joint interests and when the interests conflict and trade-offs have to be made, the trade-offs need to be improved immediately for all sides (Freeman et al., 2010).

## **2.9. Review of Empirical Studies**

The attractiveness of rural areas and effectiveness of the agriculturally based economy cannot be achieved only with high investment but it should be integrated with others such as tourism, in the form of a social paradigm, because it can be developed under an influence of a whole set of non-economic factors: social, cultural, historical, and ethnic (Trukhachev, 2015). Because there are other Factors such as skills, training, employment, managerial development, and leadership considerations that are vital for tourism competitiveness.

It is also very difficult to obtain reliable consistent data across countries. Issues such as the high seasonality of employment, the share of casual, short-term, and fixed-term employment, wage levels, and issues around the security of employment all make the development of a single indicator very difficult. Skills are closely linked to productivity which is a Core Indicator however further work will be required to pick up on the deeper influences of skills, education, and wages on tourism (Dupeyras&MacCallum, 2013).

Tourism development has great opportunities for the improvement of sociocultural, economic, and environmental aspects of a given society. Tourism resources are thus the main elements of potential for tourism development. Shonke Village has an old-aged history and acquires great potential from its tourism resources which were astonishing and impressive during its historical developments and endowed with remarkable geographical, sociocultural, and economic features which have an opportunity for tourism development. Even though Shonke Village is rich in tourism potential, the communities were not benefitting from the tourism industry in terms of socio-cultural, economic, and environmental aspects due to various challenges that faced the

area. Physical infrastructure is the biggest challenge for tourism development in Shonke Village. (Alubel, Yirdaw and Girum, 2019)

Coordination problems among the stakeholders, poor community involvement and participation in tourism development, a lack of funding, a low awareness problem, poor marketing, and non-effective promotional strategies are the other challenges of tourism development in Shonke Village. Thus, it is recommended that there should be infrastructure development, stakeholder coordination (Nicolaidis, 2015b), stronger community participation, training provision, and awareness creation as well as the provision of a suitable marketing and promotion strategy to develop tourism in the area.

Empirical evidence for the development of sustainable tourism through describing the tourism research potentials, challenges, and economic contribution in the study area. South Achefer district has huge natural and cultural tourism resources with great potential to develop community-based ecotourism. These potentials include beautiful landscapes, unique wildlife and indigenous plant species, a clean and attractive natural environment, caves, waterfalls, escarpments, and mountains; cultural tourism resource potentials are accompanied by other tangible and intangible cultural tourism resources. Lack of funds for promotion and tourism development; lack of awareness, poor infrastructure, lack of accessibility, lack of skilled human resources, and lack of coordination among stakeholders are major challenges in the South Achefer district. Moreover, both natural and cultural tourism resources were not well identified recorded, and documented. Endalkachew Teshome, Melkamu Dereje and Yirdaw Asfaw, (2022)

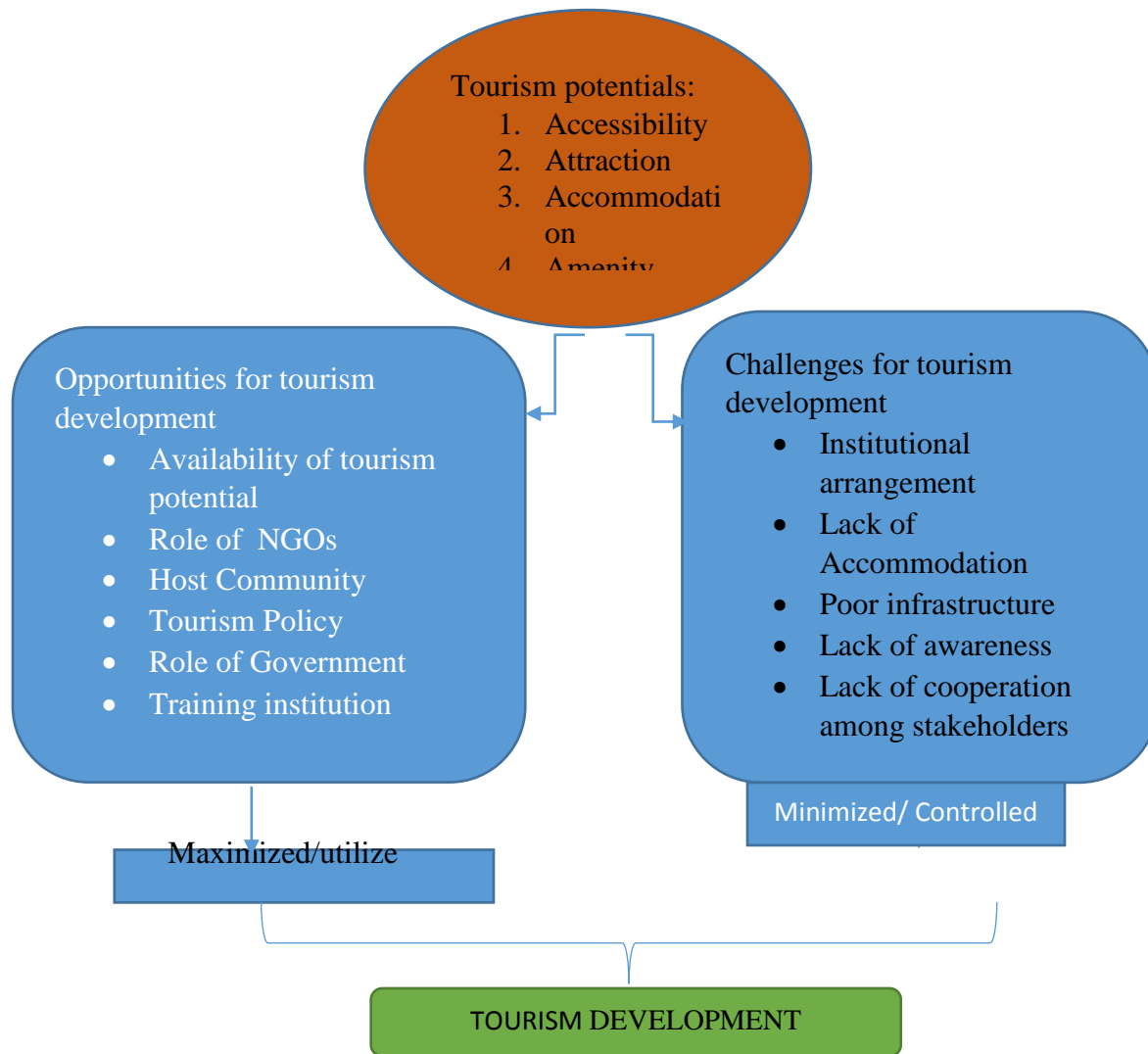
## **2.10. Research /Knowledge Gap**

Since the development of tourism in Ethiopia remained slow than before in Ethiopia in this period has been practically unsafe for a foreigner to move out of their home country, Hence, the potential tourism resources should be supported with basic tourism infrastructural facilities and services through the principles of sustainability, therefore including accommodation establishments; road and transportation systems should be improved; Public and institutional facilities and services (health centers, electricity, drinking water, sewage, telephone line, public lighting, safety and security, training schools or institution, banking, etc.) should be provided in

the sites (Aseres, 2015). Hence, this study was identified the main tourism development potential, challenges, and opportunities for tourism development in the Woliso, Wonchi, and KersaMalima districts, South West Showa Zone of Oromia regional state.

### **2.11. Conceptual Framework of the Study**

The underneath conceptual framework is prepared based on sustainable tourism development theory and stakeholders theory. Sustainable tourism development theory avers that tourism exists well provided that it balances the economic, social, and environmental aspects. Furthermore, the stakeholders' theory underscores the fact that the performance of a given tourist destination is affected by the degree of collaboration among major stakeholders namely tourists, the tourism businesses, the government, and local communities. In this study, tourism potential was identified with four core components- accessibility, attraction, accommodation, and amenity. The major challenges affecting tourism development include institutional arrangement lack of accommodation, poor infrastructure, and low level of awareness about tourism, lack of cooperation among stakeholders, and poor marketing and promotion. These challenges will be ameliorated through taking some interventions.



1 Figure 2.10 Conceptual Frame of the study

Source; owned by the researcher (2023)

## CHAPTER THREE

### 3. RESEARCH METHODOLOGY

This chapter presents a description of the study area, the type of research design used, the research approach, the study area, sample size and sampling techniques that were used to select respondents, the method of data collection, the method of data analysis, and ethical considerations.

#### 3.1. Description of the Study Area

The study was conducted in South West Showa Zone, Oromia Regional State, Ethiopia. Geographically; this study was delimited to selected Woreda namely Woliso, Wonchi, and KersaMalima districts of South West Showa in Oromia National Regional State. Southwest Showa zone is one of the zones of the National Regional State of Oromia, Central Ethiopia. The coordinates of the zone are 8°32'N latitude and 37°58'E longitude. The town is 114 km from Addis Ababa, the capital of Ethiopia, and it has 12 districts and town administration (Source: Zone Administrative Officers).

These three Woredas are selected because of their current tourism-related activities as well as the potential for tourism development.

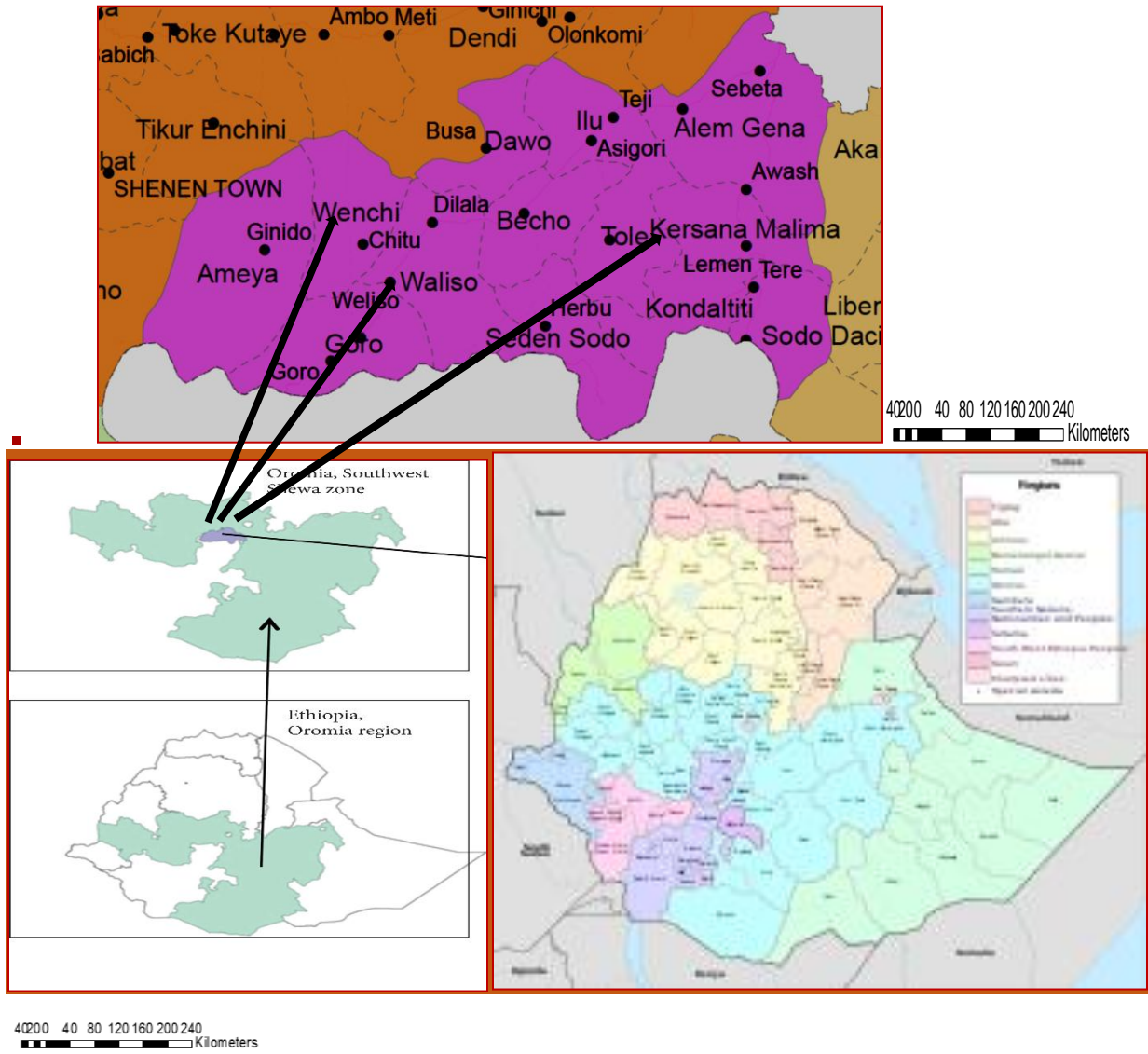
**Woliso Woreda:** South West Showa Zone, Oromia regional state. Woliso Woreda has located 114 km from Addis Ababa which is the capital city of Ethiopia. It is found to South West at the latitude of 8°32' North and 37°58' East longitude and elevation of 2063 m. a. s. l. The area is characterized by a dry sub-humid climate with an annual rainfall of 1200ml and temperature of 18–27°C. The total human population of the study area has an estimate of 37,878 from which 18,880 and 18,998 are men and women respectively. Woliso Woreda has a livestock population of 1,666,008, 20,931, and 30,631 cattle sheep, and goats respectively (Taye Beyene, 2014).

**Wonchi district:** this is located in Oromia national regional state South West Showa administrative Zone located 155 km South West of Addis Ababa at 8°40' N and 37°55' E and the altitude extends from 1700 to 3380 meters above sea level. The average annual rainfall ranges from 1650 to 1800 mm and the mean annual temperature range is 10-30° C. The total surface area of the district is 475.6 km<sup>2</sup> with a total population of 1, 19736 with a proportion of 58,671

males and 61065 females. Climatically, the district is categorized into two: high land (Dega) which accounts for 40%, and mid-high land (weynadega) which is cover 60% of the district (Taye Beyene, 2014).

**Kersa Malima district:** South West Showa Zone of Oromia regional state. The woreda is located 60 Km southwest of Addis Ababa. It is bordered on the southwest by Southern Nations, Nationalities, and Peoples Region, on the east by East Showa Zone on the south by Sodo Dachi on the North East Alemgena, and the northwest by ToleWoredas. Administratively the woreda is divided into thirty-one (31) rural Kebeles and one (1) town administration. The major town in Kersa Malima is Leman. The study area is characterized by tropical and warm too-cold humid temperate climates. In this area, the majority of the farmers produce cereal crops and most of the farmers have a long fertilizer use history (Taye Beyene, 2014).





2Figure 3.1 Geographical map of the Study area  
 Source; owned by the researcher (2023)

### **3.2. Research Approach**

The researcher applied a qualitative research approach to capture the phenomenological understanding of respondents towards the potentials, challenges, and opportunities of tourism development because the qualitative research approach emphasizes meaningfulness in the design to ensure a close fit between the real setting of data and what people say and do on the current. The phenomenological research method of the qualitative approach helps to understand what people observe in their daily lives, listen to what they say, and talk to them to know what is on their minds (Taylor et al., 2015).

### **3.3. Research Design**

Based on the purpose of the research, three types of research designs can be identified namely exploratory, explanatory, and descriptive. The design of this study was descriptive because; descriptive research design is an appropriate design for the ideas, occurrences, and events of the phenomena narration (Weber, 1949). This design is chosen due to the fact that it helps to describe the prevailing opportunities for tourism development, tourism development potential, and challenges faced in the case of the South West Shoa Zone in the Oromia region, Ethiopia.

### **3.4. Sources of Data**

For this study, the researcher was used both primary and secondary data sources. The primary data sources are planned used interviews, Focus group discussions, and observation, whereas the secondary data sources were official documents, related kinds of literature, and articles.

### **3.5. Population of the Study**

The target populations of the study are Southwest Shoa Zone Culture and Tourism Office experts, Woliso, Wonchi and KersaMalima Town Culture and Tourism Office experts, Diocese of Orthodox Christianity Religion at Wonchi and KersaMalima Woredas, tour guides Association head at Woliso, Wonchi and KersaMalima Woredas, local communities (local elders from each woreda), Wonchi Ecotourism Society, Hotel or lodge managers, Zonal police officer, Ambo university, Woliso campus, Tourism Department Head and traditional transport service providers (Horse riding service providers).

### 3.6. Simple size determination

In qualitative research, the sample size was determined based on the point of theoretical saturation, i.e., data was gathered until enough detailed data is captured and when the researcher is unable to get new information from respondents. Since there are no established criteria on the sample size or a unit of analysis number of informants, or objects to observe, several pages based on the informants' own written text transcribed data; the researcher was judged mental freedom on the sample size determination relying on the sufficiency of collected information for the objective attainment (Bengtsson, 2016). Based on this, the researcher was collect data from One FGD which was nine key informant interviews based on the principle of theoretical saturation.

Nine members are composed of the South West Showa Zone Culture and Tourism Office head, South West Showa Zone Culture and Tourism Office experts, Zonal Tour Guide Association head, Hotel or lodge managers, Zonal police officer and Ambo university, Woliso campus, Tourism Department Head.

The part FGD Participants is presented in the following:

No	Participants	Number of participants
1	South West Showa Zone Culture and Tourism Office head	1
2	South West Showa Zone Culture and Tourism Office experts	3
3	Zonal Tour Guide Association head	1
4	Hotel or lodge managers	2
5	Zonal police officer	1
6	Ambo University, Woliso campus, Tourism Department Head	1
	Total	9

*Table 3.6 List of FGD Participants*

The total sampling size for this study was 34 respondents, 9 through FGD and 25 through interviews.

No	Subjects of the study	Interviewees
1	Southwest Showa Zone culture and tourism office expert	3
2	Woliso, Wonchi, and KersaMalima Town culture and tourism office experts	3
3	Diocese of Orthodox Christianity Religion at Wonchi and KersaMalima Woredas	2
4	Tour Guides' Association head at Woliso, Wonchi, and KersaMalima Woredas	3
5	Local communities (local elders from each woreda)	6
6	Wonchi Ecotourism Society	3
7	Traditional transport services (horse riding service providers)	5
	Total	25

*2Table 3.7 List of key informant interviews*

### 3.7. Sampling Techniques

The research used in this study sampling technique is a purposive sampling design and one of the non-probability sampling mechanisms specifically, expert purposive sampling, in which pre-sample size determination is not possible: Since expert sampling is a type of purposive sampling technique when community view-based participatory research is need, which is employed to clean knowledge from individuals that have particular expertise (Yin, 2011, p.46).

### 3.8. Data Collection Instruments

#### 3.8.1. Interviews

For this study, the semi-structured face-to-face interview was conducted with Southwest Showa Zone culture and tourism office expert, Woliso, Wonchi and KersaMalima Town culture and tourism office expert, Diocese of Orthodox Christianity Religion at Wonchi and KersaMalima Woredas, tour guides Association head at Woliso, Wonchi and KersaMalima Woredas, local communities (local elders from each woreda), Wonchi Ecotourism Society, and traditional transport service providers (Horse riding service providers). Based on this, the researcher was

collect data from One FGD it has nine key informant interviews based on the principle of theoretical saturation.

Nine members are composed of the South West Showa Zone Culture and Tourism Office head, the South West Showa Zone Culture and Tourism Office experts, the Zonal Tour Guide Association head, Hotel or lodge managers, the Zonal police officer, and Ambo University, Woliso campus, Tourism Department Head.

### **3.8.2. Observation**

The researcher was used note-taking and a photo camera to record information by preparing a checklist by moving into the setting and observing the purposively selected samples. Because the researcher observed, and triangulate those data from others by giving focus on the main components of tourism's potential to develop including attraction features, road construction, amenity status, and accommodation quality. According to Patrick (2016), observation is the main instrument used to collect data and record important information to note and have photos of the existing situation

### **3.9. Data Collecting Procedures**

For this study, the data collecting procedures were: firstly, all the research questions are prepared in a semi-structured manner. Then, the other general data including informants were gathered from the web-based search. In the third step, the other religious center informants and observational data were also gathered to forward professional feelings on the tourism potentials and opportunity in Woliso, Wonchi, and KersaMalima district Southwest Showa of Oromia. Lastly, the researcher processed collected data once from the secondary sources, which from the magazines of the South West Showa Zone tourism office whereas the primary data was collected from Southwest Shoa Zone Culture and Tourism Office experts, Woliso, Wonchi and KersaMalima Town Culture and Tourism Office experts, Diocese of Orthodox Christianity Religion at Wonchi and KersaMalima Woredas, tour guides Association head at Woliso, Wonchi and KersaMalima Woredas, local communities (local elders from each woreda), Wonchi Ecotourism Society, Hotel or lodge managers, Zonal police officer, Ambo university, Woliso campus, Tourism Department Head and traditional transport service providers (Horse riding service providers).

### **3.10. Trustworthiness of the Study**

The researcher was approved of the rigor/trustworthiness of the research's results. Trustworthiness can be generalized using four tools including credibility; transferability; Dependability, and Conformability (Letts, *et al.*, 2007).

Credibility/validity: *firstly*, the researcher was collected data from secondary sources like the magazines of the offices, web-based articles which were published in the known journal as well as a variety of primary respondents to get general from culture and tourism experts then for the specific data from respective respondents' such as communication expert for the promotional, religious elites for the religious monastery and church's information. *Secondly*, the researcher was used a variety of data collection methods like document analysis, interviews with the help of collection tools like audio records and photo pictures.

Dependability: to keep the consistency between the data and the findings researcher was displayed data collection procedures, and content analysis processes and cross-checked the analytical finding with the evidence of peer review from the related literature part.

Transferability: since the researcher was employed a procedure that detailed in this study, the future researcher can use this step to study in the same way.

Generability: the researcher strived to restrict herself from subjectivity in the data gathering and analysis mostly; again, the advisor mainly main-advisor has repetitively checked the ambiguous and subjective symptoms of this study to clear and clean again and again.

### **3.11. Ethical considerations**

The researcher was considered the ethical issues with two things: Primary, the researcher was negotiated entry to the tourist sites /offices to involve participants in this study and asked permission from official experts to give considerable time to this study, particularly in the data collection from the field and asking their consents before taking a picture and recording their voices. Lastly, the ethical actions of the researcher were free from plagiarism acts, such as acknowledging those who contributed through the idea, activity, and so on.

## **CHAPTER FOUR**

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

This chapter deals with the presentation, analysis, and interpretation of data collected by using interviews, field observation, and document analysis to address the basic research objectives or questions. The first part of this chapter discusses and presents the demographic characteristics of respondents while the remaining sections of the chapter are structured according to the sequence of the objectives for which the study was conducted.

The target populations of the study are Southwest Shoa Zone Culture and Tourism Office experts, Woliso, Wonchi and KersaMalima Town Culture and Tourism Office experts, Diocese of Orthodox Christianity Religion at Wonchi and KersaMalima Woredas, tour guides Association head at Woliso, Wonchi and KersaMalima Woredas, local communities (local elders from each woreda), Wonchi Ecotourism Society, Hotel or lodge managers, Zonal police officer, Ambo university, Woliso campus, Tourism Department Head and traditional transport service providers (Horse riding service providers).

The criteria for selecting samples was based on the respondents' work experience, the profession they have as well as the offices/bureaus that are directly and indirectly related to tourism development potential, opportunity, and challenge in Southwest Shoa. It means the researcher used a purposive/judgmental sampling technique to decide the number of interviewees.

#### **4.1 Demography of the Respondents**

The data which is gathered from primary and secondary sources is analyzed and interpreted through the Qualitative method of data analysis. 3 interviewees are from SWSCTO, 3 interviewees are from WWKMTCTO, 2 interviewees are from the Diocese of Orthodox Christianity Religion at Wonchi and KersaMalima, 3 interviewees are from TGAH, 6 interviewees are from Local Community, 3 interviewees are from Wonchi Ecotourism Society and 5 interviewees are From Traditional transport services(horse riding services providers) and 9 through FGD those are from SWSCTOHead, SWSCTO Experts, Zonal Tour Guide Association head, Hotel or lodge managers, Zonal police officer and Ambo university, Woliso campus, Tourism Department Head.

Generally, 25 male interviewees and 9 female interviewees participated. When we generalized the educational background they have; 4 master's degrees and 20 bachelor's degree interviewees and 2 level IV this implies the interviewees can understand all the questions raised by the researcher and they can give a reasonable idea of the research theme. According to this data; the interviewees have 2-21 years of work experience and are between 29-58 years olds intervals. To give effective suggestions on Tourism activities, it helps if the interviewees have experiences related to Tourism development, potential, challenges, and opportunities. So, the interviewees have good experiences and they are productive manpower by their age average.

## **4.2. Tourism Development Potentials**

In this part, the tourism potentials of the South West Shoa Zone, Oromia Regional State in the selected Woredas namely Woliso, Wonchi, and KersaMalima districts of South West Showa in Oromia National Regional State Were explored. As discussed in the previous chapters, especially in the literature part, the study area is known for its tremendous natural and cultural tourism potential. The overall tourism potentials are categorized under Attraction, accommodations, amenities/ facilities, and accessibilities.

In this part, the tourism potentials of Southwest Shoa zone in a case study of Woliso, Wonchi, and KersaMalima were explored. As it discussed in the previous chapters, especially in the literature part, the study area is known for its tremendous natural and human-made tourism potential.

### **4.2.1. Attractions**

There are recorded movable and immovable cultural heritages around 150 in southwest Shoa of which, 64 are identified and sorted in scientifically. The Woreda's culture and tourism office has identified potential with their challenges and opportunities about the tourist attractions.

According to the interviewees of Culture and tourism experts the Tourism resources of the zone are categorized under the tangible and intangible heritages under natural as well as human-made. The natural tangible heritages are the historic Wonchi highland crater, Hot spring water, Melka Kunture an area of an anthropological site, Adad Mariyam Rock Hewn church, Melka Kunture Open-air Museum, Sellassie Rock-hewn church, harmoufo stelea. Whereas intangible natural attractions include various sounds of birds and other animals in the Woreda. The cultural



tangible heritages of the Woreda are Negash lodge, tools, inscriptions of religious centers, souvenirs of the society, etc. while the intangible cultural/human-made heritages include the poems, spiritual songs as well as preaching activity used in various vocals in the churches, ceremonies, wordy practices of the society, religious worshipers, praying, etc. Differently more focused by the head of culture and tourism head expert added that the medical treatment practices of the world for patients that never cured by primary and secondary hospitals have gotten their original health using the Hot spring water traditional medical treatment in Woliso, Wonchi, and KersaMalima Woreda.

### **4.3.Natural Tourism Potential**

There are a lot of natural tourism resources in South West Shoa Zone, Oromia Regional State selected Woreda namely Woliso, Wonchi, and KersaMalima district of South West Showa in Oromia National Regional State in Ethiopia with its variety and its presence. According to the interview conducted with the culture and tourism expert of the? Woreda According to the respondents (R4), the opportunity for tourism development is “the availability of numerous and various natural and manmade heritages. Having such tourism potential in the area make it more attractive and unique from other parts of Southwest Shoa Zone and it’s a great opportunity to develop tourism since tourism potentials are the hub of the tourism industry.

According to Djukic (1999), Natural tourism resources contain all-natural elements and factors that have a high level of attractiveness and that identify their geographical environment and the destination’s geographic resources are often classified as geomorphological, climate-based, hydrographical, and bio-geographical, and as protected natural heritage. Therefore, the geographic feature of Woliso, Wonchi, and KersaMalima Woreda has their tourism potential.

#### **4.3.1 Wenchi Crater Lake**

Wenchi Crater Lake is a picturesque lake situated about 32 kilometers Southwest of Ambo on the road to Woliso nearly halfway between the two towns. Coming from Ambo or from Woliso to Wonchi Crater Lake the gravel road ascends mountain slopes almost to the rim of the crater where the height reaches 3386m at a peak. Here green oasis, (when compared to the surrounding area) comes to view (South West Shoa Zone).

Many years ago, before the birth of Jesus Christ, in the Wonchi Crater Lake area, a volcano erupted in the surrounding area. After the devastating explosion, the central part of the volcano collapsed, creating a crater. The communities living in the area, witnessing such a big natural catastrophe, prayed to their God and, miraculously the fire. The crater filled up with water, leaving small islands in the lake and holy places were built on one of them. According to the myth, the communities made a boat from a juniper tree to reach this holy place on the island, to pray and worship their God. They believed that the reason why the island had been saved from fire and ash, was because, inside this holy place, there had been a strong religious tenet originating from ancestors in ancient times. The term Wonchi means circular, originating from the word “wechit”, a round traditional clay bowl used for eating food (FGD).

The Crater Lake is endowed with a forest of more than 15 major tree species and many other alpine-type vegetation, many aquatic and terrestrial bird species, and some mammals, of which colobus monkeys are frequently seen. In the hot spring valley, one can observe natural offers like hot and cold mineral springs (being used by local people for cure of illness): the waterfall gushing out just from the foot of the hill, and many other eye-catching scenes.



*3Figure 4.3.1 Wonchi Crater Lake*  
Source; Owned field photo, May 2023

Wonchi Crater Lake is an ideal site and has a good appeal to such tourist activities and recreations like hiking, boating/canoeing, horseback riding, sailing, paragliding, relaxing, forest exploring, spa bathing, and many other eco-tourism-oriented activities. Some of these activities are already made operational by the Wonchi eco-tourism Society composed of local community associations and private investors.

According to the respondents (R5) from the Wonchi Woreda culture and tourism office,

*“Wonchi Crater Lake is one of the best attractive lakes in Wonchi Woreda it used hot spring water for medicinal purposes, enjoyment, and Touristic appeal of the crater mainly steamed from its fantastic beauty. Standing on the rim of the crater you will be watching uniquely shaped and crystal clear water lying in the deep basins and circular slopes covered with greenery alpine vegetation that largely contributed to its dramatic scenery. In addition to these, when you see the village on the peninsula, the small island with the monastery, the houses and gardens on the lakeside it seems that the crater is not to be touched by the modern world.”*

In the hot spring valley, one can observe natural offers like hot and cold mineral springs (beings used by local people for cure of illness); the waterfall gushing out just from the foot of the hill, and many other eye-catching scenes.

#### **4.3.1.1 The Lake Area**

The highlight of the area is the lake inside the volcano crater and a tour of the lake is a fascinating experience rich in culture, beauty, and variety. The whole tourist activity is managed by a local cooperative called Wonchi Eco-tourism Association (WETA). Whose management is either directed or entrusted to cooperative members -based on a community-based tourism model. Hundreds of local community are involved in the various activity guide tours either walking or on horseback, boat transport to kirqos island, honey sales, the guarding of visitors' cars, the sale of local products in the tukul, ticketing, management of service in the hot spring area and in the campsite, hospitality in private homes, maintenance of the sign, etc.(FGD).

According to the views of Traditional transport service providers (horse riding service providers) Wonchi Woreda Wonchi Crater Lake offer safe and enjoyable horse riding horse is part of our history and is still the most widespread means of transporting people tourists are very satisfied sometimes we sell harnesses to them and whips.

The involvement of the local community allows for equal job creation and income opportunities to ensure wide participation in tourism development projects to carry out actions and initiate shared practices and above all to stem imagination from the area. The cooperative also allocates part of its profits to solidarity support for families in economic difficulty and for safeguarding the environment.

#### **4.3.2 Dendi Lake**

A 6-hour walk from Wonchi Lakes you to another lake. Dendi is also called the twin lake because of its two expanses of water equal in size and shape. It is an example of the caldera as mentioned in scientific literature. There is a loop walking path that takes visitors around the lakes where they can view crocodiles.

#### **4.3.3 Chebo Cave – Saint Selassie Monastery**

Chebo Cave- Saint Monastery is the old Christian orthodox religious site located along the road connecting Woliso to Haro Wonchi. It can be reached following the road up to the town of Dariyan and turning left around 5 km before reaching Haro Wonchi town on the way to Werabu. The monastery is 15 minutes' walk from the junction. The worship site is built in a beautiful natural environment and it's surrounded by big old trees, hills, slopes, and cultivated lands. It is also possible to observe different wild animals getting there.



*4Figure 4.3.3 Chebo Cave-Saint Selassie Monastery*

Source; Owned field photo, May 2023

The elders of the communities living around Werabo tell that the monastery was built in the VI century during the reign of Atse Kaleb. It is entirely constructed inside a cave and it is divided into two parts: the bottom one is known as “Geber Bet”, the house of tribute, and the upper one is “Kine Mahlet and Mekdes” the temple. There is only one entrance giving access to the structure and it leads to the two separate stages. The “Selassie River” (which gets its name from the monastery) divides the main monastery structure from other caves. Which are also part of the same complex. A small bridge connects the two sides of the river and allows them to visit the caves on the other bank. At the moment this area has only empty caves and the main religious services are given in the main one.

The interview conducted with local elders and the written source of documents which are prepared by the South West Shoa Zone Culture and Tourism Office such as brochures and magazines, point out that the zone is gifted with diverse blessings holy water, and also hot spring water. In line to this, one local community leader (R12), Werabo, who is the leader of one tribe stated as follows:

*“Out of those blessing holy water is more known in the surrounding area. It is used for medicinal purposes and many people from different parts of the country come to use this holy water. Chebo Cave-Saint Selassie monastery is thought to be a blessed place by God for this reason it is believed that any person who prays there will get quick feedback and support.”*

During the reign of Gragn Ahmed who ordered to burn churches and Christian religious sites, the saint Selassie Monastery was hidden from him by the mercy of God. Due to the oppression against the Christians during the XVI century the elders also brought many “Tabots” to be hidden inside the monastery and only after the death of Gragn Ahmed the “Tabots” were brought back to their original places.

The Saint Selassie monastery's origin has its root in mythology since no written information is available. There is a belief that information about its foundation was stolen or disappeared but it is also possible that some hidden information and heritages are not yet discovered. Parallel to this idea, a Wonchi Diocese of the Orthodox Church forwarded the following idea:

*“Since 1997 (Ethiopian Calendar) community members are guarding the monastery by turn to protect this heritage site and its religious material considering it an important part of their traditions and culture. Chebo Cave-Saint Selassie monastery is thought to be a blessed place by God for this reason it is believed that any person who prays there will get quick feedback and support. In the area, there is also a source of blessing holy water.*

#### **4.3.4 Adadi Mariam Rock-Hewn Church**

The Adadi Mariam lies within the KersaMalima district of the Oromia National Regional State. KersaMalima is one of the one-hundred-eighty districts in the region. This district is bordered in the west by Kokir, in the south by the Southern Nations, Nationalities, and Peoples Region, in the east by the Misraq Showa Zone, in the north-east by Alemgena town, and the north-west by the town of Tole. The major town in the district is Leman. Geographically, the area lies between 8057'53" N and 38029'54" E longitude and latitude respectively. The altitude of this area is about 1900 meters above sea level (Taye Beyene, 2014).

The Adadi Mariam environment is characterized by a rolling plain nature and a river gorge, the soil type of this environment is black and clay. This soil has its impact on the growing plant species and on the agricultural activities of this area. Meaning, due to its high clay content, the soil retains much water which makes them sticky in wet seasons and cracks severely in dry seasons (Raynal et al, 2004). The altitudinal location of Adadi Mariam and its surroundings play a significant role in the distribution of plant species in the area. Some plant species that grow in the area are Tid (Junipers), Girar (Acacia), Bahirzaf (Eucalyptus), Weira (Olive tree), and Nech SAR (Elephant grass). These plants are sparsely distributed.





5Figure 4.3.4 Adadi Mariam Rock Hewn Church

Source; Owned field photo, May 2023

Adadi Mariam rock-hewn church is endowed with great potential of cultural treasures. Many of the cultural treasures are conserved and protected since the time of the re-birth of the church in the 18<sup>th</sup> century. Adadi Mariam church contains a variety of tangible cultural treasures within its treasury house. They are found in good condition as priests are aware of managing and protecting their sacred objects. The tangible cultural heritage found in Adadi Mariam church includes the tabot (Replica of the Arc of Covenant), liturgical objects, Crosses, bells, vestments, church musical instruments, and so on. In Adadi Mariam church ten tabots are found in the Sanctuary.

According to the KersaMalima Orthodox Church Diocese, the church is partially separated from the main rock with various degrees of attachment to the rock. Adadi Mariam rock-hewn church is not visible from afar even within the compound. The Anfar grass above the church and the cross with its five Ostrich eggs can only be seen if one is within three or four meters of the church. This is because of the subterranean nature of the church.

The tabot is usually wrapped with a linen cloth and housed in Manbar and only priests are allowed to touch it. The tabot is carried by priests during the celebration of Timket (Ethiopian Epiphany) and the annual commemoration of saints (Informant, Dejene). In Adadi Mariam rock-

hewn church treasury house there are various collections of spiritual books written on parchments in Geez language. From those various collections: the Holy Bible, New Testament, Miracles of Mary, the Faith of Fathers, liturgical books, Hymn books, and prayer books are found.

#### **4.3.4.1 Intangible heritages of the destination**

Adadi Mariam rock-hewn church is one of the sacred areas which is reached by monthly and annual religious ceremonies by several Ethiopian Orthodox church faithful. Particularly the two annual ceremonies, held on November and January 21<sup>st</sup>, local time, are colorfully celebrated in Adadi Mariam church and attended by a large group of people. Other festivals are that are celebrated every year in the area in addition to ceremonies in the church named the irreecha (thank-giving ceremony of Oromo) celebrates in the area called Huluto. This is the main tourist motivator to take a trip to the destination every year.

The interviews conducted with local elders showed that there are numerous intangible cultural tourism potentials in the study area. It had been practiced for a long period of time such as folktales, proverbs, legends, performing traditional dance and music, etc.

Generally, this suggested that having of such tourism potential is significant for tourism. The above-listed and other tourism potentials of the area are identified in this paper as the opportunity to develop tourism.

In addition to the cultural tourism resources researchers mentioned above the destination is also rich with various natural tourism resources, some of which are;

#### **4.3.4.2 Hot spring**

About five km from the town of Lemen there is a hot spring, right now it is used for curative purpose only by the local, its need deep conservation to protect and promote it for the tourist in order to attract tourist to the area.

One of the KersaMalima Town culture and tourism office experts (R6), told that that hot water, spring is used for medicinal purpose and many people from different parts of the country come to use this hot water spring. This implies that hot water spring has the power to attract domestic and international tourists and it's a great opportunity to develop tourism.





*6Figure 4.3.4.7 Hot Water*

Source; Owned field photo, May 2023

#### **4.4. Accessibility**

According to Suyadana and Oktavia (2015, p. 45), there are also less important factors that do not have a large impact on tourist satisfaction and loyalty, such as accessibility factors, which refers to the ease of access to facilities, which is sometimes overlooked by tourists when planning trips. Accessibility includes Infrastructure: roads, car parks, trains, airports, seaports, and others, Transportation facilities: speed and availability of various public transportation, Operations: travel routes, service frequency, and costs including toll road costs and Government regulations: regulations on transportation operations.

The road that ran from Addis Ababa to Woliso was one of the few roads built by the Ethiopian Empire. Addis Ababa to Woliso had been asphalted built before the Italian-Abyssinian war; by 1938, the 110 kilometers from Addis Ababa to Woliso asphalted, and the 90 kilometers beyond to Ability Graveled

KersaMalima District area is found as the most accessible area for visitors. Since it is on the main road of Butajera, on the outlet of southern Ethiopia tourist attraction areas. Even though it is only accessible by road transportation and also but there is a gap in accessibility with in the destination.

Even if there are roads between Kebeles they are not to the standard and the roads are not comfortable for visitors to reach at attraction sites from Woliso to Wonchi and from Leman to

the attraction place. According to the Southwest Showa Zone culture and tourism expert (R1), all Kebeles in the woreda is interconnected by road.

Haro Wonchi town has developed in an L shape around the Ambo to Woliso road. Many houses border the main road. To reach the lake they must walk (cars are not allowed).hundreds of locals are involved in various activities either walking on the house back or Boat transport to kirqos Island.

*One boatman in Wonchi Lake explained that “we take tourists to the island by crossing our lake on the occasion of religious celebrations we also transport the religious people who wish to reach the monastery on the island we also have a traditional boat made from the trunk we show them to tourists but for the moment only we use them” (R22).*

#### **4.5. Amenities**

Mason (2000, p. 46) and Poerwanto (1998, p. 53) state that amenities refer to the facilities used to obtain pleasure, for example, accommodation, cleanliness, and hospitality (tangible and intangible products). To meet the travel needs of tourists, various facilities are needed, such as transportation, accommodation facilities, eating and drinking facilities, and other supporting facilities. This component cannot be separated from the infrastructure component, which guarantees the availability of complete facilities.

According to Yoeti (2003, p. 56), tourist facilities include all facilities that function to meet the needs of tourists staying at a tourist destination. If the tourist facility can provide satisfaction to visitors, then this will stimulate tourist satisfaction. According to Mill (2000, p. 30), "Tourist facility is a support service that is always ready to be utilized by the tourists and the service offers quality and price per the needs of tourists".

Tourism has no single product rather it is an amalgam of different elements or components, comprising the overall travel experience. Along with transportation, it includes accommodation, food and beverage services, shops, entertainment, aesthetics, and special events. It is not common for one business to provide the variety of activities or facilities tourists need or desire. This adds to the difficulty of maintaining and controlling the quality of the tourist experience. To overcome this hurdle the culture and tourism office will work together with relevant stakeholders to ensure consistency in product quality and service delivery per the international tourist standard.

A good range of facilities including a conference hall, thermal hot spring, children's playground, a lively bar, and a restaurant serving a good range of Western and local snacks. Enough activities and amenities to keep you busy for weeks' vacation.

#### **4.6. Accommodation**

There are many hotels in the Zone and the Woreda which means Woliso Woreda hotels are standard and classified into the star categorization of the nation. There is a potentially high standard of tourist service providing accommodation centers in the Zone and Woreda and also established community-based Ecotourism, per primary sources of data. There is a planned idea by the Woreda to upgrade the tourism service provides to a high-grade level, the cooperating private investors of the Woreda in union altogether on the investment of their business on the accommodation service.

According to the Head of Tourism and Culture Woreda, the support and integration of stakeholders makes the area's tourism development potential higher than its mechanism to serve and attract both national and international tourist on their visit to Woliso, Wonchi, and KersaMalima.

According to the Zone of Tourism and Culture expert, the best opportunity for tourism development in Woliso is Negash Lodge. It is mostly visited by both foreign and national tourists are visiting a lot relative to other heritages of the Woreda. As well as tourists are more interested to visit and stay such Negash lodge center. The tourists who came take their tour to the attractions around the lodge in turn this also extends the stay of tourists in the Woliso Woreda.

The lodge takes in the model of a cultural village and its several furnished cottages are scattered across a spacious layout, each set with good views into the forest. There are different varieties of indigenous trees such as cedar, zigba, erythrina brucei, plenty of birdlife (including a variety of robin-chats, an array of colorful sunbirds) creating a sense of peace and relaxation in this natural environment. Black-and-white colobus and vervet monkey and a ground squirrel colony, and even an occasional antelope are seen.

*According to the Negash Resort Manager Woizero Zimetawork said she would continue investing in property and in the hospitality industry. She said she was currently busy putting up a similar structure in Dendi Lake, located 128kms west of Addis. This natural resource as a spa resort is still actively delivering services that offer recreational activities like swimming pool and thermal water bath which have curative effects. This spa resort can be an ideal site for tourists enhanced by the scenery of its compound area.*

#### **4.7. Community-Based Ecotourism -Wenchi Eco-Tourism Association**

The Wenchi Eco-Tourism Association (WETA) is a local, community-centered initiative that promotes sustainable eco-tourism. Its mission: to improve the livelihoods of local people by promoting ecotourism development through the sustainable use of natural and cultural resources. Our objective is to create social and economic benefits through ecotourism and to foster the conservation of natural resources in the area. According to WETA policy, 8% of the service providers' revenue and half of the entrance fee goes directly to the community in a transparent way for the improvement of its services.

Eco-tourism around Wenchi Crater Lake is a GTZ-financed measure started in November 2002 with the cooperation of the Oromia Trade Industry and Urban Development Bureau, Trade Tourism and Transport Division. The objective is to develop and introduce a consolidated approach for Eco-tourism that can be replicated in other areas and that enhances the sustainable utilization of natural resources.

#### **4.8. Challenges of Tourism Development**

There are various challenges affecting the development of tourism in the study area. These challenges are discussed as follows:

##### **4.8.1. Lack of Cooperation among Stakeholders**

According to Atorough and Martin (2012) explanation in the tourism context stakeholders are important for the planning and implementation of the activities including residents, tourists, employees, government, local businesses, competitors, activist groups, and educational institutions. Working simultaneously with various stakeholders to achieve a common objective is significant in the tourism industry. The actors in the tourism development activities are various and collaboration of all those actors can play a great role. Some of them are; government bodies, NGOs, host communities, the private sector, etc.

It is often argued the level of tourism development in a given area partly depends on the level of stakeholder collaboration. Based on cultural and tourism experts' views, one of the challenges of tourism development in the area is the low attention given by the government to providing infrastructure and facilities for tourist attraction sites, mainly, religious centers. Even if there are practices of community awareness creation, it is not on the intended level for tourism development.

*Moreover, according to the SWSCTO head of the Woreda and Zonal police officer "our Weakness is that including the Woreda's administrators, there is the low focus for the tourism resources like Caves, mountain and endemic cultures such as "Timket": are those students who learn teachings orthodox Christianity religion within economically stressed manner where without getting the minimum level of shelter and food for the life existence;*

#### **4.8.2. Poor Infrastructures**

A bad road for the transportation service is another associated factor that can cause the Zone health facility at risk. The extent of the infrastructural element of the tourism potential development is low not only in quality and number of the telecommunication services as well as transportation but also the health service system shares the same scenario in the Zone. There are different diseases but there are relatively satisfactory levels of the health care center in the Woreda. The proposed actions for more health status verification in Woreda are with the more participatory level of the government

There are no modern transportation means and channels like asphalt, qualified water supply, and electric distribution to provide for the tourists. Generally, there is no adequate availability of infrastructure as well a lack of standardized quality:

*According to culture and tourism experts of the Woreda; "There are many natural and historical tourism resources in Woliso, Wonchi, and KersaMalima, but there is no satisfactory infrastructure in terms of number or availability and quality for the visitor, that neglects economic advantage of the community from the sector".*

#### **4.8.3. Lack of Community Awareness**

The other challenge facing the development of tourism in the study areas is the low level of awareness about tourism. In line with this, the Wonchi Woreda culture and tourism officer (R2), forwarded the following idea;

*“There is low level of accommodation development at the Woreda. Concerning the lodge, there are some blackmail understanding and perceptions in terms of religious practices, among a few members of the community in the Woreda, but the Woreda did not take overcoming actions and mechanisms to increase the awareness of this valuable integrated Wenchi Eco-Tourism Association (WETA) of Wonchi Woreda”.*

Furthermore, there is no awareness of the manmade heritage of Woreda, mainly the religious tools, equipment, and dress. This may be since there is a low level of community participation in preservation and conservation works. As per the administration of the religious center report, the heritage in the monastery is being distorted, the main causes for the being out of function are the mainly undermined focus of users in the church; the absence of an appropriate place (own museum for the church) for the tools and cloths of the heritages; there are no supporting bodies including government and NGO to build a museum to preserve this heritage.

#### **4.8.4. Lack of Standard Accommodations**

A major weakness for Adadi Mariam is its low level of hotel supply. The poor standards of hotels are a situation that needs to be avoided. In the town, there are only five hotels in the designation, but still, they are not in the way of delivering tourist-quality hotel rooms, generally, we can say that there is no hotel in the destination that is established in the consideration of tourist standards and Wonchi is also the same to Adadi The poor standards of hotels are a situation that needs to be avoided. Parallel to this, the Leman Town culture and tourism officer (R19), forwarded the following idea;

*“There is no standardized tourist service providing institutions except Negash lodge, Woliso Hotel, and other some hotels”.*

Furthermore, interviews conducted with hotel managers, accommodation, catering, guiding, and transportation service providers are not offering quality service to the visitor. There is a shortage of good quality bedrooms, a lack of professionals in all tourist business giving centers, and poor sewerage system, health and sanitation problems in most the hotels, restaurants, pensions, and other accommodation centers.

#### **4.8.5. Lack of Marketing and Promotion**

The promotional activities of the Zonal and Woreda media, which the communication office focus only on the best-known culture and lodge are almost a pinch of the bundle tourism resource of the Woreda because there is a plan for a scheduled program by all most all

stakeholders of tourism potentials of the Woreda. In a similar vein, the Zonal Tour Guide Association head (R3), provided the following idea:

*“There is no scheduled promotion program for the tourism resources like specifying airtime in the TV program. Furthermore, there is no integration or collaboration among stakeholders to promote the tourism resources.”*

On the other hand, the promotional activities are only focused on the major or fixed attractions of the woreda. per the data semantic meaning from the of culture and tourism office the Woliso, Wonchi, and KersaMalima Woreda, the main tourism components in practices are cultural aspects of Woreda on focusing the *“Celebration of Diocese of Orthodox Christianity Religion at Wonchi and KersaMalima Woredas”*, to mean *‘culture promoting Day, which advertises the cultural features of the community; promoting the best practices of tourist, for example, the practices of the Wonchi Ecotourism Society.’*

#### **4.8.6. Poor Institutional Arrangement**

According to Commons (2012), “institution is collective action in control, liberation and expansion of individual action”. Institutions emerge to coordinate and regulate interactions between actors and reduce opportunism and uncertainty”. For the effective implementation of certain actions the strong institutional framework is important because as the Commons discussion, it can control, co-ordinate and regulate the action of every actor within certain organizations like tourism. So the strong and well-organized institutional structure is significant for developing the tourism industry.

Due to the weak institutional structure, the zonal and woreda-level culture and tourism offices are not strong enough to uphold tourism development. It has only limited space for professionals and they have only one tourism professional in South west Showa Zone Culture and Tourism Office, the structure is not functional at the Kebeles level and it is led by none professional leader are the main reasons for the weakness of the institution in the study area. In line with this, the Southwest Shoa Zone culture and tourism office experts explained that human resource problems (lack of professionals or skilled manpower) in current tourism institutions and weak institutional structure are the main factors that limit tourism development and lack of framework for action is a significant factor. The officers at the woreda level have no framework to implement the action plan for developing tourism.

In addition to this Interviewed with a tourism officer stated that higher experts (Zonal and Woreda) do not support the officer at the Woreda level regarding tourism development and the application of an action plan. Updated information also does not reach the lower officer, especially the woreda officer.

#### **4.8.7. Lack of Safety and Security**

According to Istvan and Kristina (2010), the issue of safety and security in the tourism industry has always been a crucial condition for travel and tourism. The tourism industry highly demands a safe and secure environment. Tourism as the service-giving industry, high-quality service, and political, and environmental security is the significant things in the development of the tourism industry.

The data from the secondary source indicates that the challenges faced by the community to the external force of displacement which originated from the root cause of the national-level political instability, may be a challenge if continued and not mitigated in the future.

#### **4.9. Opportunities for Tourism Development**

In this part, the identified opportunities for tourism development in the Southwest Shoa zone more specifically in the three selected areas namely Woliso, Wonchi, and KersaMalima woreda were discussed. These include relative safety and security, availability of tourism potential and hospitality of host potential of the study area.

##### **4.9.1 Availability of community-based tourism**

According to the Culture and tourism respondents one of the Opportunities for tourism development is “*the availability of numerous and variety natural and cultural heritages; attractive air condition, the presence of museums for the cultural heritage preservations; the existence of integrated Wonchi Project in the Woreda*” the community based as well as ecologically viewed tourist service provision practices, which integrated Wonchi Project has a multi perspective advantage for the tourists to live there, for the whole community inclusive economic advantage; and also providing to promote other tourism attraction centers around the lodge are some of them.



The beginning of the integrating and support of the individual investors of the Woreda to build well-standard accommodation institutions for the tourism service. And the availability of standardized restaurants for the economic-class tourists for the area. The beginning of the economically beneficial for the inclusive stakeholder lodge in the Woreda, this lodge multipurpose multi beneficial even a means of re-conservation of the extinct species of flora in the Woreda. A means of attracting tourists for the other tourism resources of Woreda. the beginning economic value from the emerged lodge mainly for those marginalized groups of the community e.g. women, low-income age of society elders of the area including the youth who are the main and power full to create the conflict if not employed in this institution

#### **4.9.2 Untapped Tourism Potential**

“Tourism potentials are the main motivators for tourist trips and are the core of the tourism product. Without attractions, there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions” (Swarbrook. 2002). From this one can recognize that tourism potential has the power to pull or attract visitors to a certain destination.

Without potential, it is difficult to develop the tourism industry because it’s a central issue “or the nucleus of the tourism industry. In the cause of Ethiopia in general South West Showa of Oromia in particular the existence of this potential can create suitable conditions for developing the tourism industry.

#### **4.9.3 Tourism policy-driven Incentives**

According to MoCT (2009) the Federal Democratic Republic Government of Ethiopia by considering the economic significance of the tourism industry formulated the tourism policy in 2009. The absence of a clear tourism policy for a long period time would lay the direction for the cooperation and coordination that should exist among the government; the private sector, the community at tourist attraction sites, the general public, and other stakeholders, it has not been possible for the country to derive full benefits from the sector. This policy also gives attention to the following significant things; 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 is apparent in the industry.

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From this, it could be possible to distinguish that having a clear tourism development policy in the country level is a great opportunity for tourism development in the study area because it is used as a guideline.

Regarding this, an interview with the tourism officer of the Zonal Culture and Tourism Bureau (R17), revealed that:

*“We are working to implement this policy in collaboration with zonal and Woredas to develop tourism. So, having a tourism development policy is one of the most important elements because it is used to regulate and implement the strategic plan for developing tourism. It also plays a great role in cooperating and coordinating the existing government, private sector, the local community at tourist attraction sites, and other stakeholders in the study area.”*

From this, it could be possible to distinguish that having a clear tourism development policy at the country level is a great opportunity for tourism development in the study area because it is used as a guideline.

#### **4.9.4 Hospitality of Host Community**

According to Benny and Murray (2013), hospitality is the act of kindness in welcoming and looking after the basic needs of customers or strangers, mainly concerning food, drink, and accommodation. A contemporary explanation of hospitality refers to the relationship process between a customer and a host.

It is also discussed in the literature part that the host community with its tremendous cultural and natural tourism potential has great value for developing the tourism industry. They are also the heart of tourism development. The hospitality of the local community is the most significant thing and it encourages visitors to come and visit the area. Regarding this, the data gathered from interviews with local elders, the Diocese of Orthodox Christianity Religion at Wonchi and KersaMalima Woredas, and tourism officers at Woreda stated that the study area is gifted with good hospitality of the local community.

## **CHAPTER FIVE**

### **5. CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 CONCLUSION**

This chapter deals with conclusions and recommendations. The first part presents the major conclusions drawn from the findings. In the second part possible recommendations deemed to be relevant and significant are given based on the findings and conclusions. This thesis attempted to identify the challenges and opportunities for tourism development in Hadiya Zone; case study of East Badawacho woreda. Data were obtained from HHs, key informant interview, observation and secondary sources that have been discussed were concluded.

The following outline has been made based on the data discussed and analyzed in the previous parts of the paper. Concerning knowledge most of the local communities are not aware about the presence of tourism. On the other hand most of local communities have interest in the development of tourism and they appreciate the coming of visitors. The area is found to be rich with natural and cultural as well as historical tourism potentials that can attract different tourists across the world. However, due to the existence of different challenges the study area is not necessarily benefited from tourism industry. The following factors are identified as the major challenges and opportunities for tourism development in the study area.

The dominant factor in relation to the safety is lack of service quality. Most hotels, restaurants, pensions, cafes and other centers in the study area have service quality problems. Generally factors related to lack of quality service, shortage of accommodation, environmental distraction are identified as determinant factors related to lack of safety for visitors and challenges for tourism development.

The problem related to shortage of road access to reach the sites is identified as the infrastructural challenge for tourism development. Data explain that shortage of road access is one of the major challenges of tourism development in the study area. Shortage of communication infrastructures, such as lack of internet access, lack of tourist information giving centers, shortage of fax and the like were identified.

Shortage of social infrastructures such health center and medical instrument, shortage of pure water especially, lack of power supply in three of the selected sites except Lend were also identified as major infrastructural challenges for tourism development in the study area.

Creating awareness on local community toward tourism development is vital to faster tourism in the study area. However as a result of different factors the local community is not aware about tourism industry such as low level of tourism development being the major factor followed by lack of training institution as the reasons for lack awareness about tourism industry.

Developing new tourism products and updating the existing products are necessary for developing tourism industry. Lack of knowledge to improve the tourism products, shortage of international tourist flow and lack of market are the challenges for tourism product development as well as tourism in the study area.

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The problem related to the shortage of road access to reach the sites is identified as the infrastructural challenge for tourism development. Shortage of road access is one of the major challenges of tourism development in the study area. Shortage of communication infrastructures, such as lack of internet access, lack of tourist information giving centers, shortage of fax and the like were identified.

Creating awareness in the local community toward tourism development is vital to foster tourism in the study area. However, as a result of different factors, the local community is not aware of the tourism industry such as the low level of tourism development being the major factor followed by a lack of training institutions and the reasons for the lack of awareness of the tourism industry.

Developing new tourism products and updating existing products are necessary for developing the tourism industry. Lack of knowledge to improve the tourism products, shortage of

international tourist flow, and lack of market are the challenges for tourism product development as well as tourism in the study area. Lack of promotion and marketing are the challenges for tourism development in the study area. Data from interviews, FGD, and secondary sources indicated that the activity to promote the study area using different promotion tools, such as advertising, sales promotion, public relations, and personal selling is too weak.

Coordinating all stakeholders to develop the tourism industry is one of the main activities of local government to develop tourism. However, stakeholders are working separately to attain their benefits or interests. They have reasons for not working together for developing tourism such as lack of cooperation and lack of formal relationship between the stakeholders identified as bottlenecks in the study area. The lack of training institutions in the tourism industry was identified as a challenge to tourism development in the study area. Due to the lack of training institutions, there is a high number of unskilled professionals in most of the tourist service centers in the study area. Therefore, the training institutions in the area such as Ambo University should conduct a need assessment and provide trainings for different tourism stakeholders in the area.

Host communities with their hospitality, and tremendous cultural and natural tourism potentials have great value for developing the tourism industry. However, due to various factors such as lack of awareness, lack of opportunity, and lack of technical support the host community did not contribute to tourism development. On the other hand, the hospitality of the local community in the study area is identified as an opportunity for tourism development.

The strategic location of the site such as the proximity to the Wonchi project and proximity to the Oromia tourism commission and the building of roads crossed by one of the preferable from Wonchi to Ambo and Wonchi to Woliso is identified as one the key opportunities to develop the tourism industry in the study area.

Due to the absence of a clear tourism policy that would lay the direction for the poor cooperation and coordination that should exist among the government, the private sector, the community at tourist attraction sites, the general public, and other stakeholders, it has not been possible for the country to derive full benefits from the sector. The above-mentioned factors are identified as the major challenges of tourism development in the area while hospitality of the host community,

Relatively Safety and Security, the existence of tourism policy, and tremendous tourism potential are identified as the opportunities for tourism development in the study area

The tourism potential resources of the Woreda are categorized for the safety of development of the tourism potential in the destination according to the interviewees of Culture and Tourism. Tourism resources are categorized under tangible and intangible heritages under natural as well as manmade. The natural tangible heritages of Woreda are historic Sacred stones, Historical caves, Burial places, standing stales, Dense forests, etc. whereas intangible natural attractions include various sounds of birds, Wonchi Lake, Dendi Lake, Hot springs, and other animals in the Woreda. The cultural tangible heritages of the Woreda are Chebo Cave – Saint Selassie Monastery, Negash Lodge, inscriptions of religious centers, souvenirs of the society, etc. while the intangible man-made heritages include the poems, spiritual songs as well as preaching activity used in various vocals in the churches, ceremonies, wordy practices of the society, religious worshipers, praying, etc. Differently more focused by the head of culture and tourism added that the medical treatment practices of the world for the patients that never cured by the primary and secondary hospitals have gotten their original health using the Woreda's traditional medical treatment in Woliso and Wonchi Woreda.

## **5.2. Recommendations**

The findings of this research identified a lot of challenges limiting the development of tourism and opportunities realized in the study area are carefully identified. Therefore, based on the findings of the research, the following suggestions are assumed to play a vital role in improving tourism development activities. They enhance to use the of existing opportunities and can minimize the challenges of tourism development.

Major tourist destinations in ONRS have been challenged by different factors including a low level of community participation, lack of stakeholder collaboration, and tourism resource degradation.

Therefore, the researcher assessed the main challenges and opportunities for the existing tourism positive and negative development potentials for the tourism development in the southwest Shoa

zone of Oromia, Ethiopia: a case study of Woliso, Wonchi, and KersaMalima district of southwest Shoa zone.

To increase the utilization of the available opportunity like the emergence of Wonchi ecotourism society, comparatively better security and safety in Woreda; relatively cheap price of services and products in the areas; availability of community-based tourism and collaboration of the stakeholders as well as to have optimal efforts on the usage of the tourism resources potential in three Woreda; the researcher has recommended the following points to the different bodies based on the findings of the research, These includes:

The local government should support the other stakeholders in the tourism sector to increase the participation of any member of stakeholders for the tourism development from different dimensions like road construction, hotel, telecommunication, tour guide, and the local community.

The researchers, and Woreda's governmental bodies have to dig out relevant and scientific information on the tourist sites on the historical and cultural values of the attractions.

To decrease environmental degradation, the agricultural office of the Woreda should have to take preventive measures in advance.

The local government should have to support, initiate, and attract more investors to invest in the accommodation service provision.

The Culture and Tourism office of the Woreda should create community awareness, particularly in the monastery by facilitating the integration and support of each stakeholder to preserve and conserve the sites to get some more focus on the stakeholders with insight.

The Woreda culture and tourism office should deliver training to the community about the value of unique manmade and natural attractions and to keep them from damage.

The civil service of Woreda has better offers expertise in the tourism sector to develop promotional capability and updating of the human resources on the promotional activity of culture and tourism resources in Woreda.



The Culture and Tourism office of woreda should establish a museum to conserve and preserve tourism resources.

The Oromia Cultural Center must establish a “walk-in” tourist information Centre with full information about tourism information in the woreda. This includes producing a Tourism map and integrating it with possible tourism routes.

The culture and tourism bureau needs to closely work with Hotels to use them as distributional channels for tourist products and destination promotions. As such, hotels need to serve as agents.

The organizational structure of the Bureau of Culture and Tourism needs to be reconsidered to incorporate departments like the Marketing and promotion department, subdivision, Heritage registration, development, and management department.

Encourage private-public partnerships in tourism training.

Strengthen the link between regional offices and the Federal government offices (Tourism Commission).

Mapping potential tourism development areas and designing different incentive schemes to encourage investors. Besides the above-mentioned suggestions, the scientific study of an area’s potential should be made and documented.

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## APPENDIX 1

### **Dear Respondents**

My name is Soreti Hordofa. I am a master's student at Addis Ababa universities, College of Developmental Studies. Center for Environment and Development, Master's Program of Tourism Development and Management. As a partial requirement for the completion of the program. The reason why I came to this Woreda is to study the tourism development potentials, Challenges, and Opportunities in this Woreda. Specifically, the title on *“Assessing Tourism Development Potentials, opportunities, and Challenges in South West Shoa Zone of Oromia regional state, Ethiopia”*.

I would appreciate your participation in this interview, which will assist me to find out how, and to what extent tourism certification can be a tool for sustainable tourism development. I would like to you know that all information you will provide today will be strictly confidential. Your name and anything you mention will not be given to anyone outside this purpose. If you would rather not answer a question please let me know. if there is any part of a question that is difficult to understand please ask me to explain further please take you're your time to fully think about your answers. The information you will provide today will be written up in a thesis report and distributed, which you will be freely able to access.

Thank you for taking the time to talk with me today!

**Soreti Hordofa**

## Annex I;-Interview Guide

### Profile of Interviewees

Date of interview ----- Place of interview-----  
Name of informant ----- Age of informant ----- Sex -----  
Educational status ----- Occupation/ position -----

### **I) Interview Guide for South west Showa Zone and Woliso, Wonchi and KersaMalima culture and tourism office expert**

1. What are the available tourism potential resources in the zone specifically in Woliso, Wonchi and Kersamalima district? Such as attractions, accommodations, Amenities/facilities/, Accessibility, Awareness/product strategy/?
2. Would you identify tourist attraction resources which could be physical/intangible, cultural, religious, natural or historic/manmade of the destination?
3. How do you evaluate the suitability of prevailing infrastructure (road construction, telecommunication, water supply, health centers, etc.) for tourism development in the zone or the case woreda?
4. How do you express the status of accessibility of the area in terms of peace and security, land escape, weather, etc.?
5. How do you promote the tourist attraction sites in the zone or case Woredas? How does your promotional strategies look like?
6. How do you explain adequacy, variety and quality of service provided by accommodations available in the Woreda for the need of tourist? Like hotels, pension, lodges?
7. What are the major problems or challenges facing tourism development in the zone or case Woredas?
8. What do you think are the opportunities available to develop tourism in the zone or case Woredas?
9. How do you describe the stakeholders' participation to develop tourism in the zone or case Woredas? Do you have stakeholders' participation platform? Could you please

describe it? Who are the major stakeholders? What level of participation? Areas of cooperation? In what way do you participate them? How often?

**II) Interview guide for Tour Guides' Association head at Woliso, Wonchi and KersaMalima Woredas**

1. Could you please state the objectives of the association?
2. When was it established? How many members are there in the association?
3. What do you think are the major knowledge, skill and attitudinal gaps of the tour guides in your association?
4. How do you describe the tour guides' adherence to professionalism ethics?
5. Do you offer training for your members (tour guides)? How often? What problems are there?
6. How do you describe the potential tourism resources of South West Showa Zone?
7. What do you think are the major challenges facing tourism development in South West Showa Zone?
8. What are the frequently raised complaints of visitors about Woliso Wonchi and KersaMalima tourism activity operation?
9. What opportunities available for tourism development in South West Showa Zone?
10. Do you have sustainable tourism operation principles (code of conduct) to govern the behavior of visitors? If yes, describe it? Do you implement it?
11. Do you have a scheduled programs to create awareness about tourism resources of Woliso, Wonchi and KersaMalima Woreda? Yes/ No
12. Could you please describe the nature of the awareness creation program? How often do you conduct the program? Who are your targets (individuals, businesses or institutions) while organizing awareness creation programs? What strategies have you used?
13. How do you describe the level of stakeholders' collaboration (local community, religious institutions, tour guides, hotels, restaurants, government offices, police, etc.) to develop tourism at South West Showa Zone?
14. What do you recommend to develop tourism on a sustainable basis at South West Showa Zone?

### **III) Interview guide for Wonchi and KersaMalima Woreda Diocese of orthodox Christianity religion**

1. What are the intangible and tangible assets of the church? Which of them are unique?
2. What are the unique features of your church asset? What about their status?
3. Do you work with any governmental or non-governmental bodies to conserve and promote the church's assets to visitors? With whom do you work? In what areas do you cooperate?
4. Do you see tourism as an opportunity or a threat for the church? How?
5. How do you describe the potential tourism resources of South West Showa Zone?
6. What do you think are the challenges facing the church in relation to the managing its and promoting its assets for tourism development?
7. How do you describe the level of stakeholders' collaboration (religious institutions, local community, tour guides, hotels, restaurants, government offices, police, etc.) to develop tourism at South West Showa Zone?
8. What opportunities available for tourism development in South West Showa Zone?
9. What do you recommend to develop tourism on a sustainable basis at South West Showa Zone?

### **IV) Interview Guide for Traditional transport services Horse riding service providers**

1. Could you please describe the types of services you offer for tourists?
2. Do you have horse you have prepared for the purpose of horse riding or giving service in traditional transport service for the visitors?
3. How do you describe the potential tourism resources of South West Showa Zone in Wonchi Lake?
4. How do you describe the interest of tourists to use your services?
5. What major complaint are being raised by tourists using your services?
6. What factors affected you not to deliver your services in a better way to tourists?
7. What are the frequently raised complaints of visitors about Wonchi Lake or surrounding area of Wonchi ecotourism society activity operation?

8. What do you think are the challenges facing the development of tourism in Wonchi Woreda, specifically the Wonchi Lake?
9. What opportunities available for tourism development in South West Showa Zone specifically in Wonchi Lake?
10. How do you describe the level of stakeholders' collaboration (religious institutions, local community, tour guides, hotels, restaurants, government offices, police, etc.) to develop tourism at South West Showa Zone?
11. What do you recommend to develop tourism on a sustainable basis at South West Showa Zone?

**V) Interview guide for Local communities (Local elders from each woreda)**

1. What are the tourism potentials of Woliso, Wonchi and KersaMalima woreda
2. Do you know this natural and cultural tourism resources have tourism advantage?
3. Is the local community aware with the significance of these natural and cultural resources?
4. What opportunities available for tourism development in South West Showa Zone?
5. How the local communities conserve this cultural and natural tourism resource?
6. If the tourism attractions are developed what is the importance for local communities?
7. What are the frequently raised complaints of visitors about Woliso Wonchi and KersaMalima tourism activity operation?
8. Are there any security problems for the visitors during visitation and their stay in the city?
9. How do you see the cooperation and partnerships of stakeholders in tourism development endeavor?
10. What do you recommend to develop tourism on a sustainable basis at South West Showa Zone?

**VI) Interview guide for Wonchi Ecotourism Society**

1. Could you please describe the objectives of the association?
2. How many members do you have? Who are they?

3. What, in your opinion, would be the major anticipated problems for ecotourism development at Wonchi Lake?
4. What are the complaints of your customers regarding your service?
5. What do you think are the challenges for tourism development in Wonchi?
6. Have you been participated in the decision making and benefit sharing in the development of tourism in your city?
7. Do you have awareness about the tourism development activities in your area? How do you evaluate the level of tourism development?
8. Are you willing and interested to participate in the conservation, protection and maintenance of the tourism resources?
9. What are the challenge facing the tourism development activities in Wonchi have you observed?
10. What do you think are the opportunities available to develop tourism in the zone or case Woredas?
11. How do you describe the level of stakeholders' collaboration (religious institutions, local community, tour guides, hotels, restaurants, government offices, police, etc.) to develop tourism at South West Showa Zone?
12. What do you recommend to develop tourism on a sustainable basis at South West Showa Zone?

## Annex II. Guide for Focus Group Discussion (FGDs)

1. What are the available tourism potential resources in the zone specifically in Woliso, Wonchi and Kersamalima district? Such as attractions, accommodations, Amenities/facilities/, Accessibility, Awareness/product strategy/?
2. How do you evaluate the qualities and standards of tourism products and services in relation to?
  - A. Hotel and its facilities?
  - B. Tour operators and their services?
  - C. Tour guiding services?
  - D. Interpretation services?
  - E. Transportation and infrastructure?

- F. Souvenirs shops and its collection?
  - G. Visitor information center?
3. Could you please discuss your plans to develop tourism in the zone and case in woreda?
  4. What are the over challenges facing the conservation natural and cultural tourism resource and maintenance of heritages in Woliso Wonchi and KersaMalima in relation to vibration, pollution, carrying capacity determination, etc.?
  5. What opportunities available for tourism development in South West Showa Zone?
  6. How do you describe the level of stakeholders' collaboration (religious institutions, local community, tour guides, hotels, restaurants, government offices, police, etc.) to develop tourism at South West Showa Zone?
  7. What do you recommend to develop tourism on a sustainable basis at South West Showa Zone?

Annex III. Observation Checklist

Destination name ----- Date -----  
 Type ----- Time -----  
 Keble -----

The observation checklists stated below employ for the entry points to carry out observations during the entire fieldwork.

1. The location of the tourism potential site and the social services, infrastructures
2. Location and practice of institutions (tourist hotels, government bureaus).
3. Tourist interaction settings (market centers, handicraft shops, lake sides, cultural houses, etc.)
4. Preservation and conservation status of the sites - surrounding environment, environmental hygiene, pollution, entry to the areas and heritage protections etc.
5. Activities of tourist business entrepreneurs (accommodation and services provides and so on)
6. The activities and role of tourist councils to ward tourism development

3Table 4.1 Demographic Characteristics of key informants

S.No	Key informants	Age	Sex	Position	Code
1	Ayyela Lema	50	M	Zonal Tourism Director	R1
2	Gadise Mosisa	34	F	Ecotourism Management expert	R2
3	Semira Tayitu	52	F	SWSCTO Promotion expert	R3
4	Efru Rafera	35	M	WTCTO as a tourism expert	R4
5	Alemu Dabasa	35	M	WTCTO as a destination development expert	R5
6	Dest Kuma	41	F	KMCTO as a Tourism Expert	R6
7	Awoke Donis	40	M	Monastery Administrator	R7
8	Hiwot Abebe	45	F	Church leader	R8
9	Mabratu Wadage	30	M	Tour Guides' expert	R9
10	Sisay Tadese	27	M	Tour Guides' expert	R10
11	Rebuma Terefe	45	M	Tour Guides' Head	R11
12	Fayera Taye	51	M	Local elder	R12
13	Likelesh Bekele	49	F	IT expert	R13
14	Shega Terad	55	M	Team leader	R14
15	Zewudu Diribsa	40	M	Local elders	R15
16	Wakuma Ango	58	M	Local Elder	R16
17	Zena Bekele	56	M	Tourism Expert	R17
18	Miressa Haile	43	M	Association leader	R18
19	Tedelechi Bedede	39	F	Ecotourism Management expert	R19
20	Hirko Tadese	48	M	promotion expert	R20
21	Fikadu Guteta	29	M	Horse riding service providers	R21
22	Wondimu Terefe	35	M	Horse riding service providers	R22

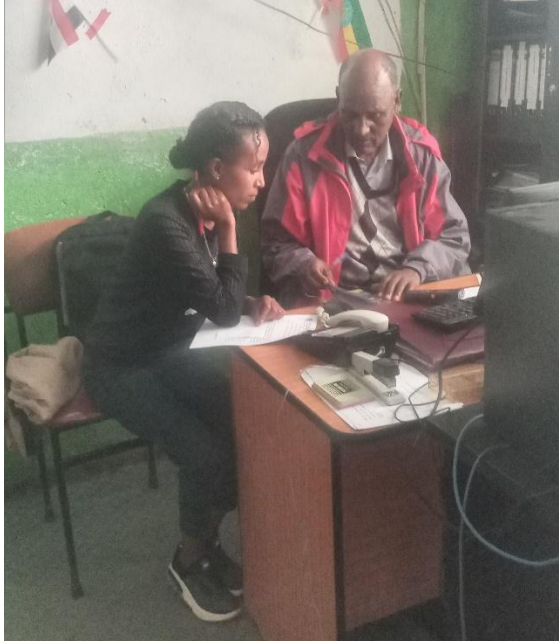


23	Abera Legese	40	M	Horse riding service providers	R23
24	Aklilu Shibashi	37	M	Horse riding service providers	R24
25	Brihanu Bekele	42	M	Horse riding service providers	R25

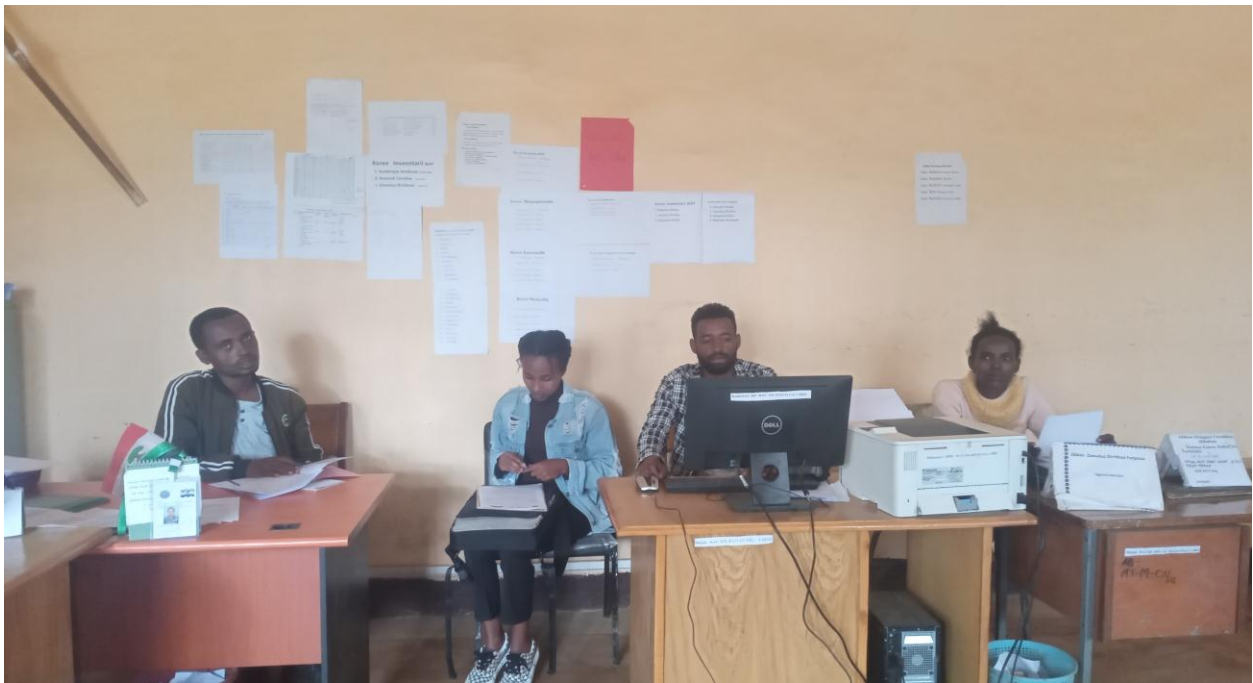
Source: Owned data (2023)



Wonchi Crater Lake



Interview with Zonal Tourism Director employee



Interview with Wonchi Woreda Culture and Tourism employees