



WOLKITE UNIVERSITY
COLLEGE OF AGRICULTURE AND NATURAL RESOURCE
DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT
ASSESSMENT OF POTENTIALS AND DEVELOPMENTAL CHALLENGES OF
ECOTOURISM IN CHAHA WOREDA, GURAGHE ZONE ETHIOPIA

Senior Research Submitted to Department of Wildlife and Ecotourism Management, College of
Agriculture and Natural Resource, Wolkite University for the partial fulfillment of completion of
Bachelor of Science. Degree in Wildlife and Ecotourism Management

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jeun, 2019

Wolkite, Ethiopia

DECLARATION

The researcher conforms that the study in entitled with “**Assessment Of Potentials And Developmental Challenges Of Ecotourism In Chaha Woreda**” is my original work and is being submitted to Department of Wildlife and Ecotourism management, college of Agriculture and natural resource, Wolkite university in partial fulfillment for the award of BA degree in wildlife and Ecotourism management. This research has not been submitted earlier to this and other institution.

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Acknowledgment

First, I would like to thank God for being with me in all aspect of my life. Secondly I would like to express my heart full gratitude thanks to my advisor Kassahun Abie (Assistant Professor) for his constructive advices and friendly treatment to complete this study successfully. Thirdly I would like to thank chaha woreda cultural and tourism office for their assistance and moral support in the preparation of this research. Besides these most special thanks continues to flow to my family for their completely hearted and indefinite support in helping me through moral and financial support. Finally, I would like to thank and appreciate wildlife and ecotourism students for their assistance me in providing the important material

LIST OF ABBRIVATION

CBET	Community Based Ecotourism
CSA	Central Statistical Agency
IFMP	Integrated Forest Management Project
LUPO	Land Use planning of Oromia
SNNPR	South Nation Nationalities Peoples of Region
UNESCO	United Nation Educational and Cultural Organization
UNWTO	United Nation World Tourism Organization
WTO	World Trade Organization

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ABSTRACT

The main objective of this study was to assess potentials and developmental challenges of ecotourism in Chaha Woreda, in southern Ethiopia, Gurage zone. The purpose of this study was to assess ecotourism potentials and identify challenges to ecotourism development in Cheha woreda. The data was collect by using both primary and secondary data collection. The primary data was gathering by the way of questionnaire, key informant's interview, direct field observation, participant observation and focus group discussion. Secondary data was gathered from printed material, published and unpublished documents, and books. Purposively five kebeles was selected and 99 respondents were takes as representatives which encompasses elder of village, female association, local youth, and local leaders from each five kebeles. Data were presents on tables, charts, picture and percentage also further represented by using grapes and other diagram in order to analyses more information about our research study. The study was identify a lot of potentials both of natural and cultural resources such as abundance and diversity of plant and animal species, forest, scenic landscape, water fall, caves, rivers, hot springs, standing stone, Mosques and churches. There are many challenges in ecotourism potentials of Cheha woreda such as lack of infrastructure, deforestation, lack of promotion, absences of professional man power, shortage of budget and lack of awareness. The researcher had also provided valuable recommendations based on the findings.

Key words: - potentials and development Challenges of Ecotourism

1. INTRODUCTION

1.1. Background and justification

According to the UNWTO, tourism is a rapidly growing market and is showing remarkable growth in the current global scenario. Tourism makes an enormous contribution to local economies, job creation and sustainable development, and can play a leading role in the transformation towards the desired green economy (UNWTO, 2010). Ecotourism offers a great opportunity for Africa, whereby African countries can base their tourism development on exploiting their natural assets on the condition that the rules of sustainable development – the basis of ecotourism – are respected, especially when involving communities living within and adjacent to the assets (WTO and UNEP, 2002). A participatory development approach would be preferable so as to achieve sustainable tourism (Simane *et al*, 2013). This can facilitate the implementation of sustainable tourism development by creating better opportunities for local people so as to allow them to gain a relatively larger and more balanced benefit from tourism development taking place in their localities. Africa great deal of potential for ecotourism development which may be attributed to various protected areas, mountains, lakes, wildlife reserves and many other sites of value for tourists. Destination areas increased (Sindiga, 1999). It was introduced in Ethiopia as component of soil and water conservation under Land Use Planning of Oromia (LUPO) aims to create alternative income generating options to reduce pressure on natural resources.

Ecotourism is the alternative means of income generations and off-farm activities to minimize degradations pressure on endangered environments in rural areas of Ethiopia (EFCOT, 2003). Ecotourism could be as a good example of alternative income generation and off-farm activities which benefit local communities while achieve the conservation goals of natural resources. Furthermore, assessment of ecotourism or simple nature tourism does not need more facilities and depends on locally obtained facilities or natural capital of the poor that can be managed locally (Scwenk, 2002). Ecotourism was known since 1990s when environmental issues of tourist destination areas increased (Sindiga, 1999). It was introduced in Ethiopia as component of soil and water conservation under Land Use Planning of Oromia (LUPO) aims to create alternative income generating options to reduce pressure on natural resources. For example, the Integrated Forest Management Project (IFMP) introduced into Adaba-Dodola in the West of Bale Mountains National Parks in the aim of conservation of natural forest (Sisay, 2004),

IFMP organized forest association dwellers by developing ecotourism through creation of non-wood income generating that reduce degradation of forest of project area. Ecotourism could be a link between protected areas and local communities by generating income for local communities while conservation goals of protected areas achieved. Ecotourism could be very important where the ecosystem is fragile and other forms of natural resource management might be impossible (Anderson, 1996). Protected areas are essential for biodiversity conservation. They are the cornerstones of virtually a national and international conservation strategies, set aside to maintain functioning natural ecosystems, to act as refuges for species and to maintain ecological processes that cannot survive in most intensely managed landscapes and seascapes extinct (Dudley and Editor, 2008), Protected areas act as benchmarks against which we understand human interactions with the natural world. Today they are often the only hope we have of stopping many threatened or endemic species from becoming extinct (Dudley, 2008). So the objective of this paper is to review ecotourism opportunities and challenges for natural resource management in Ethiopia.

Ethiopia is a country endowed with the vast array of ecotourism resources including cultural, historical, and archaeological and natural resources which are ideal for the development of sustainable ecotourism ventures. Ethiopia's wildlife is one of the richest and most diversified in Africa with several of its protected areas and wetlands (Sintayehu, 2015).

SNNPRS is one of the federal regional states of Ethiopia endowed with a remarkably rich cultural, historical and natural diversity The presence of more than 56 nations Nationalities and peoples (of the country's people with respect to their cultural diversity) with an exceptional variety of ceremonies, festivals, celebrations, ritual, and other living expressions. Moreover, The Southern Ethiopia two of the world heritages sites; the Great Rift Valley Lakes; wildlife protected areas; hot springs; waterfalls, the south-western natural forest; Konso Cultural village, Gedeo agro-forestry practices, together with the diverse cultural resources set the region among the top priority attractions. The place where you feel major tourist attraction places the breathing culture of natural attraction.

As an activities very essential for life of nations, as a result of its direct influences on the socio-cultural, aspiration, educational and economic sector of national society and on their international relations(UNWTO, 2000) From which, cultural and natural resources are found in

south part of Ethiopia, particularly in Southern Nation Nationality Peoples of Regional State(SNNPRS).

Guraghe zone contains 13 woreda and two administration towns (wolkite and Butajira) which are highly a potential resource especially for Ecotourism. Chaha woreda is one from 13, which have Ecotourism potential emphasis on natural and socio cultural. It offers excellent opportunity both for nature conservation and ecotourism practice to generate income to the local community in particularly and SNNPRS in general. Because alternative means of income generations and off-farm activities like Eco tourism and natural resources minimize degradations pressure on endangered environments in rural areas (EFCOT, 2003).

Chaha woreda is one amongst the richest areas when it comes to natural and cultural resources that have good potential for Community based ecotourism. But, these resources are not yet well exploited by tourists and a variety of stakeholders.

1.2 statements of the problem

Ethiopia has different tourism resource such as both natural and cultural which play great role to develop the tourism sector. Ethiopian has much potential tourism resource and it's have a chance to develop of tourism, nevertheless development is infant stage and most of its potential tourism sites are not clearly identified, recorded, mapping and promote in appropriate way. Due to this and other problems the development of tourism in the country level is not satisfactory. Through it have ample those potential tourism development is insignificant. It is mainly because of the following and other related problems like: lack of quality of service, lack of promotion, lack of attention to the sector, lack of skilled tourism professional and so on. Above all bottlenecks is proper identification and study on potential tourism attraction of this district. The same is true for Chaha district.

Ecotourism development mostly can serve as a livelihood option for the people which have decline in productivity of land. Some researchers have addressed issues related to CBET development its opportunities and practices, a tool for sustainable tourism development in different parts of Ethiopia (Mulugeta, 2011). They address the issues of sustainable tourism development. However, the study was related to assess Ecotourism potential and development as well as its challenges in chaha woreda which is remains untouched and challenged by many factors. To withstand and /or alleviate this gap this study has to be held. The study was mainly

focused on potential ecotourism development and challenges in chaha woreda which are found in Guraghe zone in southern part of Ethiopia. Here this highly encouraged and motivated to assess those potential tourism resources which are found in this district. Because of the potential tourism resource are essential for local community as well as the whole countries regarding job opportunities and multiple income generating.

1.3. Significance of the study

The basic importance of this study was developed of tourism study area and support as source of information for government and nongovernmental organization, local community and body of ecotourism sector works in good relation with the problem under meeting. It was assessing and identifying to observe information about challenges and potential ecotourism resource. And also help government was aware of the ecotourism resource in the study area, it was practiced ecotourism potential for suitable development, and it has help to improve local community participation utility their ecotourism resource. The study was to maximize the understanding local peoples about the challenges and potentials of ecotourism and how to develop it. And also the study was a source of secondary data for researchers to conduct on the study area. The approach of this research was further applied to study the image of the area as a Tourism destination.

1.4 Objectives

1.4.1 General objective

- The general objective of the study was to assess potentials and developmental challenges of ecotourism in Chaha Woreda, Guraghe Zone Ethiopia.

1.4.2 Specific objectives

- To assess ecotourism potentials in the study area
- To identify challenges to ecotourism development in the study area.

1.5. Research question

- What are the ecotourism potentials in the study area?
- What are the challenges of ecotourism development in the study area?

1.6. Scope and Limitation of the study

The scopes of the study focused on assess potentials and developmental challenges of ecotourism in Chaha Woreda, Guraghe Zone Ethiopia. This study was faced different challenges. It includes lack of enough source of information, lack of budget and full material, some respondents was not concentrate attention for the answer was the main limitation of the study.

2. LITERATURE REVIEW

2.1 Concept of tourism

Tourism can be described as the act of paying money to travel from one place to another to see different and unique experiences .it is social, cultural, economic phenomena which entails the movements of people to country or place outside their usual environments for personal or business purpose. Matheson and Wall (1982) created a good working definition to Tourism as' 'the temporary movement of people to destinations outside their normal place of work and residence the activity under taken during their stay in those destination and the facility created to their need''. According to Macintosh and Goeldner (1986) Tourism is the sum of phenomena and relationship arise from the interaction of tourist, business suppliers, host government and host community in the process of attracting and hosting these tourists and other visitor.''(From newspaper).

2.2 Concept of ecotourism

Ecotourism has been defined differently by different experts and several concepts are presented. The definition provided by World Tourism Organization includes any type of travel that includes at least one night, but no more than one year, away from usual place of residence (Seabrook, 1999). Ecotourism is a combination of eco and tourism or ecological tourism. Though there is no exact definition for ecotourism, the following definition can be provided: it "is a form of tourism inspired primarily by the natural history of an area, including its indigenous cultures" (Ziffer, 1989, p. 6). Ziffer also points to a number of characteristics of ecotourism which include visiting undeveloped areas in the spirit of appreciation, participation, and sensitivity, practicing a non-consumptive use of wildlife and natural resources and contributing to the visited area through labor or financial mean

2.3 Ecotourism Development in Ethiopia

2.3.1 Origin and Differentiation of Ecotourism

Ecotourism evolved from growing concerns about the negative environmental and socioeconomic effects of tourism development. Ecotourism has become everything that mass market tourism is not. Rather than massive beachfront hotels, it tends to feature smaller facilities, attractively designed using sustainable local materials. Rather than isolating tourists from local

communities in all-inclusive resorts, it features engagement with local culture, nature, and communities. Rather than despoiling the environment, it seeks to protect and enhance it (EGA, 2008), (Holden, 2003)- provided one of the first formal definitions of ecotourism, which was later adopted by the International Union for Conservation of Nature as their official definition in 1996, as traveling 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 (State of Ecotourism Nepal, 2004), According to this definition, ecotourism can involve both cultural and environmental tourism and, in addition, benefits to the local population should be an integral part of the activity. Ziffer (1989) proposes a more restrictive definition with a stronger prescription about the types of activities that can be considered to be ecotourism. To her, ecotourism is a form of tourism inspired primarily by the natural history of an area, including its indigenous cultures. The Eco tourist visits relatively undeveloped areas in the spirit of appreciation, participation and sensitivity. The Ecotourism practices a non-consumptive use of wildlife and natural resources and contributes to the visited area through labor or financial means aimed at directly benefiting the conservation of the site and the economic well-being of the local residents (Diamantis, 1999), Ecotourism is “environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (including any accompanying cultural features both past and present), that promotes conservation, has low visitor impact and provides for beneficially active socioeconomic involvement of local populations” (IUCN,1996),

2.3.2 Development of ecotourism in Ethiopia

The concept of ecotourism is a new phenomenon to and it is difficult to explain its significance achievement since the approach of ecotourism is not widely disseminated in Ethiopia. The government of Ethiopia also has recognized development and promotion of ecotourism and provided consultancy services for a number of potential developers of ecotourism sites. Although, developers and policy makers do not properly take the idea of ecotourism, some investors started to involve in development of ecotourism in different regions of Ethiopia. Bishangari Eco-Lodge located at Eastern of Langano Lake in Oromia Region and Village Ethiopia located at Afar Region (Bilen) is examples of these private ecotourism developments in Ethiopia (Tisdell, 1997), In past few years, LUPO aims to create alternative income generating means such as ecotourism to reduce the pressure on the natural resources of

land through conducting a pre-feasibility study of proposed areas on the potentials of ecotourism (Scwenk, 2002).

2.4 Potential of Ecotourism Resources in Ethiopia

Ethiopia is endowed with unique cultural heritages and attractive natural resources that attract tourists (MoCT, 2006). The country has several parks and reserves to shelter its flora and fauna which could be visited to sight see these animals and explore their natural havens. Ecotourism represents an approach to tourism that emphasizes on environmental and cultural preservation. It highlights opportunities for tourists and other visitors to experience aspects of the country's ecology and natural endowments as well as unique features of its archaeology, history and culture. Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people (TIES, 2015), Ethiopia has immense Ecotourism resources including both Natural and Cultural attractions. The following category specifies the major highlights of the potential Ecotourism potentials in Ethiopia (MoCT, 2006). Ethiopia has so many attractive mountains like The Bale and Semien Mountains, mountains in wag and Lasta, Northeastern Tirai the Irob region, Chilalo Mountains in Arsi, Ziquala peaks and Fantalle in Awash national park. These places are best suitable for individual trekkers, hiking parties and for professional climbers Ethiopia's lakes have varied features of great interests to Ecotourists: These includes: birds, wildlife, vegetation, colorful ethnic groups, historic churches and monasteries, unusual geologic features and much more. Extensive and nice looking Ethiopia's national parks, like Nechsar, Mago, Omo, Awash etc. are spectacular places for Ecotourists to watch the real African big wildlife and enjoy the breathtaking surrounding landscapes. The underground caverns and rock arts of Sof Omer in Bale, Legal goad at the vicinity of Dire Dawa, Shebe found at a short distance from Dila town are places to admire the works of nature, rock paintings and carvings of people and animals. Battle sites like Adowa and Maqdala and places of significant political events like BoruMeda, Entoto, and Ankoberet are most interesting sites for history loving Ecotourists.

2.5 Challenges of Ecotourism Developments

Generally, tourism can have both positive and negative impacts on economic, cultural and environmental resources depending on circumstances how it is managed (Strasdas, 2002), In other words, tourism causes three major impacts in host societies: economic, cultural or social

and environmental impacts. Assessing these impacts whether positive or negative is impossible in the Third World due to difficulties in measurement and a lack of local control over the industry (Louis, 2007), (Okello, 2003), stated that in areas, where tourism impacts on country and society, there may well be conflicts with competing demands for other sectors of the economy, or with community interests at large. Ecotourism is thus an important concept in tourism development to solve these problems.

According to Gezachew Andorge (2003), on his finding of the study missioned that lack of infrastructure, problem of security, lack of museum, lack of service and facility, lack of preservation and protection of heritage, financial constrain are the major challenges of Eco tourism development. Teshalebizan 2010, also support that the above problems and based on his research political uncertainty or disruption of infrastructure has a major influence of the Tourism sector.

According to (Nabidabour,2003), On his study analysis lack of knowledge and awareness, lack of technical knew, weak promotion activity, lack of tourism related infrastructure, lack of consistent tourism strategy & policy, lack of tourism safety and lack of tourism diversification is the main problems of many country.

2.6 Potential of Ecotourism resources in SNNPR

A tourist attraction is a place of interest where tourist visit, typically for it is inherent exhibited cultural value, historical significance, natural or built beauty or monuments opportunities. Concerning SNNPR as it is a very rich in tourist attractions, a few of attraction sites are depicted in this study among many others. Natural and historical sites, national park, mountain, rivers, bridges, cultural materials, wild life, building churches and masques, parks and different natural sense. Many tourists are attracted SNNPR for its tourism resources. As compared to other places of Ethiopia, SNNPR region is by far the richest region in natural, wild life and historical attractions. According to SNNPR Region Tourism Bureau (2010), UNESCO has cited the following attraction in SNNPR as world heritage sites, namely, Tiya standing stone, lower Omo valley Paleo-Anthropological, Kenos Cultural Landscape, and FichChambalala.

3. METHODOLOGY

3.1. Description of the study area

3.1.1. Location

Cheha is one of the woreda in the Southern Nations, Nationalities, and Peoples' Region of Ethiopia. This woreda is named after one of the sub-groups of the Sebat Bet Guraghe, the Cheha. Part of the Guraghe Zone, Cheha is bordered on the south by Enemorina Eaner, on the west by the Oromia Region, on the north by the Wabe River which separates it from Abeshge and Kebena, on the east by Ezha, and on the southeast by Gumer and Geta. The administrative center for Cheha is Endibir; other towns include Gubre. Elevations in this woreda range from 1900 to 3000 meters. Rivers include the Gotam, Gogeb, and Metrekat. Local points of interest include the Acho Falls on the Wabe River which is 60 meters in height, and Gotam Falls on Gotam River near Endibir Senior Secondary School which is between 50 and 60 meters in height. An all-weather road was built in 1963 which connects Endibir north to Addis Ababa, and south to Hosanna by way of Wolkite. The subsistence agriculture in Cheha is primarily based on enset, together with corn, sorghum and chickpea. As well as some annual root crops like yams and taro. Important cash crops include teff and Niger seed. Cheha has 87 kilometers of all-weather roads and 49 kilometers of dry-weather roads, for an average road density of 237 kilometers per 1000 square kilometers. company."

Cheha is one of the woredas in the Southern Nations, Nationalities, and Peoples' Region of Ethiopia. This woreda is named after one of the sub groups of the Sebat Bet Gurage, the Cheha. Part of the Gurage Zone, Cheha is bordered on the south by Enemorina Eaner, on the west by the Oromia

Region, on the north by the Wabe River which separates it from Abeshge and Kebena, on the east by Ezha, and on the southeast by Gumer and Geta. Latitude: 8° 09' 60.00" N Longitude: 37° 44' 59.99" E

Nearest city to this article: Butajira. Satellite map of Cheha in Google Maps © Latitude.to (v1.49 beta) 2019,

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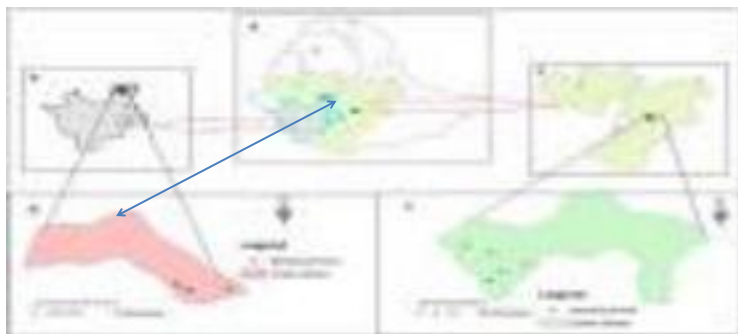


Figure1: Location map of the study area

3.1.2 Population

Based on the 2007 Census conducted by the CSA, this woreda has a total population of 115,951, of whom 56,851 are men and 59,100 women; 8,992 or 7.76% of its population are urban dwellers. The plurality of the inhabitants was reported as Muslim, with 42.98% of the population reporting that belief, while 36.31% practiced Ethiopian Orthodox Christianity, 12.87% were Protestants, and 7.73% were Roman Catholics. The 1994 national census reported a total population for this woreda of 115,864 of whom 56,740 were males and 59,444 were females; 3,693 or 3.19% of its population were urban dwellers.

The largest ethnic group reported in Cheha, who were almost the only one in this woreda, was the Sebat Bet Guraghe (99.23%); all other ethnic groups made up 0.77% of the population. Sebat Bet Guraghe was spoken as a first language by 97.91% of the population, and 1.65% spoke Amharic; the remaining 0.44% spoke all other primary languages reported. The plurality of the inhabitants was Muslim, with 44.17% of the population reporting they practiced that belief, while 41.71% practiced Ethiopian Orthodox Christianity, 8.31% were Catholic, and 5.42% were Protestants. Concerning education, 29.33% of the population were considered literate, which is more than the Zone average of 20.62%; 20.47% of children aged 7–12 were in primary school, 5.28% of the children aged 13–14 were in junior secondary school, and 6.67% of the inhabitants aged 15–18 were in senior secondary school. Concerning sanitary conditions, 97.22% of the urban houses and 23.32% of all houses had access to safe drinking water at the time of the census; 44.12% of the urban and 10.63% of all houses had toilet facilities.

3.2. Research design

The study was carried out by using both qualitative and quantitative form of designs. The quantitative design was used to identify the numbers of ecotourism potential resource in the study area. The qualitative method was used to gather information using observation the types and status of potential resources and challenges.

3.3. Sample Techniques and Sample size

For the purpose of study, the purposive sample techniques were employed to select the respondents and fill the questionnaires and interview of the key informant. Purposively five kebeles was selected namely; Yetenaka, Dakuna, Wererberna wosherbe, wordererna korkuat, Gerar dibir based on the presence of high ecotourism potentials'. Those five kebeles have 15634 populations. 99 respondents were takes as representatives which encompasses elder of village, female association, local youth, and local leaders from each five kebeles. The selected number was thought to be adequate to provide sufficient information and also to minimize unnecessary repetition of information, because the community has homogenous having the same socio economic activity, culture, language, way of life and so, on

Individual was selected from the woreda are based on their age, experience, profession and knowledge level about their environment purposively and structured and pre-test questionnaires administer to the sample farm households in developed, to collect data on assessment of ecotourism potential and developmental challenges in the case of Cheha woreda.

The sampling size of the study was determined based on formula adapted from Yamane (1967) as follows

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

Where, n= the sample size required

N= the total population size

e = the level of precision = (± 10)

$$n = 15634 / 1 + 15634(0.1)^2 = 99$$

Table 1: indicate the total population and sample size determination of the study area

NO	Name of kebeles	Total population(N)	Sample size(n)
1	Yetenaka	3177	20
2	Dakuna	4692	30
3	Wurerberna wosherbe	2433	16
4	Wordenena korkuat	2418	15
5	Gerar dibir	2914	18

3.4. Data collection sources

In order to get reliable, appropriate, and valid data the information was collected from both primary and secondary data sources. The primary includes: Questioners, key informant's interview, direct field observation, participant observation, and focal group discussion. Secondary data was gathered from printed material, published and unpublished documents, and books.

3.4.1 Questioners

Which are open ended and close ended format for the staff members in cultural and tourism office, woreda administrative and respondents The researcher distributes paper which contain question for respondent, the question is concerned about the natural and cultural tourism potential resources as well as its developmental challenges in the study area.

3.4.2 Key formant interview

Interview was conducted semi-structurally to collect information about ecotourism potential and challenges of the study area, data gather from, community elders, religious leader, woreda chairman, higher manager in tourism office. This was done by preparing check lists, which may help to across check the responses of resident/respondents.

3.4.3 Direct field observation

Direct observation was carried out to identify and assess Ecotourism potential resource that found in the study area. This instrument helps to know the current status and condition of that natural resource and to understand conservation activity of the resource in the area. Help to

identify unique natural value and existing features of the area. It supplements data obtain from questioner, focus group discussion and key formant interview.

3.4.4 Focus Group Discussion:-

This is also another data collection device, which is very important to gather detail information about the potential's, and challenges of ecotourism from community, worda administer, some staff from tourism office. It also helps to gather data related to the attitude, activity, and willingness of local community and plan to develop Ecotourism. A focus group discussion was conducted with ten respondents (Five men and five female) who lives more than fifteen years near the Chaha worda.

3.5. Methods of data analysis

The study were interpreted the data based on the questionnaire, focus group discussion, key format interview and filed observation. The data were presents on tables, charts, picture and percentage also further represented by using grapes and other diagram in order to analyses more information about our research study.

4. RESULT AND DISCUSSION

4.1 Demographic characteristics of respondent

Demographic characteristics of the respondents in the study area were involved different categories such as sex age and educational status. They are explained in the following ways in the table below. Of the 99 respondents 59 respondents 59.5% were male while the rest 40 respondents 40.5% were female household. The age range of the respondents ranged from 15 to 60 years. About 40.5% of the respondents were in a range from 15to 30 years old, and 34.3% of them were from 31 to 45 years. The rest 24.2% are 46 to 60 years old. According to educational status from the total respondents 28.3% of the respondent were illiterates ,where 20.2% can Elementary,20.2% were high school, 18.2% were Diploma and 13.1% of the respondent were Degree and above respectively. From the result the researcher can understand the education levels are much aware about tourism potential and its developmental challenges to develop Ecotourism, because literate are those who are relatively very much aware about tourism potential and its challenge.

Table 2: Demographic characteristic of respondents

Demographic characteristic	Category	Frequency	Percent
Sex	Male	59	59.5
	Female	40	40.5
Age	15-30	45	40.5
	31-45	30	34.3
	46-60	24	24.2

Educational status	Illiterate	28	28.3
	Elementary	20	20.2
	High school	20	20.2
	Diploma	18	18.2
	Degree and above	13	13.1

4.2 Potential tourism attraction in Chaha woreda

The potential tourism attractions were categorized in to two. These are: cultural and natural attractions.

4.2.1 Natural tourism potential resources

According to Negash et al (2011) natural attraction landscape includes water full, rivers, caves, natural forest, wetland, etc. and wildlife includes biodiversity, land based mammals, flora, birds, and insects etc. Cheha woreda is endowed with diverse of natural tourism resources. The Cheha woreda has many natural forest covered the area which are the home for different plant species like wanza, work, koso, weiyra, tid, zgba, chat and so on. It is refuges for mammals include midako, fox, antelope, boar, monkey, apes, hyena, and so on. In addition to this forest the great value for honey productions. The most known forest in the woreda includes after forest, Sheram forest, Ogre forest, Sene forest, Wogepecha forest; Yeretere forest and Berashe forest those forest contain a very aged indigenous plan species. From the interviewed 70 respondents were said that more than 80% covered by natural attractions.



Figure 2: -Wogebecha natural forest and Sharam natural forest (source cheha woreda tourism office, 2019)

Wordene water fall is founding warden kebela 17km and 1km far from endibir woreda and Atat hospital respectively and the height is 25m the water fall is create like fog which is the attractiveness of the destination area



Figure 3; Worden water falls (source cheha woreda tourism office, 2019)

Endiber water fall is found in at the back of endibir general secondary school and far from 1km from endibir town this water fall is established at the place of Gotem River and the area of 40m and 30m height at the time of elation colonialism to excavation caves and this cave of door is near stat water fall. From the interviewed 70 respondents were said that more than 50% of waterfall as a natural ecotourism attraction.



Figure 4; Endibr water falls (source cheha woreda tourism office, 2019).

Luka hot spring is 32km far from endibir worad and 30 km far from Wolkite zone unique characteristics of Lukahot spring is move pass the rough in side of rock by erosion activity and follow up on the air is beat fell press character of Luke hot spring the Luka Hot spring is used as culturally as a traditional medical such as patients of leg eye teeth and stomach disease disappear by in terms of medical purpose of hot spring



Figure 5: - Lukie hot spring (source cheha woreda tourism office, 2019)

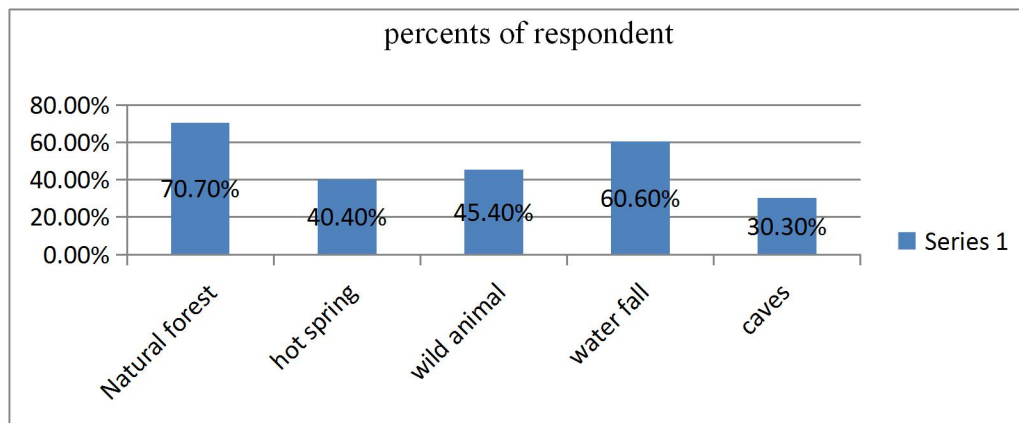


Fig 6: - Natural attraction potential resources

According to the figure 6 above, the data obtained from interviewing, the natural resources of the study area are: Natural forest 70.7%, hot spring 40.4%, and wild animal 45.4%, Water fall 60.6% Caves 30.3%, of the natural resources are recorded from the respondents. Therefore the researcher was concluded that most of the respondents aware their natural forest are the high potential.

4.2.2. Cultural attraction potential resources

Culture are complex as a whole, which include knowledge, belief, art, moral, law, custom and any other capability and habit acquired by a man as well as a members of society (Edward Taylor). A study area have unique culture and way of life which includes belief, rule of language, peace and respect of each other and general way of life are very beautiful and attractive. Gurage like other nations has their own cultural formality specially in cheha woreda it said to be waq of chahamandwe this festival is celebrated in the end of November month by the followers of belief the festival where celebrated in wegepecha which far from 16 km to chaha woreda in the place yewaq large aged indigenous trees give high brighten in the celebrated festivals. During festival period different activities is takes place the participants with in the festival are the older people

young male and females. The young is celebrating by horse riding. The female also participates with in the festival by different activities the community prepare honey and henfer celebration.



Fig ure7: photo by author that show Yecheset celebrations in the study area (source cheha worda tourism office, 2019).

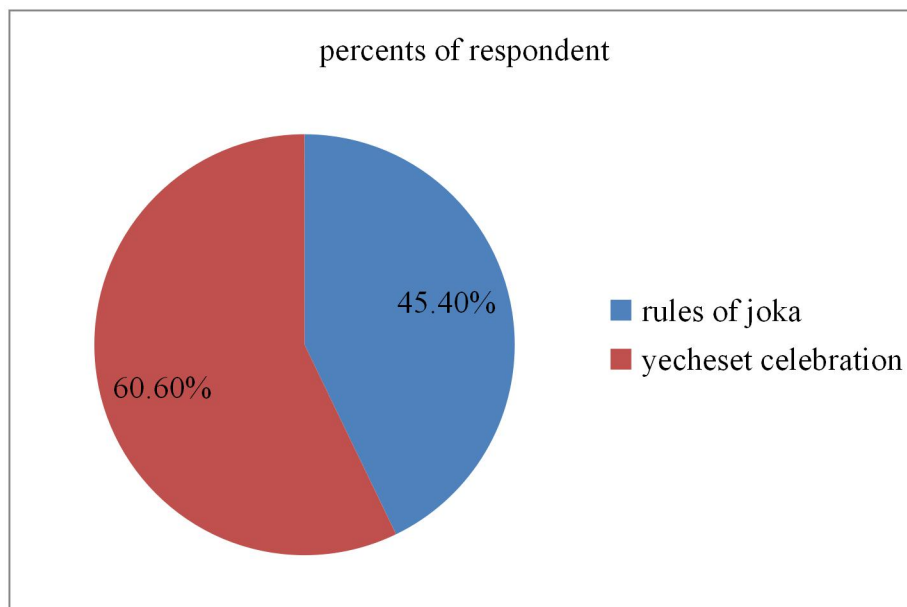


Figure 8: Cultural attraction potential resources

According to the fig 8 above, the data obtained from interviewing, the Cultural resources of the study area are: Yecheset Celebrations 60.6%, Rules of Joka 45.4%, of the Cultural resources are recorded from the respondents. Therefore, the researcher was concluded that most of the respondents aware their Yecheset Celebration are the high potential

4.2.3. Historical attraction potential

Mosques- Abret Shake mosque.

Abret shake mosque is found in abrit kabala which far from 52km from wolkite town and 22km from endibr worda this religious cultural attraction is the oldest destination of the society there are many different raw materials or equipment present in this mosque such as buckler, javelin, sword and vellum book. 60 building are this additional attractiveness of shake mosque this building is the religious benefit for in case of resting motivation recreational activities.

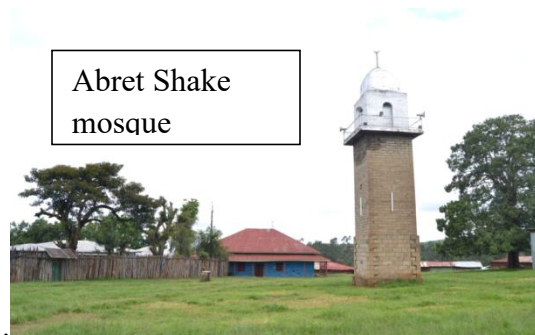


Figure 9; Abret Shake mosque (source cheha worda tourism office, 2019)

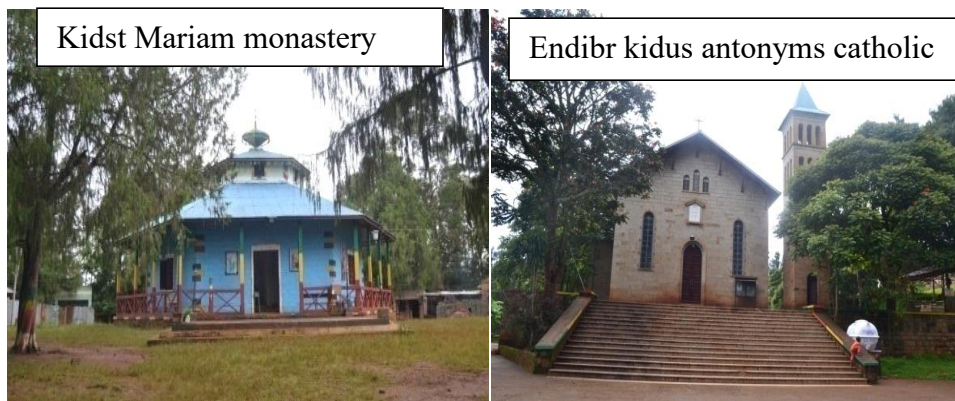


Figure 10; Kidst Mariam monastery and Endibr kidus antonyms catholic church respectively.
(Source cheha worda tourism office, 2019)

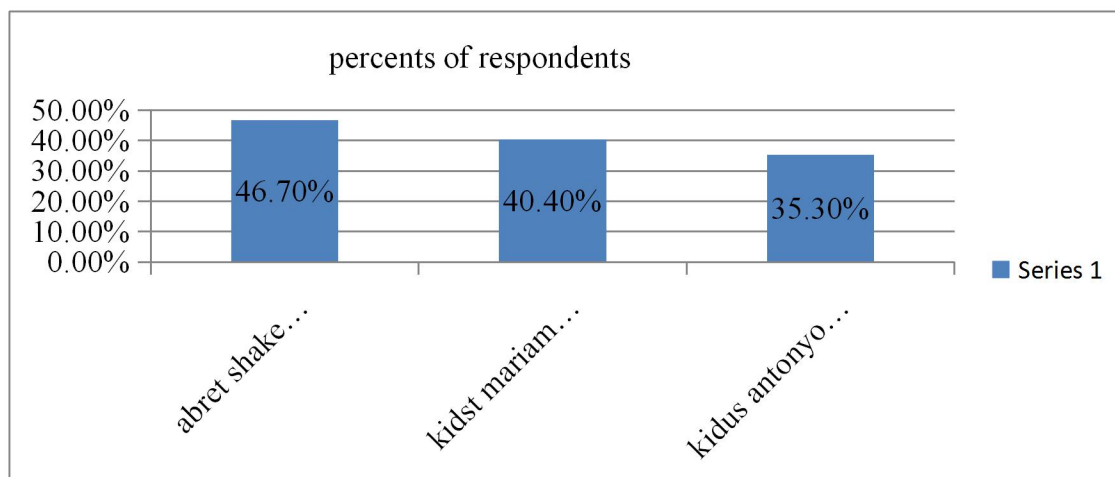


Figure 11; Historical attraction potential resources

According to the above figure 11 the data obtained from interviewing, the historical resources of the study area are: Abret Shake mosque 46.7%, Kidst Mariam monastery 40.4%, kidus antonyms Catholic Church 35.3%, of the historical resources were recorded from the respondents. Therefore, the researcher was concluded that most of the respondents aware their Abret Shake Mosque are the high potential.

4.3. Major constraints of the study area

There are some constraints related to ecotourism developments in cheha woreda. Those are: -

4.3.1 Lack of infrastructure to reach the destination

To develop tourism activities in one area firstly infrastructure must be full fill, like: -road, hotels, telecommunication, lodge, electricity and different accessibility due to those reason the tourism destination of the woreda cannot fully visited by tourists. The tourism potential resources of the woreda located far distributed of the town. As a result, the expansion of different form road structures like asphalt, cobble, and trail are the major factor to reach the destination. However, in the study site there is no completed accessibility appropriate road and other above mentioned infrastructure for tourism.

4.3.2 Lack of promotion

There is lack of promotion especially in natural and cultural potentials of ecotourism in cheha woreda. As discussed in the potential of culture and nature based ecotourism part, there are a lot of fauna and flora species and churches with their religious ceremonies but are not promoted, and benefited the community as expected. So promoting of the area is necessary if ecotourism development is needed.

4.3.3 Lack of professional man power

Ecotourism is a new and recent industry in our country as well as for woreda. Because of this the office has no professional or trained man power at woreda level. The staff now in the office do not take care of nature based recreational activity and opportunity due to lack of profession.

4.3.4 Shortage of budget in the woreda culture and tourism Communication Office

To commercialize and promote the attraction site enough budgets should be needed for make advertisement for promotion of resources. Evens lack of infrastructure is more or less lack of budget.

4.3.5 Lack of Awareness

The qualitative data analyzed from interviews showed that the level of community awareness for conservation is very low. Some of the informants said that “the mindset of the rural community of cheha woreda communities is not ready for welcoming and accepting both the tourism activity and tourists”. This is due to low level of community’s awareness and illiterate.

Table 3: The challenges of Ecotourism developments in the study area

Challenges	Frequency	Percent
Lack of infrastructure	40	40.4
Lack of promotion	30	30.3
Lack of professional man power	35	35.3
shortage of budget	20	20.2
Lack of awareness	50	50.5
Deforestation	15	15.2

Sources personal survey, 2019

According to the table 3 above show the challenges to develop ecotourism as 40.4% of the respondent said infrastructural in accessibility is challenges to develop Ecotourism, 30.3% of the respondent said lack of promotion, 35.3% of the respondent said absences of professional man power, 20.2% of the respondent said shortage of budget, 50.5% of the respondent said lack of awareness within the community and 15.2 % of respondent said deforestation. From the above table lack of infrastructure and lack of awareness covered the highest percent 40.4% and 50.5% respectively. Therefore, lack of infrastructure and lack of awareness are the major challenges to develop in ecotourism in the study area.

DISCUSSION

The result of study was the major potential attraction and developmental challenges of ecotourism in chaha woreda. The major potential attractions found in these woreda were natural forest, hot spring, waterfall, caves, rule of joka, kidest Mariam monastery, and Abret shake mosque. The existence of ecotourism potentials offers great opportunity for the development of ecotourism. But, those opportunities are constrained by resource limitations such as water supplies, roads, telecommunication and widespread electricity. The loss of access to a number of natural resources is as a major obstacle hindering the progress of ecotourism development. Physical infrastructure is an important factor in a tourism industry in order to develop potential attractions. But if there are poor road conditions around attraction sites, it will harm the competitive position of these attractions in relation to other attractions which are more developed. Hence, even though road development, a tourism component, poor road construction can have a negative impact on tourism development (Silva and Dill, 2004). In this woreda there is no any transported budget to develop ecotourism attraction. There is lack of promotion especially in natural and cultural potentials of ecotourism in cheha woreda. As discussed in the potential of culture and nature based ecotourism part, there are a lot of fauna and flora species and churches with their religious ceremonies but are not promoted, and benefited the community as expected. So promoting of the area is necessary if ecotourism development is needed.

Most of the challenges for ecotourism development in Ethiopia are Lack of awareness, lack of infrastructure, lack of promotion, lack professional manpower, shortage of budget and deforestation (Mulugeta, 2012). Similar result is reported by Gemechu_Ambalu 2011 who had reported that lack of awareness of among community and less attention by government highly affected in Chaha woreda. The development of ecotourism in this woreda was very poor compared to that of another woreda, because by the reason of above listed factors. Political instability is the challenges for ecotourism development in the study area. This finding is agreed with the finding (Eagle,1997) reported that Political stability and security/safety of visitors are

crucial to ecotourism as it was seen in the history of Ethiopian ecotourism development where the number of tourists falls sharply at times when there is a political instability and in areas where tourists do not feel safe.

5. CONCLUSION AND RECOMMENDATION

5.1 conclusions

The assessments of ecotourism potential revealed some natural and cultural ecotourism resources of the Cheha woreda. Among these the main ecotourism potential resources in cheha woreda includes natural forest, beautiful landscape, natural caves, rivers, water fall, wordene water full, endiber water full, Luke hot spring, local culture, historical building and materials, mammals, birds and indigenous knowledge's ,so on .These different kinds of cultural and natural resource are more motivational behaviors of ecotourism availability of cheha woreda. Even though the woreda has a huge of ecotourism potential resources, still it is not developed or fully changed to tourism product, due to many factor such as poor management, lack of promotion, lack of infrastructure, lack of professional man power, lack of awareness, shortage of budget, deforestation, and other related factors. According to these factors the availability and accessibility of ecotourism have limited and by increasing those factors are the consequence of ecotourism fragility and erosion of cultural motivation and the second that the tourist arrival of cheha woreda is decrease by those factors. To sum up, the result of this study was demonstrated that the resources in the woreda are not protected very well from time to time. Generally, the local communities those live in the woreda are agrarian for their life is rely on agriculture and livestock rather than Ecotourism. These local community and stakeholders should be respect and keeping all kinds of resources without discrimination of one region to other depending of resource division. These related challenges are mitigated by creating awareness about local community, supporting budget from different organization and governmental body, by exceeding promotional activity of ecotourism, promoting the purpose of ecotourism for individual and group organization.

5.2 Recommendation

The decision maker should take account participation of local community during planning, implementing, and monitoring process of ecotourism for protection and conservation of natural resources and community wellbeing.

- Promote the resources of the woreda by using many systems like websites, brochures and other social media.
- Create enough and clear awareness for local community for better conservation.
- Full fill facility and infrastructure like road, transportation, hotels, communication network and lodges and etc.
- Increased skilled man powers in the woreda office for better understand.
- Show and indicate direction and distance of tourism destination by using sign, symbols, like tapela to reduce confusion of tourist.
- Initiating and equal sharing of resource of local community.
- Creating an appropriate policy, strategy and rule to minimize the challenges.
- Government should be support ecotourism destination by preparing their own budget.
- Improvement of cooperation (working together) among stakeholders such as local community, NGO, private sector, culture and tourism office and wildlife expertise.
- Increase the empowerment of community in decision making.

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APPENDIX



COLLEGE OF AGRICULTURE AND NATURAL RESOURCE

DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT

Personal Information

I am Nigus Negash graduate student at Wolkite University. Currently I am conducting a research study on assess potentials and developmental challenges of ecotourism in Chaha woreda, Guraghe zone; SNNP, Ethiopia. The case of in partial fulfillment of the requirements for the Degree of Bachelor of science of Wildlife and Ecotourism management. I require your help to spend some minutes of your time with us for interview. The purpose of this Interview is to gather

information about the assess potentials and developmental challenges of ecotourism in the study area. I can assure you that any information that provide in this interview was kept confidential. Your kind cooperation would be greatly appreciated and is great importance for the successful completion of this study. Thank you!!!

General guidelines

Please indicated your response by marking

- For the equation with alternative choices and for the open ended question briefly write your response in the space provided. The success of this study depends up on your earnest and sincere response. Thank you for your laid cooperation

1. Sex.....Male.....Female.....
2. Age.....A.15-30 B. 31-4 C. 46-60 D. >61
3. Education Status;
A. Illiterate B. Elementary C. High school D. Diploma E. Degree and above
4. What are Ecotourism potential resources in Cheha worda?
A. Cultural resources B. Natural resources C. Historical resource D. all
5. If you say cultural what are those?
A. Hand craft B. Cultural food C. Cultural wearing and dancing style D. All
6. If you say natural what are those?
A. Forest B. Wildlife C.water full D. Lake and river E .All
7. If you say historical what are those?
A. Standing stone B. Buildings C. Cave D. Museum E. All
8. Do you think tourism is the key potential for one country?
A. Yes B. No
9. is there challenges of Ecotourism development in the study area?
A. Yes B. No
10. If the answer is yes, what are the developmental challenges of the site?
A. Habitat degradation C. Lack of awareness
B. Over grazing D. Lack of cooperation among stakeholders
E. Lack of financial support F. All the above and other specific

