WOLKITE UNIVERSITY

COLLEGE OF SOCIAL SCIENCES AND HUMANITIES

DEPARTMENT OF GOVERNANCE AND DEVELOPMENT STUDIES

(Specialization in Development Planning And Management)

Community Based Eco-Tourism Development In The Case Of Chebera Churchura National Park

Solomon Bassa

Adviser:- Dr Yisak Bekele

Co- Adviser:- Tigist Ewnete (MA)

Wolkite, Ethiopia

January, 2024

Title Page

Wolkite University

Department Of Governance and Development Studies

(Specialization in Development Planning And Management)

Community Based Eco-Tourism Development In The Case Of Chebera Churchura National Park In Partial Fulfillment Of The Requirements For The Degree Of Master Of Arts In Development Planning And Management

Solomon Bassa

Adviser: - Dr Yisak Bekele

Co- Adviser: - Tigist Ewnete (MA)

Wolkite, Ethiopia

January, 2024

Letter of testimony

This is to certify that Mr **Solomon Bassa** has carried out his thesis on the topic entitled "Community Based Eco-Tourism Development In The Case Of Chebera Churchura National Park this work is original in nature and suitable for submission in partial fulfillment of the requirement for the award of master of arts degree in Art In Development Planning & Management.

Certified by

Dr. Yisak Bekele	_____	_____
Name Major Advisor	Signature	Date
Miss Tigist Ewnete (MA)	_____	_____
Co Advisor	Signature	Date

Approval Sheet

WOLKITE UNIVERSITY

SCHOOL OF GRADUATE STUDIES

We here by certify that we have read and evaluated this thesis titled "Community Based Eco-Tourism Development In The Case Of Chebera Churchura National Park. Prepared under our guidance by **Solomon Bassa**. We recommend that the thesis shall be submitted as fulfilling the requirements for the award of a MA degree in Development Planning and Management.

Dr. Yisak Bekele _____ _____

Major advisor signature Date

Miss Tigist Ewnete (MA) _____ _____

Co advisor signature Date

As Member of the board of examiner of the **Master Art Thesis** open defense examination, we have read and evaluated thesis prepared by Solomon Bassa and examined the candidate. We here certified that the theses is accepted for fulfillments the requirement for the award of the degree of master of Arts (MA) in development studies with specialize in Development Planning and Management.

1. Girma Defere (Asst. Prof.) _____ _____

Name of External Examiner Signature Date

2. Dr Zelalem Dendir _____ _____

Name of Internal Examiner Signature Date

3. Miss Bayush Mekonnen (MA) _____ _____

Name of Chairman Signature Date

Final approve and acceptance of thesis is contingent up on the submission of its final copy to the Council of post graduate program (**CPGP**) through the candidate department or school graduate Committee (DGC or SGC)

Scanned with CamScanner

iv

Dedication

This paper is dedicated to my My Grand Mather Bakale Balilo who laid a ground for her support in my education during early stages of life. I thank you so much for guiding me and praying for me to make me who I am.

Declaration

I, the under signed, declare that this study entitled, ***Community Based Eco-Tourism Development In The Case Of Chebera Churchura National Park*** is my own work. All information in this document has been obtained and presented in accordance with academic rules and ethical conduct. This study has not been submitted for award of any Degree/Masters/PhD program in this or any other institution and, I have fully cited, acknowledged and referenced all materials and results that are not original to this work.

Declared by:-

Name Solomon Bassa

Signature …….

Date of submission …….

Department of Governance and Development Studies

Biographical Skech

The author was born in June 10, 1992 in a small village called Mada Kuyli in Mareka Woreda, Dawuro Zone, Southwest Ethiopia people Regional State. He joined Gessa Primary School and completed up to grade eight there. He attended his secondary education at Gessa Chicho and preparatory school at Waka. He got his BA in Tourism Management from University of Gondar in 2016.

After graduation the candidate has served for three years he joined to Wolkite University post graduate program 2019 Pursue his MA in Development Planning And Management. Know he was employed at South west Ethiopia people Regional state Culture Tourism and sport Bureau and served as Tourism destination Development Expert.

Acknowledgement

First of all, I would like to thank God who helped me in all aspects of my life including accomplishment of this work. My second and deepest gratitude goes to my advisor, **Dr.Yisak Bekele**, for his relentless support and guidance starting from shaping the research title to the accomplishment of this study and I would like to thank him from bottom of my heart for his patience and his step by step support and guidance on basic and advanced knowledge and skills about general research work. Honestly speaking, his support was the cornerstone for this work.Thirdly, I would like to thank the following persons including my beloved wife **Kasech Nega**, My daughters **Marsilas Solomon and Adey solomon** particularly for their scarification that they paid to reach me at this level.

Fourtly, I would like to thank my father **Ato Bassa Wao** and my mother **W/ro Elfinesh Hailu** my step mother Abebech Hailu and Dubalech Bezabih my uncle Ato Mengesha Wao and his wife Zinash Gebeyehu, my brothers Makoya Bassa and all my family Members for their priceless encouragement and moral support.

Next, I would like to thank My next gratitude may go to my assistant data collectors including Mokonnin Azezo, Melese, Teshale Aymeta, Asimamaw Mihret and others not listed here for their typical contribution for this activity. Next, I would like to thank Mr. Sileshi Girma, Girma Daba, Dr Adane Tesgaye, Mr. Fantahun Bilate, Mr. Akililu Lema Mr. Wondimu Lema, Mr. Zeleke Tigiro for their constructive comments for this work. Next, I would like to thank all those individuals who filled the questionnaire survey and those who participated in key informant interview.

My last but not the least gratitude goes to staff members of Wolkite University Department Of Governance And Development Studies who equipped me in different types of theoretical and practical knowledges and skills.

List of Abbreviations and Acronyms

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

Table of Content

Contents

Approval sheet iii

Dedication iv

Declaration vi

Biographical Skech vii

Acknowledgement viii

List of Abbreviations and Acronyms ix

List of Table xii

List of Figure xiii

Abstract xiv

1.1 Background of the Study 1

1.2 Statement of the Problem of the study Area 3

1.3 Objectives of the Study 4

1.3.1 General Objectives 4

1.3.2 Specific Objectives 4

1.4 Research Questions 5

1.5 Significance of the Study 5

1.6 Scope of the Study Area 6

1.7 Limitation of the Study 6

1.8 Organization of the Study 6

Chapter Two 7

2. Review of Related Literature 7

2.1 Concepts and Definition of Terms 7

2.2 Empirical Review on Ecotourism Development of Ethiopia ..... 14_Toc151260302

Chapter Three 28

3.Research Methodology 28

3.1 Description of the Study Area 28

3.2 Research Method and Approach 29

3.3 Research Design 30
3.4 Target Population of the Study 30
3.5 Sampling Method 31
3.6 Data Sources and Collection Instruments 32
3.6.1 Primary Data 32
3.6.2 Secondary Data 33
3.7 Method of Data Analysis 33
Chapter Four 34
4. Data Presentation, Analysis and Discussion 34
4.1 Demographic Profile of the Respondents 34
Chapter Five 79
5. Conclusion and Recommendation 79
5.1 Conclusion 79
5.2 Recommendation 81
6. Reference 84
7. Appendix 89

List of Table

List of Table

Chapter Four 34

4. Data Presentation, Analysis and Discussion 34

Table 4.1 Demographic Profile of the Respondents 34

Table 4.2 Educational Background of the Respondents 35

Table 4.3 what is the main source of income for your household 36

Table 4.4 is agricultural income are enough for your household 36

Table 4.5 Do you know that community based ecotourism development is going on in your Kebele or woreda? 67

Table 4.6 Do you think you can survive without farming 68

Table 4.7 Do you appreciate the coming of foreign visitors to your village? 68

Table 4.8 how do you feel when you meet foreign visitors? 69

Table 4.9 Have you faced any resource ownership problem as a result of tourism development in your area? 69

Table 4.10 How much do you agree on community based ecotourism merit for socio economic development of the local community 70

Table 4.11 Do you believe you are interested to welcome, host tourists and generate an income from community based ecotourism development? 70

Table 4.12. Do you think that community based ecotourism development can be an ideal tool for environmental conservation? 71

Table 4.13 Do you believe that tourists are safe to visit Chebera Churchura National Park? 72

Table 4.16 Do you believe that you have been receiving some benefits from tourism activities which undertaken in Chebera Churchura National Park as a member of the community? 72

Table 4.15 Do you actively participate in Community based ecotourism development works? 73

Table 4.16 Do you actively engaged in tourism planning and development works with other tourism stakeholders? 74

Table 4.17 Do you take some measurement like decision making as a community member and resource owner of the park area? 74

Table 4.18 Do you believe that ecotourism is developing as it is supposed to be grown? 75

Table 4.19 Do you get some supports for advancing your community based ecotourism development from donor agencies and other government bodies? 76

Table 4.20 Do you think that community based ecotourism development of the area has given equal chance to every of community members; like youth, elders, Women?..... 76

Table 4.21 Does community based ecotourism development helps to advocate your cultural values of the area? 77

Table 4.22 Does community based ecotourism development helps to conserve and protect your environment which is the bases of tourism?..... 77

List of Figure

List of Table

Figure 2.1: Community based Ecotourism Destination in the case of Chebera Churchura National Park.**Error! Bookmark not defined.**

Figure 3.1 Map of the study area (Chebera Churchura National Park). ..... **Error! Bookmark not defined.**

Abstract

Community based Ecotourism has become an important trade and prosperity sector in the world. The Government of Ethiopia has been setting striving growth targets for the tourism sector, which will shape the sectors strategies in the upcoming years. Specifically to the study area Chebera Churchura National park is the most ideal place and suitable to develop community based ecotourism development because of its immense tourism resources potentials as hotspot tourist attraction and new sitting for diversifying the tourism products and services of Ethiopia as a nation. This study was conducted with objective of assessing the tourism resource potentials of the park and the surrounding area, challenges that hampering the community based ecotourism development, identification of community based ecotourism destination stakeholders with their role and responsibilities and also determine the level of the host community involvement towards community based ecotourism development in the case of Chebera Churchura National Park and Surrounding Environs. The research has attempted to integrate both qualitative and quantitative approaches and descriptive method. Questionnaire, interview, focus group discussion and observation were used as instruments of data collection. The collected data was analyzed by using SPSS Version 20 software and presents by using descriptive statistics like frequency and percentage. The collected data from the target population were analyzed, presented and discussed through mixed approach (qualitative and quantitative) to draw a lesson. The finding of the study shows that the area has several community based ecotourism potentials. However, in the study area several limited potentials in terms of lack of community participation and engagement, poor decision making process, lacks of tourism infrastructure like road electric city Accommodation facility and service, lacks of finance and budget, human resource incapability, poor marketing and promotion, human wildlife conflict, lacks of coordination and cooperation. The level of host community involvement considered as positive in many aspects. The Public (EWCA, TE, park office), private, local community, media, destination development and for the advancement of community based ecotourism destination development of the park and surrounding environs. Keywords: Community based Ecotourism Development, Potentials, Challenges, Stakeholders, Chebera Churchura National Park.

Chapter One

1. Introduction

1.1 Background of the Study

The substantial growth of tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. For many developing countries, Tourism is one of the main sources for foreign exchange income and the number one export category, creating various employment opportunities for development. Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products (UNWTO, 2010).

The contribution of tourism to economic activity worldwide is estimated at some 5%. Its contribution to employment tends to be slightly higher relatively and is estimated in the order of 6-7% of the overall number of jobs worldwide (UNWTO, 2010). Until recently, Tourism is serving as a means of solving developmental bottlenecks of developing nations. Any economy from this sector is often identified as a multi and decentralized industry, which is believed to affect several sectors of local economies. It is because of its 24 hours a day, 7 days a week, labor intensive business endeavors (Wearing et al, 2009).

It is widely acknowledged that Ethiopia possesses remarkable tourism potential in its unique and largely unexplored natural, cultural, historic, and archaeological resources. Many have said that Ethiopia is a land of natural gifts and contrast; its beauty ranges from the historical, cultural diverse fauna and flora and wild life resources, to the extent of magnificent panoramic topog raphical and picturesque scenery. Those resources are the very key to attract visitors and are also the basis on which to build a strong tourism industry (MoCT,2015).

The Government of Ethiopia has been setting striving growth targets for the tourism sector, which will shape the sectors strategies in the upcoming years. In line with the projections of GTP2, the STMP has set a high growth target of 5 million international visitors in 2025. Based on this high growth scenario, receipts from international arrivals is projected to increase from a baseline of ETB 14.197 billion in 2012 to ETB 180 billion in 2025, with the corresponding number of tourism-related jobs rising from 985,500 to 4.8 million (MoCT,2015). Consequent to this, the development of community based ecotourism has received much attention by developing countries like Ethiopia. This is simply because it provides the tourist with quality of

natural and cultural experience, generates funds and support for conservation and environmental protection efforts, and has minimal environmental impact and provides long-term socioeconomic benefits to local communities and stimulates local community development (Fennel, 1999).

Compared with mass or „old" tourism, Ecotourism is touted as providing better sect oral linkages, reducing leakage of benefits out of the country, creating local employment, and fostering sustainable development (Belsky, 1999; Khan, 1997). Thus, it has been popularly promoted as a means of reconciling biodiversity conservation with economic development, particularly in developing countries (Campbell, 2002).cited in Mulugeta, A, 2011). Ecotourism is characterized by its natural attractions, wildlife and wilderness habitats. Many countries favor ecotourism as a form of economic development as it is perceived as a low impact form of tourism. Ecotourism operations are generally small-scale, so are relatively easy to set up.

Due to this fact, the integrated sustainable tourism development master plan of the country endorsed in (2015) has given more emphasis to natural area conservation. This is basically carried so as to preserve the biodiversity in every protected area of the country. But along with, it can also create a platform to empower the local community through some ecotourism projects.

Community based ecotourism projects plays a vital role in the area of shaping the socio economic empowerment of the local community, assessing communities inclusion and participation in tourism development has now become a major area of contemporary tourism research and development concerns. Thus, the extent to which the communities are participated in tourism development raises various areas; such as, How much the community understands the purpose and concept of ecotourism, their means to participate in tourism business works, their level of awareness to be empowered through ecotourism, degree and power of involvement in decision making and planning process and also the thinking and commitment of local peoples towards CBET projects (Rocharungsat, 2008; Sakata and Prideaux, 2013). Nevertheless, any tourism development projects, which did not build strong linkages to the surrounding community, will have a little impact on the livelihood improvement of the local community (Yimer, A 2016).

1.2 Statement of the Problem

Ecotourism is the most well-known and viable means to preserve and conservation of natural resource, heritage and biodiversity. Yet, its management from the outset to the final of its fruit raises various concerns from different stakeholders taking part-in. But, above all the nearby community is the leading actor to deal with and play a role on every developmental activities being carried on since its commencement. However, the truth is, these concept and ideas are generated and initiated by the elite stakeholders or NGOs from abroad, then customizing these ideas with the local's mind-set, will be the most challenging mission of any ecotourism development paradigm. This is because, most societies are emotionally attached with their surrounding and they are satisfied with the current hedonic benefits they gained. As a result they will be very stubborn to be coping-up with such new ideas. Even though, these awareness gaps are going to be solved by a perpetual training and community capacity building mechanisms, the issue of its sustainability in all of its forms will be the other coming agony.(UNWTO, 2014).

Ethiopia has an immense potential for tourism industry development particularly for ecotourism. The natural bridge, dense forests, cave, waterfalls, endemic birds, mammals and hot springs associated historical resources are found indispensable for an ecotourism destination in Ethiopia (Yilma et al., 2016). Specifically to the study area Chebera Churchura National park is the most ideal place and suitable to develop community based ecotourism development because of its immense tourism resources potentials as hotspot tourist attraction and new sitting for diversifying the tourism products and services of Ethiopia as a nation.

According to (Gebeyaw, 2011; Kubsa, 2007) works reveled that more or less, it is well understood that the lion share of benefits generated through community based ecotourism will belongs to tour operators basically setup in the major capital cities, the next beneficiaries are some local tour guides and tourism service providers and finally very few influential peoples are amongst the beneficiaries. If so, this can be quite misplaced with the basic concepts and principles of community based ecotourism. Since the community shall be part of and responsible for in decision making process, planning, management and leadership, financial control, labor division, owner of the tourism resources over the community based ecotourism projects. Therefore, if the community does not substantially benefited from the tourism activity it will

leads to the distraction of biodiversity, crime and instability, loss of sense of belongings over the tourism resources by the local community itself in the destination area.

Several research works done in Ethiopia mention that the findings and their knowledge in the area of ecotourism, protected area and biodiversity conservation and protection. Gebeyaw (2011) in Meket CBET, Mulugeta (2011) in Seimen mountain national park, Bires (2014) at Lake Zegena, Ketema (2015) in Wonchi Crater Lake, Demeke and Verma (2014) in Bale Mountains National Park are some of the few works and their main concern of their work focus on trend, challenges, opportunities of community based ecotourism sites for conservation and protection of biodiversity resources. The works of the above mentioned research works revered that Ethiopia is not that much benefited from its immense ecotourism potentials due to several interrelated limitations such as lack of awareness about ecotourism, conflicts over the use of tourism resources, lack of cooperation and coordination among tourism stakeholders, poor tourism services and facilities, lack of unskilled man power, insufficient budget, poor marketing strategy and lack of new tourism product and service development. However, in the study area there is limited researches done so far in a way to clearly identify the tourism resource potentials for community based ecotourism development, challenges hampering community based ecotourism development, to examine the involvement of the local community in community based ecotourism development and identification of the key actors for the advancement of Chebera Churchura National park through community based ecotourism development.

1.3 Objectives of the Study

1.3.1 General Objectives

The general objective of the study was to analyze community based ecotourism development in the case of Chebera Churchura National Park (CCNP).

1.3.2 Specific Objectives

1. To identify the tourism potential of the park for community based ecotourism development in the case of Chebera Churchura National Park (CCNP).

2. To find out the main challenges that hampering community based ecotourism development in the case of Chebera Churchura National Park (CCNP).

3. To identify the key actors towards community based ecotourism development in the case of Chebera Churchura National Park (CCNP).

4. To examine the local community involvement in development of community based ecotourism in the case of Chebera Churchura National Park (CCNP).

1.4 Research Questions

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

1. What are the main tourism potentials of Chebera Churchura National Park (CCNP) for community based ecotourism development?

2. What are the main challenges in relation to community based ecotourism development in the case of Chebera Churchura National Park (CCNP)?

3. Who are the key stakeholders towards community based ecotourism development in the case of Chebera Churchura National Park (CCNP)?

4. What is the level of local community involvement in community based ecotourism in the case of Chebera Churchura National Park (CCNP)?

1.5 Significance of the Study

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

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

1.6 Scope of the Study Area

The scope of the study area covers to assess identification of tourism potentials, challenges, determining the attitudes and perceptions of the host community and tourists towards community based ecotourism development and also identification of stakeholder designated only to community based ecotourism destination development in the case of Chebera Churchura National Park (CCNP) as a case study research which is specified to a specific place and concept in a way to address the objective parts of the study.

1.7 Limitation of the Study

Community based ecotourism development is a complex environment that encompasses a lot interrelated and an interacted actor across its overall tourism business environment for the development of a particular destination area in a serious acquisition needs to have a managerial, operational and strategic activates with the inclusion of the host community. The study basically focuses only from the perspectives of community based ecotourism destination development aspects.

1.8 Organization of the Study

The study under investigation has five chapters. The first chapter covers background of the study, followed by statement of the problem, research objectives to be achieved, research questions addressed, significance of the study, scope of the study, limitation of the study and structure of the study will be presented. In the second chapter a review of related literature of different theoretical as well as conceptual framework will be refereed. The third chapter covers description of the study area, research design, target population of the study, sampling technique, source of information, data collection method, data analysis technique and ethical consideration of the study, the fourth chapter covers the major research findings and output interpretations and also the fifth chapter encompasses conclusions and recommendations of the study.

Chapter Two

2. Review of Related Literature

2.1 Concepts and Definition of Terms

Tourism

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

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

Ecotourism

The term ecotourism, alike many other social science terminologies, is one of the most enigmatic and controversial concepts which has no distinct universally accepted definition. The complexity of ecotourism has especially been recognized, and called by many names such as "soft tourism", "responsible tourism", "green tourism", "alternative tourism" and so on. At times, the terms nature based tourism, ecotourism and sustainable tourism seem to be used almost interchangeably. Theonly consistency found within these names is the link to nature (Gebeyaw, 2011).

Ecotourism shortly defined as an environmentally responsible travel to natural areas and feature, in order to enjoy, relax, appreciate nature that promote conservation and protection, have a very low visitor impact on environment and culture that provides for beneficially active socioeconomic involvement of local people in the destination area (Ngece, 2002).

The International Ecotourism Society (TIES, 2006:) define the term ecotourism as a form of travel where the local community has substantial control over the tourism resource and involvement on, its development and management and a major proportion of the benefits remain within the local community. It fosters sustainable use of land and natural resources conservations. The TIES (Ibds) definition of ecotourism clearly indicates that on how to administration and run the operation of ecotourism can be exercised, yet it neglects to incorporate as what kind of activities will be carried in the destination area. In this regard, the definition given by IUCN is somehow clear incorporating the travel activities carried out in the area. After all, the following UNWTO definition is more explanatory to the concepts and agenda behind ecotourism; it is a reasonable travel to natural areas to understand their way of life and culture and natural history of the environment, taking care not to change the integrity of the overall ecosystem, while at maximizing the economic opportunities of the local communities that make the conservation of natural environments (UNWTO, 2014).

Community Based Ecotourism

Community-based ecotourism should consider as a foster to sustainable land use and collective responsibility of the local community at most. However, it must also embrace individual as well as group initiatives within the community members. In combination with the term "community-based" ecotourism gets a slightly different and extended meaning. Community-based approaches in different sectors become a commonly used concept in development cooperation as well. Their focus area is less environmental impact and local community involvement is highly is expected. In general, all kinds of sustainable forms of tourism can also be implemented in a community-based way run and managed by the community to utilize the ecotourism potentials of the destination area (Wunder, 2000).

The terms like poverty eradication, nature conservation and protection, local community empowerment are mainly related to promoting the necessity of Community-Based Ecotourism (CBET) development. But, such positive outputs do not come simply along with any measures. They require a precisely formulated conception and understandings of the basic concepts community based ecotourism (Hans-Georg Bo, 2012). Now the definition given by (TIES, 2005) is clearly indicates that community based ecotourism is a responsible form of tourism in which

the community is mainly responsible for the administration, operation, management and control over the financial benefits attained from tourists experience in the destination area carried out.

Review of Theories

Analyzing the theory behind ecotourism is important. Because to understand the issues that undermine its effective implementation, we must first analyze the principles in which this activity has been framed, clarify what has been considered as ecotourism, and determine under what development discourses this activity originated.

Literature scans have established that the sustainability criterion of ecotourism includes economic and socio-cultural dimensions further to the ecological dimension. Notable, ecotourism industry can only be sustainable if local communities derive revenue through tourism.

Ecotourism is further associated with the a daptancy platform which regarded it as a form of alternative tourism (Weaver, 2008). Under the daptancy platform, ecotourism is contrasted with a mass tourism model perceived to be inherently unsustainable. Ecotourism is also considered to be small scale with limited ecological and social impacts when compared to traditional tourism. This claim is because of ecotourism limits the number of guests who visit a destination as there is adherence to the physical carrying capacity of the tourist resource base (Weaver, 2008).

Not contradictorily, some believe as ecotourism has been a direct product of a modernistic approach to development, where the sustainability discourses and other theoretical debates have indirectly influenced its theory and practices (Brundtland 1987). It is important to highlight that in this context, development should be as the process of social and economic progress in a society, and its ability to generate income through activities that improve social living conditions in harmony with nature.

The modernistic and sustainable development discourse directly influenced the origin of eco tourism during the late 1980s when the Bruntland report criticized the existing natural resources use and development models that led to the extensive environmental degradation and social inequality the world was experiencing. (WCoE, 1987, cited in wall (1997).

Then later on, ecotourism considered as innovative, in which the sustainability discourse expanded into all sectors of the developed and developing societies, promoting a series of

environmental and socio cultural consideration that societies needed to adopt to tackle current and future development needs. These consideration implied that environmental and social problems could not be solved independently and a comprehensive, and holistic approach was required to tackle environmental issues while sustaining socio- economic growth (brundtland 1987) in other word „matters but should include social, environmental and ethical consideration such that its measurement may integrate indicators of poverty, unemployment, inequality and self-reliance" (Binns 1995, cited byMbaiwa 2003).

It has been noted that developing an ecotourism enterprise is a complex and difficult undertaking often involving a thorough understanding of market principles and business fundamentals involving building strong, lasting and equitable partnerships with local communities (Parker andKhare, 2005).The argument that has been propounded being that sustainable development implies moving towards intra-generational equity of access to resources and respect for environmental limits (Hunter and Green, 1995).

The concept of ecotourism as supportive of local community livelihood goals is further reiterated by Weaver (2008: 7) who defines it as low-impact nature tourism which contributes to the maintenance of species and habitats either directly through a contribution to conservation or indirectly by providing revenue to the local community this in turn supplement the local livelihood and protect their wildlife heritage as source of income. Ecotourism is therefore largely associated with small scale community controlled and long term social well-being (Rocharungsa, 2008).

Sustainability Measurement of Ecotourism development

There is no widely accepted definition of sustainable tourism. Hence, Sustainability is a very subjective concept to define and measure. Numerical measurement alone couldn't able to determine the sustainability of any developmental activities; since some developmental endeavors are immeasurable due to from their prejudiced characteristics.

Nevertheless, it is commonly acceptable that any definition of sustainable tourism emphasizes the environmental, social and economic elements of the tourism system (Annemiek, 2004).Ecotourism go beyond prevailing notions of "the overlap between nature tourism and sustainable tourism, to encompass the social dimensions of productive organization and

environmental conservation. Ecotourism does more than creating a series of activities to attract visitors, offering them an opportunity to interact with nature in such a way as to make it possible to preserve or enhance the special qualities of the site and its flora and fauna, while allowing local inhabitants and future visitors to continue to enjoy these qualities. They also establish a durable productive base to allow the local inhabitants and ecotourism service providers to enjoy a sustainable standard of living all the way through offering these services. ***(***Bhoj, et al 2007). Ecotourism has-been identified as a form of sustainable tourism expected to contribute to both conservation and development. Unfortunately, due to inadequate environmental assessments and audits, many ecotourism destinations tend to be both hazardous and self-destructive. There have been few practical assessments of the status of ecotourism at specific locations, partly because standardized, evaluative criteria have yet to be developed (Ross & Wall, 1999a). Thorough measurements of all aspects and implications of ecotourism are almost impossible to acquire given the multitude of interrelated variables involved (Wall, 1996).

Community Capacity and Participation for Ecotourism Development

Generally, the degree of control the local population has over ecotourism in their locality is perceived as being a significant element of sustainability. Including a participation program in the design stage of a project provides the opportunity for the local community to become aware about the purpose and benefits of the project, thereby, increasing support for the effort. Training local people to manage their own projects can avoid misunderstanding and possible hostility (Amonge, 2010).

Capacity building efforts starts from recognizing the community as the sole owner of resources found in and around them. Hence, Community capacity building in tourism development is seen as the capacity of the people in communities to participate in tourism activities. The importance of community capacity building in tourism development is evident and none compromised (Mulugeta, A, 2011). Tourism operators often like to invest in local training and community capacity building as a way of contributing to community development (Fariborz and Ma‟rof, 2009). Community capacity building in tourism context could include: Organizational, community and individual capacity building (Kieffer and Reischmann, 2004; Raik 2002). At the individual level implies the development of skills and knowledge that allow individuals to increase the degree of control and influence they have over relevant aspects of their lives

(Fariborz and Ma‟rof, 2009).At the community level, it reflects the needs to improve power for advocacy and decision making in tourism activities.

The process may imply training at the community level. This level refers to informal groups bounded geographically. At the organizational level, community capacity building requires significant changes in the way many helping professionals deliver their services. Additionally Organizational capacity may also referring to a community organization or set of local organizations, like kare‟andEkub (traditional saving institutions), or some other local institutions formed by the community with some stated objectives.

Capacitating illiterate communities in Ethiopia will be a very challenging undertaking to deal with, several capacities building training has been given by multiple developmental organizations, which are international and local based institutions, in spite of the abilities gained by the institution, community, or individual, may remain, inactive unless and otherwise some empowerment actions and continues follow up are carried.

Ethiopian Tourism development Policy towards community based Ecotourism Generally tourism development policy of Ethiopia has been formulated through considering the following vision, principles and objectives and it gives more emphasis on the development of community based tourism as a main priority. Vision: To develop tourism in a responsible and sustainable way, enabling it to play a leading role in the economic development process of the country by executing its activities on a community based principle. Principles: Respecting diversity: Diversity of historical, cultural and natural wealth are the beauty and distinctive Features of Ethiopia; therefore, each of these has to be known, respected, and developed equally as tourism attractions. Ensuring participation and community benefits: Communities have to playa major in developing of the tourism industry, with each member participating and benefitting in the development process. Create a transparent and accountable work process: The process of tourism development requires the participation of many actors or stakeholders. Therefore, a good governance procedure shall be prepared in order that all stakeholders abide by professional tourism ethics. Create a sense of cooperation and coordination: Initiating continuous and good networking by creating strong cooperation communication and close relation between Regional, National and international bodies working in the tourism sector. Enhancing implementation capacity of the sector: To ensure the

comparative advantage of the country in tourism development, by strengthening the implementation capacity of all parties in the sector to provide high quality tourism services.

Objectives

To create increased employment opportunities for communities around the sites of attractions and distribute tourism income to improve living standards of the people.

To develop a tourism industry that can play a major role in generating and retaining international exchange.

Promoting the country's tourist attractions and encourage expansion of local tourism.

Making the sector competitive in the world and Africa in its best destination for tourists and source of income for host country in direct and indirect economic benefit will be ensured.

To build a tourism industry that can improve the image of the country and advance the growth of the sector in a sustainable manner.

To consolidate the country's comparative advantage and enable the industry to compete in international tourist markets.

As we can understand from the above point, Ethiopian tourism policy has touch the development of community based tourism ones or twice, and the progress is appreciable, if it really applied by focusing on grass roots level and especially in country side tourist attractions and destinations. The first tourism development policy of the country was enacted in August, 2010. Lessening the aforementioned challenges was the origin for this policy initiative In line with the tourism development policy, and then later on MoCT introduces a strategic plan for the sector every five year. However, the strategic plan (2010-2015) designed more ambitiously so as to it the objectives of GTP in the tourism arena (Yimer Ali 2016).

According to Ali, he also justify, as why Ethiopian tourism plan is more of ambitious and seems unattainable; because, it is figured by somehow with exaggerated objective numbers. This policy proclaims to increase a tourism receipt from the current 250 million USD to 3 billion USD, to create tourism jobs for 3.5 million citizens, to achieve tourism promotion activities by 100%, to increase tourist's service satisfaction from 51% to 90%, and to improve the capacity of

implementing international agreements and conventions from 25% to 90%. For instance, as it stated in above it plans to achieve marketing promotion activities by 100%, in which the area where Ethiopian tourism lags behind.

2.2 Empirical Review on Ecotourism Development of Ethiopia

According to Christian Sefrin, (2012) the country's seven UNESCO World Heritage Sites, the diversified topography reaching from the lowest point of the earth's surface in the Danakil Desertto the Ethiopian Highlands with some of the highest peaks in Africa or the overwhelming biodiversity are just some of the manifold potentials contrasting to the mere „safari image" of many other African countries. Experiencing Ethiopia is an encounter with fascinating nature and culture, with one of the most outstanding histories on the continent.

(Sewnet,2017),also describes Ethiopia is a country, which is endowed with the vast array of ecotourism resources including cultural, historical, and archaeological and natural resources why chare 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. Out of the total wildlife resources, more than 320 mammals (39 endemic), 918 birds (19 endemic), 240reptiles (16 endemic), 71 amphibians (30 endemic) and 172 fishes (38 endemic) species are recorded in Ethiopia (Vreugdenhil et al., 2012; Amare, 2015).

The country also has a wide variety of wildlife habitats ranging from alpine moor lands, to low land savannahs with extensive wetlands. Having evolved in relative ecological isolation from the rest of the African mainland, Ethiopia contains approximately 40% of all land above 2,500m in altitude(EWCA, 1996). Hence all these resources need to be protected and efficiently managed for better ecological values and tourism income generation. Then, the question in here is how the money or expenses is generated to have an efficient conservation practice. Since conservation efforts in many countries continue to receive inadequate government funding (McCauley, 2006), hence tourism is increasingly being used by many protected area managers as a source of revenue to replace or supplement government conservation funding (Balmford et al., 2009). Furthermore, conservation efforts need to balance biodiversity preservation goals with the social and economic needs of local communities (Robinson,1993 and Felix, et al 2016).

In this regard, tourism is claimed to fit both as a tool for conservation and as a driver of local economic development. Notwithstanding the overarching need for tourism to make an

ecologically net positive contribution to the conservation of the natural environment it depends upon, given the potential benefits of tourism to local communities, there is a strong argument in favor of community involvement in any tourism planning processes associated with protected areas (FelixG et al 2016). Even though, sound ecotourism policy the first priority to be considered in CBET operations, to this date, there is no any single out ecotourism directives or policy available, other than it is been stated holistically.

CBET in Ethiopian tourism is not a recent phenomenon; there are actually many CBET destinations all-round the country, and most of them are initiated by foreign NGOs, such as Adaba -Dodola, which is financially and technically supported by the German Agency of Technical Cooperation or GTZ (now GIZ) on the northern slopes of the Bale Mountains in Oromia National Regional State and a pilot ecotourism project on Semen Mountains National Park (Sisay, 2004). In addition, there are some Community Based Tourism initiatives in other parts of the country such asWonchi Crater Lake (in Ambo, Oromia Region), Adwa (Tigray region) and Mekit in north Wollo(Amahara region).

According to Sewnet, (2017), the Government of the Federal Democratic Republic of Ethiopia has initiated what is termed as the Climate-Resilient Green Economy (CRGE) initiative to protect the country from the adverse effects of climate change and to help build a green economy that will help the country realize its ambition of reaching middle income status before 2020. (Sewnet, 2017) also describe as Community Based Ecotourism could be one of the best choices to ensure a green economy as well as to realize the second Growth and Transformation Plan (GTP).However, many developmental issues have been figured out by several scholars while developing or imitating ecotourism in most remote area of Ethiopia. These problems are associated with policy, land administration, resource ownership; communal land uses, and benefits sharing among the societies.

Accordingly, community-based ecotourism requires an understanding, and where possible a strengthening, of the legal rights and responsibilities of the community over land, resources and development. This should apply in particular to the tenure of community-held lands and to rights over tourism, conservation and other uses on these lands, enabling the community to influence activity and earn income from tourism (WWF, 2001). It should also apply to participation in land use planning and development control over private property. Richard Denman (2001) assert as it

is important to remember that ecotourism is a business, As well as community-led initiatives, private enterprise and investment should be encouraged where appropriate, within a structure which enables the community to benefit, and have decision-making power over the level and nature of tourism in its area.

Although CBET has long been taken as a sustainable development strategy for developing countries like Ethiopia, no such community-owned and managed products have come to the fore in a lasting and meaningful way so to become a model for similar initiatives elsewhere. This is not to say of course, that there are no attempts to develop CBET destinations rather community participation in tourism has been exceptionally poor and genuine CBET is rare. However, CBET will only bring benefits to conservation and communities if good quality, viable ecotourism products, which reflect market demand, are created and actively promoted. The tourism policy of Ethiopia which is endorsed in 2009 highlight some specific provisions for active participation of local people in tourism. Yet, despite this policy call for community involvement in tourism, there is still no formal mechanism for community participation (Gebeyaw, 2011).

As it is cited in Girma et al. (2015) People who perceive economic benefits and enjoy unrestricted access to natural resources tend to support ecosystem conservation efforts. In the highlands of Ethiopia, the traditional livelihoods of the Amhara people combine subsistence agriculture with livestock rearing, complemented by access to natural resources in communal Afro alpine areas, including water construction materials, firewood, and grazing land (Gebremedhin and Swinton2002; Ashenafi et al. 2012). The Afro alpine ecosystems of Ethiopia have been used for millennia under unrestricted access by the surrounding communities (Ashenafi and Leader-Williams 2005;Ashenafi et al. 2012), but the rapidly growing human populations are posing new challenges. The intensification of farming and livestock grazing is resulting in environmental degradation and conflicts with wildlife across Ethiopia (Stephens et al. 2001), with potential consequences for the conservation of Afro alpine ecosystems.

Areas/Sites for Ecotourism development in Ethiopia

Ethiopian tourism resources are remaining untouched; the country should intensively benefited from tourism activities in all of its forms. Tourism by its nature is an innovative industry, in which many updates are coming in to existence. Therefore, increasing the forms of tourism

experiences and coping up with those updates, needs to be the new perspective of tourism stakeholders in Ethiopia. Ecotourism can be experienced in varieties of forms, hence, as it is explained (Paul, 2007) ecotourism development in Ethiopia can be exercised through assessing the availability of the following resources.

Natural landscapes, vegetation and protected areas

Ethiopia's Mountains are almost untouched by climbers. Those who may be interested in them range from individual trekkers and hiking parties to professional climbers. Ethiopia has several mountain areas which could serve to make the country attractive to such people. They include not only the Semyens and the Bale Mountains, but mountains in Wag and Lasta, the Irob region in northeastern Tigray, Chilalo and other mountains in Arsi, lone peaks such as Zuqualla in Shoa andFantalle in Awash National Park.

In national parks that have already been established in some of these mountain areas, elementary provision for foot- and horse-trekking has already been made and some trails have been charted and marked. A great deal of further development would be useful. Ethiopia's lakes have many varied features of great interest to Eco tourists: birds, wildlife, vegetation, colorful ethnic groups, historic churches and monasteries, unusual geologic features. However, facilities for visiting most of them as well as accommodations are extremely limited.

Ethiopia's expanding national parks are still at a very elementary stage of development, though improvements in roads, trails and accommodations are improving. Good maps of parks are rare and information for viewing animals and birds is often not available. Visitor centers are rare (An exception is the elementary but excellent one at MelkaKontoure south of the Awash; but at nearbyTiya, though a World Heritage Site, there is nothing and visitors are usually harassed by local children as they find their way among the stelae.)

Cultural and Historical attractions

Churches are not only have historic significance; they are also significant as sites where trees and natural vegetation have been preserved for hundreds of years while it has been mostly destroyed in surrounding areas. A few churches in particularly attractive groves of well-preserved trees and other vegetation might be identified as places where tour agencies could bring people to observe their significance as refuges for vegetation and sanctuaries for birds.

Some monasteries are examples of adaptation to unusual geographic circumstances; some have made efforts to preserve natural features and exploit their surroundings in ways that reveal serious environmental concern and successful adaptation to local conditions. Some make ingenious use ofsprings and irrigation for raising fruit and special crops; some engage in productive traditional agriculture.

Most preserve manuscripts and objects of historical interest. Caves, Rock Art has only recently begun to attract attention but should not be neglected as sites of interest. Best known is Sof Omar in lowland Bale, which is interesting for its historical and religious connections. Some caves and rock shelters have paintings and carvings of people and animals. Some are ancient; others may be recent. In northern regions some of these are the site of historic churches: MakinaMedhaneAlem, NakutoLa‟ab, Imrahana Christos; and there are many others. Those that are easily accessible are now frequently visited by tourists; others are difficult of access and likely to be of interest only to determined trekkers or scholars.

Countryside Tours, Hiking and Walking

In Europe and in parts of America countryside walking tours have become popular with tour organizations in recent years. Such tours take place in a small section of countryside with particularly attractive geographical, ethnographic or historical features. Tourists sometimes go out in different directions from a central point where they stay and to which they return each night or,in some cases, they walk from place to place, staying and eating at local inns or private houses. Such tours sometimes have a particular study purpose–folklore, music, handicrafts. So that Ethiopia can also be benefited in this regard.

Battle Fields as an Attraction

Many significant battles have taken place in Ethiopia. The exact locations of those that took placein the past century are known. The most interesting Battle of Adwa and Magdala can be counterexamples to be mentioned. There are many others, including locations of partisan actions during the Italian occupation and sites important in the 1941 liberation. Visitors to the sites now find almost nothing of significance, though local people sometimes are ready to recount what happened at such sites. Visitor centers with small museums could be built at some of these sites (the Adwa battlefield, because of its world significance, would be a high priority) and on some battlefields signs and plaques along trails could inform visitors of the main features of the action. Examples for this kind of historical commemoration of battlefields are numerous in Europe and America. Other sites of significant political events could also be given similar treatment: e.g., Boru Medain southern Wollo, the site of the Church Synod in 1978 Yohannes IV and King Menelik of Shoa in the presence of church dignitaries and other prominent leaders settled religious issues important at the time.

Challenges of Ethiopian Community based Ecotourism Development

CBET Development is not an ease operation which might only require first maneuver or plan; rather it needs a great deal of commitment and multi stakeholder's collaboration for its success. Because the effectiveness of using CBET as means for sustainable community development and conservation is still not a fail-safe method. CBET projects hardly succeed immediately and yield immediate profits in comparison with other projects. Even one successful project may need a lot of time to adapt to a new situation. It needs a long-term effort on capacity-building and following upon monitoring and evaluation, as well as sustaining marketing, to ensure that the CBET moves forward.

The level of success is varying depending on many factors known as challenges of CBET development and these challenges must be identified prior to undertaking the development of an ecotourism operation. Addressing these challenges will require a high level of coordination and cooperation to marshal resources more effectively (Gebeyaw 2011).

This part of literature review assesses the most common potential challenges that constrained the development and sustainability of CBET initiatives in Ethiopia, which mainly derived from

SewnetTesfaye‟s (2017) review work on challenges and opportunity of all Ethiopian ecotourism developments carried so far.

Conflict of Interest towards the Tourism Resources

Conflict of interest among different stakeholders who live around valuable ecotourism resources were one of the frequently stated constraints for community based Ecotourism development. For instance, Bires (2014) in his study about the challenges and opportunities for community based ecotourism in Lake Zengena, Amhara region revealed that there was a serious ownership problem between the church communities and the government, particularly the Banja Woreda Culture and Tourism Office. Similarly, Ketema (2015) also found that there was a conflict of interest on the ownership of Wonchi Crater Lake which is situated in Oromia Regional State, in central Ethiopia. In addition, Gebeyaw (2011) in his study in MeketWollo, Amhara Region in Northern Ethiopia, identified that land ownership issues were a challenge for the development of community lodges in some of the ecotourism sites, and that conflict over farming land borders is sometimes raised by communities where the trekking routes passed adjacent to their farming land. Gebeyawfurther stated that unless the resource ownership questions are solved through a series of hastily arranged village meetings, discussion and negotiation, there is the ever-present risk that tourism will not be adequately supported (or will be resisted) by the local communities who need it most.Moreover, according to Eshetie (2012), locals display huge resentment towards the direct competition of sheep with the wild life resources of the park. The direct competition of sheep with the wild life of the park is leading to predation which in turn causes diseases, especially at MehalSayint woreda. Eshetie stated that *Festucagilbertiana*is a thin-leaved species which is in high demand by the local communities because of its multipurpose functions, and it is used by locals to make thatch, rope, mattresses and also serves as fodder. However, due to the current policy of the park, the locals are prohibited from utilizing this grass which has created great resentment among the local communities. Furthermore, Alemayehu (2011)in his study in Awash National park also reported the existence of inter-ethnic conflict between the Kerreyu, Ittu and Afar pastoralists over resource ownership rights of dry-season grazing lands and vital access to water points, and conflict between the park scouts and the local Pastoralist is also a common occurrence.

Lack of Cooperation among Tourism Stakeholders

Lack of stakeholders integration is one of the repeatedly mentioned challenges for Community Based Ecotourism development in different parts of Ethiopia and also globally. For example, Gebeyaw (2011) stated that a lack of cooperation and a solid formal relationship between the community tourism enterprises and other stakeholders was identified as a „bottleneck" in the study area which conceivably emanated from a lack of capacity and the failure to legally register community tourism enterprises and also a deficiency of support from government offices. Berhanu (2013), in his study at Alatish National Park, revealed the existence of weak integration among different stakeholders and the park office. Berhanu stated that the buffer zone of the park was managed solely by the North Gondar Natural Resource Management office with no collaboration with the park office, and moreover, the Justice Office considers criminal cases such as illegal hunting, fishing and other unsustainable resource utilization as minor cases and sometimes such cases are left to lapse without either any formal sanction or penalty in evidence. In other studies, Alemayehu (2011) and Aynalem (2013) have also reported a lack of stakeholder cooperation as a challenge for community based ecotourism development in their respective study areas.

Lack of Awareness and Limited Local Community Participation

It is obvious that community based ecotourism development encourages a local community's participation and they also benefit in sharing in activities, and also enhance their understanding about the natural and cultural resource conservation initiatives. Nevertheless, most of ecotourism destinations in Ethiopia are not in line with the principles of community based ecotourism.

For instance, according to Alemayehu (2011) most of the local people in his study area had no awareness about either ecotourism or community-based tourism, and they did not participate at any stage in park management decisions. Similarly, Demeke and Verma (2014*)*, in their study in the Bale Mountains National Park**,** found that 71% of study respondents did not participate in any ecotourism activities although they wished to participate, which could be attributed to the limited flow of tourists in the study area.

Lack of Tourism Services and Facilities

Basic ecotourism facilities such as accommodation, transportation, health services and other support facilities are essential to enhance the satisfaction of eco tourists and to maximize the length of stay of tourists to any area. However, the findings of this review indicated that most of the ecotourism destinations in Ethiopia are devoid of these facilities and services. For instance, Ketema (2015) stated that there is a dire absence of well-designed trekking passes, parking facilities, camping sites and effective land use planning alongside the lake. Ketema has also mentioned that there is a lack of transportation and comfortable roads, and there are no Ecologies and catering facilities around the lake. Similarly, Eshetie (2012) also stated that a lack of basic facilities such as electricity, an effective road network to and from BorenaSayint National Park and health stations, are other major problems encountered. Bires (2014) in his study of Lake Zegena in Amhara Regional state, revealed a shortage of sufficient potable water, a lack of electricity, toilets and other important facilities that tourists require to make their trips memorable. Furthermore, Berhanu (2015) has also reported that poor health and accommodation services, very limited shopping, banking and postal services, the absence of all-weather roads, and no telecommunication service in all kebeles of Quarawereda except Gelegu town, are all huge problems requiring urgent support.

Demeke and Verma (2014) and Alemayehu (2011) also identified limited transportation and accommodation facilities as a challenge for CBET in their study area. Alemayehu (2011) asserts that the community has an acute shortage of clean water and local people who reside adjacent to the park are forced to use the irrigation canal for themselves and for their livestock. Ayinalem (2013) also revealed that tourism infrastructure like accommodation establishments, road transportation, and other destination facilities and services are very poor and limited in number in his study areas.

Lack of Skilled and Trained Manpower

Tourism professionals play significant roles in the development of ecotourism since they are capable of planning and organizing ecotourism initiatives or activities effectively, which will in turn help to increase the satisfaction of eco-tourists in the destinations. However, most of the findings from the reviewed empirical studies suggest that the ecotourism destinations have been

challenged due to a great shortage of tourism/ecotourism professionals. For instance, Alemayehu (2011) has pointed out that there is no ecotourism expert or consultant who is in charge of ecotourism or community based ecotourism activities in Awash National Park. In addition, in A latish National Park, there are only 31 scouts which is very small group to keep and monitor the park which covers an area of 2665.7sq/km. To manage the park effectively, there should at least bewell trained 100 scouts and 1 marketing and promotion expert, one natural resource managementexpert and two additional wildlife experts (Berhanu, 2013).

Gebeyaw (2011) also reported that at District/woreda level, culture and tourism offices have only three staff where the manager is possibly working on the political issues while the rest, namely twoemployees, are responsible for a collection of works found in the office and the poor qualifications of the staff is also a big challenges for CBET development of the study area. Moreover, Bires(2014) also stated a shortage of tourism professionals in his study area. According to Aynalem(2013) majority of the personnel serving in many culture and tourism offices are not experts in tourism at all, which tends to diminish their value as far as CBET is concerned.

Insufficient financial support and Budget

Conservation of wildlife, park management, and ecotourism operation are an expensive task, and lack of adequate financial resources for such activities is one of the most profound difficulties facing park managers (Berhanu, 2015). Aynalem (2013) also states that a dearth of finance is one of the major setbacks for community based ecotourism which is in early stages of development in Choke Mountain and its environs.

Requirements for a Successful Community-Based Tourism

A common similarity between many CBET applications in many countries is the assumption that tourism is adopted because it generates revenue, creates employment, and promotes private sector growth as well as infrastructural development (WTO, 1997). However, several CBT programs failed due to lack of some critical factors such as tangible benefits and employment creation, benefits from the land, management, marketing and entrepreneurial skills, community involvement and participation, sense of ownership of the project amongst the community members, and the lack of local financial resources or heavy reliance on foreign donors. Since

each case has unique destination characteristics and stakeholders involved, there are no rigid CBT models that can be applied indiscriminately to all communities (Asli, etel , 2013). Therefore every CBTE should create the most suitable and compatible CBT models as per the nature of tourism activities in the area.

The Impacts of Ecotourism in the Destination Area

Natural resource depletion and environmental degradation associated with tourism activities are sometimes serious problems in tourism-rich regions (Neto, 2002). Controlling ecotourism within the limit of the carrying capacity of the environment can be accomplished through sound management techniques or the use of economic instruments like user charges (or entrance fees), various kinds of taxes and imposing a limit on the number of visitors or tradable permits (Anderson, 1996).

The feasibility of an ecotourism project is fundamentally based on its environmental and cultural potentials. Biodiversity levels and the lack of human influences (roads, buildings, power lines, pollution, etc) are critical to supporting a sustainable ecotourism project (Parker and Khare, 2005).If the enterprise is not contributing to the protection of the natural environment and cultural resources, then its resource bases are collapsed. If the environmental opportunities for ecotourism are not present and sustainable, the enterprise will not attract many eco tourists.

Despite good intentions, ecotourism can potentially have negative environmental effects. The potential negative effects that more visitors may have on the natural environment act as challenge to ecotourism growth. The damage from the unregulated flow of tourists can lead to excessive solid waste, litter, erosion, sewage, water and air pollution, natural habitat disturbances, wear and tear of the infrastructure base, and environmental degradation. Even building a small facility for accommodating visitors will entail environmental disturbance through land use, waste management and increased human presence. On the other hand, the communities and other stakeholders‟ commitment and action over the economic, social and environmental element of the destination are other challenges for sustainability of CBET in a given area (Gebeyaw 2011).

In spite of all this, still, ecotourism has an enormous merit for environmental conservation practices and biodiversity conservation, and along with it empowers the nearby community

through a means of varieties of tourism ventures. Apart from that, local community will have the opportunity to experience infrastructural development as a result of ecotourism developments.

Most researches on ecotourism development of Ethiopia are carried by assessing and inferring primary data from local communities and stakeholders. Accordingly, most CBET research conducted so far are analyzed through descriptive form of data analysis (Gebeyaw, 2011:Muluegta 2011, and Ayana 2017) this mainly due to the fact that problems needs to be figured out from the grass root level. However, it is not quit arguable that sustainable development seeks more technical methodological approaches to deal with, yet sustainability is still a very vague and arguable concept, so that most sustainable measurements applied in the western world might not be compatible while coming to the local context.

For instance, (Puvaneswaran, etal, 2017) describe as Sustainability is generally understood to be a combination of social, economic and environmental aspects. The model of the three pillars of sustainability was first proposed in the World Summit on Social Development 2005. These three pillars of sustainability are a powerful tool and crucial to human life. If any pillar is weak, then the system as a whole is unsustainable (Nixon, 2009). Sustainability indicator and barometer

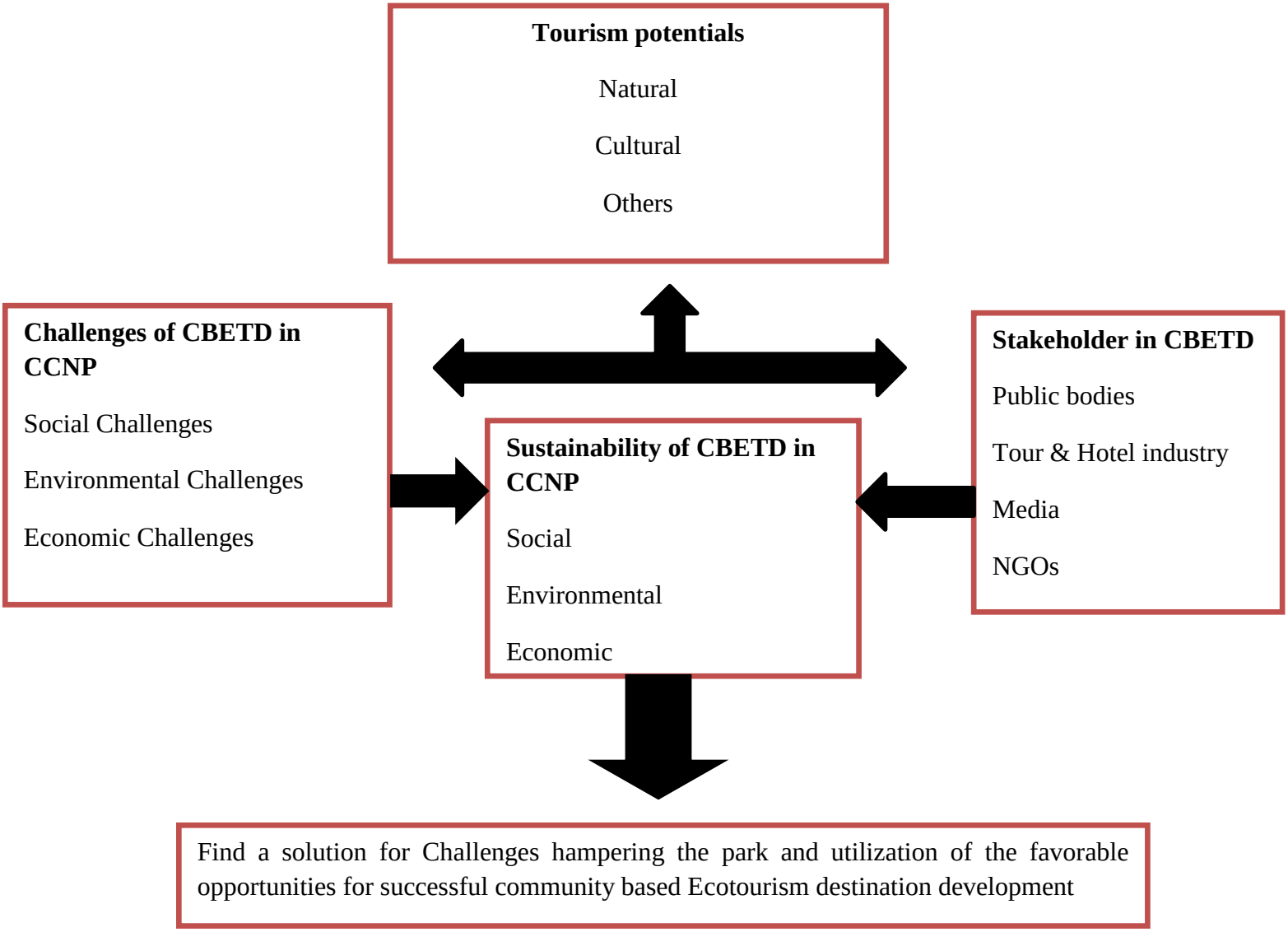
measurement are the newly emerged theory's to study protected area managements and biodiversity conservation. Barometer is seen as a tool which assembles all the indicators and measures the overall sustainability score. The barometer can be used to measure human sustainability, ecosystem sustainability, tourism sectors sustainability or a society's sustainability. A combination of all these elements can also be measured through the barometer. According to(puvaneswaran, etal 2017) an indicator is a sign, index or signal that visualizes a scenario or system. So through that, the sustainability of eco-tourism development can be measured, and analyzed via some pre stated indicators. However, the complexity of these indicators and their contradictory character with local context, in addition to the limited capacity of researchers in Ethiopia leads to carry a simple descriptive and exploratory analysis from the primary data gathered through different instrumental tools. Even though, data generated through simple descriptive statistics are said to be weak in terms of analysis and interpretation, their value in terms of being used as a spring board for further study is not something to be compromised.

Conceptual Framework

As it is depicted in figure 2.1 below, this research principally tries to see the integration of different determining factors for the improvement of the local community living standard who found in and around the study area for sustainable development of community based ecotourism.

For that matter, the availability of tourism resource on the study area is the key decisive factor to assess the tourism resource potential of the area to carry out this CBET program more efficiently as a basis of any form of tourism or especially for community based ecotourism development. Apparently the role and responsibilities of these multi-stakeholders for the development community based ecotourism and their specific stakes in mitigating the challenges and their constructive role, via ameliorating the newly commenced ecotourism opportunities to be flourished in the future and cumbersomely the driving force of all those variables will determine the fate of sustainable CBET development in Chebera Churchura National Park (CCNP). As it will have positive such as conservation and preservation natural environment, biodiversity, balanced ecosystem and community empowerment, or else the reverse will be true if challenges are high and out ranging to manage and run at community level.

Figure 2.1: Community based Ecotourism Destination in the case of Chebera Churchura National Park.



Source: researcher own framework, 2023

Chapter Three
3.Research Methodology

3.1 Description of the Study Area

Chebera Churchura National Park (CCNP), which lies (6°39′-7°09′N and 36°27′-36°57′E), is located on the western part of the country specifically in the central Omo Gibe Basin between Dawuro and Konta zones of the South west Ethiopia Peoples Regional State of Ethiopia and also covers an area of 1410sqm. The park is located 475 km south- west of Addis Ababa and also there is also an additional means to reach the park via Jimma-Chida road just about 104 km length which makes the park more accessible by using both air and land surface means of transportation. The natural vegetation is distinct and diverse in nature. There are mountain, riparian, woodland, grass and scrubland vegetation's found in different parts of the park. The altitude of the park ranges from 550-1700 meter above sea level. The climate of the park is relatively hot, but mostly quite pleasant and convenient due to the abundant of wide coverage of dense shade forest of the area. The mean annual rainfall of the area is 2,154 mm. there are two main dominant seasons; the dry season starts from December to end of February whereas the wet season starts from March extend to November. There are several rivers and their tributaries that pass through the park with the spectacular view of waterfalls and also finally join the Omo River. Additionally the Park is fortunate in possession of some few small crater lakes and a lot of cold and hot springs waters and also historical cave system (Demeke and Afework, 2013).

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

Chebera Churchura National Park is one of the relatively untouched or undisturbed, attractive in its scenic beauty with verities of tourism products within a small area but the list visited and

known park in the country because of this and other inter related factors the park were recently discovered and established by its importance for the conservation as well as the protection of the park resources and keep the overall ecosystem of the country. The park is one of the best place and site in Ethiopia to see and experience the Elephants and Buffalo (Alemneh, 2015).

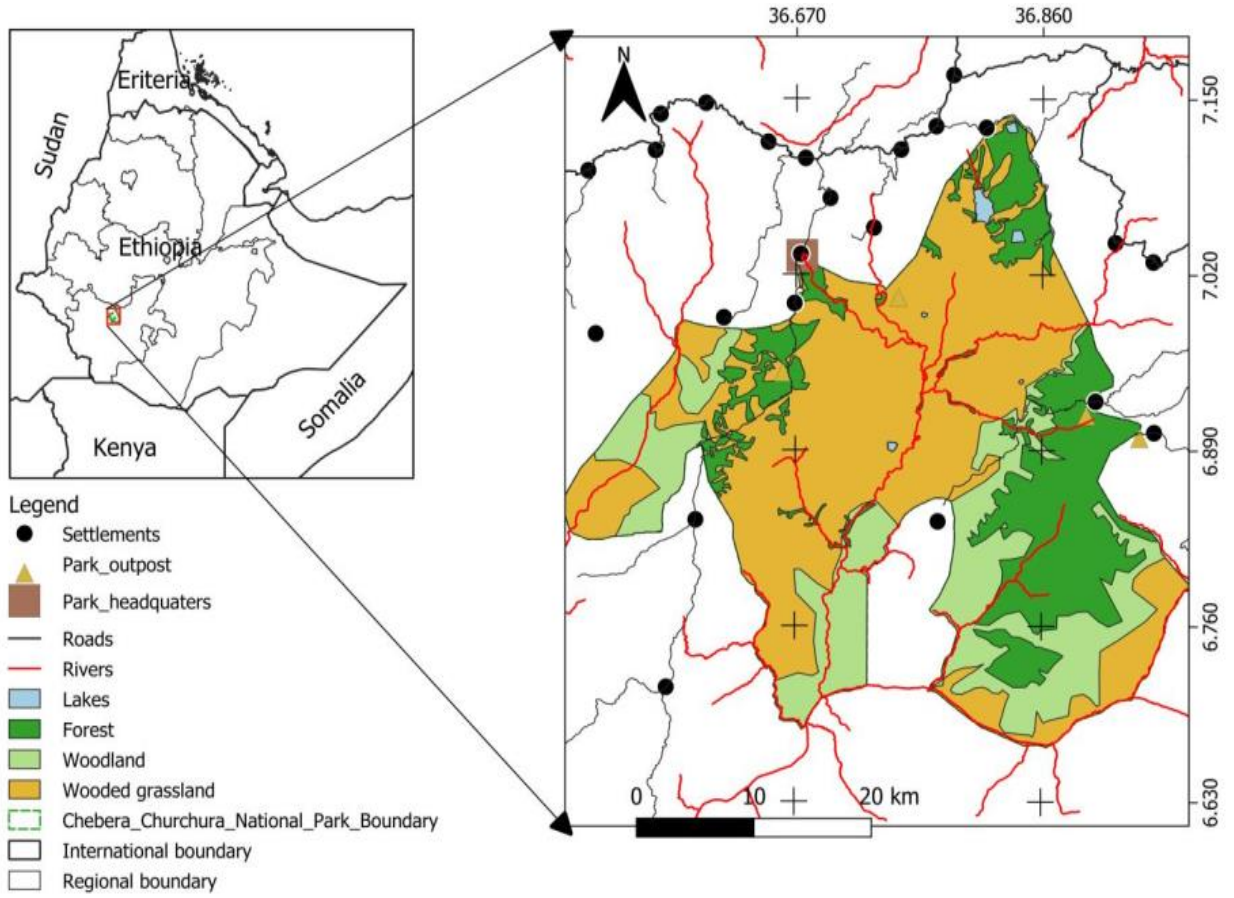


Figure 3.1 Map of the study area (Chebera Churchura National Park).

3.2 Research Method and Approach

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

and opinions and dive deeper in the problem. The most common method of data collections includes focus group discussion, interview and observation.

In this study, the research was adopt the hybrid of qualitative with that of quantitative research method the so called mixed approach in fill the gaps or limitations in either of the research method and triangulations concerns to reach data saturation levels to identify the tourism potential of the park for community based ecotourism, challenges hampering the community based ecotourism development, identification of the key stakeholders towards community based ecotourism development and examine the involvement of the local community in community based ecotourism development in Chebera Churchura National park and surrounding environs in details for the successful completion of the study due to the nature of the research objectives developed.

3.3 Research Design

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

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

The main target of this study was to identify the tourism potentials for community based ecotourism development, identify challenges in relation to its development, identification of Stakeholders for community based ecotourism development and examine the involvement of local community in community based ecotourism development in Chebera Churchura National Park and its surrounding environs.

3.4 Target Population of the Study

Target population refers to the entire group of individuals to share some sort of similar characteristics in which the researcher focus on them to reach on certain stages of generalizing a conclusion drawn from them. Community based ecotourism destination development needs an integration of different stakeholders to have some common objectives. The target population of

the study was selected based on their directly and indirectly association relating to community based ecotourism development. The following units of group was selected as the target population of the study that are; Park Manager of Chebera Churchura National Park (CCNP), Dawro Zone Culture Tourism and Sport Officer, Konta Zone Culture Tourism and Sport officer, Culture Tourism and sport Bureau of South West Ethiopia Regional State Culture Tourism and Sport Officer, Ministry of Ethiopia Tourism Officer, Academic institution Bonga university department of Tourism management Head, Tour operators and hotels, Ethiopian Wild Life Conservation Authority Officer (EWCA), and local communities.

3.5 Sampling Method

Since the People's Region of Southwest Ethiopia was established recently, the structural system of districts and kebeles was not established for them. Therefore the unknown population size of the local communities, the sample size can be derived by computing the minimum sample size required for accuracy in estimating proportions by considering the standard normal deviation set at 95% confidence level (1.96), percentage picking a choice or response (50% = 0.5) and the confidence interval (0.05 = ±5).

The formula is:

n = z 2 (p)(1-p)/ c 2 =(1.96)2(0.5)(1-0.5)/(0.05)=**384**

Where:

z = standard normal deviation set at 95% confidence level

p = percentage picking a choice or response

c = confidence interval

Accordingly, three hundred eighty four (**384**) sample units was selected from the six woredas namely Tarcha zuria, kachi, Isera, Amaya zuria, Ella anchano and Koysha Public representatives around the park where encompasses. Sample proportion was determined on the bases of highly tourist flaw destination area. On the other hand, sample for key informant interview and focus group discussion was selected purposively. Accordingly, 9 key informant interview and 2 focus group discussion with 12 respondents was selected purposively.

3.6 Data Sources and Collection Instruments

This research was used both primary and secondary data sources. The data was collects through employing both qualitative using (focus group discussion, semi structured interview and personal observation) and quantitative mainly using household survey methods.

3.6.1 Primary Data

Household Survey

Questionnaire consists of both open and closed ended questions, was distributed to obtain information from the selected sample households. This survey has incorporated a question which enables to assess the household's socio-economic background information, awareness about tourism and ecotourism in terms of biodiversity conservation, environmental protection and conservation, cultural development, economic significances and other impact assessments. Additionally, five point likert scale questions will be prepared to determine the local community level of involvement in the development community based ecotourism spectrums and many more other variables was incorporated. Initially those questioners were prepared in English language but later on it was translated in to the local language in the area (Dawurogn and Kontagn).

Key Informant Interview

While conducting key informant interview; semi-structured face to face key informant interviews method was considered as ideally more appropriate for the issue and sample units was selected purposively to get an in-depth real problems and possible directions. Accordingly, semi structured interview was conducted with Ministry of Tourism Officer Mr Sisay Getacew, Southwest Ethiopia Peoples Regional State Culture Tourism and sport Head Mr Fantahun Bilate, park manager of CCNP, Mr Teshale Aymeta Dawro and Konta Zone Culture Tourism and sport Head Officer, Miss Yemisrach Mamecha and Ayele soramo, Director of Ethiopian Wildlife Conservation Authority Officer Dr Adane Tesgaye, Academic institution Bonga university department of Tourism management Head Mr Tariku Kochito, Tour Operator Mr Million who undertake a tour to the park and Hotel Managers who have a direct relationship and responsible bodies in one way or another as a tourism is multi sector industry in its nature.

Focus Group Discussion

Beside survey, key informant interview focus group discussion was conducted for this research to generate a more diversified, digested and concrete information on Community based Ecotourism Destination Development related issues from the group of selected target population. Hence, a well-organized 2 focus group discussion was carried and each of them has five and seven participants respectively. The first FGD group was comprised of five participant; one officer from Ministry of Tourism, one Director from Ethiopian Wildlife Conservation Authority and three Tour operators who conduct a tour to the park which was held in Addis Ababa. Whereas the second FGD was comprised of seven participants; one officer from the park, one officer from Southwest Ethiopia Peoples Regional State Culture Tourism and sport, one officer from Dawuro Zone Culture Tourism and sport department, one officer from Konta Zone Culture Tourism and sport department, one from academic instructor from Bonga University, one manager from the hotel and one representatives from the local community.

Personal Observation

The study was conducted an observation based on the predefined stated benchmark standards such as accessibility of the destination, availability of tourist service facility, hospitality of the host community, peace and security, quality of service, weather and climate convenience. Level of awareness about community based ecotourism was also be investigated in actual environment from the researcher point of views in an actual real setting area of the study.

3.6.2 Secondary Data

On contrary, the secondary data source of information was elaborated with regarding to community based ecotourism destination development activates of related works such as article reviews, papers, journals, reports, publications, online sources and brochures were incubated to identify the existing gaps and helps to understand what the other related works seems like under investigation so far.

3.7 Method of Data Analysis

The research under investigation was used Descriptive data analysis tools such as frequency, percentages and tables. The Statistical Package for Social Science (SPSS) version 20 was used to analyze the quantitative data. The qualitative data generated from open-ended questions, interview, focus group discussion and observation checklists was categorized in themes in accordance with the research objectives to triangulate quantitative information so far.

Chapter Four

4. Data Presentation, Analysis and Discussion

This part of the study was focus on presentation, analysis and discussion of the collected data derived through questionnaires, interview, focus group discussion and personal observation based on the research objectives designed and tool developed. The data were distributed for several tourism stakeholders in relation to community based ecotourism development activities found in and around the Chebera Churchura National park area. From the total target sample of 384 were properly distributed, collected and analyzed. Based on this the later section of the study analyzed, present and interprets the findings of the study.

Table 4.1 Demographic Profile of the Respondents

			Frequency	Percent	Valid Percent
Sex of the Respondents	Valid	Male	239	62.2	62.2
		Female	145	37.8	37.8
		Total	384	100.0	100.0
Marital status of the Respondents	Valid	Single	166	43.2	43.2
		Married	209	54.4	54.4
		Widowed	8	2.1	2.1
		Divorced	1	.3	.3
		Total	384	100.0	100.0
Age of the Respondents	Valid	18-25	134	34.9	34.9
		26-35	172	44.8	44.8
		36-45	59	15.4	15.4
		46-65	19	4.9	4.9
		Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.1 results 62.2% respondents are male and 37.8 % are female in the study area. In the study area the percentage of male is greater than female respondents and thus revels that the female section of the society member will be participated and integrated to community based ecotourism destination development works to ensure the economic, sociocultural and other benefits of the females from the tourism sector as a community member and key stakeholders.

Based on table 4.1 result the respondents of 43.2%, 54.4, 2.1 and 0.3 are single, married, widowed and divorced respectively in the study area. This basically indicates majority of the respondents are married and the single in the study area under investigation and also with less record of divorce and widowed categories of marital status of the respondents and which implies there is a stable state of social background in the destination area which directly helping the tourism through less disturbance of the tourists from behavioral and ethical diffusion in the destination area.

According to table 4.1 the respondent's age of 34.9% and 44.8% were belongs to young group of the society in the study area with the largest proportion of young societies as compared to the other groups of the society. This clearly implies in the study area there has the largest number of young peoples with a good working tourism labor force for tourism industry of the area as the tourism industry criticized focusing on the young group of societies by creating job opportunity and in other way the tourism activity is a labor intensive industry and also contributes its role in the area of reducing unemployment rate through the provision of employment opportunities for the young peoples and source of income in the destination area.

Table 4.2 Educational Background of the Respondents

		Frequency	Percent	Valid Percent
Valid	Illiterate	64	16.7	16.7
	Reading and writing	107	27.9	27.9
	High school	104	27.1	27.1
	Diploma	29	7.6	7.6
	Degree	62	16.1	16.1
	Masters	18	4.7	4.7
	Total	384	100.0	100.0

Source: sample survey, November, 2023

As shown in table 4.2 the educational level of the respondents falls under 16.7% illiterate, 27.9% reading and writing, 27.1% high school, 7.6% diploma, 16.1% degree and 4.7% masters respectively. Majority of the educational level of the respondents fall under the categories of reading and writing, high school and illiterate with a high rate, relatively good in degree level of occupations and very few level of masters and no level of PhD occupations identified in the

study area. The educational level of the respondents of the tourism stakeholders is an important in the area of identifying the tourism resources of the area, development and management the tourism destination of the study area.

Table 4.3 what is the main source of income for your household

		Frequency	Percent	Valid Percent
Valid	Agriculture	264	68.8	68.8
	Trade	46	12.0	12.0
	Sales of crafts	6	1.6	1.6
	Daily wage	2	.5	.5
	Salary	66	17.2	17.2
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.3 result the host community livelihood depend on 68.8%, 12.0%, 1.6%, 0.5% and 17.2% agriculture, trade, sales of crafts, daily wage and salary respectively. From this the largest share going to agriculture with 68.8% and trade 12%. Based on the data majority of the host community engaged in agriculture and trade beside this few of them were engaged on salary and sales of crafts and also the rest very few were engaged in other activities. From this the study can concludes the major economic activity of the society based on agriculture and trade of agricultural products.

Table 4.4 is agricultural income are enough for your household

		Frequency	Percent	Valid Percent
Valid	Yes	57	14.8	14.8
	No	327	85.2	85.2
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.4 results indicates that 14.8% and 85.2% rates yes and no respectively. Thus indicates that the host community was not that much happy with agriculture and looking for other source of livelihood as a means of income generation which leads tourism becomes one of

their means to fulfill their livelihood as a source of income generation if the local government do their best in tourism sector in the study area.

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

Whether and Climate

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

Landscape and Topography

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

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

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

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

Marine Environment (Rivers and Lakes)

This part of tourism resources particularly found in the area which encompasses oceans, lakes, rivers, under water coral. The park were rich in terms of marine environment due to an immense water resource availability of more than 50 rivers, 10 waterfalls, 6 lakes and 17 hot spring waters within 1410m^2 area covers described in details as follows:

Rivers

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

Waterfall

All the above mentioned rivers are the main means and sources of waterfalls in the park and it gives an additional panoramic view of the area with the ever green dense forests. In the park compound nearly 10 water falls were identified and found namely some of them: Barbo River

have 3 waterfalls; Barbo 1 waterfall, Barbo 2 water fall, Barbo 3 waterall, in Shoshima river also there are 5 waterfalls found and Alibomba water fall with scenic natural cave system.

Hot Spring Waters

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

Lakes

As the park were endowed with a varieties of tourism resources and it is the homes of 6 fascinating small and medium sized creates lakes and also found in an approximately or relatively in fairly situated in different parts of the compound with a good spat of the ever green lash forest covers of the area splendid. As it is mentioned in the above in the park there are 6 creator lakes found namely: Shita Lake is one of the largest, Keribela, Bahie, Chfore, Koka and Bulo Lake is one of the smallest lake in the park compound.

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

Flora

The vegetation cover of the park is quite distinctive and unique in its nature as compared to other protected areas of the country with varieties of plant species. In line with this the vegetation cover of the parks are divided in to four group of categories namely: Wooded grassland in most parts of the park area, Mountain forest found around the mountain parts of the park area of

Mecha forest area, wood land area with relatively situated in few areas and Riparian forest along the river bank areas of several rivers found in the park compounds.

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

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

Fauna

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

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

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

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

4.2 Tourism Potential Resources of the Surrounding Environs of Chebera Churchural National Park

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

Museum

A museum is an institution which collects, documents, preserves, exhibits and interprets material evidence and associated information for the public. With regards to Ethnographic museum in Tercha and Amaya town there are good and well-furnished museums were built for the sake of collection, documentation, preservation, exhibition and interpretation the different cultural, historical, dressing, musical instruments and other elements of the Dawro and Konta

societies for tourists, education and research, cultural development purposes and also used as a potential tourism resources for community based ecotourism development in the study area.

Artificial or Manmade Built Environment or Built Dam

As the park were well known by the natural amphitheater of more than 50 seasonal as well as all season rivers were runs and passes through the different parts of the park and the sources of rivers and all the rivers flows and tributaries to the upper Omo river and also the Omo river is one of the main river to generate the main source of electric city power in the country, Gibe 3 and the under construction of the Koyshia artificial or manmade built lake dam gives another beautiful feature of the area apart from the 6 natural creator lakes found in the park compound and also good for fishing and other forms of tourism related activities in the study area as a potential tourism resource.

The newly built resort complex namely Halala Kella Resort which can attract a number of tourists to the park and surrounding areas in the area of filling the limitations of provision of quality of tourism infrastructure and facilities in the study area.

History

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

Gate, Garada gate and Aba garga gate.

Music

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

Festival and Celebration

The Dawuro and Konta society have their own calendar to count the numbers of days, weeks, months and years with their astronomical means of computing and measuring state of knowledge of calendar like other nations and nationalities of Ethiopia for instance the Sidama people Fiche Chenbelala new year celebration and festival, the Dawuro society have their own new year is called Toki Bea, which mean the new year of Dawaro Societies. the same to that the konta society have their own new year is called Hingecha which mean the new year of konta Societies .

The Miracle of Amelework as Attraction

Recently there is one unbelievable and unrespectable news were released from several social and digital medias about the girl named by Amelework have no experience to eat and drink any kinds of foods and water heard from Amaya Town and several media were give their attention to the town and understood the reality with the medical results too. It is just all about a miracle how human being can exist in this world without food and water, may be for few couples of days is common but for lifetime is quite being difficult to believe stay and survive in this world without food and water for 9 years. However, the medial result of Zewditu Hospital assures and proves the fact that Amelework didn’t eat foods and drink water for the past 9 years. If the Amelework and her family and responsible body try to register her in world genius book records, willing to engage her in tourism related activities she will really help the tourism activity of the study area in good way and promote the destinations as well.

Challenges of Community Based Ecotourism Development in Chebera Churchura National Park and the Surrounding Environs

Lack of Skilled, Trained and Qualified Manpower

The success of a particular tourism destination development were highly determined by the level of skilled and trained man power in different level of structure to ensure a better and quality of service for the general traveling publics. In the study area due to the existence of lacks of trained and skilled labor force affects the works to fully exploiting and benefiting from the potential resources of community based ecotourism destination development activities in the area of clearly identifying the tourism resources of the destination , development of tourism resources , marketing and promotion of the destination products and services to the target market, management of the tourism products and services, new and existing tourism product developments, provision of better and quality of services to the customers, protection and conservation of the tourism heritages of the destination, research and developments of the potential and future markets of the destination, gap identification of the study for a better successful destination development works, implementation of capacity and ability of the strategies and polices in to real world practice coms from the top government body, communication and understanding skills with the clients, product development and diversification, product and service knowledge presentation and interpretation with scientific facts, figures and ethical manner and more over the above mentioned challenges needs operational, technical and managerial skills expected from the tourism industry as a service providing industry in this competitive business world. Which alter severely affects the overall expected and desired out comes of the community based ecotourism destination development works of the destination area in one and another ways.

As one of the interview respondent articulated that

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

The other major problem associated with tourism is that tourism is not considered as an attractive industry from the labor force side due to lacks of awareness about community based ecotourism,

the existence of few tourism training institutions, lacks of practical based education system, the low wage payment with long working hours, high turnover, marginalizing of the adults and males section of societies and seasonality of the working environments and other factors affect the importance of skilled and trained labour force for community based ecotourism development works in the study area extremely.

Lack of Tourism Infrastructure Provision

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

One of the interview respondents revealed that

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

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

Lack of Tourism Facilities and Services

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

Tourist facility and services are not only determined by accommodation establishments but goes to the availability of foot trails, sign control, toile, transportation service, banking and insurance institutions, tourism information center, tour and travel companies, postal services, camping sites, dinning and restraints, night life and medical centers. In light of this in the study area the following tourist facility and services problems were identified as a major problem with respect to absence of foot trails, sign control and toilet facility for the tourists in the park compound, poor transportation service due to lacks of infrastructural development in the site, banking and insurance companies nearby the park area, lacks of tour and travel company service to book and arrange tour package and deliver the tourism service in and around the park, lacks of tourist information center about the destination and surrounding area, no postal service, very few camping places were identified, lacks of dining and restaurant establishments fit for tourist standard, lacks of night life for tourist to enjoy in their free time and absence of medical centers in the parks compound. These and other tourist facility and service related factors affect the community based ecotourism development of the study area directly and indirectly as a service industry and also difficult to compete with other similar revolving destinations with all such existing problems further.

According to one of the interview respondent elaborates

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

One of the focus group informants reveled that

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

Marketing and promotion

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

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

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

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

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

As one of the interview informant articulated

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

Lack of Coordination and Cooperation among Tourism Actors

Tourism destination areas considered as a single unit of package by tourists but not a single unit rather it's a sun of several intertwined and inter related group of units to provide and serve the general traveling publics and the provision of quality and standard service of a destination area determined by the active and full inertia of the cooperation and coordination of several tourism actors for a successful community based ecotourism development. In the study area the

existence of lack of coordination and cooperation among the tourism actors were examined because of several constraints interrelated factors such as (unilateral work for destination development, lacks of platforms to work mutually and lacks of identifying their roles and responsibilities) aspects and discuss with each of them in details as follows:

In the study area most of the target tourism stakeholders were working for the development of community based ecotourism with the view of their institutional target and scope of work area unilaterally rather than working in a collaborative and cooperative means of working environments towards a communal area of addressing the goal of community based ecotourism development in the area of fulfilling the customer satisfaction and experience, benefiting the host community, marketing and promotion of the destination, product development and design, conservation and management of heritages, environmental protection and conservation and also getting mutual benefit from the tourism industry after overall.

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

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

As one of the respondent of the focus group discussion elaborates

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

Lacks of Budget and Finance

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

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

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

In tourism business there is a difficult task in sowing the importance of tourism in the area of economic benefits to the host community, sociocultural development, environmental conservation and preservation, national image building, heritage development pro poor development programs and boosting universal friendships and brotherhood and other benefits for the top, higher level government officials, investors and policy maker to invest in tourism and hospitality sector and allocate the proper budget and finance due to this and other reasons the budget and finance allocation for tourism sector especially for tourism development is very low as compared to other sectors such as manufacturing, agriculture and others. In light of this in the study are such kinds of difficulties and lacks of awareness about the importance of this niche types of developments were affected due to this reasons mainly.

According to one of the interview informant

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

Human Wild Life Conflicts

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

According to one of the interview respondent reveled

In majority of the other protected areas of the country the human wild life conflicts were cause by the host population looking for agricultural land expansion, deforestation, poaching, illegal trafficking and other related factors considered as a series constrains. In contrast, in the case of chebera churchura national park this is not working and in an expected way the wild life especially the typical African Elephant devastates the farm lands of the cash crops of the farmers

even they are not reactant to this devastation made by elephants and plays an important role for the conservation and protection of the park tourism resources and the reason behind the resource were exists as in its original state of circumstances by the good cultural practice of conservation and protection of the ecosystem of the park and the surrounding area.

According to one of the focus group discussion respondent reveled

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

Infrastructural Development of the other Sectors

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

Peace and Safety Factors

In recent years onwards some of the existences of several political instability, civil war and uprising found in different parts of the country will considerably affect the community based ecotourism developments of the destination area as a tourism industry severely affected by political instability and terrorist activity. Nowadays tourists have a better understanding of

where they want to travel, stay, relative area of peace and stability as a globalization society and the existence of peace and stability is the major sort of preference aspects in destination selection and decision making concerns.

The Role and Responsibilities of Actors for Community based Ecotourism Destination Development in Chebera Churchura National Park and surrounding Environs

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

Public Sector

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

The main focus and target areas of the public sector for tourism industry is that set out rules and regulations that governs across the tourism industry, provision of fiscal incentives for supporting the tourism and related investment, allocation of finances to develop tourism related services, facilities, infrastructure and attractions, designation of specific sites for specific tourism development, provision of training and programs service for tourism and hospitality sector in the development of labour force for tourism industry, official standards and labeling to provide a quality of service and facilities for the general traveling publics, provision of infrastructural

facilities that makes destination area more accessible, protection and conservation of natural as well as cultural tourism resources the basis for tourism development, promotion of tourism products and services for domestic as well as international market, coordination of various tourism stakeholders found in tourism industry for formulating a conducive environments to each other, Planning and policy making for tourism industry to shape the overall tourism activity and also regulation and monitoring the policy, planning and strategic works from any forms of defective barriers in its line of path. In light of this under the public sector there are four main groups of actors were identified with their role and responsibilities for community based ecotourism development of chebera churchura national park and the surrounding area.

The Role and Responsibilities of Southwest Ethiopia people Regional State Culture Tourism and sport bureau (Region to Zonal levels) for Community based Ecotourism Destination Development

The Southwest Ethiopia people Regional State culture tourism and sport bureau is one of the leading government office in managing directing, controlling the overall tourism and related activates found in and around Chebera Churchura National Park and the surrounding area for community based ecotourism destination development works in several areas of aspects. According to the interview and other data collection instruments conducted with Southwestern Ethiopia Regional State culture tourism and sport bureau head and staff members of the office respectively, the office have several roles and responsibilities for community based ecotourism development activates in the study area in the following areas:

Allocation of Budget for Tourism

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

Awareness Creation Works

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

Hotel and Tourism service Standard and Labeling

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

Cultural Development

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

Designation of special sites for Tourism Development

The use of a given destination area by proper land management for different purposes give its own state of sound aesthetic importance by reducing several land use problem and other visual

related problems. The office advice, recommend, and consults the designation of several tourism related projects construction (hotels, resorts, lodges and Eco related establishments) with other responsible government bodies in the study area.

Coordination and Collaboration of stakeholders

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

Protection and Conservation of Heritages

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

Capacity Building

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

Tourism Development

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

Information Center

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

Marketing and Promotion

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

Monitoring and Evaluation

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

According to one of the interview respondent discloses

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

The Role and Responsibilities of Ethiopian Wildlife Conservation Authority for Community based Ecotourism Destination Development

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

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

The development and administration of wildlife conservation areas established under it and controlling the illegal activities in the conservation area, issue permits for the establishment of hotels, campsites, lodges and other services in wildlife conservation areas with other correlated stakeholders for a better service provision and land management works in the conservation area,

working with non-governmental organizations to gain some sort of technical as well as operational assistance support for wildlife conservation and preservation activities, working on the behalf of the government in the area of international meeting and conferences with respects to wildlife aspects, working research and development activities and training programs in the area of collection, processing and providing an appropriate source of information on conservation, development and exploitation of the wild life resource of the protected area, provide supports for the development and conservation of the protected areas found in federal as well as regional governments in managerial as well as operational activities and above all the specific role and responsibilities has its own implication for community based ecotourism destination development for the advancement of the Chebera Churchura National Park and the surrounding areas in one and another ways.

As one of the interview respondent articulates

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

Higher Education Institution

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

The existence of Higher education institution contributes a significant implication in the production of qualified and trained manpower in tourism field of study, carry out several researches and development works that hinder the overall development of tourism industry and

provision of community service for hospitality and tourism business establishments as a responsible body in tourism industry. Based on this the higher academic institutions classified in to three main cluster of activities with respects to their role and responsibilities for community based ecotourism development works and discussed as follows:

Bonga University is one of the leading higher institutions in opening the tourism and hotel management programs in nearest to the study area and that is why it's considered as a target population of the study and the institution has several role and responsibilities for community based ecotourism destination development activities in the study area as nearest to the park and surrounding in terms of geographic proximity and community based ecotourism development related concepts of understanding as compared to other academic institutions. Based on this the Bonga University has three basic roles and responsibilities for community based ecotourism destination development works in the following area of focus:

Provision of qualified and trained manpower

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

Research and development

Research and development is another main cluster of Bonga University in doing several tourism and hospitality related research and development works in the area of community based ecotourism development, destination development, marketing and promotion, destination management, heritage conservation and preservation, new product development and management, culture and heritage, customer service and satisfaction, ecotourism and sustainable tourism are some of the basic research them of the university in identifying the problems in relation to the tourism and hospitality sectors of the area and find a possible solution in an academic perspective for several years since the establishment of the department but with

respects to the study area based on the data collection method no one can do any research works and the main reason behind is that there is no platform to work together with several tourism stakeholders found in and around the destination area.

Community service

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

Ministry of Tourism Ethiopia

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

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

Ministry of Tourism Ethiopian has three main departments which are directly and indirectly associated with community based ecotourism development works of Chebera Churchura National Park and the surrounding area, namely with their functions in relation to the study areas aspects: tourism destination and product development responsible for the development of destinations area and find another tourism potentials around the destination area as a new product development work for diversifying the tourism resources in and around the destination area, tourism promotion and marketing with the main tasks of working for marketing and promotions of the destination and new tourism products already developed by the destination development and product development departments by using several means of marketing tools and mechanism for international as well as domestic markets and administration and management department working for the overall management and leadership of the departments found in the organization in facilitation of finance and budget, human resource and other elements to achieve the overall vision of the country as well as the role and responsibilities tasks given as an independent government organ of the country in the area of tourism development and marketing of tourism destination area.

According to one of the interviewee respondent disclosed

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

Private

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

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

Invest in the tourism industry

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

According to one interview respondent disclosed that

In the study area there are several investment opportunities were created for the potential investors to invest in tourism and hospitality related investment activities such as hotel, restaurant, lodge, resort, tourism guiding service, transportation, cultural houses and other with the most conducive investment opportunities in and around the destination area in terms of money and in kind incentives to encourage the community based ecotourism destination development and any forms of tourism development.

Providing quality services to visitors

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

Advertise and promote tourism products

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

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

Non-Governmental Organization

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

As one of the interview respondent reveled

In the study area the non-governmental organizations plays a considerable role in the area of conservation and preservation the typical African elephant found in the park compound by this the number of elephants increases from its endangered state of condition to 8000 in number thus makes the park is one of the largest numbers of elephants in Ethiopia. In and around the park area the elephants devastates and distracts the ginger and other spices farms of the local community found near by the park and the NGOs provide and support four wheel vehicles, some sorts of financial incentives and treated ginger and other spices seeds which is not feed by the elephants as a main role which is done in the study area by 2 NGOs namely UNDP and GIZ.

Host community

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

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

As one of the focus group discussion respondent disclosed

The existence of the tourism resources of the park as in its with its state of circumstances without exploiting and damaging it for several years with in its originality and good hospitality of the host community and the damage cause by the wildlife habitats to the host community with less or

no response to the damage it is considered as good role model of the societies as a role and responsibilities of the host community for community based ecotourism development of the study area.

Tourist

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

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

Media

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

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

destination tourism products and services, used as an alternative means along with tourism based packages.

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

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

Community Perception towards Community based Ecotourism Development

Table 4.5 Do you know that community based ecotourism development is going on in your Kebele or woreda

		Frequency	Percent	Valid Percent
Valid	Yes	277	72.1	72.1
	No	107	27.9	27.9
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.5 the result shows that 72.1% and 27.9% yes and no respectively. The result indicates more than 70% of the respondents agree on the development of community based ecotourism activates. However, the development of community based ecotourism is not that much attractive in the study area with the merit of community based ecotourism in its initiatives so far.

Table 4.6 Do you think you can survive without farming

		Frequency	Percent	Valid Percent
Valid	Yes	345	89.8	89.8
	No	39	10.2	10.2
	Total	384	100.0	100.0

Source: sample survey, November, 2023

Based on table 4.6, 89.8% and 10.2% of the respondents rate yes and no respectively. According to table 4.8 majorities of the respondents feels they can survive without agriculture or farming and wants to relay on other sectors like tourism or community based ecotourism as a means of source of livelihood to generate an income as a means of survival in the study area by incorporating their life with the park and surrounding attractions.

Table 4.7 Do you appreciate the coming of foreign visitors to your village

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	373	97.1	97.1	97.1
	No	11	2.9	2.9	100.0
	Total	384	100.0	100.0	

Source: sample survey, November, 2023

According to table 4.7, 97.1% and 2.9% rate yes and no respectively for the communing of foreign visitors in the destination area. This clearly indicates that the hos communities are happy to welcome the visitors and engaged in tourism business and relay their livelihoods through community based ecotourism development by creating conducive environment for the visitors and also generating an income from tourism sectors beyond agriculture and other sectors.

Table 4.8 how do you feel when you meet foreign visitors?

		Frequency	Percent	Valid Percent
Valid	happy	373	97.1	97.1
	disturbed	11	2.9	2.9
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.8 the respondents feel 97.1% and 2.9% rate for happy and disturbed respectively. This simply indicates the feeling of the host community towards the foreign visitors or the general traveling public is positive and thus helps for smooth running of the tourism business by creating a favorable tourist destination in the area through creating cross-cultural and universal brotherhood development between the tourists and the host communities.

Table 4.9 Have you faced any resource ownership problem as a result of tourism development in your area?

		Frequency	Percent	Valid Percent
Valid	Yes	46	12.0	12.0
	No	338	88.0	88.0
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.9 the respondents rate 12% and 88% for yes and no respectively for resource ownership because of tourism development in the study area. Based on table 4.11 the study understands that majority of the respondents over 88% feels there is no problems encounters in the area of resource ownership for the development of tourism because in most cases of tourism development was highly affected by resource ownership between the host community and the tourism development works and later on such cases adversely affects the tourism development of the area. However, in the study area such case has almost no impact for community based ecotourism development.

The level of Community Involvement towards Community based Ecotourism Development

Table 4.10 How much do you agree on community based ecotourism merit for socio economic development of the local community

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	5	1.3	1.3
	Disagree	3	.8	.8
	Moderately agree/disagree	4	1.0	1.0
	Agree	159	41.4	41.4
	Strongly agree	213	55.5	55.5
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.10 the respondents rate is about 55.5%,41.4%,1%,0.8% and 1.3% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for socioeconomic merits of community based ecotourism development. From this the research concludes that more than half of the respondents strongly agree and agree on the positive merits of community based ecotourism development for socioeconomic development in maximizing their economic benefits and social wellbeing's in advance in the study area.

Table 4.11 Do you believe you are interested to welcome, host tourists and generate an income from community based ecotourism development?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	5	1.3	1.3
	Disagree	3	.8	.8
	Moderately agree/disagree	4	1.0	1.0
	Agree	154	40.1	40.1
	Strongly agree	218	56.8	56.8
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.11 the respondents rate is about 56.8%,40.1%,1%,0.8% and 1.3% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for interested to welcome, host tourists and generate an income from community based ecotourism development. From this the study understands that almost all of the local communities happy to welcome, hos the tourists and make community based ecotourism as a means of income generation by fulfilling the interests of the tourist through creating attractive environment in the study area.

Table 4.12. Do you think that community based ecotourism development can be an ideal tool for environmental conservation?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	5	1.3	1.3
	Disagree	3	.8	.8
	Moderately agree/disagree	4	1.0	1.0
	Agree	156	40.6	40.6
	Strongly agree	216	56.3	56.3
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.12 the respondents rate is about 56.3%,40.6%,1%,0.8% and 1.3% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for community based ecotourism as a tool for environmental conservation concerns. From this the study concludes that more than 96% of the respondents strongly agree and agree on the environmental conservation tools of community based ecotourism development as it stands for economic significant, social wellbeing and environmental conservation merits in many ways. So, community based ecotourism have a positive impacts in shaping environmental conservations in the study area.

Table 4.13 Do you believe that tourists are safe to visit Chebera Churchura National Park?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	6	1.6	1.6
	Disagree	3	.8	.8
	Moderately agree/disagree	4	1.0	1.0
	Agree	159	41.4	41.4
	Strongly agree	212	55.2	55.2
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.13 the respondent's rate is about 55.2%, 41.4%, 1%, 0.8% and 1.6% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for security and safety aspects of community based ecotourism development in Chebera Churchura National park. From this the research confirmed that the park and the surrounding area are safe enough from safety aspect in ensuring and maximizing the safety and security issue. However, the safety and security issue in different parts of the country will adversely affects the community based ecotourism development of the study area in one or another ways.

Table 4.16 Do you believe that you have been receiving some benefits from tourism activities which undertaken in Chebera Churchura National Park as a member of the community?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	12	3.1	3.1
	Disagree	7	1.8	1.8
	Moderately agree/disagree	9	2.3	2.3
	Agree	153	39.8	39.8
	Strongly agree	203	53	53
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.14 the respondent's rate is about 55.2%, 41.4%, 1%, 0.8% and 1.6% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for the benefits incurred due to tourism activities in Chebera Churchura National park as a member of the community. Based on table 4.16 the research depicted that the most of the local communities' benefits from community based ecotourism development as a member of the community in terms of getting economic benefits as well as social wellbeing due to tourism activities in the study area and surrounding environs.

Table 4.15 Do you actively participate in Community based ecotourism development works?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	142	37.0	37.0
	Disagree	222	57.8	57.8
	Moderately agree/disagree	13	3.4	3.4
	Agree	5	1.3	1.3
	Strongly agree	2	.5	.5
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.15 the respondent's rate is about 0.5%, 1.3%, 3.4%, 57.8% and 37% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for the active participation in community based ecotourism development works. From table 4.17 the research understands that the level of local community participation nearly almost less than 5% in community based ecotourism development. This implies the level local community participation is less significant for community based ecotourism development in the study area.

Table 4.16 Do you actively engaged in tourism planning and development works with other tourism stakeholders?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	159	41.4	41.4
	Disagree	207	53.9	53.9
	Moderately agree/disagree	13	3.4	3.4
	Agree	4	1.0	1.0
	Strongly agree	1	.3	.3
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.16 the respondent's rate is about 0.3%, 1%, 3.4%, 53.9% and 41.4% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for the level of local community engagement in tourism planning and development works. From table 4.18 the study concludes that the level of local community engagement in tourism planning as well as development becomes insignificant. This simply indicates the local communities have less power in community based ecotourism planning works in comparison with other tourism stakeholders as the owners of the tourism destinations sites.

Table 4.17 Do you take some measurement like decision making as a community member and resource owner of the park area?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	166	43.2	43.2
	Disagree	201	52.3	52.3
	Moderately agree/disagree	12	3.1	3.1
	Agree	4	1.0	1.0
	Strongly agree	1	.3	.3
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.17 the respondent's rate is about 0.3%, 1%, 3.1%, 52.3% and 43.2% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for measuring the level of local community in making decision as a member of the community and resource owner of the park. From this the study concludes that majority of the respondent's rate for strongly disagree and disagree for the level of local community in the area of making decision for community based ecotourism development. From this simply what we understand here is that the local communities have no or less power in engagement in decision making process for the community based ecotourism development works in the study area with other stakeholders.

Table 4.18 Do you believe that ecotourism is developing as it is supposed to be grown?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	178	46.4	46.4
	Disagree	183	47.7	47.7
	Moderately agree/disagree	14	3.6	3.6
	Agree	6	1.6	1.6
	Strongly agree	3	.8	.8
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.18 the respondent's rate is about 0.8%, 1.6%, 3.6%, 47.7% and 46.4% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for community based ecotourism development as supposed to be grown in the study area. Based on the above table 4.18 the level of community based ecotourism development is not that much the expected level of growth. Thus replies the strong integration of tourism stakeholders for community based ecotourism development in a way to fix the existing challenges that hamper the development community based ecotourism in the study area.

Table 4.19 Do you get some supports for advancing your community based ecotourism development from donor agencies and other government bodies?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	159	41.4	41.4
	Disagree	202	52.6	52.6
	Moderately agree/disagree	16	4.4	4.2
	Agree	5	1.3	1.3
	Strongly agree	1	.3	.3
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.19 the respondent's rate is about 0.3%, 1.3%, 4.4%, 52.6% and 41.4% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for support get from the donor agencies for the advancement of community based ecotourism development. Based on the above table 4.21 the level of donor agencies in support of the community based ecotourism is rely very low with the highest rate belongs to strongly disagree and disagree and thus replies that the involvement of donner agencies for the advancement of community based ecotourism development was poorly highlighted in the study area.

Table 4.20 Do you think that community based ecotourism development of the area has given equal chance to every of community members; like youth, elders, Women?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	7	1.8	1.8
	Disagree	6	1.6	1.6
	Moderately agree/disagree	7	1.8	1.8
	Agree	158	41.1	41.1
	Strongly agree	206	53.6	53.6
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.20 the respondent's rate is about 53.6%, 41.1%, 1.8%, 1.6% and 1.8% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for equal chance that community based ecotourism development has given community members like youth, elders and women's. From the above table 4.22 the study concludes that majority of the respondents agree on the chance they had due to community based ecotourism development in the study area and it proves the main merits of community based ecotourism development towards equal opportunities for all tourism stakeholders and creating a smooth working environment across the tourism stakeholders.

Table 4.21 Does community based ecotourism development helps to advocate your cultural values of the area?

		Frequency	Percent	Valid Percent
Valid	Strongly disagree	5	1.3	1.3
	Disagree	3	.8	.8
	Moderately agree/disagree	6	1.6	1.6
	Agree	151	39.3	39.3
	Strongly agree	219	57.0	57.0
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.21 the respondent's rate 57% and 39.3% of strongly agree and agree respectively as community based ecotourism helps to advocates their cultural value. Majority of the respondents share and agree with the ides of community based ecotourism is an important area of advocating and promoting the societal cultural values and assets an also which alertly boosts the community based ecotourism destination development activity of the study area under investigation.

Table 4.22 Does community based ecotourism development helps to conserve and protect your environment which is the bases of tourism

	Frequency	Percent	Valid Percent

Valid	Strongly disagree	5	1.3	1.3
	Disagree	3	.8	.8
	Moderately agree/disagree	5	1.3	1.3
	Agree	141	36.7	36.7
	Strongly agree	230	59.9	59.9
	Total	384	100.0	100.0

Source: sample survey, November, 2023

According to table 4.22 the respondent's rate is about 59.9%, 36.7%, 1.3%, 0.8% and 1.3% strongly agree, agree, moderately agree/disagree, disagree and strongly disagree respectively for conservation as well as protection efforts of community based ecotourism development. Based on the above table 4.24 majority of the respondents share the ideas of community based ecotourism development for the conservation and protection of tourism resources which is the bases of any kinds of tourism development and also this revels the protection as well as conservation of tourism resource is part of community based ecotourism development.

Chapter Five

5. Conclusion and Recommendation

5.1 Conclusion

The study has to addressed the identification of tourism resources which is the basis of community based ecotourism development, challenges facing in relation to community based ecotourism development activities encounter, identification and classification of tourism stakeholders towards for community based ecotourism development works with their roles and responsibilities and also determining the involvement of the host community as part of the tourism stakeholders for community based ecotourism destination development in Chebera Churchura National Park and the surrounding environs.

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

In the study area beside natural tourism resource there are several tourism resources were found and identified such as the cultural tourism resources of the Dawuro and Konta peoples lived in and around the park area with several elements of culture (dance, gastronomy, dressing code, norm, value, assets, customs, religion) and other elements of the culture to demonstrate for usual activity as well as tourism resource commercialization; the musical instrument of Dinka; Tokiy

Abi the new year festival and celebration of the Dawro people; the historical king Halaa defense wall; artificial man built lake of Gibe 3 and the under construction of Koysha 4 hydroelectric dam; museum as an attraction to collect, document, display and interpretation the tourism resources of the society considered as an additional tourism resources feature apart from the main core natural tourism resources of the park and used for diversifying the tourism products the study area. In relation to the tourism potentials of the park and the surrounding area the tourist perceive the tourism resources in a positive ways acts as tourist driven products from the users perspectives with the indication of several tourist service and other facilities in the area.

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

The study identifies a numbers of tourism stakeholders: the public sector (culture tourism and sport Department of Konta Zone with the overall leadership of the tourism activity in the study area, Ethiopian wildlife conservation authority for the protection and conservation wild resources and habitats , tourism Ethiopia for the development and promotion of tourist destination, Bonga University department of tourism management in the area of producing tourism labor force, research and development, and also community service in the area of tourism aspects); the private sector (accommodation establishment, restaurants, lodge, resort, tour and Travel Company and transportation and Rental Company for the provision of tourist services and facilities); non-governmental organizations in supporting the tourism development projects, media promoting and communicating the tourism products and services of the destination area,

tourist for respecting and compatible with the rule and codes of conducts during visitation time and the host community in conservation, decision making and other activities of the destination area considers as the main roles and responsibilities of the respectively stakeholders towards for community based ecotourism destination development activity in the area of ensuring the possible benefits from the tourism potentials of the park and the surrounding environs.

The involvement of the local communities towards community based ecotourism development becomes positive in the area of understanding the benefits of community based ecotourism, the role of community based ecotourism for resource protections and conservations, in terms of promoting their cultural values of the area to the rest of the worlds, the social wellbeing from the ecotourism development, their response to welcome, host and appreciate the coming of visitors to the study area considered as a good implications for the development of community based ecotourism development in the study area. However, there are several limitations encountered in shaping the involvements of the local communities in community based ecotourism destination development such as lack of participation and engagement of the local communities in planning as well as development of community based ecotourism development works, poor decision making process at community level as the owners of the tourism resources was mentioned among the servals.

5.2 Recommendation

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

- ✓ Destination development organizations should work on properly identifying, exploring, developing, managing and marketing the tourism resource potentials of the park with niche types of product and service for different market segments accordingly

- ✓ The government should work for the provision of infrastructural facilities to access the several tourism attractions found within and to the destination area as a responsible body of agency in infrastructural provision.
- ✓ Aggressively marketing and promoting the tourism products and service of the park and the surrounding area to attract the expected amount of tourist incoming to the destination area in several marketing dissemination mechanism in tourist generating regions as well as domestic market.
- ✓ In order to enhance the capacity of the tourism stakeholders the training institutions should provide regularly short and long term training program in the destination area
- ✓ The private sector should invest in tourist service and facility establishments for instance hotels, transportation, lodges, resorts, campsites , tour and travel service, bar and restaurants, cultural house and others.
- ✓ To answer the several hampering challenges faced the destination area there should be formulating a tourism stakeholder platform to meet, agree, share, exchange and handle the challenges facing in the study area for the betterment of the park.
- ✓ The conservation and preservation of cultural background of the host community should be recommended for other parts of the protected area societies as a good lesson in the area of conservation and preservation of the protected areas of the country.
- ✓ Non-governmental organizations should support and assist the community based ecotourism destination development projects and programs in terms of monetary as well as in kind activities and also share the experiences of the donor agency country the way to modernize the tourism of the area.
- ✓ The host communities should be engaged and participated in decision making activates of the park plan and development works as the owner of the tourism resources of the park and key stakeholders.
- ✓ Tour and travel companies found in the country should develop incorporates the tourism products and services of the park and surrounding areas as a package and promote on their websites as a potential tourism destination.
- ✓ To handle human wildlife conflicts the government should find an appropriate and sustainable solution mechanism in the area of resettling the host communities nearby the park area because the elephants devastates their cash crops like spices and after a long

time the host communities responsive to wildlife as the devaluating their means of income.

- ✓ The government should revised and monitor the investment incentives opportunities to attracts more and more number of potential investors to invest in tourism and hospitality sector in the park and the surrounding area.
- ✓ The government should working in the area of integrated destination development of the park area with the other tourism resource found in nearby the destination area such as coffee tourism development, Lower Omo Valley and Southwest tourist circuits through the provision of infrastructural development in the regions.
- ✓ The park and surrounding area is also an ideal place for Ecotourism development project and researcher scholars.

6. Reference

Amare, A. (2015). Wildlife Resources of Ethiopia: Opportunities, Challenges and Future Directions: From Ecotourism Perspective: A Review Paper. Natural Resources, 6, 405-422. http://dx.doi.org/10.4236/nr.2015.66039

Amogne A. (2010). Community Based Ecotourism Development as a Viable Strategy for Sustainable Natural Resource Management: Opportunities and Challenges. The Case of Borena-Saynt Park: South Wollo, Ethiopia unpublished thesis from Mekelle University College of Business and Economics Department of Management.

Anderson, I. (1996). "Ecotourism." Thailand development research institute (TDRI) Quarterly Review 11(2):10-17.

Asli D.A. Tasci, Kelly J. Semrad and Semih S. Yilmaz(2013), community based tourism finding the equilibrium in comcec context, Necatibey Caddesi No: 110/A, Ankara/TURKEY

Aynalem, S. (2013).Tourism Potentials and Community-Based Ecotourism Development, a Case of Choke Mountain and its Environs, Ethiopia, *Journal of Hospitality and Management Tourism*, 6,(4).

Alemayehu, D. (2011). Challenges and Opportunities for the Establishment of Community based Ecotourism in the Awash National Park Area, Unpublished thesis, Addis Ababa University.

Ashenafi ZT, Leader-Williams N, Coulson T (2012) Consequences of human land use for an Afroalpine ecological community in Ethiopia. Conserv Soc 10:209–216

Bires, Z.(2014).Challenges and Prospects of Community Based Ecotourism Development In Lake Zengena, BanjaWoreda, Awi Nationility Administration; unpublished thesis, Addis Ababa University.

Berhanu, K. (2013).Opportunities and Challenges for Wildlife Conservation and Ecotourism Development of Alatish National Park; Northwest Ethiopia; unpublished thesis, University of Gondar.

Bhoj Raj Khanal and Jan Tahir Babar,(2007). Policy brief, Community Based Ecotourism for Sustainable Tourism Development in the Mekong Region.cambodia.

Brundtland G H(1987) our common future, Reports of the world commission on the Environment and development, UN, Geneva.

Belsky, J. (1999). Misrepresenting communities: The politics of community-based rural ecotourism in gales point manatee, Belize. Rural Sociology, 64 (4), 641-666.

Campbell, L. M. (2002). Conservation narratives and the "received wisdom" of ecotourism: case studies from Costa Rica. International Journal of Sustainable Development, 5(3), 300-325

Demeke, A. & Ashok, V. (2013). Local attitude towards environmental conservation and ecotourism in BMNP, *Journal of Environmental Science and Water Resources*, 2(8).

Fariborz, A. and Ma"rof, R. (2009). Community Capacity Building for Tourism Development.Faculty of Human Ecology: Hum Ecol, 27(1). University Putra, Malaysia.

Fennell, D.A. (1999). Ecotourism development: international, community, and site perspectives. Ecotourism: An Introduction (2nd edn). Routledge, London.

Felix G. Bello, Neil Carr & Brent Lovelock (2016) Community participation framework for protected area-based tourism planning, Tourism Planning & Development, 13:4,469-485, DOI: 10.1080/21568316.2015.1136838

Garrod, B. (2003). Local Participation in the Planning and Management of Ecotourism: A Revised Model Approach. Journal of Ecotourism, 2: 1, 33-53.

Girma, T. Hans Bauer, et al (2015) Community Resource Uses and Ethiopian Wolf Conservation in Mount Abune Yosef, open access publicayion at Springerlink.com, Environmental Management (2015) 56:684–694

Gebremedhin B, Swinton S (2002) Sustainable management of private and communal lands in the northern Ethiopia. Michigan State University, Michigan

Gebeyaw, A (2011) practices, challenges and opportunities of community based ecotourism development in meket woreda, north wollo zone, amhara region, Addis Ababa university.

Hans-Georg Bo, (2012).Ecotourism in Lake Tana region, Ethiopia – potentials for the implementation of community-based ecotourism: Ethiopia.

Hunter C, Green H (1995). *Tourism and the environment-a sustainable relationship?* Routledge. 24(4): 850-857.

Ketema, D. (2015).Challenges and prospects of community based ecotourism Developmen in Wenchi Crater Lake, Ambo, *Journal of Hospitality and Tourism Management*, 6 (4).

Kieffer, C., Reischmann, J. (2004). Contributions of Community Building to Achieving Improved Public Health Outcomes. Final report, August 2004.

Kubsa, A. (2007). An Analysis of Government Incentives for Increasing the Local Economic Impacts of Tourism in Ethiopia, Tourism and Development Agendas for Action. Kenya, English Press Ltd. Longman.

Ministry of culture and tourism (2015). Sustainable tourism master plan 2015 – 2025,Addis Ababa, Ethiopia

Mbaiwa J E (2003) The socio-economic and environmental impact of tourism development in the Okavango Delta, north-western Botswana, journal of Arid Enviroment, 54, pp447-467.

Mulugeta, A. (2011) Community Based Ecotourism (CBET) as a Tool for Biodiversity Conservation and Sustainable Development, Addis Ababa University.

Ngece, K. (2002). "Community based ecotourism: What can the people of East Africa learn from success stories elsewhere?" East African ecotourism development and conservation consultants; Nairobi, Kenya.

Neto, F. (2002). Sustainable tourism, environmental protection and natural resource management: paradise on Earth? Paper submitted to the international colloquium on regional governance and sustainable development in tourism driven Economies; Mexico, Retrieved from http://www.mtnforum.org/oldocs/1423.pdf march 2018.

Paul Dr. B. Henze,(2007) ecotourim in ethiopia Opportunities and Ideas, ADWA Conference of IDR/AAU.

Puvaneswaran, K.,et al (2017). Measuring Sustainable Indigenous Tourism Indicators: A Case of Mah Meri Ethnic Group in Carey Island, Malaysia, MDPI sustainability journal.

Parker S, Khare A (2005). *Ensuring sustainability in ecotourism development in Southern Africa.* J.Ecotourism, 4(1): 32-46.

Richard Denman, (2001) Guidelines for ecotourism development.

Robinson, J. G. (1993). The limits to caring: Sustainable living and the loss of biodiversity. Conservation Biology, 7(1), 20–28.

Rocharungsat, P. (2008). „Community-Based Tourism in Asia", in MOSCARDO, G. (ed.) Building community capacity for tourism development, Cabi, Oxford.

Ross, S., & Wall, G. (1999a). Evaluating ecotourism: The case of North Sulawasi, Indonesia. Tourism Management, 20(6),673–682.

Sakata, H. & Prideaux, B. (2013). An alternative approach to community-based ecotourism: A bottom-up locally initiated non-monetised project in Papua New Guinea. Journal of Sustainable Tourism, 1-20.

Sewnet Tesfaye"s (2017) Challenges and Opportunities for Community Based Ecotourism Development in Ethiopia, African Journal of Hospitality, Tourism and Leisure, Volume 6.

Sisay, A. (2004). Adaba-Dodola community- based ecotourism development. Retrieved from www.inno.forest.org/files/orig.html [Accessed on 17 January 2016].

The International Ecotourism Society (TIES) (2006). "Comunity-based ecotourism:Best practice stories and resources." Digital-traveler, Asia pacific eNewsletter, Retrieved from www.ecotouris.com on feb, 2018.

UNWTO. (2010). *Tourism Statistic Bulletin*, Tourism Highlight. Paris.

Vreugdenhil, D., Vreugdenhil, A.M., Tilahun, T., Shimelis, A. & Tefera, Z. (2012).Gap Analysis of the Protected Areas System of Ethiopia, World Institute for Conservation and Environment, USA.

Wall, G. (1996). Ecotourism: Change, impacts and opportunities. In E.Malek- Zadeh (Ed.), *The ecotourism equation:* Measuring the impact 206–216. Bulletin Series (99), New Haven: Yale School of Forestry and Environmental Studies.

Wall, G (1997) is ecotourism sustainable Environmental management 21, (4),pp 483-491.

Weaver D (2008). Ecotourism. 2nd ed. John Wiley and Sons.

Wonder, S. (2000). Ecotourism and economic incentives: An empirical approach. Ecol. Econ.32, 465–479.

World Tourism Organization (2014), AM Reports, Volume nine – Global Report on Adventure Tourism, UNWTO, Madrid.

WWF international. (2001). Guidelines for ecotourism development

Wearing, S. and Neil, J. (2009). *Ecotourism: Impacts, Potentials and Possibilities?* UK: Elsevier Ltd.

Yimer Ali (2016), Challenge and Prospect of Ethiopian Tourism Policy. J Hotel Bus Manage 5: 134. doi:10.4172/2169-0286.1000134

7. Appendix

Household Survey

Part I: Socio Economic Profile

1. Sex Male ☐ Female ☐

2. Marital status Single ☐ Married ☐ Widowed ☐ Divorced/Separated ☐

3. Age 18-25 ☐ 26-35 ☐ 36-45 ☐ 46-65 ☐ above 65 ☐

4. Education level

College diploma and/or above ☐ high school graduate ☐

Reading and writing ☐ illiterate ☐ degree ☐ MA/MSC ☐ PHD ☐

5. What is your main source of income for your household?

Agriculture

Trade

Sales of craft

Daily wage

Salary

If others, please specify _____

6. Is agricultural income are enough for your household? Yes ☐ No ☐

Part II community perception towards community based ecotourism development.

1. Do you know that community based ecotourism development is going on in your Kebele or woreda? Yes ☐ No ☐

2. Do you think you can survive without farming Yes ☐ No ☐

3. Do you appreciate the coming of foreign visitors to your village? Yes ☐ No ☐

4. How do you feel when you meet foreign visitors?

Happy ☐ Disturbed ☐ No Opinion ☐ Embraced ☐ Indifferent ☐

5. Have you faced any resource ownership problem as a result of tourism development in your area? Yes ☐ No ☐

Part III the level of community involvement towards community based ecotourism Development

Instructions; you are kindly requested to rate each of the statements in the table below by using the following ratings. 1= strongly disagree 2=Disagree 3= moderately agree/ disagree 4= Agree 5=strongly agree

N^{o}	Statement	Level of involvement				
1	How much do you agree on community based ecotourism merit for socio economic development of the local community					
2	Do you believe you are interested to welcome, host tourists and generate an income from community based ecotourism development?					
3	Do you think that community based ecotourism development can be an ideal tool for environmental conservation?					
4	Do you believe that tourists are safe to visit Chebera Churchura National Park?					
5	Do you believe that you have been receiving some benefits from tourism activities which undertaken in Chebera Churchura National Park as a member of the community?					
6	Do you actively participate in Community based ecotourism development works?					
7	Do you actively engaged in tourism planning and development works with other tourism stakeholders?					
8	Do you take some measurement like making decision as a community					

	member and resource owner of the park area?					
9	Do you get some supports for advancing your community based ecotourism development from donor agencies and other government bodies?					
10	Do you think that community based ecotourism development of the area has give equal chance to every of community members; like youth, elders, Women?					
11	Do you believe that ecotourism is developing as it is supposed to be grown?					
12	Does community based ecotourism development helps to advocate your cultural values of the area?					
13	Does community based ecotourism development helps to conserve and protect your environment which is the bases of tourism?					

Questionnaires for Ministry of Tourism

Demographic profile of the respondent

1. Sex Male ☐ Female ☐

2. Age 18-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ above 55 ☐

3. Marital status Single ☐ Married ☐ Divorced ☐

4. Academic status Diploma ☐ Degree ☐ Masters ☐ Doctorate ☐

1. How did you understand the tourism activity in Chebera Churchura National Park in relation to your office?
2. What are the main tourism resources of Chebera Churchura National Park?
3. Does the tourism resources of the park are suitable for community based ecotourism destination development activity as a tourism product development organization?
4. Among the tourism resources of the park which one is the best flagship to outshine as a new tourist destination? more than one flagship is possible based on their chronological order

5. From marketing point of view which tourism resource is considered as the unique selling point for the park to its uniqueness as a new tourist destination? please kindly show the unique selling point of the park
6. Does community based ecotourism destination development is the right way of niche development for the park? Please kindly reflect your response
7. Does the park going on the right track with its strategic management plan of your institution from community based ecotourism destination development?
8. What are the main obstacles ministries of tourism faces in community based ecotourism destination development activity specifically in Chebera Churchura National Park to best utilize the park resource? Please kindly forward your response
9. What are the main opportunities does the park have during your SWOT analysis and under operational activity? Please kindly show your opportunities of the park have as compared to other destinations?
10. What are the specific roles of ministry of tourism in community based ecotourism destination development activity as a key actor? Please show your specific roles?
11. Is there any cooperation work with the park stakeholders before for betterment of the park and in what areas have you been work with them and please kindly discuss in short?
12. If you have no coordination works before what things you face so far in collaboration works altogether?
13. What kinds of measurements have you been taken as an actor for that? Pleas kindly show your response kindly

Questionnaires for Ethiopian Wild Life Conservation Authority

1. Sex Male ☐ Female ☐

2. Age 18-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ above 55 ☐

3. Marital status Single ☐ Married ☐ Divorced ☐

4. Academic status Diploma ☐ Degree ☐ Masters ☐ Doctorate ☐

1. How did you explain the tourism activity of Chebera Churchura National Park as a staff member of EWCA or park office?

2. Does the park have tourism resources; if you are agree with the availability of tourism resources what are they and can you mention them kindly?
3. Among the listed tourism resources of the park have, what are the main tourism resource features of the park?
4. Is there any cultural tourism resource in addition to the natural tourism features of the park surrounding area?
5. What are the main historical and archeological resources found in and around the park environment?
6. What kinds of plant species found endemic to the park? Please list out and discus
7. What kinds of animal species only found in the park? Please list and discuss briefly
8. In your opinion among the above listed tourism resources have a great potential for community based ecotourism destination development in the park area and how would you explain it?
9. Does the listed tourism resources potentials of the park is suitable for community based ecotourism destination development? How did you elaborate it?
10. Among the listed tourism resource potentials mentioned above which one is the best flagship for the park to outshine for tourism product development of the park? You can mention more options.
11. Which tourism resource of the park is considered as a unique selling point from marketing point of view?
12. How did you understand community based ecotourism destination development in Chebera Churchura National Park?
13. How to utilize the tourism resources of the park from community based ecotourism destination development aspects?
14. In your professional work experience does these kinds of niche community based ecotourism destination development is good so far for the park development? Please kindly show your professional advice
15. How it looks like the strategic management plan of Chebera Churchura National Park from community based ecotourism destination development aspects?
16. What are the main drawbacks that hinder the community based ecotourism destination development activity in the park?

17. What kinds of things needed to be taken to tackle the existing challenges and please show your professional advice for the advancement of the park?
18. In your opinion what are the main opportunities does the park have comparatively than other destinations as a new site?
19. What is your organization specific role for community based ecotourism destination development in Chebera Churchura National park as a key actor?

Questionnaires for Bonga University Higher Education

Demographic profile of the respondent

1. Sex Male ☐ Female ☐

2. Age 18-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ above 55 ☐

3. Marital status Single ☐ Married ☐ Divorced ☐

4. Academic status Diploma ☐ Degree ☐ Masters ☐ Doctorate ☐

1. Do you have an idea about Chebera Churchura National Park and its environs?
2. How did you elaborate the tourism activity in Chebera Churchura National park?
3. What are the tourism resources of Chebera Churchura National park?
4. How did you evaluate the tourism resources of the park for community based ecotourism destination development?
5. Does the tourism resources of the park are suitable for niche types of community based ecotourism destination development activity? Kindly show your reflection briefly
6. Among the raised tourism resources of the park which one is the best flagship of the park in their community based ecotourism destination development activity? Listing more than one flagship is possible
7. What are the main challenges facing the park in relation to community based ecotourism destination development activity? Please show the main obstacles does the park face
8. Does the park have its own opportunity to build community based ecotourism destination development work? Please kindly reflect the main opportunities does the park have
9. What is your organization specific role for community based ecotourism destination development activity? Please kindly reflect your specific role

10. Is there any collaboration work with other stakeholders for the advancement of the park? Yes/ no.
11. If yes is your answer for question number 10, what are the main actives you have done so far?
12. If your answer is no for question number 10, what things may you hinder your cooperation works and what kinds of measurements you decide to overcome it as a responsible body?
13. What you advice and recommend as a tourism scholar for the betterment of the community based ecotourism destination development activity in the park and surrounding environs?

Interview for Hotels and Travel Company

Demographic profile of the respondent

1. Sex Male ☐ Female ☐

2. Age 18-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ above 55 ☐

3. Marital status Single ☐ Married ☐ Divorced ☐

4. Academic status Diploma ☐ Degree ☐ Masters ☐ Doctorate ☐

1. How did you explain the tourism activity in Chebera Churchura National Park?
2. What things you may initiate to work in tourism business specifically in the park area?
3. Does the tourism resource of the park may have its own significant to launch the business in the park area?
4. What are the main tourism resources of Chebera Churchura national park?
5. Based on your work experience on the park how did you understand the felling of tourists about the park?
6. What are the main drawbacks affect your business in relation to community based ecotourism destination development?
7. What kinds of things considered as opportunity to start up your tourism business in the park area as compared to other destination?

8. As a new destination site how did you promote the park resources to the rest of the world as a service provider in the entire world?
9. What are the specific roles of your institution for community based ecotourism destination development activity as a key actor?
10. What did you recommend for the betterment of the park for in its community based ecotourism destination development activity as a tourism professional in the industry?

Interview for Media

Demographic profile of the respondent

1. Sex Male ☐ Female ☐

2. Age 18-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ above 55 ☐

3. Marital status Single ☐ Married ☐ Divorced ☐

4. Academic status Diploma ☐ Degree ☐ Masters ☐ Doctorate ☐

1. Do you have awareness about tourism and how did you explain it in relation to media?
2. Do you have a chance to work in Chebera Churchura National Park and how did you advocate it?
3. How did you understand the tourism resources of the park level as compared to other destinations low, good and very good in your experience and list some of the main attractions of the park resources?
4. If you are recognizing the park resources too, what kinds of promotion or advertisement is the most preferable for the park as a media professional? Please put your valuable professional advice?
5. What kinds of things may affect your work in your visitation time in the park?
6. Did you understand that the media institutions are responsible for community based ecotourism destination development and what is your specific role for the park development?

7. How did you record, document and put it on air the tourism resources of the park?
8. What is the response of your program and their feedback you receive from your target visitor? Please show your work progress
9. Is there any collaboration work with the other stakeholders before?
10. If yes what are they?
11. If not what are the reasons may affect your work?
12. What kinds of measurements taken as a media institution for the betterment of the park and please show your professional advice?

Interview for NGOs

Demographic profile of the respondent

1. Sex Male ☐ Female ☐

2. Age 18-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ above 55 ☐

3. Marital status Single ☐ Married ☐ Divorced ☐

4. Academic status Diploma ☐ Degree ☐ Masters ☐ Doctorate ☐

1. Do you have awareness about tourism in relation to Chebera Churchura National Park?
2. Did you understand the tourism recourses of the park and surrounding environment?
3. How many years work in this country as a volunteer?
4. What is the main focus area of your organization?
5. Is there any project activity you have in relation with tourism so far and how did you work on it?
6. In what kind of activates are engaged for the development of tourism in the area?
7. If you have no as such exemplary work with park and other stakeholders, what are the main reasons being inactive in such activity?
8. How did you support the tourism activity in the park and surrounding environs?
9. How do you advocate your organizational goal through tourism activity in the study area?

10. what is your organization specific role as a stakeholder and please reply your role briefly
11. Is there any work before for the betterment of the park with your organization? Yes/no
12. If your answer is yes for question number 11, what kinds of things done so far?
13. If your answer is no for question number 11, what kind of things may hinder your work? Please show your obstacles have face?
14. What kinds of things expected for the advancement of the park as a NGO with your better experience in overseas country to draw lesson from you, please kindly advice your country experience kindly

Interview for the Park Staff

Demographic profile of the respondent

1. Sex Male ☐ Female ☐

2. Age 18-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ above 55 ☐

3. Marital status Single ☐ Married ☐ Divorced ☐

4. Academic status Diploma ☐ Degree ☐ Masters ☐ Doctorate ☐

1. How did you explain the tourism activity of Chebera Churchura National Park as a park manager?
2. Does the park have tourism resources; if you are agree with the availability of tourism resources what are they and can you mention them kindly?
3. Among the listed tourism resources of the park have, what are the main natural tourism resource features of the park?
4. Is there any cultural tourism resource in addition to the natural tourism features of the park surrounding area?
5. What are the main historical and archeological resources found in and around the park environment?
6. What kinds of plant species found endemic to the park? Please list out and discus
7. What kinds of animal species only found in the park? Please list and discuss briefly

8. In your opinion among the above listed tourism resources have a great potential for community based ecotourism destination development in the park area and how would you explain it?
9. Does the listed tourism resources potentials of the park is suitable for community based ecotourism destination development? How did you elaborate it?
10. Among the listed tourism resource potentials mentioned above which one is the best flagship for the park to outshine for tourism product development of the park? You can list more options.
11. Which tourism resource of the park is considered as a unique selling point from marketing point of view?
12. How did you understand community based ecotourism destination development in Chebera Churchura National Park?
13. How to utilize the tourism resources of the park from community based ecotourism destination development aspects?
14. In your professional work experience does these kinds of niche community based ecotourism destination development is good so far for the park development? Please kindly show your professional advice
15. What are the main drawbacks that hinder the community based ecotourism destination development activity in the park?
16. What kinds of things needed to be taken to tackle the existing challenges and please show your professional advice for the advancement of the park?
17. In your opinion what are the main opportunities does the park have comparatively than other destinations as a new site?
18. What is your organization specific role for community based ecotourism destination development in Chebera Churchura National park as a key actor?

Interview for Southwestern Regional Government Tourism Officer

Demographic profile of the respondent

1. Sex Male ☐ Female ☐

2. Age 18-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ above 55 ☐

3. Marital status Single ☐ Married ☐ Divorced ☐

4. Academic status Diploma ☐ Degree ☐ Masters ☐ Doctorate ☐

1. How was the tourism activity of Southwestern Regional Government Tourism Office?
2. What are the main tourism resources found in Chebera Churchura National Park?
3. Does the tourism resource of the park fit for community based ecotourismdestination development activity?
4. Among the several tourism resources of the park which one is the best flagship to promote the park as a tourist destination? Listing More than one flagship is possible
5. Did you have a chance to work with the park for the advancement of community based ecotourism destination development activities? What are they please show your coordinated work activates you have been?
6. If you have no experience to work with them, what are the drawbacks that may you face with them?
7. Is there any challenge facing the community based ecotourism destination development at regional level for the betterment of the park? What are they please kindly show the challenges facing you.
8. What are the main opportunities of the park found in relation to its community based ecotourism destination development?
9. What is your organization specific role towards community based ecotourism destination development at regional level?
10. What did you recommend for the betterment of the park as a tourism officer in your region and specific to the park?

Focus Group Discussion

Profile of the Informant

1. Name of the office: _____
2. Sex: _____
3. Educational status: _____
4. Professional background: _____
5. Position in the office: _____
6. Tourism related work experience: _____
7. Time the interview started: _____Time the interview ended _____ total time_____

1. How did you understand the tourism activity of Chebera Churchura National Park and its surrounding environs?
2. What are the main importance's of tourism in relation to community based ecotourism destination development for Chebera Churchura National Park and its Environs?
3. Is there any tourism potential resources in Chebera Churchura National Park for community based ecotourism destination development?
4. In your understanding does the tourism potentials of Chebera Churchura National Park is suitable for community based ecotourism destination development?
5. What kind of things expected from you to develop these tourism resources potentials in the area of promoting, developing, management, conservation and better service delivery?
6. Is there any cooperation or collaboration efforts works before for the betterment of Chebera Churchura National Park?
7. Does the complexity nature of community based ecotourism destination development considered as a drawback for Chebera Churchura National Park in terms of defragmented of tourism elements or system?
8. What kind of things may affect you to meet your desired cooperativeness work for the advancement of the parkas a key actor?
9. What are the main drawbacks that affect the development of community based ecotourism works in Chebera Churchura National Park?
10. Is there any preliminary work to tackle the existing limitation as a responsible body? If there? What are they?
11. In your opinion what are the solutions for the existing gaps and what you need to recommend for the advancement of the park?
12. Is there any existing opportunity for community based ecotourism developmentin Chebera Churchura National Park as a new destination site?
13. Did you think that stakeholders have a key vehicle for community based ecotourism destination development in Chebera Churchura National Park and how did you explain it?

14. If you believe the importance of stakeholders for community based ecotourism destination development in Chebera Churchura National Park and what did you recommend for them for the advancement of their cooperation works altogether?
15. In your point of view who are the actors considered as the key actors for community based ecotourism destination development in Chebera Churchura National Park?
16. What are the main roles and responsibilities of each key actor for the advancement of community based ecotourism destination development in Chebera Churchura National Park?

Observation Checklist

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

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