



WOLKITE UNIVERSTY
COLLEGE OF AGRICULTURE AND NATURAL RESOURCE
DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT
ASSESSMENT OF POTENTIAL TOURISM RESOURCE OF CHOKE
MOUNTAIN, NORTHERN, ETHIOPIA

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Senior Research submitted to Wolkite University, College of Agriculture and Natural Resources, Department of Wildlife and Ecotourism Management in Partial Fulfillment of the requirements for the Degree of Bachelor of Science in Wildlife and Ecotourism Management

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June, 2019

Wolkite, Ethiopia

ACKNOWLEDGEMENT

Above all I would like to thank the almighty God for the Mercy and Blessings. I especially want to thank my advisor Melese Moarata (MA) for his valuable and professional contributions to accomplish my thesis. His contribution in correcting the draft and in providing constructive comments made this thesis more complete. I would like to thank my parent for their parental love, commitment, encouragement and their motivation throughout my life. I wish them a complete bliss in their life.

ABBREVIATIONS AND ACRONYMS

EGCTB	East Gojjam Culture and Tourism Bureau
GDP	Gross Domestic Product
SCTO	senan culture and tourism office
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
UNCTD	United Nation Conference on Trade and Development
WTO	World Tourism Organization

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ABSTRACT

This study focused on assessment of potential tourism resources in Choke Mountain east Gojjam zone, Amhara region. To accomplish this study, the researcher used both primary and secondary source of data. The researcher used non probability sampling technique that is purposive sampling and also used both questioner and interview for data collection approaches. In this study was conducted by descriptive research design and also number of samples used 50 respondents. The researcher was used both qualitative and quantitative method of data analysis in the form of table, frequency and percentage. Based on the finding the study results that Choke Mountain has endowed with natural and cultural potential tourism resources. Such as Aba Jime forests, Arat Mekerakir, Molalit cave, plant species and wildlife species accompanying with both tangible and intangible cultural tourism resources such as wedding and cultural festival. The researcher was identifying the main problems of potential tourism resource development in Choke Mountain Such As; lack of awareness, lack of promotion, lack of skilled man power and lack of infrastructure.

Keywords: Choke Mountain, Natural attraction, Tourism Resource

1. INTRODUCTION

1.1 Background of the study

Tourism is recognized as one of the largest, fastest growing and dynamic economic sectors attracting external economic activities (Creaco and Querini, 2008). Tourism is one of the fastest growing industries that provide services and sales of goods for visitors who came from outside of the destination area for a period of more than 24 hours and less than one year. It is strategically important industry that is directly linked to the long term prosperity of a country. According to WTO (2005), tourism is an activity of human beings moving and staying in places outside their permanent residence and environment for recreation, business and trade purposes. Now a day, tourism is increasingly becoming an important economic sector in many developing countries (UNCTAD, 2007). The industries were one of the major sources of foreign exchange earnings and the most viable and sustainable economic development option. It contributes 11 percent of the world GDP (UNWTO, 2005).

Tourism is one of the leading sectors of the world economy for the reason that it is necessary to improve balance of payments as well as income creation and employment opportunities; builds country images and helps to increase the value of natural resources (Pratt, 2010). It is a major source of national income for many countries especially for developing countries; a fact clearly reflected in the share tourism contributes to their gross domestic product (GDP) (Christ, 2003). (Kassahun, 2010) noted that tourism can be a leading role for income and job creation for many Ethiopians.

Ethiopia is endowed with diverse natural cultural and historical resources with a great potential to attract visitors, ranging from both domestic and foreigners, and from day trippers to overnight visitors (Sintayehu, 2015). The country is land of multiple tourist attractions and a visitor friendly people which is conscious of its historical, cultural and natural heritages; it is a country of great tourism potential. It was this recognition of a great potential that encouraged Ethiopia in the 1960's to start a tourism industry. After an initial period of rapid growth, the industry underwent a fast decline and virtual stagnation for many years due to the revolution that brought the military to power in 1974; the consequent turmoil, recurrent drought and famines (Ayalew, 2002). However, during the last five years, tourism has once again emerged as a growth industry by taking advantage

of the current peace and stability and government attention in the country. The country has diversity of tourism attractions that have been noted in the literature (Kauffmann, 2008). which includes some of the highest and lowest places in Africa along with immense wild life including some endemic ones; a very old and well preserved historical traditions with fascinating stelae, churches and castles to witness that an attractive cultural diversity of about more than 80 nations and nationalities; and various ceremonies and rituals of the Orthodox Church which open a window on the authentic world of the old testament that attract tourists.

Ethiopia can now look forward to increasing its share of the world's tourism market which is registering a faster world-wide growth than most other industries. However, the industry development still is not significant as per country's tourism potentials endowments due to different problems. Such as poor economic and infrastructural development, shortages of adequate tourist facilities and services in the destinations (Mulugeta, 2012) and inadequate promotion and marketing, lack of a win-win partnership among different stakeholders, poor conservation and protection of tourism heritage resources (Kassahun, 2010). The other giant problem is lack of clear identification of new potential tourism sites in the country rather than highly depend on existing destinations. Despite the fact that Choke Mountain is endowed with potential tourism resources, the local communities and the region in general are not benefited from the tourism activities due to potential tourism resources were not clearly assessed, identified, recorded and mapped. Thus, the novelty of this study was standing to assess and identify the potential tourism resources in Choke Mountain. In Choke Mountain there are different tourism resources that are categorized under natural and cultural resources.

1.2 Statement of the Problem

Ethiopia has different tourism resource such as both natural and cultural which play great role to develop the tourism sector. Since tourism sector is recently growing sector, however most of the local community are not aware about potential tourism resource. Some researchers have done study on about tourism resources assessment in different part of Ethiopia (Michael, 2008). The highland areas of Ethiopia like choke mountain are suffered from food insecurity and other related social problems. It evident that the local people in these areas are depending on natural resource for their subsistence economies that in turn led to sever degradations of natural resource. All

existing tourism resources are not well known by all visitors and not visited as they are not equally important rather influenced by many problems. Major problems were existed for tourism development such as loss of natural and cultural resources due to lack of well management plan, well promoted tourism development, shortage of educated man power and lack of government activities in managing tourism resources. In an attempt to bridge these gaps, the study focuses on assessing the potential tourism resource in Choke Mountain.

1.3 Significance of the Study

The research will contribute to local communities, government organizations, non-governmental organizations and others. It has assessing and identifying to observe information about assessment potential tourism resource. It has help government to be aware of the opportunity business in Choke Mountain. It has practiced tourism potential for suitable development, and it has help to improve local community participation utility their tourism resource. Therefore, after evaluation this research will a baseline or as a source of reference for other researchers, who motivate to work and it will also be important to the local communities and stakeholders.

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of the study was to assess the potential tourism resource and major problems in Choke Mountain.

1.4.2 Specific Objectives

- To identify the potential tourism resource in choke mountain
- To identify the major problems for tourism development in choke mountain

1.5 Research Questions

1. What are the potential tourism resources in Choke Mountain?
2. What are the major problems of tourism development in Choke Mountain?

1.6 Scope of the Study

The scope of study was limited on Choke Mountain and focused on the potential tourism resource of Choke Mountain, East Gojjam, Ethiopia and also the research was done from January to June 2019.

1.7 Limitation of the Study

The researcher was faced different challenges. It includes lack of enough sources of information; lack of budget and full materials, some respondents was not concentrate attention for the answer was the main limitation of the study. But the researcher managed these challenges by used different techniques such as by searched financial and material sponsors, information centered of the study area.

1.8 Organization of the Study

The study have cover five sections with their sub topics and was provide detail information accordingly the study is organized as section one deals with the introduction part which include back ground of the study, statements of the problem, objectives, significance, Scope and limitation others organization and general averages of the study. Section two provides detail insight in to the review of literature. Section three explains about the methodology, research design determination of sapling size sampling techniques. Subject of the study research instruments data gathering procedures and data processing methods used in the researcher study. Section four deals about analysis of data finding of the research, finding and discussion related to the assessment and identification of tourism potential resource and section five deals about conclusion of the study and proposed recommendation of the study.

2. LITERATURE REVIEW

2.1 Definition and Nature of Tourism Resource

Tourism is smokeless services giving industry. The most widely used definition outside from their normal place of work to a new destination including the totally of the activities to be under thinking during their stay in those definition not only that but including facilities created (Ross, and Marques, 2002). Tourism resource will be defined as those make it possible to produce a tourism experience (Mancini, 2001). Tangible resource is a key attraction in destination this includes: - tourist attraction, historical site, natural parks, events, cultural and supports activities. Whereas as intangible resource is the reputation of the destination regarding value for money service quality and hospitality human resource includes investment capitals public capitals and in structure (UNWTO, 2007).

2.2 Types of Tourist Attractions and Activities

Tourist attraction can be categorized in various ways, all of which are logically based (Theodros, 2008), for example, organizes them in to touring circuit attractions short-stay and longer stay focused attraction, based on two types of tourism: those that satisfy touring markets for travelers on tourist involving many separate vocational steps and those at or near longer stay destination the tourist cognition of attraction. However, all these approaches make comparisons of attractions based on their historical, location and evolutionary aspects a common system of classification and one used in this book is to establish the major categories they are natural attraction that are based on features of the natural environment, cultural attraction that are based on man's activities and Special types of attraction that are artificially created. These three major categories can then be divided in two more specific sub-categories as explained in the following sections. These general divisions can be applied in virtually any tourism planning area with the subdivisions created for the specific area being planned based on its particular characteristics.

2.2.1 Natural Attractions

Major categories of natural attractions include the types described in the following sections they are Warm, sunny and dry climate is typically considered desirable by most tourists. Especially those form cold winter areas, and particularly when associated with other attractions such as beach,

marline, and mountain areas that provide opportunities for recreation activates. Certain kinds of health resorts are often located in warm, sunny and dry climate areas. But some types of popular tourist activities such as snow skilling and tobogganing require cold weather and snow but preferably still clear skies. “Conservation” of desirable climate through control of air pollution is essential for tourism. Scenic Beauty is the overall neural science beauty of an area may be a major motivation to visit thee, especially, if conservation measures have been applied to maintain the clear lines and natural character of the environment. Attractive and interesting agricultural land scopes such as the rolling green fields of Britain and the terraced rival fields of south East Asia can also be considered as places of scenic beauty (Harte and Hay, 2002).

2.2.2 Cultural Attractions

Major types of cultural attractions based on man`s activities, include those described in the following section are Archaeological, historical and cultural sites including cultural and national movements` historical building districts and towns, important religious buildings such as churches synagogues temples mosques and monasteries and place of historic events such as battlefields constitute a major type of cultural attraction features in most parts of the world (Mancini, 2001).

Important archaeological and historical sites exist in virtually all part of the world major example are Stonehenge, Westminster Abbey and the tower of London in the U.K, Cultural patterns traditions and life style that are unusual (different from those of the tourist). The cultural pattern includes customs, dress, ceremonies, life style and religious beliefs and practice and are often associated with rural and village life but may be prevalent in some urban places (Kirshenblat, 2013).

2.3 Tourism in Ethiopia

2.3.1 Tourism Development of Ethiopia

According to Ayalew (2009) in past periods, merchants played a considerable role for the introduction of religions to Ethiopia, which contributed a lot for evolution of tourism. The author proved that the Portuguese`s missionaries and other European came to Ethiopia as easier visitors when they made explorations to the sources of Blue Nile, Ethiopia has an enormous potential as a

tourism destination with rich collection of historic and natural sites that distinguishes it from most of its neighbors.

The commission added that Ethiopia has unique natural and cultural historic tourism assets. (Mulugeta, 2010) assured this fact that United Nations Educational, Scientific and Cultural Organization (UNESCO) recognizes seven world heritage sites in Ethiopia (Axum's obelisks, the monolithic church of Lalibela, the Castel of Gondar's, the Valley of Hadar where the skeleton of Lucy was discovered, Tiay caved standing stones, and the Semen Mountains). According to Teodros (2010), participatory tourism is the future of Ethiopia. However, lack of exposure to tourism markets is a significant challenge in attempting to carve net market share in the region and optimize on the rents that can be obtained from these assets. Thus, one can understand the potential that tourism has in local economic development in Ethiopia.

2.3.2 Potential Tourism Resources of Ethiopia

Ethiopia is endowed with unique cultural heritages and attractive natural resources that attract tourists (MoCT, 2006). It has so many attractive mountains like The Bale and Semien Mountains, mountains in wag and lasta, Northeastern Tirai the Irob region, Chilalo Mountains in Arsi, Ziquala peaks and Fantalle in Awash national park. These places are best suitable for individual trekkers, hiking parties and for professional climbers Ethiopia's lakes have varied features of great interests to Eco tourists: These includes: birds, wildlife, vegetation, colorful ethnic groups, historic churches and monasteries, unusual geologic features and much more. Extensive and nice looking Ethiopia's national parks, like Nechsar, Mago, Omo, and Awash are spectacular places for Eco tourists to watch the real African big wild life and enjoy the breathtaking surrounding landscapes (Brook, 2011). The underground caverns and rock arts of Sof Omer in Bale, Legagoda at the vicinity of Dire dawa, Shebe found at a short distance from Dila town are places to admire the works of nature, rock paintings and carvings of people and animals. Battle sites like Adowa and Maqdala and places of significant political events like Boru Meda, Entoto, and Ankober etc are most interesting sites for history loving Eco tourists. Ethiopian which is part of the famous East African Rift Valley comprises numerous hot springs the, beautiful lakes and a variety of wildlife. The valley is the result of two parallel faults in the earth's surface, between which in distant geological time, the Crust was weakened and the land subsided. Ethiopia is often referred to as the 'water Tower' of Eastern Africa because of the many rivers that pour off the high tableland. Most of the

lakes are suitable and safe for swimming and other water sports. Tourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people (Ties , 2015).

2.4 Tourism in Amhara Region

As compared to other places of Ethiopia, Amhara region is by far the richest region in natural, wild life and historical attractions. The region is situated at the heart of the historic route of Ethiopia. In Ethiopia there are two historic routes. The northern route compares both Tigray and Amhara region and most of the tourism sites to this route are situated in Amhara region. According to Amhara Region Tourism Bureau (2009), UNESCO has cited the following attraction in Amhara as world heritage sites, namely, the rock hewn church of Lalibela, the relate of Ethiopian emperors at Gondar, the Semen mountains National Park which is famous for its breath taking landscape and also shelter of world's rare and endemic animal species of Walia ibex, the red fox and Chelada baboon.

Likewise, Amhara Region Tourism Bureau (2009) affirmed that there are popular tourist attraction sites such as the Blue Nile falls locally called tiss esat and the nearby bridge built by king Fasil 300 years ago, the ancient monasteries of lake Tana which are noted for their traditional music's, the mummified remains of Ethiopian kings and hand crafts, the replaces and treasures of the past Ethiopian emperors, numerous other historical church's and Tigray sites from early Christianity located throughout the region. The Bureau added that the region's endowments in different species of birds, pleasant climate, beautiful scenery and hospitable people. Nevertheless, Kelala is considered the most outstanding tourism potential of the region.

3. METHODOLOGY

3.1 Description of the Study Area

3.1.1 Location

The study was conducted in Choke Mountain which is found in East and one part of West Gojam in Amhara regional state. Mainly, Choke Mountain is found in different Woredas such as North east of Hulet Ejju Enesse, south east of Enarj Enawga and Debay Tilat Gin, south of Senan, west of Dega Damot, north of Bebugn and south west of Machakel. It is 333 km far from Addis Ababa, 38 km from Debre Markos and 11 km from Robe Gebeya. The mountain lies in between 100 420'N latitude and 3720 S2'E longitude and has an estimated total area of 581 km² (Amhara Culture, Tourism and Parks Development Bureau, 2012).

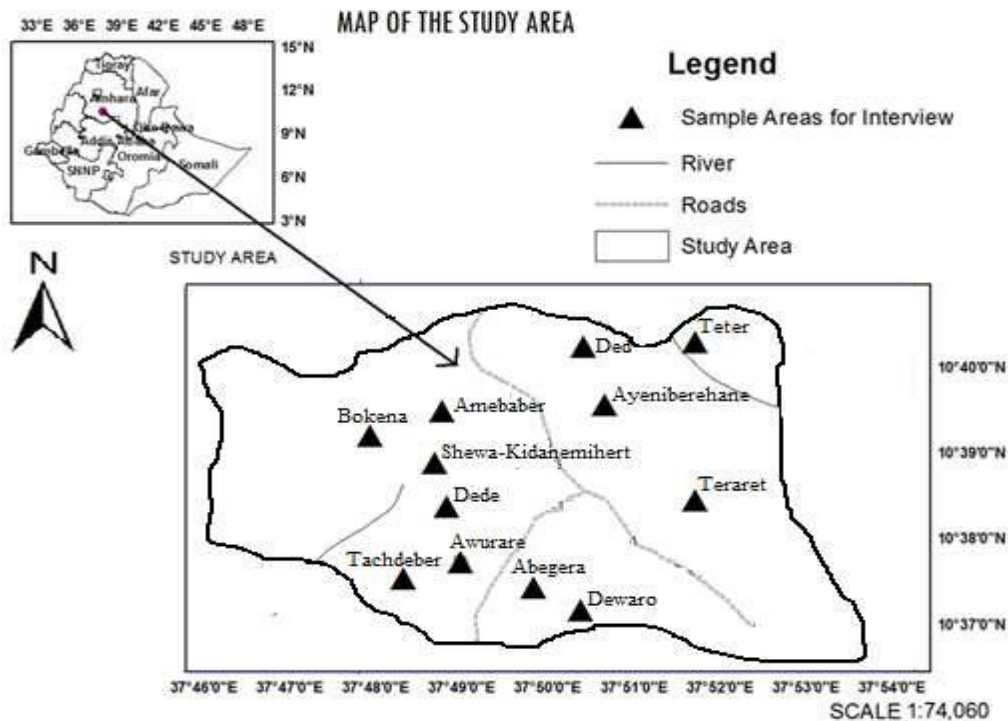


Figure3.1: map of the study area: source (senan culture and tourism office, 2015)

3.1.2 Topography

Choke Mountain have different topographical features ranging from 2800 to 4088masl, the highest peak of the area is found in Senan Woreda particularly in Fulfill Meda around Arat Mekerakir with elevation of 4088m. Choke Mountain is generally characterized by rough topography which

includes mountains, plateau, deep incised valleys, escarpments, plains and gorges (Sintayehu, 2011).

3.1.3 Climate

Agro climatically, Choke Mountain region is found within six climatic zones. These are; Upper Kola, Lower Weyna Dega, Upper Weyna Dega, Lower Dega, Upper Dega and Wurch (Belay, *et al.*, 2013). The average temperature is between 0^oc to 30^oc and gets 200 to 2200 mm rainfall. The maximum temperature is recorded from January to April. Whereas the maximum rain fall gained between May to August.

3.3 Sampling Design and Sampling Size

The data was collect through the questionnaire and an interview, and it also used both qualitative and quantitative data methods. This study was employed to purposive sampling techniques so as to address the stakeholders' issues in the study area. The rationale behind the choice of this design and technique is because the issue needs great detail identification of the potential tourism attraction raised at the selected site. A purposive sampling technique for the local community residents by selecting 2 adjacent kebeles of choke mountain and senan culture and tourism office employees based on their knowledge, experience and awareness about tourism resources. There for, the researcher was selected 10 peoples for culture and tourism office employees and 40 respondents from two kebeles.

3.4 Data Collection Methods and Procedure

The researcher used both primary and secondary data during the study. The primary data were gathering by; interview, questionnaire, field observation and the local community is going to be employed so as to collect data for the study. Secondary data were gathering from document analysis, internet, and published and unpublished research workers and also from websites in the study area.

Questionnaire: First questionnaire was prepared for interviewing the respondent. This research data collection method used for the data collection from local community and culture and tourism

office. Those local communities are the major part of research and they know about the tourism resource on the study area.

Interview: Interviews was conducted by preparing check lists as a question to Interviewer in order to local community and culture and tourism office are interviewed to forward their ideas, opinions feelings and knowledge regarding to the potential attraction of tourism and possibilities for developing tourism in the study area.

Field Observation: The researcher used note by observing natural attractions and cultural attractions sites and taking photo camera to record important information. Observation is the main instrument of data collection applied during visitation of the study area to observe the visitors, guides, tourism facilities, management of tourism resource related activities, attitudes and feedbacks of different local peoples, environmental consciousness and life style of the local people.

3.5 Data analysis

The data obtain through the questionnaire was analyze using descriptive statistics, especially subject to numbering and percentages. Then the data were presented in table, graphs and charts and statement or narration to make possible conclusion based on outcome.

4. RESULT and Discussion

4.1 Demographic Characteristics of Respondents

According to table 4.1 item, 70% of the respondents replied male and 30 % of the respondents replied that female. Therefore the most respondents replied that male. According to the age between (18-25) were 30% of the respondents, in the age between (26-33) were 40% of the respondents, in the age between (34-41) were 20% of the respondents, in the age between (42-49) were 10% of the respondents. From this table4.1 the researcher understands that most of the respondents are young. Regarding to educational 20 % of the respondents were said that Bachelor degree, 2% of the respondents were master and above, 30% of the respondents were college of diploma, 16% of the respondents were primary and secondary school and 10% of the respondents were Illiterate. Therefore the most respondents replied that Bachelor degree and college of diploma. In marital status indicators 50% of respondents were single, 40 % of respondents were marriage 10 % of respondents were divorced. From this information most respondents replied that single.

Table 4.1 Demographic characteristics

Item	Alternative	Frequency	Percent (%)
Gender	Male	35	70
	Female	15	30
Age	18-25	15	30
	26-33	20	40
	34-41	10	20
	42-49	5	10
	50 and above	-	-
Educational level	Illiterate	5	10
	Primary and secondary school	8	16
	Certificate	10	20
	College of diploma	15	30

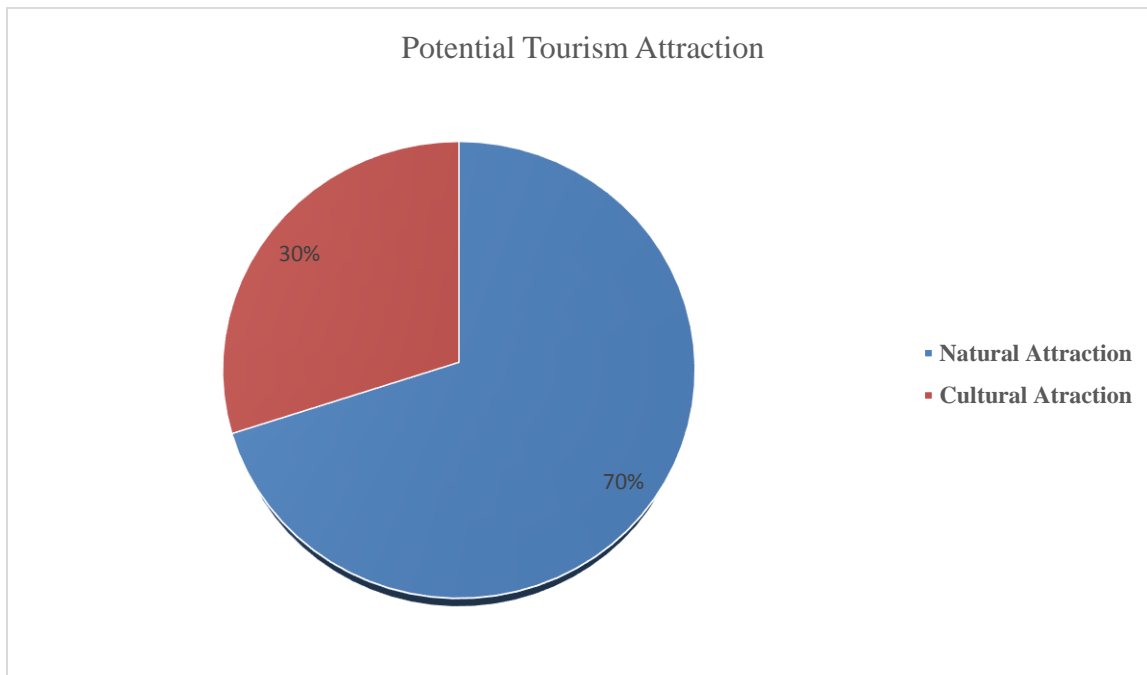
	Bachelor degree	10	20
	Master and above	1	2
Marital status	Marriage	20	40
	Single	25	50
	Divorced	5	10
	Widowed	-	-

Source own survey, 2019

4.2 Potential tourism resources of Choke Mountain

The study area has been potential attractions mainly in two dimensions: namely the natural and cultural resources with which the area was endowed.

According to the below chart 4.1, from the total 50 respondents, 70% were nature attractions and 30% Culture attraction. Therefore, majority of attraction are natural attraction.



Source: own survey, 2019

Figure 4.1 Types of potential tourism resource

4.2.1 Natural Tourism Attraction

The data obtained from interviewing the natural tourism resources of Choke Mountain are preferred as it has diverse range of geographical features like land forms, water basin, gorges, cliffs, native biological diversity and other spectacular views. Comprehensively, the result indicated that the scenic beauty of landscapes is the big nature based resources and wildlife resources, and variation of rainfall wind, temperature and humidity are the other natural tourism resources. This result has been reported the same as in Bale Zone (Aynalem et al., 2015).

Choke Mountain is similar with Simien, Bale, Menze Guwassa and Arsi Mountains. It is the second highest Peak in Amhara region next to Ras Dashen.

The natural resources of Choke Mountain include the following:-

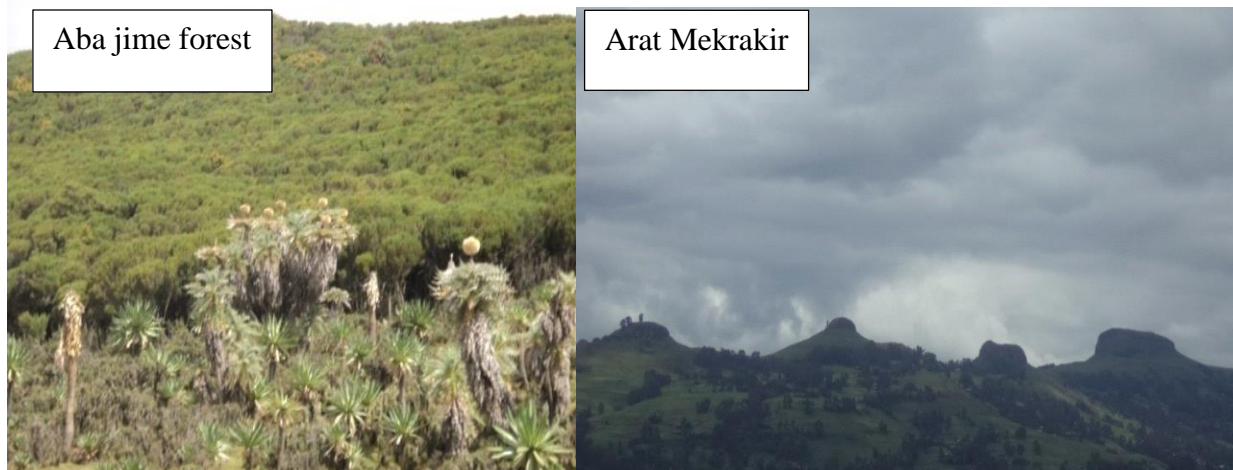
Aba Jime forest; According to the observation and interviewed data from the respondents after traveling 8 km from Rob Gebeya there is a dense forest named Aba Jime forest. Asta (*Erica arborea*) is the dominant plant species and also found Kosheshila (*Acanthus sennii*), Nechate (*Helichrysum citrispinum*), Gibra (*Lobelia rhynchopetalum*) and Amijja (*Hypericum revolutum*) plant species. Additionally, the forest is the habitat for many animal species like Bush Pig (*Potamochoerus porcus*), Monkey Jackal, and Hyena (*Crocuta crocuta*).

The four stepped mountain chains (Arat Mekerakir); Arat Mekerakir is the other spectacular landscape is found in the mouth of Senan Woreda in the south west of the mountain. The four stepped mountain ranges are connected south - West to North-West in all directions. Based on the local language the name Arat Mekerakir is given for each hill because of the number of the mountain chains is four. The name of four mountains is Enat Amba, Gemsu Amba, Qulil Amba and Lemat Amba (own survey, 2019).

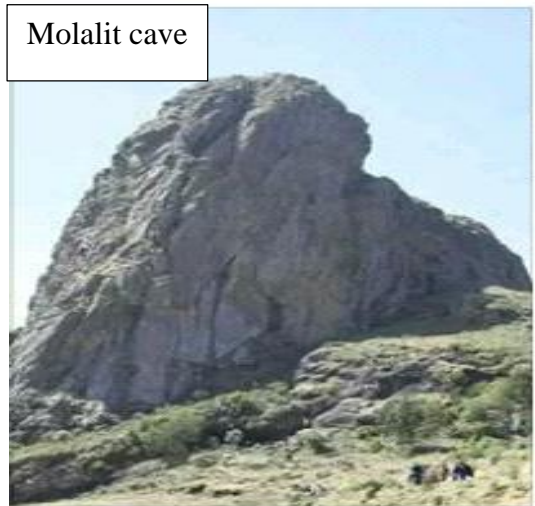
Molalit Cave; According to the respondents during data collection reported that the cave has an estimated height of 150 m (East Gojjam Culture and Tourism Bureau, 2019). The unique feature of the cave serving as human shelter since 1902 in the form of succession and the cave inherited by the last child. Based on the oral tradition, once upon a time a woman has migrated to this cave to protect her cattle from epidemic disease. After that the cave became a permanent house.

Currently, the fourth grandchild, Ato Likenaw Ademe and his wife Chekolech Molla together with their children are living in the cave as a permanent residential house.

Plant species; According to the documentary source and observation and interviewed data from the respondents there are 85 plant species found in the area. Particularly, Kosheshila (*Acanthus Sennii*), Korch (*Elythrina brucei*), Gimy (*Euryops pinifolius*), Ashengidye (*Kniphofia Joliosa*), and Gibara (*Lobelia rhynchopetalum*) are some of them. This plant species used as source of food and shelter for bird and animal species. Some of the plant species are endemic such as Gibra (*Gaint Lobelia*) and Kosso (*Hageniaian abyssinica*).



Picture 4.1 Aba jime forest and Arat Mekrakir: source (own survey, 2019)

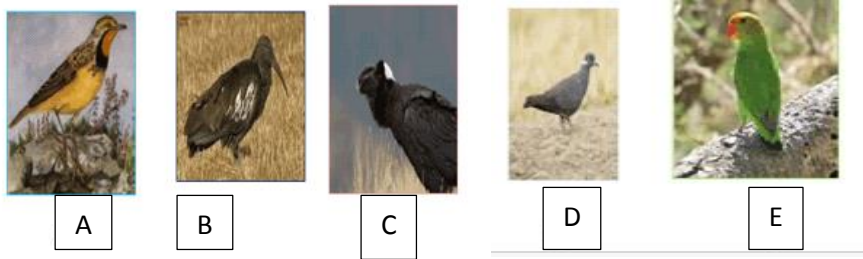


Picture 4.2: Molalit cave, source: (sinan culture and tourism office, 2019)



Picture 4.3: endemic plant species, Source: (own survey, 2019)

Bird species; According to interviewed data from culture and tourism offices respondents there are 16 bird species are found in Choke Mountain and also Some of the bird species are endemic for Ethiopia such as Abyssinian Long claw (a), Thick-billed Raven (c), White-collared Pigeon (d), and Black-winged Lovebird (e) and near endemic to Ethiopia and Eretria Wattled Ibis (b).



Picture 4.4: Common endemic bird species, source: (East Gojjam Culture and Tourism Bureau, 2019)

Animal species; According to the observation and interviewed data from the respondents there are 16 animal species found in the study area. Some animal species like Leopard (*Panthera pardus*), Golden/Common Jackal (*Canis aureus*), Common Bush Back (*Tragelaphus scriptus*), Abyssinia Colobus, Common Duiker, Spotted Hyena (*Crocuta crocuta*), Anubis Baboon (*Papio Anubis*), Bush Pig (*Potamochoerus porcus*), and Common Duiker (*Sylvicapra grimmia*). This mammal species found in Choke Mountain that could be used for tourist attractions. These results were similarly reported by (Zemene, 2014).

Water bodies

According to the observation and interviewed data from the respondents Choke Mountain is known to be the water tower of Nile. It is the source of more than 23 major rivers and 273 small streams flowing to Blue Nile Abay as major tributaries. Among the major rivers Chemoga, Temecha, Gedeb, Tijan, Tefe, Teme, Azewari, Inat Muga, Gilgel Muga, Zimble, Komed, Oromo Meshageriya, Tiliku Abeya and Tinishu Abeya are streams of the mountain. These Rivers determine the life of millions people and animals living within and outside of the mountain chains.

4.2.2 Cultural Tourism attraction

According to the observation and interviewed data from the respondents the cultural tourism resources include Wedding ceremony, Eqube and edire, Local music, dance, fukera and shilella, Debo/working together, Religious festival, living style, Traditional metal working, Basket working from wicker and Weaving that attract both domestic and international visitors. These results were similarly reported by (Gebeyew, 2011).

Cultural / Religious Festival are interesting religious festivals in Choke Mountain which are celebrated one or two times per a year. *Nigise bal/festivity* to remember the saint at churches

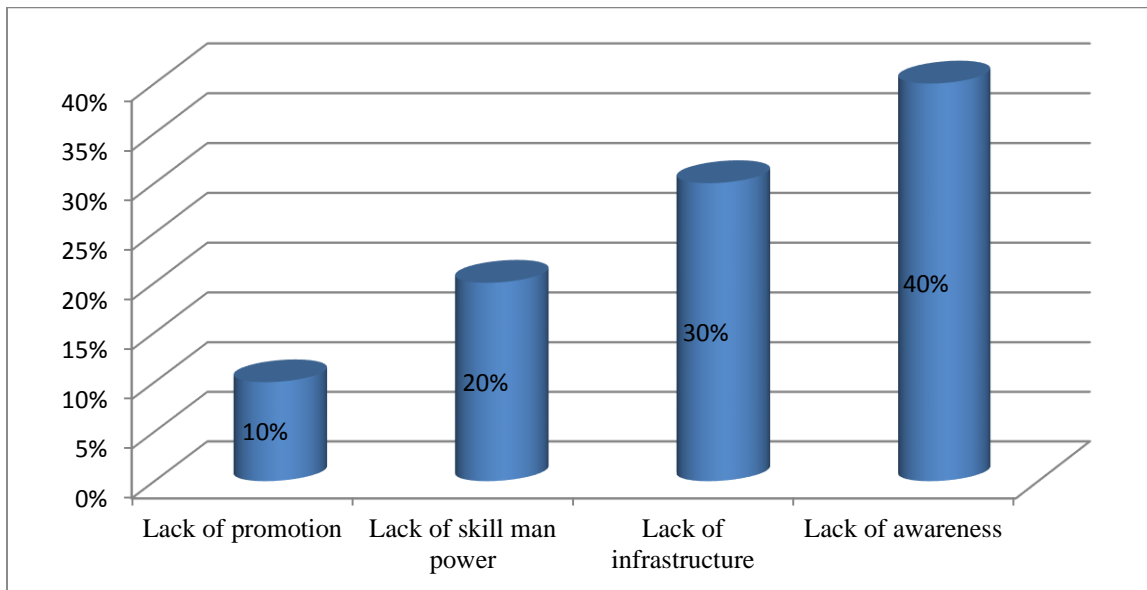
festival is some of them. Many domestic pilgrimage visitors flow to these religious places to celebrate these festivals. If well promoted and facilities established and developed, it can attract not only domestic but also foreign tourists. These religious festivals are celebrated near to the mountain Arat mekerakir Medihanialem at October 27.



Picture 4.5: Cultural tourism attraction, source: (senan culture and tourism office, 2019)

4.3 Challenges of Potential Tourism Resources

As shows the below figure, 40% of the respondents replied that lack of awareness, 30 % of the respondents replied that lack of infrastructure and 20 % of the respondents replied that lack of skill man power and 10% of the respondents replied that lack of promotion. Therefore, most respondents replied that problem of potential tourism resources development in Choke Mountain are lack awareness.



Source, own survey, 2019

Figure 4.2 Challenges of Potential Tourism Resources

The problems of potential tourism resources development in Choke Mountain them are lack of promotion, lack of awareness of tourism stakeholders, lack of infrastructure facility and lack of skill man power that affect potential tourism resources development in the study area. The result similarly reported from Borena saint national park (Eshetie, 2012). Tourism infrastructure like accommodation facilities, road transportation, and other destination facilities and services were very poor in the study area. Similarly, according to Alemayehu (2011) stated absence of parking facilities, lack of transportations and comfortable roads, eco lodges and other facilities around the mountain.

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The assessments of tourism potential revealed the natural and cultural tourism resources. Choke Mountain is the endowed with the different cultural and natural attraction having potential tourism resources. However, most of the respondent's answer the potential tourism resources of the area were not well conserved. Additionally, most respondents replied that local community awareness towards conservation of potential tourism resources in Choke Mountain is medium Natural tourism resources Such as Aba Jime forest, Molalit Cave, Arat mekerakir, water bodies and wildlife species and cultural tourism resources are both tangible and intangible cultural tourism resources. From the result, majority of attraction are natural attraction. Some tangible resources are like Weaving, Traditional metal working and intangible resources like Wedding ceremony, Local music, dance, fukera and shilella, Religious festival. These resources can play great role in tourism development and also in socio-economic growth and development of the nation at all. However there are also problems that affect potential tourism resource development in the study area such as lack of adequate infrastructure, lack of skill man power, Lack of promotion, Lack of community awareness, lack of attention and lack of sufficient budget. Most respondents replied that problem of potential tourism resources development in Choke Mountain are lack awareness.

5.2 Recommendation

Based on the finding at the study of the researcher recommended the following points for the government sector, tourism stakeholders and other local communities to develop potential tourism resource in Choke Mountain.

- Senan Culture and tourism office should work in order to promote different existing and potential tourist destination and develop them in the most sustainable manner.
- The responsible government bodies like culture and tourism bureaus and others concerned bodies give awareness to the local community about the benefits of potential tourism resource.

- The Regional and zonal government must fulfill the development of basic infrastructures and facilities for tourists in Choke Mountain.
- Effective promotional company is need to promote tourist attraction of Choke Mountain by using different media such as television, radio, website) and printed media (like broacher folder and newspaper.
- It is suggested that the tourist potential should try to improve their service to attract visitors and to get a better attention for the tourist.
- The regional and zonal government must follow arranging workshops, training program for different stockholders the tourism sector in order to give awareness to local community on how to protect attraction sit and benefited of potential tourism resource.
- The national government also should strengthen effectiveness of existing international conventions and treaties of the conservation of the ecosystems, species and tourism development which are very crucial and also the water tower of Blue Nile.

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6. How do you assess the level of stakeholder's participation in tourism development?

High medium somewhat low

If your answer for question number 6 is low? Please write the reason

7. Do you think choke mountain potential tourism resources are well promoted?

Yes No

If your answer for question number 7 is no? Please write your reasons

8. Do you think that the local communities are benefited from tourism development?

Yes No

If you answer for question number 8 is not what is the reason? Please write your justification

9. How do you assess local community awareness towards conservation of potential tourism resource?

Very high high medium low

10. What are the relation between tourist and local communities?

Positive negative

11. Do you think that potential tourism resource of Choke Mountain is well conserved?

Yes No

12. in your opinion, what do you suggest that to develop tourism resource in Choke Mountain?

Dear Respondents

The main objective of this interview is to collect information about “Assessment of tourism resource in choke mountain partial fulfillment for the BA (bachelor of art) degree in Wildlife and Ecotourism management at Wolkite University. The researcher would like to thanks in advance for all your cooperation and participation.

Interviews; for local households of Choke Mountain Residents

1. What are the potential tourism resource which is found at Choke Mountain?
2. How do you see relationship between local community and tourists?
3. Does local community are benefited from tourism resource?