

WOLKITE UNIVERSITY

COLLEGE OF AGRICULTURE AND NATURAL RESOURCE

DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT

POTENTIAL TOURISM ATTRACTIONS AND THEIR CHALLENGES OF COMMUNITY BASED ECOTOURISM DEVELOPMENT IN AWI ZONE: THE CASE OF LAKE ZENGENA, ETHIOPIA

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SENIOR RESEARCH PROJECT SUBMITTED TO DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT, COLLEGE OF AGRICULTURE AND NATURAL RESOURCE, WOLKITE UNIVERSITY FOR THE PARTIAL FULFILLMENT OF THE COMPLETION OF THE BACHELOR SCIENCE DEGREE IN WILDLIFE AND ECOTOURISM MANAGEMENT

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DECLARATION

I would like to declare that the senior essay entitled "**THE POTENTIAL TOURISM ATTRACTIONS AND THEIR CHALLENGES OF COMMUNITY BASED ECOTOURISM DEVELOPMENT IN AWI ZONE: THE CASE OF LAKE ZENGENA, ETHIOPIA**'' submitted to department of wildlife and ecotourism management, College of Agriculture and Natural Resource, Wolkite University for the partial fulfillment of the completion of the Bachelor Science Degree, arts in wildlife and ecotourism is a record of the original report word done by me and it has not formed before, the basis for the award of any degree/diploma, or any similar titles.

ADVISOR: SEFI MEKONEN (MA) _____ _____

(Signature) Date

This senior essay has been submitted for the partial Fulfillment of Bachelor of arts Degree in wildlife and ecotourism management with my approval as a university main advisor.

_____ _____ _____

_____ _____ _____

Examiners Signature Date

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ACRONOMY

ANAZ - Awi Nationality Administration of Zone

CBET – Community Based Ecotourism

UNWTO- United Nation Educational Scientific and Cultural Organization

MOCT- Ministry of Cultural and Tourism

WTO- World Tourism Organization

MOEF- Ministry of Environment and forests

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ABSTRACT

Tourism is the fastest growing industry in the world. Tourism development is highly in touch with natural and cultural resources. Due to this, our country has an immense potential of natural and cultural resources. Likewise, Zengena Lake is among those natural attractions which have tourism development importance. While due to low number of visitor and thereby the beautifulness of the environment. The lake and its surrounding attraction become faces problem. Therefore, the major purpose of the study was identifying tourism potential attractions and their challenges the case of Lake Zengena. This study was used purposive sampling method and both primary and secondary sources were used. From the selected area 60 respondent were used. The primary data was collected by using Questioner, field observing, interviewing and secondary data was collected from books, internet and documents reviews. The main tourism potentials in and around the Lake Zengena include natural (diverse species of birds, scenic landscape, lakes and some mammals and cultural attractions,(handcraft dancing, wearing style) and their recreational activities such as swimming and horse riding etc. The local communities are participating as tour guide and they are also providing local handicraft and local food and beverage to the client.

Key terms: - potential, challenge, community based ecotourism, Lake Zengena

1. INTRODUCTION

1.1 Background of the study

The modern globalized world, tourism is recognized as one of the largest, fastest growing and dynamic economic sectors attracting external economic activities (Creaco and Querini, 2003). In developing countries tourism or ecotourism has become one of the economic sectors that generates substantial income and maintains conservations of protected areas (Rannersmann, 2003).

Ethiopia is endowed with diverse natural resources with a great potential to attract visitors, ranging from both domestic and foreigners, and from day trippers to overnight visitors (Sintayehu, 2015). It has nine major rivers and twelve big lakes. It has rich tourism assets. With its diverse tourist attractions, which include cultural, historical and natural attractions, as well as a great variety of flora and fauna, and mountain's. However, the abundant resources are not yet fully utilized, and the tourism industry is still at its infancy. Awi Nationality is amongst the richest areas when it comes to natural and man-made resources that have good potential for community based ecotourism. But, these resources are not yet well exploited by tourists and a variety of stakeholders (SHs). This may be because too little is known about the latent resources. It is in response to this fact, that the researcher conducted research on Lake Zengena which is considered to be a strategic site for the development of CBET in the ANAZ, and thus it requires an extensive in-depth research undertaking. Some researchers have addressed issues related to CBET development in different parts of Ethiopia. They addressed the issues related to problems, opportunities and practices, relating to CBET as a tool for sustainable development (Gebeyaw and Mulugeta, 2011). However, studies related to the challenges and prospects for the development of CBET especially in water bodies like Lake Zengena, and the legal framework for CBET in potential destinations of tourism remain untouched. This is because the focus had been given to the 'honey-pot' areas. To fill this gap, this study addresses the challenges and prospects of CBET development in the case of Lake Zengena and its environs.

Tourism potential of Lake Zengenah, most of the lake are suitable and safe for swimming and other water sports. One of the Lake Zengena ideal place for bird watchers. According to (UNWTO , 2010), tourism is a rapidly growing market and is showing remarkable growth in the

current global scenario. Tourism makes an enormous contribution to local economies, job opportunity and sustainable development, can play a leading role in the transformation toward the green economy (UNWTO , 2010). The problem faced is how the country can use these abundant resources, especially its potential in ecotourism development to benefit local communities more the author concern centered on helping to alleviate the plethora of problem associated with CBET development. It is especially important in this study to identify the many challenges and potential attraction of CBET development in Awi zone the case of Lake Zengena. The behind the selection of this site was to identify the current problem from the area and find solution for these problems.

1.2 Statement of the Problem

Tourism can significantly contribute to sustainable use of natural resource in environment where other form of natural resource management might be limited because of poor soil or harsh climate condition. Many lakes world over have been destroyed or decayed. Several lakes within or at the periphery of urban areas are either destroyed or slowly dying or drained and converted to other uses. Common problem in case of urban lakes is encroachment on the lake fringe area which gets exposed when level falls after rains; water level of the lakes is reducing due to loss of catchment (Gupta *et al*., 2007). The highland areas of Ethiopia like Lake Zengena 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 resources. As far as analysis of different literatures indicated most of the studies have not been focused on natural resource relating to tourism. The main problem in Lake Zengena is unwise Use of the Lake as a source of "holy water" by the church. This practice often creates a conflict of interest between the government and the local community because of the community fearing that it would lose its spirituality of the source of holy water (questionnaires, personal observation). The study will be focus on potential attraction and challenges of CBET development of Lake Zengena.

1.3 Research Question

This study was gone to responded the following basic question

1) What are the potential attractions of Lake Zengena for tourism development?
2) What are the challenges of Lake Zengena for tourism development?

1.4 Research Objectives

1.4.1 General Objective

The General objective of the study is to assess the potential attraction and challenges of CBET development the case of Lake Zengena

1.4.2 Specific Objectives of the Study

1) To identify the potential attractions of Lake Zengena for CBET development
2) To examine the challenges of CBET in Lake Zengena

1.5 Significance of the Study

After conducting this research the study will different significances such as: for Government it helps to identify existing problems which obstacle for tourism development and will be the first beneficiary organ from this research because it can adjust policies with respect to community-based tourism through some findings of this study. Tourism organizations in charge of community-based tourism will be the second organs to be benefited from this study through understanding of those challenges and other ways of encountering these challenges. for stakeholder also it show the possible way to exploit and properly use of natural resource of the Lake and it helps towards sustainability; and most benefited stakeholders will be the local communities in such a way that the study will determine how they will be organized and benefited from it. It helps to show the way to generate income from the lake whereas for researchers it helps to improve and develop problem solving skill; and for other researcher as a reference.

1.6 Scope of the Study

In Ethiopia, there are many lakes but this study was basically focus on Lake Zengena and its surrounding. The study was the tourism potential attraction and their challenges of community based ecotourism development in Awi zone with special focus on Lake Zengena.

2. LITERATURE REVIEW

2 .1 World Tourism Development

Tourism was internationally being known since 1950 (WTO, 2002) and nowadays it is the largest and fastest growing business which contributes to lots of new jobs including in rural areas since it does not require long-term trainings (Rannersmann, 2003). Because of the increasing and fast growing of tourism, currently more than 650million international tourist arrivals in the world which it will be more than 1,600million by the year 2019 (Holden, 2003).

2.2 Tourism in Africa

Even though Africa is the world's poorest region, with almost fifty percent of its population living with less than $ 1 per day, especially in rural areas it is recognized by its huge potentials for tourism development (WTO, 2002).There is no inadequate facilities and services infrastructures in many places which hampers the full use of exploiting this potentials of tourism even though there is an existing potentials for developing tourism in Africa. The major trends influencing the growth of international tourism globally will also apply in Africa. The will particularly benefit from the increasing international travel interest in nature and cultural tourism and other forms of special interest tourism (WTO, 1999). It is evident, that there is an Opportunity exists for Africa to have a fairer distribution of tourist flows across the world, with the purpose of contributing to the alleviation of poverty in the continent. The international tourist arrivals in Africa are will to reach 77 million. This represents an average annual growth rate of 5.5 percent for the period1995- 2010 which are almost one-and- a-half percentage points above the expected to increase over the forecast period from 3.6 percent of worldwide arrivals in 1995 to a too little 5 percent in 2020.

2.3 Tourism development in Ethiopia

In 2008 a tourism policy is expected from the Ministry of Culture and Tourism. A strategy on tourism development for five years is also under preparation. The strategy consists of six pillars, a) human resource development, b) infrastructure development, c) image strategy, d) service improvement, e) strengthening information and management capacity, and f) domestic tourism promotion (Japanese,2007). Expectations of regional tourism commissions are high regarding the federal tourism policy. As a director (interview 12-2007) said: "we think the policy will bring a

lot of good, than we know what we are expected to do." This quote refers to the implementation of the tourism policy. So far, nothing can be concluded on the implementation. But, the establishment of the Ministry of Culture and Tourism is evidence of the commitment of the government towards tourism development. The Ministry continues to work on a federal tourism policy and strategy, meanwhile promoting tourist attractions and improving the image of the country (Halcrow and Gird, 2007).

The Ethiopian tourism industry can be roughly divided into three important tourist zones. firstly, the historic northern route, secondly the far south where pastoralist communities form tourist attractions, Finally Addis Ababa, the capital, providing qualified tourism services and the central place for international arrival and departure. Ethiopia's principal driver for tourism is the rich culture and history (World Bank, 2006). This has its origin in 1929 when the Italian scholar Rossini called Ethiopia 'un museo di popoli', in his book L'Abissinia. This museum of peoples and cultures can be found in the northern and southern route. The average itinerary of international tourists and their operators show destinations in the north and far south.

2.4 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, Awashetc 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. One of this Lake is Lake Zengena ideal places for bird watchers. Most of the highland lakes are not fully exploited for tourists except Lake tana where tourist class hotels are built. The Rift Valley is also a site of numerous natural hot springs and the chemical contents of the Hot springs are highly valued for their therapeutic purposes though at present they are not fully utilized. In short, the Rift Valley is endowed with many beautiful lakes, numerous hot springs, warm and pleasant climate and a variety of wildlife. It is considered as one of the most ideal areas for the development of international tourism in Ethiopia. .Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people (Ties , 2015).

2.5 Tourism Development of Lake

Quite simply, lakes are bodies of water that occupy depressions on land surface. There is no universal definition for 'lakes'. The International Glossary of Hydrology briefly defines a lake as an "inland body of water of considerable size (WMO and UNESCO, 1992). One of the most elaborated definition of lakes has been provided by (Kuusisto,E, 1985) as "a depression or a group of depressions partly or fully filled by water, all parts of the water body have the same surface, excluding temporary variability, caused by wind or ice, the ratio between in-flow and volume is small enough to let most of the suspended, inflowing material to form bottom sediments, and the surface area exceeds a given minimum value." In India, National Lake Conservation Programmed under the Ministry of Environment and forests (MoEF) defines lakes as "standing water bodies which have a minimum water depth of 3m, generally cover a water spread of more than ten hectares and have no or very little aquatic vegetation . The purpose of any definition is to provide an entity an identity which plays an important part in its survival.

According to recreation along lake shorts is quite desirable, as cab be seen from the high concentration of recreational housing along lake shore lines, there are many water based short

Lines. The negative effect of recreation, however, is obvious with mass tourism, which can significantly, degrade landscapes along lake short lines and which, so far, have large been planned carelessly and often irresponsibly (Jorgensen, 2005).

2.6 Challenges for the Development of Lake

Rapid developing travel and tourism pattern of the modern period led to the large scale exploitation of national resources and environment (Vollenweider, 1982). It has caused considerable stress on environment tourism has caused negative impacts on lakes. Areas within easy reach of large population centers/metropolitan cities are more susceptible to adverse impact due to threats posed by urbanization some lake sides have become environmentally unsound with growing. According to (Dokulil *et al.*, 2012) summarizes factors regarding the quality of the environment, both natural and man-made, is essential to tourism. The relation between tourism and the environment is complex-many activities can have adverse environmental effects. Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world (Vollenweider, 2004). It can put enormous pressure on an area and lead to impacts such as: soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources (Dokulil and Teubner, 2003).

3. RESEARCH METHODOLOGY

3.1 Description of the Study Area

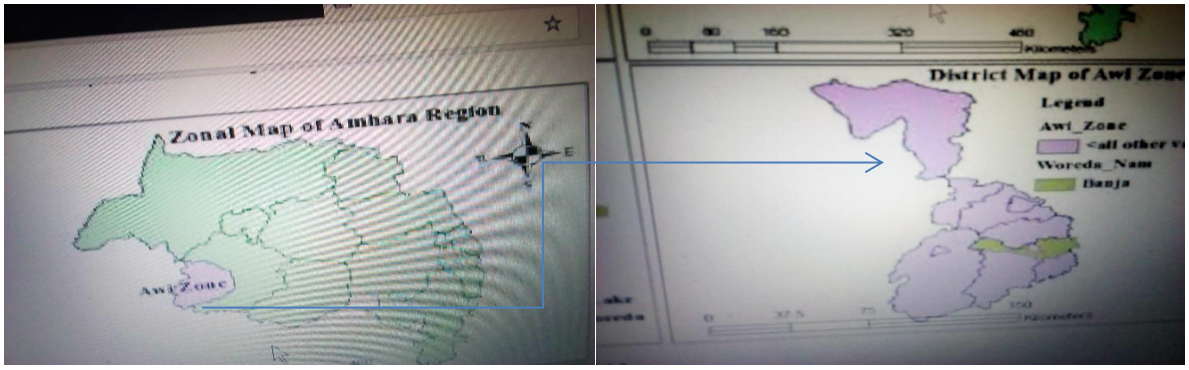


Figure 3.1.the map of Amhara region and Awi zone

The study was conducted in Amhara Regional state North Western Awi zone in Lake Zengena of Ethiopia. Zengena Lake is one of the lake which located North Western part of Ethiopia, specifically Awi zone (Injibara). Zengena Lake is a crater lake located at 10°54′50″N 36°58′00″E / 10.91389°N 36.96667°E. It is situated between the towns of Injibara and Kessa, 439 km from the Addis Ababa and 120 km from Bahir Dar town. The diameter of the lake is roughly 1 km. With a maximum depth of 166 m, it is the second deepest lake in Ethiopia after Lake Shala. Zengena Lake is most likely a formed by volcanic explosion and collapse. Currently there is very little done by local guides and scouts and while it is mostly visited by domestic and sometime foreign tourists, these are very few in number. The lake is almost a full circle without any indentation, and it is surrounded by Eucalyptus plants which are evergreen. The topography of the area is generally dominated by hill. The altitudinal elevation of Lake Zengena is 2500masl.Agro climatically Awi zone is categorized as dega having an altitude of 2500masl.The mean annual rain fall off the area is between 2000m and the temperature 20 degree celiceos ranges.

3.2 Sampling Technique and sampling size

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 problem raised at the selected site. A purposive

sampling technique had employed to select sample respondents who were perceived to be aware of detailed points raised during the survey and to select people's surrounding the lake from the Kessa-Chewsa Kebele. Qualitative and quantitative research approaches were used to collect the data. In order to address the objective, the researcher was used descriptive type of research, this type of research used to collect data that describe the objectives of the study.

For the sake of clarity it is important to explain some terms. The total sample from the total population of the study area is based on the formula adapted from Israel (1992):

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

Where, n= the sample size required

N= the total population size

e = the level of precision

Where confidence interval is 90% at p=+10 (maximum variability) which is = (±10%)

The study area is found in Kessa- Chewsa Kebele which has a total of 667 households (HHs).

n=967/1+967(0.1)

n=967/10.67 n = 90 these numbers of households were difficult to supervise due to variety of factors including the cost of time and budget. So the researcher had limited to use the total of 60 samples purposefully between each stakeholder. In general a total of 15 local's community, 30 souvenir shop and 15 samples from experts and heads of different bureaus/offices were taken in deciding the suitable sample size.

3.3 Data Collection Methods and Procedure

Both primary and secondary data was used for this study. The primary data were gathered by, interview, questionnaire, and field observation were employed so as to collected data for the study. Secondary data were gathered documents and report from Awi Zone cultural and tourism office, published and unpublished research workers.

3.3.1 Questionnaire:

First questionnaire was prepared for interviewing the respondent. This research, the data was collected from tour guide, local community, souvenir shop and cultural and tourism office. However, the questionnaire were purposively selected 20 respondents for cultural and tourism

office, local community, souvenir shop and tour guide. This type of questions was both close ended and open ended.

3.3.2 Interview:

For the interview local community, cultural and tourism employee were interviewed. Research was gathered in depth information from individuals through face to face. B/c those local communities were the major part of research and they know about the challenge of tourism development in Lake Zengena. Interviewers who were purposefully selected from around the Lake which were made from two kebele 15 informants from one kebele and 25 people from the other kebele based on their proximity.

3.3.3 Field Observation:

This method of data collection was used in order to identify and enumerate ecotourism resources of the lake. Furthermore, it is very important to get deep understanding about the conditions of the resources and used to identify the challenges that encountering the study area as well as to collect real accurate data from the field through directly. By this method the research was able to distinguish which resources provide the essential ecotourism, what resources is more degraded and which resources is more attractive for tourists like road, water supply, and electric power and natural or cultural attraction respectively.

3.4. Data analysis

The result of the analysis was interpreted and discussed using descriptive statistics (frequency, and percent). Descriptive statistics were dominantly employed to analyze the challenges and potential attraction for developing community based tourism in the study area by using questionnaire survey. Qualitative data were also analyzed and interpret to get the realized and detailed pictures of the problem in the study area. The data was gathered through qualitative variables are subject to phenomena description and narrations, text explanations and descriptions were employee in the case of qualitative data analysis. Thus, qualitative data obtained using field observation key, informant interviews and non-participatory observation were analyze in a narrative way**.** Pictures, tables and graph were used to present the results of the study.

4. RESULT

4.1 Demographic characteristics of local community

Demographic characteristics of the respondents in the study area were involves different categories such as sex age and educational status. They are explained in the following ways in the table below**.** Of the 60 respondents 35(58.3%) are male while the rest 25 (41.7%) are female household. Therefore, the most respondents replied that male. According to educational status from the total respondents 58.3% of the respondents were Illiterate. Also the rest 41.7% were literate from those literate respondents 25% of respondents were college of diploma, 16.7% of the respondents were bachelor degree. Regarding to educational level the researcher concluded that most of the respondents are illiterate. Regarding to time of settlement of the respondents, of the total respondents 25% are settled 18-25 years ago, 50% are settled 26-33 years ago, 16.7% are settled 34-41 years ago and 8.3% are settled 42-49 years ago. The researcher understands that most of the respondents are adult. Therefore, from this information the researcher concludes that most of the respondents were as single.

Table 4.1 Demographic characteristics of local community

Item	Alternative	Frequency	Percent (%)
Gender	Male	35	58.3
	Female	25	41.7
Age	18-25	15	25
	26-33	30	50
	34-41	10	16.7
	42-49	5	8.3
	50 and above	-	-
Educational level	Certificate	--	--
	College of diploma	15	25
	Bachelor degree	10	16.7

	Illiterate	35	58.3
	Marriage	20	33.3
	Single	40	66.7

4.2 Potential tourism attraction in Lake Zengena

The researcher sought to analyze and describe the tourism resource potentials of Lake Zengena mainly in two dimensions: namely the natural and cultural resources with which the area was endowed. All the respondents replied that the lake has tremendous potential that might be used for a variety of tourism activities. Those resources were found surrounding the lake which worth a visit for every visitor, and have been witnessed by all of the expert's sampled. They also replied that the resources are mainly natural which takes (33%) and the rest of the resources are of a cultural orientation (17%).

4.2.1 Natural tourism attraction of the lake

The natural resources of Lake Zenegna and its environs include the following: Lake Zengena which was considered to be the main resource of the area, with a large variety of wildlife which includes avian species(25%), reptiles(10%), fish species such as the Barbet(45%) and a host of mammals(65%). The bird species include inter alia, *Alopochenae gyptiaca* (Dakiye), *Aquila rapax* (Chilifit), *and wattled ibis* (Bale-Enitiltil Gagano). The mammals include the Colombus monkey (*colobus abssinicus*) Spotted Hyena (*corcuta- corcuta*), Common bushbuck (*traglapus scriptus*), and other mammals which can all be found in close proximity to Lake Zengena.

The other natural resources include nearby mountain's such as Darkan Mountain, in a North Westerly direction which is still untouched by any tourism activity, but with a potentially good view point of the surrounding area. There are also the Gubil mountains', in a South Westerly direction of Lake Zengena and they are covered by very dense forests comprising mainly highland evergreen trees. The birds and mammals found around Lake Zengena can also be found in the mountainous areas. Bamboo Plantations: are also natural plants near Lake Zengena. Generally speaking, in almost all directions there is an abundance of fresh air and environmental beauty. It is common particularly in the parts of Awi Nationality Administration including Banja

Woreda and in Kessa- Chewsa Kebele.



Figure 4.1.This is the description of the natural tourism potential aspects of the lake and (photo by chalachew)**.**

4.2.2 Cultural tourism attraction

The cultural tourism resources include horse riding, dancing, weeding, handcraft and Monasteries. The popular Monasteries of Felege Hiwot Kidus Gabriel and also Debre Mihret Kidus Michael, which are located as such having a direct connection to the lake in which the main church itself is found. This is approximately 30-40 meter from the lake's basement. The second monastery was located on the direct opposite of the entrance point to Lake Zengena to the west direction. The monasteries have a close connection with religious practices of the lake such as the Timket/Epiphany festival, and monthly celebrations of St. Gabriel. The lake is often used as a source of 'Holy water' for the day to day church services and all special celebrations. The sale of local handicrafts could have a big potential to help develop community business enterprises and thus promoting CBET in Lake Zengena. The most common handicrafts in the

surrounding include those prepared from bamboo trees, horse tails souvenirs and weaved goods (these are common in Zengena Gubiti gott of the kessa-chewsa kebele). These items could all be manufactured as souvenirs and also used to develop culturally driven art galleries in the area. The seven house of Agaw yealem Horse Mahiber is a typical culture of the Agaw society which stayed and passed their skills down from one generation to the next without any change in their original product designs. In addition, a wide range of handicrafts and other cultural assets are also major cultural tourism resources of the study area.



Figure 4 .2. Cultural tourism attraction (c, d &e are photos by chalachew) and (a and b are download from internet).

4.2.3 Tourism resource Lake Zengena for souvenir shop

From the total 30 respondents, (33%) believe that the main resources that can attract to the location are natural resource while (17%) respondents that had cultural attraction around the lake. On the other hand, (50%) of respondents were confident in both natural resource and cultural

assets. This indicates that around the lake they were greater attractions of both natural and cultural resources.

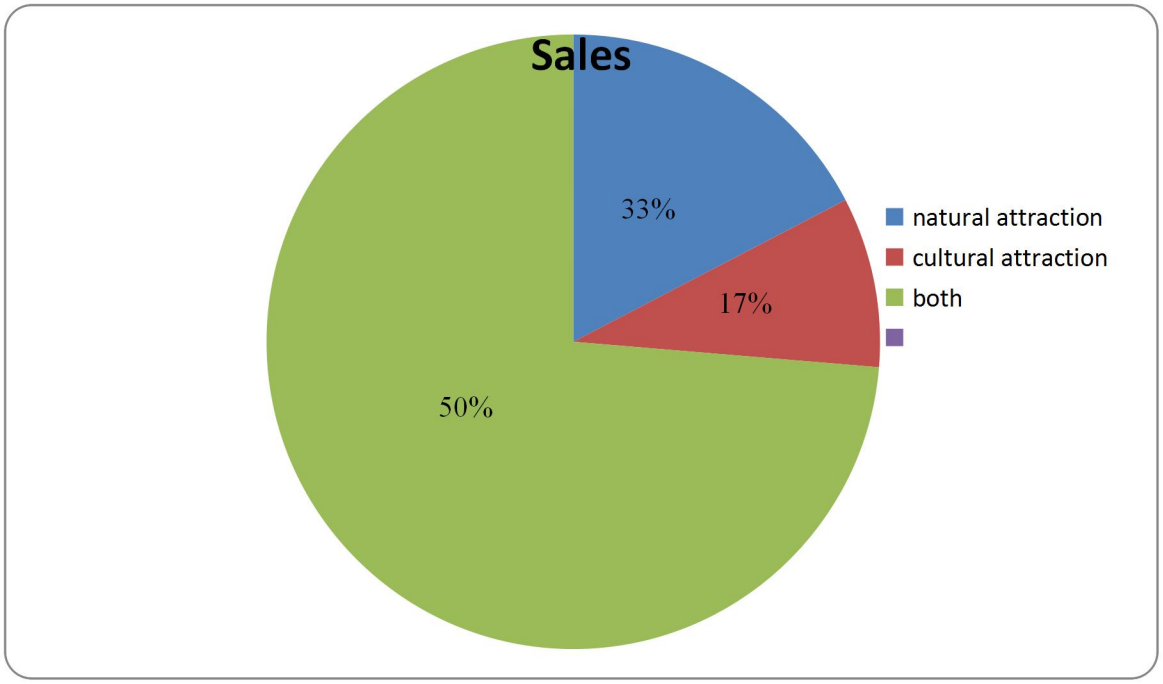


Figure 4.3. Shows the potentials of tourism attraction in Lake Zengena.

4.2.4 Tourism Potential of Lake Zengena for employment

From the graph 4 indicates that out of 15 respondents the greater percentage of respondents responded that 8(53%) the potential of lake toward the tourist is low. Followed by 3(20%) of respondents rate the Lake Zengena a medium for potential of lake toward the tourist and the remaining 4(27%) of respondents responded very low. Of the majority of the respondents were responded potential of lake toward the tourist is low.

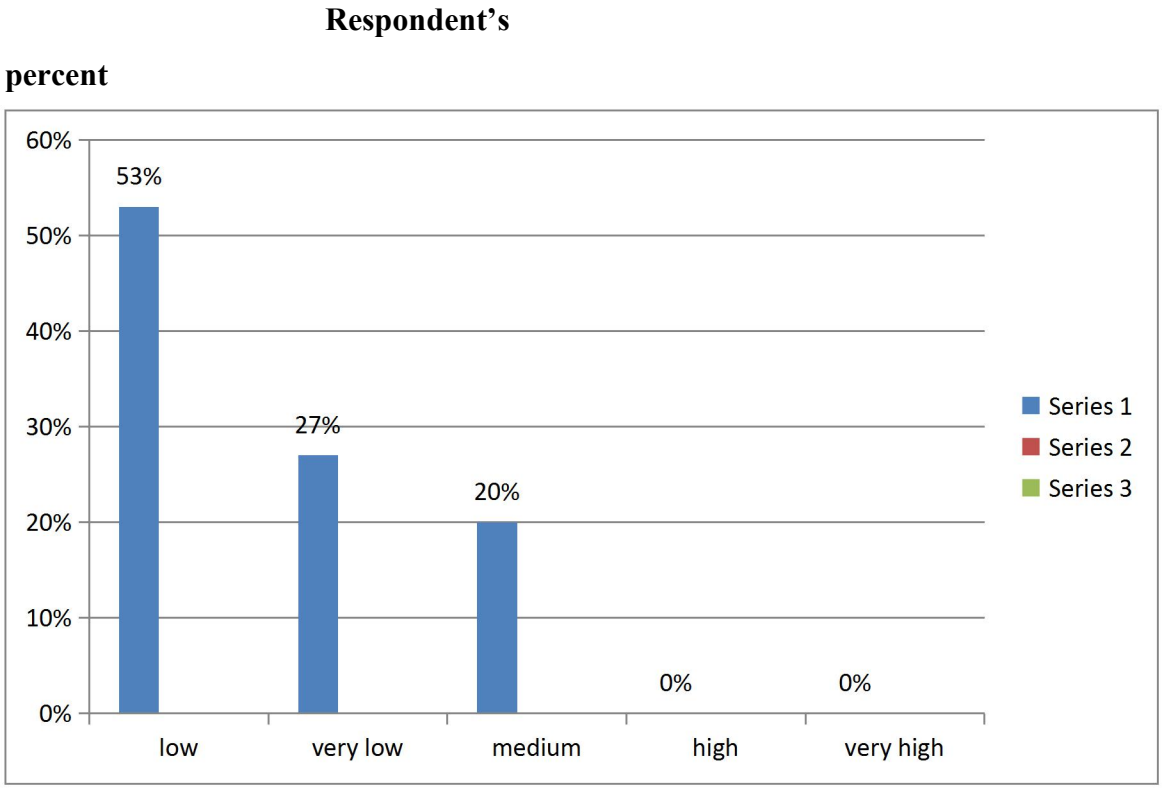


Figure. 4.4 This graph shows the current degree of tourist flow

4.3 Challenges of CBET Development in Lake Zengena

There are many challenges to be underdeveloped the lake Zengena. This are; Lack of skilled manpower and budget, lack of promotion, Lack of good government attention and other stakeholders' participation, Use of the lake as a source of "holy water" by the church, Lack of good tourism development policy and land degradation on tourism resources and lack of infrastructure.

4.3.1 Tourism potential and Challenges of Lake Zengena for local community

The researcher was interviewed and questioned 15 respondents of local community, out of this all respondents said that Lake Zengena has tourism potential for local community. Additionally 33% of the local community “said that” governments and other stockholders are work together to improve the potential of the Lake and the remaining of the 67% said that there isn’t any cooperative working b/n government and other stockholders. When interviewed the local community 80% of respondents “said that” there is a problems that affects the development of Lake like polluted by untreated local sewage solid west and 20% of respondents said there weren’t any problems. So that researcher was concluded that the lake was highly affected by challenges.

4.3.2 Challenges of Lake Zengena to develop tourism for employment

From the below figure 5, 46% respondents were responded responsible to the problem solve manager, 7% respondents were responded to solve the problem government and stockholders and 40 % respondents were responded to solve the problems local community. Based on the below information the researchers were concluded that managers was the responsible to solve the problem.

Respondent

percentage

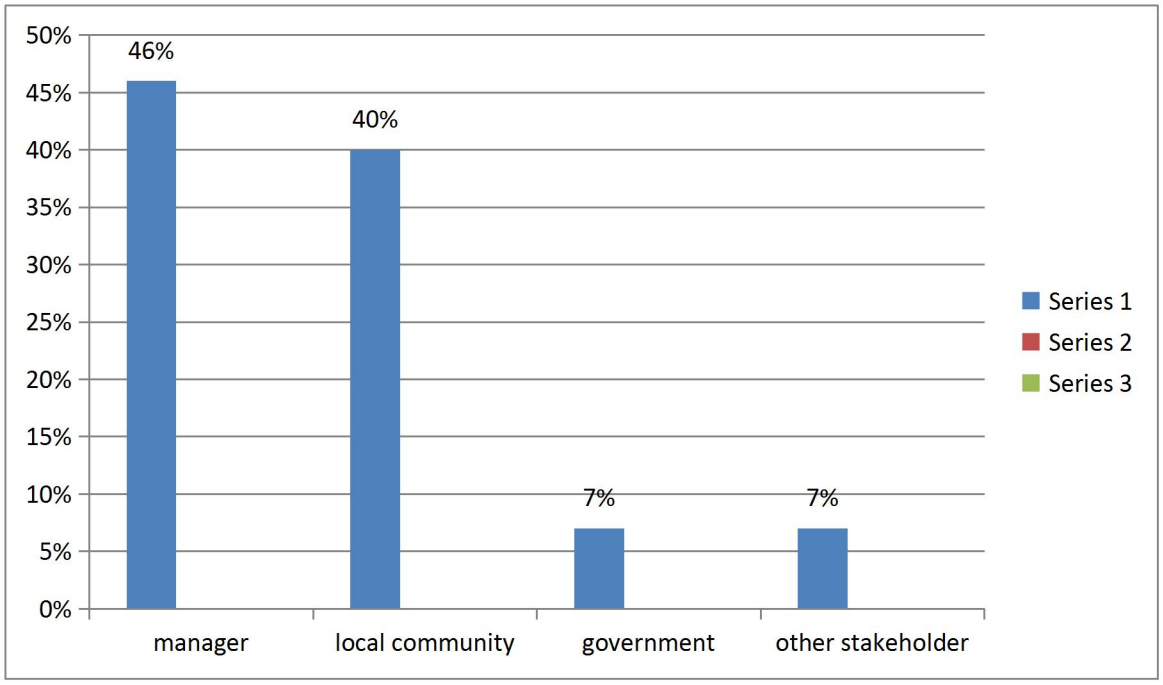


Figure 4.5 this graph shows challenges of Lake for tourism development

4.3.3 According to local community, souvenir and tourism office

From the below table, 2 ,25% of respondents were said Lack of infrastructure, 9% unwise use of water for church, 17% lack of skilled man power and budget, 16% lack of good policy and also majority of respondents 33% concluded that lack of good government attention are the most challenges to develop the economic activity of the lake.

Table 4.2 challenges for Lake Zengena

Challenges	frequency	Percentage
Lack of skilled manpower and budget	20	17
Use of the lake as a source of "holy water" by the church	10	9

Lack of infrastructure	15	25
Lack of good government attention and other stakeholders' participation	5	33
Lack of good tourism development policy and land degradation on tourism resources	10	16

4.4 Community Based Ecotourism Development in Lake Zengena

Possibilities for communities' involvement- the majority of the respondents (76%) stated Availability of community associations and communities' attitude towards tourism- is also an important opportunity to develop CBET in the area and 24%of respondents were stated community involvement were low. There are community associations like sebat bet agaw yalem Feresegnoch mahiber (Horse Associations) and one to five youth associations which offer great opportunities for the development of CBET in the study areas. Communities' attitude towards tourism- in the study area there should be a significant opportunity to develop CBET in areas where the resources and the community are highly interconnected. Especially at Lake Zengena where the communities' cultural and religious beliefs are highly attached to the resource (field observation). Thus, in such areas the communities should be active participants in the whole process of community based ecotourism development both in conservation matters, and decision making and benefit sharing, so that they have been a more positive attitude towards the sector and its potential offerings.

5. DISCUSSION

Most of the Ethiopia lakes are suitable and safe for swimming and other water sports (Yabibal, 2010). One of this Lake is Lake Zengena ideal places for bird watchers. In highland area like Lake Zengena the concentration of chemical substance is very low named as freshwater. However, according (Mulugeta, 2010) the rift valley is also a site of numerous natural hot springs and the chemical contents of the hot springs are highly concentrated. Lake Zengena was endowed with many beautiful lakes, numerous hot springs, cold and pleasant climate and a variety of wildlife. In many Ethiopian lake there is many challengs like lack of educated man power,lack of budget, lack of promotion, lack of approperate policy etc (Sharti, 2008). Similarly this challeng was also agreed with in Lake Zengena. According to Jacobus, 2012 in Lake Tana

there were a variety of Wildlife around the lake, which includes Hippos (rare), monkeys, baboons, warthogs, and a huge variety of birds. This was agreed with Lake Zengena but there aren't hippos. From interviewed local community, lack of awareness of among community and less attention by government highly affected of Lake Zengena. Similarly these challenges were also affected the Lake Abijata and Shalla *(*Malviya, 2005). The unique features of Lake Zengena is any river doesnot flow into the lake compared to another lake. However, according to(Benjamin, Ozadogan and Simane, 2013) in many of lowland and highland lakes some rivers were entered into the lake. Additionally species diversity inside the water have few compared to lake Tana, langano, Abaya and other. B/c the lake is very deepest with 166m. according to. In Lake Zengena some species were found around shoreline like Barbet fish b/c species donot survive their life in the center of lake. According to (Sharti, 2008 and Cooper, 2006) in choke mountain,lake Hawassa, Gausa and Adaba dudula the participation of community involvement have been very high, b/c they get an apprpperate benifite from the resource. Similarly community' attitude towards tourism- in the study area there should be a significant opportunity to develop CBET in areas where the resources and the community are highly interconnected. There are community associations like sebat bet agaw yalem Feresegnoch mahiber (Horse Associations) and one to five youth associations which offer great opportunities for the development of CBET in the study areas(from interview and field observation).

6. CONCLUSION AND RECOMMENDATION

6.1. Conclusion

The study was indicated the existence of tourism potentials, and their challenges of CBET development in the case of Lake Zengena. Community based ecotourism is undoubtedly a crucial aspect to consider for the Lake Zengena so as to serve as a tool to enhance the livelihoods of locals and bring sustainable development to the area. The main tourism potentials in and around the lake include large variety of wildlife which are avian species, reptiles, fish species such as the resilient Tilapia and a host of mammals which can all be found in close proximity to Lake Zengena. Culturally, the area has a potential to develop religious tourism, festival tourism, and

rural tourism through especially the development of souvenir shops, craft sales, live weaving experience, their recreational activities such as swimming and other CBET activities. From result the majority of respondents were said that, both natural and cultural attractions were the most important to attract tourist in and around the lake.. However numerous challenges that may hinder CBET development in the area. For instance, a lack of government and other stakeholders' participation and attention, poor infrastructural facilities, a lack of skilled manpower and budgets, a lack of market, little awareness of the community towards tourism and lack of promotion etc. From the result majority of respondents' concluded that lack of government attention and poor participation of other stakeholder were the most challenges to the Lake Zengena. Therefore, majority of the respondents were responded potential of lake toward the tourist is low. Majority of respondents were concluded that a manager was the responsible to solve the problem. On the other hand, the majority of the respondents (76%) stated Availability of community associations and communities' attitude towards tourism- is also an important opportunity to develop CBET in the area.

6.2 Recommendation

To overcome these and all other problems that has of tourism potential, and challenges of CBET development, the case of Lake Zengena. The following points may recommend to the government and the other concerned body.

- ✓ Even if there are different service like local handicrafts, local foods and services, souvenir shop, local tour guides and other services which provide for tourists but it is not good enough so there should be more than this to make the place more attractive than ever.

- ✓ In order to develop CBET in Lake Zengena and its environs, tourism potentials should be identified, documented and mapped as well as promoted and publicized so as to create much needed enhanced awareness by all stakeholders.
- ✓ Basic infrastructures should be established which can enhance the development of CBET.
- ✓ Preparing a tourism destination development plan and formulating tourism development packages should be made, and the study area should also be included in the historic route map for better CBET enhancement.
- ✓ The local communities should be the main role players of the CBET in the study area so that they should participate in all the decision making and be involved in benefit sharing.
- ✓ There should be a comparative advantage among different stakeholders in a win-win approach for all, so as to conserve, plan and develop the CBET in the sustainable manner.

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APPENDIX

Wolkite University

Collage of Agriculture and Natural Resource

Department of Ecotourism and wildlife Management

Dear respondents

This questionnaire was concerned with **TOURISM POTENTIAL AND CHALLENGES OF COMMUNITY BASED ECOTOURISM DEVELOPMENT THE CASE OF LAKE ZENGENA.** The questionnaire is concerned of 3 parts; the first part consist respondents personal information, the second part of compiled to tourism potential of Lake Zengena, the third part is conducted to the challenges of Lake Zengena for tourism development. Therefore you are kindly requested to fill out the following questionnaire. Your right and truthful answer will pay a decisive role for the best final results of the study. As a result I want to notice you that, your response will be used only for academic purpose and will be kept confidential. Finally the researcher would like to **THANK YOU** in advance for your help that you will make by devoting your precious time.

Research questions for local community

Part 1: personal information

Sex Male ☐ Female ☐

Age

26-34 ☐ 35-47 ☐ 48-55 ☐ above 56 ☐

Educational Background:

Uneducated ☐ Primary school ☐ Secondary school ☐

Bachelor Degree and above ☐ other ☐

Marital status:

Single ☐ Married ☐ divorced ☐ widowed ☐

Part 2: Tourism potential of Lake Zengena

Do you think that Lake Zengena has tourism potential for local community?

Yes ☐ No ☐

If you say **"Yes"** for the question number #**5** how?

_____

_____

_____

Do you think that Lake Zengena has potential in local community tourism development?

Yes ☐ No ☐

Do you think the government and other stockholders work together to improve the potential of the lake?

Yes ☐ No ☐

Part 3: Challenges of Lake Zengena for Tourism Development

Is there any problem that hinders the development of Lake Langano?

Yes ☐ No ☐

Specifies the problem and who is responsible to solve the problem?

_____

_____

_____

Do you think that the lake polluted by untreated local sewage and solid waste?

Yes ☐ No ☐

Is there any tourism challenge in the surrounding rather than the lake?

Yes ☐ No ☐

Interview questions for employees of the Lake and cultural tourism office

Part 1: personal information

Sex Male ☐ Female ☐

Age

26-34 ☐ 35-47 ☐ 48-55 ☐ above 56 ☐

Educational Background:

Uneducated ☐ Primary school ☐ Secondary school ☐

Bachelor Degree and above ☐ other ☐

Marital status:

Single ☐ Married ☐ divorced ☐ widowed ☐

Part 2: Tourism potential of Lake Zengena

Do you think the government and other stockholders work together to improve the potential of the lake?

Yes ☐ No ☐

6, How is the potential of the lake toward the tourists?

Very high ☐ high ☐ medium ☐ very low ☐ low ☐

Part 3: challenges of Lake Zengena for tourism

What is the problem of Lake Zengena for tourism development?

_____

_____

Are you trying to solve the problem of the lake with the local community?

Yes ☐ No ☐

Who is responsible to solve your problem?

Government ☐ manager ☐ the owner of the lodge ☐

Other stockholder ☐ other box ☐

Specify other_____