

Challenges and Opportunities of Community based Tourism Development in Awi Zone: A Case Study in Guagusa and Banja Woredas, Ethiopia

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Abstract

Community Based Tourism is a type of tourism that takes economical, environmental, socio-cultural sustainability into account. It is managed and owned by the community, for the community, in order to enable visitors to increase their awareness and learn about the community and local ways of life. Various studies attempted to study the potentials for CBT development has been done in Ethiopia, and little is done on exploring the challenges and opportunities of CBT development. Thus, this thesis was done to address the objective of identifying the key challenges and opportunities of CBT development in Guwagusa and Banja woredas, Awi Administrative Zone. In order to achieve these objectives, both primary and secondary data were generated through qualitative (focus group discussion, in depth interview and non participatory observation) and quantitative (CBT participant survey questionnaires) methods. The census technique was used to select 3 CBT sites and 45 direct participants of CBT development. The quantitative data were analyzed by using descriptive statistics while qualitative data were used to validate and triangulate the study. The research reveals that several challenges have been experienced in the implementation and running of CBT projects in the study area. Lack of knowledge, interest and perception of local community towards CBT; low level of attitude of the community towards CBT, conflict over resource ownership; capacity problems of the direct participants CBT and woreda level government office staff; incompatibility of policies and legislations; low quality and standard of products and services and weak cooperation among stakeholders were identified as challenges of CBT in the study area. However, a number of opportunities like the strategic location of the CBT sites, positive attitude of the CBT participants towards CBT, hospitality of the local community, and the great potential tourism resources of the area are identified as success factors for CBT development in the area

Key words: *Community , Tourism challenges and opportunities, Tourism policy Development, CBT development, Awi Zon*

Introduction

Tourism is one of the largest and rapidly growing industries in the world. In the early years of the twentieth century, tourism has continued to expand. Due to technological developments, especially in air travel, increases in personal wealth, and availability of greater amounts of free time such as holidays with pay, the total worldwide international tourist arrivals becomes to over 25 million in 1950. By the start of the new millennium, the figure had risen to more than 687 million tourists and after that international tourism has continued its growth (Sharpley, 2009). According to UNWTO tourism highlights of 2012, international tourism had grown to 922 million in arrivals and 944 billion USD in receipts in 2008 and this number is expected to reach 1.6 billion in arrivals generating 2 trillion dollars by 2020.

The continuing growth of tourism in the past century clearly indicated that the greatest contribution of the sector in its economic, environmental, social and cultural dimensions. Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products. The contribution of tourism to economic activity worldwide is estimated 5%. Its contribution to employment tends to be relatively higher and is estimated in the order of 6-7% of the overall number of jobs worldwide (UNWTO, 2010).

Apart from a vehicle for economic development, tourism is also increasingly becoming an important sector for simultaneously initiating cultural and environmental conservation in many countries. According to Anstrand (2006), tourism can increase the preservation and transmission of cultural and historical attractions that often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a revival of indigenous cultures, cultural arts and crafts.

Although Ethiopia has many attractions and a greater variety than its southern neighbors to attract tourists, it has not been able to utilize its potential resources (Melaku, 2010). Despite its relatively slow growth, tourism sector is growing fast and stands as the third foreign exchange earner, following coffee and

oilseeds (Mann, 2006). However, the remaining challenge is to formulate and implementing of comprehensive tourism development policy effectively, which specifically connects the tourism benefits into the local community. Then, it is obvious that for tourism to become an effective poverty alleviation tool, there needs to be a paradigm shift in the policies, plans and practices that are used in order to ensure the poor profit from the tourism development process (Jamieson et al.,2004).

Different types of tourism will assume different forms and functions, and how they are developed and managed will also influence the degree to which they can contribute to the development. In this regard, Community Based Tourism has emerged as one of the most promising methods of integrating natural resource conservation, local income generation and cultural conservation, particularly in the developing world (Miller, 2004). Most of the time, it is used to describe different activities that encourage and support a wide range of objectives in socio- economic development and conservation. Related to the increased sense of environmental and social responsibility in tourism plus sustainability, community based tourism is also gaining popularity as part of strategy for conservation and development (The Mountain Institute, 2000). Besides contributing to the local wellbeing by developing infrastructure (transportation, water, electricity and telecommunication networks, CBT contribute to protecting of local cultures from the influence of globalization through creating awareness within the community. It provides, expands and improves sources of livelihood and opportunities to earn income, which is used for basic living material, education, healthcare and clothes, and building houses (SNV, 2001). The CBT participatory development process empowers local community members by building the skills, knowledge and confidence needed to take control over their land and resources. When CBT is conducted effectively, the results are supposed to be minimal costs and maximum benefits of tourism. If effective and successful, CBT may bring to healthy economic development, cultural and environmental awareness, cross-cultural understanding and peace and sustainable destination development (Tasci et al., 2013).

In the past few decades, tourism has been recognized in its potential to provide not only greater financial benefit, but also in its enhancing of the involvement in the sector in the planning and management of tourism in an innovative way that the term community based tourism has therefore become an important keyword in the context of tourism development and planning (Nicole Häusler & Wolfgang Strasdas, 2002).

Despite there are few attempts to develop CBT at different sites of Ethiopia like, Wonchi Creator Lake by GTZ, Bishangari (Lake Langano) in the 1990s by Farm Africa, Adaba-Dodola (Bale) which runs by GTZ IFMP, and Meket CBET project by TESFA; to date it is difficult to name fully functioning Community Based Tourism development that managed by the community in Ethiopia (Gebyaw, 2011). Similarly, there is little effort of Community Based Tourism development in Awi administrative zone, although there are great varieties of tourism resources which can be a base to CBT development.

Research Questions

Here are the basic research questions that the study attempted to answer:

1. How is the community based tourism potentials within Guwagusa and Banja Woredas?
2. What are the challenges for developing community based tourism within Guwagusa and Banja Woredas?
3. What are the opportunities for developing community-based tourism within Guwagusa and Banja Woredas?
4. How is the attitudes, perception and expectations of local communities on tourism in general and CBT in particular?
5. What are the possible solutions to resolve the challenges and to maximize the existed opportunities of community based tourism development in Guwagusa and Banja Woredas?

Scope of the Study

This study covered three CBT sites within two woredas that found in Awi Administrative Zone. It is due to the existence of better CBT initiatives within this woredas. The study was limited to explore the challenges and opportunities of CBT development in Gwagusa and Banja woredas by taking three development sites namely, Fang, Walki and Zengena tourist destinations. Therefore, assessing the challenges and opportunities of CBT development in Gwagusa and Banja woredas through investigating different data sources was delimits to the study.

Theoretical and Conceptual Framework

The term tourism is one of the most controversial concepts which has no distinct universally accepted definition. Therefore, different scholars define the word tourism in different ways at different times. (Herman,

1910), defined tourism as the sum total of the operators mainly has an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region. As Hunziker and Krampf (1942) stated:

“Tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.”

In this definition the time specified in which the travelers must spend and the purpose of travelling were lost. The focus was on the strangers stay in the place where not their permanent residence.

Later, Mc Intosh (1995) set other definition as; tourism is the sum of the phenomena and the relationship arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors”. This definition recognizes four different elements: the tourist, the business providing travel related services, government (at all levels) which exerts policy control over tourism and the people who live in the area visited by the tourist. In this definition also the issue time specification and purpose of visit are not getting attention, but the other elements that are the tourism participants and their interrelation could be seen well.

Nevertheless, in order to fill limitations of the above mentioned definitions, the most used definition of tourism today is the one given and approved by the UN in 1993 by the World Tourism Organization (WTO):

It comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.”

The Community Based Tourism Concept

Mass tourism remained dominant in the world tourism market for a long period of time. However, in the 1970s, some criticisms of this type of tourism development were brought forward mainly due to the negative impacts that mass tourism can bring to a destination (Scheyvens, 2002).

At the same time neopopulist approaches to tourism development emerged that assumed that bottom-up, rather than top-down, tourism development is advisable. Tourism development became more preferable through empowerment of communities through skill, knowledge, and resources of the community. Neopopulist approaches mainly stressed on the importance of an increased participation of the host community in tourism development rather than it being state controlled or market led (Scheyvens, 2002). Therefore, the development of community managed tourism development is emerged to give a response to criticisms of the social and economical negative effects of mass tourism.

Community Based Tourism is a form of tourism where the local community has substantial control over, and involvement in its development and management, and a major proportion of the benefits remain within the community (Denman, 2001).

The idea of CBT mainly emphasizes on the active participation and empowerment of local people in the tourism opportunity. Hatton’s 1999 studied (as cited in sharply, 2008) stated that community based tourism is one type of tourism that includes high levels of community involvement under the sustainability umbrella. This means that community members are involved in just about every aspect of tourism in their village, e.g., Lodging, food, guiding, and craft sales. It is often viewed at the opposite end of the spectrum from large-scale, all-inclusive, mass tourism resorts owned by corporations that have limited economic linkages to communities or to some residents of the local community being hired in low-skilled and low paid jobs.

Hatton (1999), identified several goals of CBT. The first is that achieving local participation. In CBT, most tourism activities are developed and operated by local community members. In addition, the revenues are directed towards the community through various potential ways, such as cooperatives, joint-venture community associations, businesses that employ local people, or to a range of entrepreneurs starting up or operating small and medium-sized enterprises. The second major goal for community based tourism is respect for local culture, heritage and traditions. Community based tourism can also reinforce or save local culture, heritage and traditions. In addition, respect is implied for natural heritage, especially when the environment is part of the attraction.

Some institutes and organizations also defined community based tourism in different ways. Thailand Community Based Tourism Institute defines CBT as:

“Tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.”

WWF defined community based tourism as, it is a form of local tourism that favoring local service providers and suppliers and focused on interpreting and communicating with the local culture and environment. It has been pursued and supported by communities, local government agencies and non-government organizations (NGOs).

It is evident from different literatures that there is no one distinct meaning of CBT. For this research, the concept of CBT has been used to describe projects and initiatives which are almost all forms of tourism that owned and/or managed by communities and intended to deliver wider community, environmental and socio-cultural benefits without compromising tourist satisfaction and well being.

A Rationale for Community Based Tourism

The rationale for community based tourism is the search for successful strategies for conservation and development. It consists of a moral perspective that argues that management of local people accompanied by devolved decision making is preferable since it can be accountable and sustainable in the long term and the commercialization, monopolization and accumulation of benefits from tourism among the local community (Mountain Institute, 2000).

Forstner (2004) stated that, at local level, CBT projects can contribute towards maximizing the gains from tourism. They combined the services delivered by different community members through joint planning and management hence seek to spread the benefits of local tourism development among different households.

Principles of Sustainable Tourism and Community Based Tourism

Sustainable tourism includes an approach to tourism, which emphasizes the importance of the host community, the way tourism participants are treated and the desire to maximize the economic benefits of tourism for the host community (Swarbrooke, 1999). The concept of sustainability clearly embraces the environment, people and economic systems. In this regard, WTO defines sustainable tourism in the following manner: “Sustainable tourism meets the needs of today’s tourists and host regions while protecting and enhancing opportunities for the future. It is predicted as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled as well as maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems” (UNWTO, 1998).

The UNWTO has guided many local communities to develop tourism under the principal of sustainability through the development of CBT projects (UNWTO, 2008). Community-based tourism is often viewed as a more sustainable form of tourism than the traditional mass tourism since it allows host communities to be free from the control of their tourism resources by outside tour operators (Timothy & Tosun, 2003). Related to the increased sense of environmental and social responsibility in tourism plus sustainability, CBT is also gaining popularity as part of strategy for environmental conservation and social development (The Mountain Institute, 2000). Niche markets and tourism trends such as eco-tourism, heritage tourism, sustainable tourism, community based tourism and pro-poor tourism approaches have been developed in response to the need to reduce negative impacts on the environment and try to extract from the industry for the benefit of the society (Cooper, 2004).

From the above mentioned tourism trends, this study focused on CBT, which defined as tourism that takes environmental, social and cultural sustainability into account (Goodwin and Santilli, 2009). The way the host community can use tourism as a tool for community development must be done according to its own principles. Several writers tried to discover several lists of principles that applied to ensure sustainable development of community based tourism. REST (2010) stated the concept of CBT has principles which the host community can use as a tool for community development, thus, CBT should aim to:

- Recognize, support and promote community ownership of tourism
- Involve community members from the start in all aspects
- Promote community pride
- Improve the quality of life
- Ensure environmental sustainability
- Preserve the unique character and culture of the local area

- Foster cross-cultural learning
- Respect cultural differences and human dignity
- Distribute benefits fairly among community members
- Contribute a fixed percentage of income to community projects

Mann (2006) described community-based tourism initiatives as almost all forms of tourism which involve community members and ensure their benefit to the locals. Then, in these kinds of responsible forms of tourism, the benefit of the community is taken as the starting point and tourism is seen as one of the possible instruments to improve it (Postma, 2002 and McGettigan et al., 2006).

The principles of community-based tourism in Latin America are listed in the Declaration of San José 2003 (Höckert 2009). According to the declaration, this kind of tourism development should be socially and environmentally responsible, economically viable, and to enrich the cultures. Hence, community based tourism should not be directly copied from outside, since tourism developments are very situational and it has the potential for local involvement. Community-based tourism's activities should also value the local handicrafts, celebrations, music, dance, clothing, myths and legends. Moreover, the gastronomic services in the communities should prefer the local culinary traditions and the local food products (Maldonado, 2005, cited in Höckert 2009).

Community Perception and Attitude Towards Community Based Tourism Development

Knowledge of locals' perceptions towards tourism development is highly required in order to know the significance and value of local participation (Pearce et al., 1996). Communities are not homogeneous groups of likeminded people rather they are a collection of individuals with mixed feelings in relation to their perception towards tourism (Lepp, 2008 as cited in Claiborne, 2010). Therefore, research into the history of local perceptions towards tourism development can help planners in a significant way. If it is known why local community support or oppose the tourism development, it will be easier to select those developments which can minimize negative social impacts and maximize support for alternative modes of tourism that have positive impacts to the community (Williamson & Lawson, 2001). Further, it is recommended that to consider local issues and personal values of local communities rather than describing them with demographic variables and factors, will be more supportive when understanding and interpreting community perceptions (Ibid.). Johnson et al. (1994) discussed community perceptions in a rural area by relating it with an economic dimension. In rural communities where low economic activity and low tourism development, communities have high expectations for future tourism development, and have hence more positive perceptions towards tourism development. The author concluded that locals' perceptions towards tourism are related to the level of economic activity within the community (Johnson et al., 1994).

On the other hand, King et al. (1993) proposed that the perception of residents towards tourism depend on its economic benefits and social costs. However, the awareness of certain negative impacts of the existed tourism development does not necessarily lead to opposition towards further tourism development (King et al., 1993). Mason & Cheyne (2000) argued that if the local communities feel that their identity to be endangered by the tourism industry, they will develop doubtful and worst hostile attitudes towards tourism. The researcher further suggests that the size of the community is important to consider their reactions towards tourism. Therefore, smaller destinations are likely to react more strongly to the tourism development since the impacts will be a lot more visible to them.

Further, McCool and Martin, (1994) studied that those locals who have a stronger attachment to their community have stronger views, which means that they are more informed and hence more concerned about tourism development, regarding both positive and negative impacts. Most negative perceptions of the local communities tend to appear from the following conditions; First, the presence of tourists in tourist destinations, Second, the demonstration effect of tourism development and Third, foreign ownership and employment. Demonstration effect is behavioral effect that occurred on locals through. Residents frequently attracted by the visible material superiority of visitors and may try to copy their behavior and spending patterns" (Wall and Mathieson, 2006). However, observing and interacting with visitors can benefit locals as well, if it encourages local communities to adopt and work for the things they lack in their community. It can lead to the process of development, or it may lead to dependency, reinforcing existing social discrepancy and weak structures. In this case, only a few members of the community participate and, consequently gains from tourism schemes (Wall & Mathieson, 2006).

Benefits of CBT

Community-based tourism is a popular means for integrated conservation and development projects. It is one of the best options for the tactical response to the ongoing global challenge of sustainability (Timothy and Tosun, 2003). The possible benefits of CBT will be varied mainly from socio-cultural, environmental, and economic perspective. However, most of the literature explores the socio-cultural implications of CBT because of its emphasis on local communities (Weaver and Lawton, 2007).

One of the goals of CBT development is to create major employment opportunity for local communities in employing them in a variety of jobs ranging from cleaners, drivers and guides. Furthermore, the results indicated that casual laborers are occasionally hired when the need arises. Then, waged employment, whether it is permanent or casual can lift a household's living standard (Ashley, 2000 and Sebele 2010). The direct economic effects of CBT are those that resulted from at tourism elated establishments directly like restaurants, community lodges and souvenir shops. The succeeding effect of tourism as a result of the direct economic effects can be called as indirect income. For instance, when the tourists spend money in a community lodge, the lodge will spend some of the money it receives on food and beverage supplies and other business services and so on. While the induced economic effects occur because of the direct and indirect levels of economic impacts, income will occur to the residents of the local economy and this will generate further level of economic activity through the multiplier effect. The economic benefit thus passes throughout the tourism system.

In regards to sourcing of local goods and services, CBT has enabled the sourcing of goods and services from the local community. Small, Medium and Micro Enterprises as well as informal sector operators provide a number of shelter, food, drink and other services to the tourists. Furthermore, arts and crafts are obtained from destinations that developed in community based tourism. Source of locally available goods and services is very important for this community as opportunities are created for small scale, informal sector operators, who otherwise would not have access to the mainstream tourism industry, which is mostly foreign dominated (Sebele, 2010).

From an environmental perspective, Community based tourism has been popular as a means of supporting biodiversity conservation. Community based tourism has been popular as a means of supporting biodiversity conservation, particularly in developing countries (Kiss, 2004). Community Based Tourism enhances social sustainability by empowering local communities to manage their own resources, provide meaningful employment, and assist with capacity building and cultural preservation. Environmental benefits include income generation for communities to actively protect their land from degradation and could enhance conservation efforts to attract tourists, especially with regard to eco-tourism initiatives (Asker et al., 2010). Mulugeta (2011) also evaluated CBT as community based and revealed it as a tool for biodiversity conservation because of its potential to produce revenues sustainable and create incentives for continued natural resource conservation.

Challenges of Community Based Tourism

Active community participation in the development of their tourism industry is central to CBT and it is also seen as a development strategy that is based on community resources, needs and decisions (Tosun, 2000). Once tourism is developed, the community will then actively control and manage their tourism industry, thus allowing for greater benefits to be retained within the community (Choi and Sirakaya, 2006). However, when using tourism to achieve community development sounds like a wonderful concept in principle, but in practice it is troubled with challenges (Sheyvens, 2002). The level of success is varying depending on many factors known as challenges of CBT development and these challenges must be identified prior to undertaking the development of tourism operation (Gebeyaw, 2011). Then, this section of the literature review assessed the potential challenges that constrained the development and sustainability of CBT initiatives.

One of the challenges is related to the heterogeneous nature of the communities. Obviously, communities are split into different functions based on a complex interplay of class, gender and ethnic factors and certain families or individuals are likely to lay claim to privileges because of their apparent status. In such situation, it is unlikely that community members will have equitable access to participation in tourism development and the benefits of tourism.

Scheyvens (2002) also identified another challenge with using tourism as a strategy for community development that communities usually lack of resources, information and power in relation to other stakeholders in tourism process, hence they are vulnerable to exploitation. If finance is not available locally, there will be a loss of control to outside interests (Scheyvens, 2002). Contrary to the goals of CBT, which are recommendable and important to practice, Timothy (2002) stated that barriers to the implementation to CBT can relate

accessibility of information, socio-cultural traditions, gender and ethnicity, economic issues, lack of awareness and lack of cooperation/partnerships.

Ndlovu and Rogerson (2004) emphasized that it is obvious that a number of factors may potentially affect on the success of any CBT initiatives in the developing world. Some of these outcomes could potentially relate to:

- The level of demand for the tourist attraction assets of the community
- The marginalization of women and minorities in community decision making
- Issues of accessibility to information
- Awareness of the community towards to CBT and the availability of tourism expertise and
- Lack of much-needed cooperative arrangements and partnerships necessary to ensure the success of CBT projects (Ndlovu and Rogerson, 2004).

However, it should be remembered that when the main reason behind the involvement of community into community based tourism is business, it often isolates rather than benefits the local community (Meams, 2003). Thus, CBT should not be seen as an end in itself, but as a means towards empowering poor communities to take control over their land and resources, to utilize their potential and to acquire the skills necessary for their own development (Meams, 2003). Furthermore, specific CBT development challenges can be seen as follows:

Lack of Local Skill

Host communities can create barriers to the CBT sector. Local traditions, availability and quality of social amenities, and attitudes towards tourists are key factors in the success of CBT businesses (Mathieson and Wall, 1982). The lack of certain skills needed in the tourism industry also hampers the progress of CBT projects and the community needs to acquire managerial, entrepreneurial and marketing skills to ensure that they break through into the market and in the process gain a bigger share of benefits from the tourism industry (Sebele, 2010).

A friendly, welcoming host community enhances local business opportunities for tourism (Bird and Inman, 1968 and Silva and McDill, 2004), while local resistance to increased numbers of visitors and to tourism in general negatively affects opportunities sought from tourism (Mathieson and Wall, 1982). Host community support and participation in the planning and provision of tourism is therefore fundamental to realizing its benefits (Ross and Wall, 1999).

Infrastructural Challenges

An area's CBT potential depends on the presence of community tourism potential (Braun, 2008). These potential tourism resources are known as 'community-based tourism assets' and can range from nature-based activities to local handicrafts to cultural events (Cooper, 2004).

Although the existence of tourism resources offers the opportunities for the development of community tourism, those opportunities are constrained by resource limitations such as water supplies, and land are accessible (Silva and McDill, 2004). A common problem in CBT development is lack of infrastructure development in the development areas, such as roads, airports and widespread electricity can change not only the number and type of tourists, but also the flows of money from tourism (Gebeyaw, 2011). Sebele (2010) also identified the loss of access to a number of natural resources as a major obstacle hindering the progress of CBT. Physical infrastructure is an important factor in a tourism industry in order to develop potential attractions. But if there are poor road conditions around attraction sites, it will harm the competitive position of these attractions in relation to other attractions which are more developed. Hence, even though road development, a tourism component, poor road construction can have a negative impact on tourism development.

Negative Impact of Tourism

Tourism development brought more economic benefits with an increase in employment and business opportunities and improved local infrastructure. The tourism industry had also provided opportunities for local residents to be involved in entrepreneurial opportunities. However, if it is not well managed, greater social and environmental costs were major concerns as they were evidence of cultural deterioration and negative impacts on the environment (Marzuki, 2011). Moreover, tourism is an activity that involves a large array of retail and service businesses. One of the largest expenses in these industries is salaries and wages for employees. Often these employees are from the local area. However, some communities worry about relying too heavily on tourism because of its negative impact. Because tourism may include lower average wage level in tourism

related industries, the congestion and increases in prices of products and real estate that tourists can cause. However, well managed tourism can complement other economic activities in a community (Tohidy, 2011).

Despite good impacts, tourism can potentially have negative environmental effects. The potential negative effects that more visitors may have on the natural environment act as a challenge to tourism growth. If the enterprise is not contributing to the protection of the natural environment and cultural resources, then its resource bases will be collapsed. The damage from the unregulated flow of tourists can lead to excessive solid waste, litter, erosion, sewage, water and air pollution, natural habitat disturbances, tear of the infrastructure, and environmental degradation (Gebeyaw, 2011).

The Community Based Tourism Development in the Ethiopian Tourism Development Policy

In the Ethiopian Tourism Development Policy, substantial emphasis is placed on the potential of tourism to help Ethiopia to meet its goal of poverty alleviation. According to section 2 (3) B) of the Ethiopian Tourism Development Policy guarantees that the participation of community on the tourism development activity of the country as the basic principle of the policy. This principle stated that, in order to achieve sustainable tourism development and promote the existing and new attractions effectively it is better to encourage communities at destinations in particular and the public in general to participate in and benefited from the development (MoC&T, 2009).

As stated in Section 3 (5) of the Tourism Development Policy of Ethiopia, it also promotes the collaborative relationship with local communities as one of implementation strategy in order to achieve sustainable tourism development. This section also stated that the importance of coordination among the local communities in order to eliminate redundant costs and unnecessary use of resources and to bring enhanced results (MoC&T, 2009).

Section 4 of the Ethiopian National Tourism Development policy clearly explained that the responsibilities and roles of local communities at tourist attractions in the implementation of the policy. As explained in the policy document, giving responsibility and enabling them to play their role in the development process has the following positive impacts on the tourism development of the country.

The development of tourist attractions, products and services will be more effective if it is done by collaborating with the bodies that administering the resources as owners, and conserving and protecting these resources with a sense of ownership. If it is done, it is only necessary to tourism resources rather it not also enabling the community to become direct participants in and beneficiaries of the tourism development of the locality. Participating in the community in the tourism development also prepares the ground for the provision of appropriate care for guests who visiting the local attractions and extending hospitality to tourists. Beside of this, if the communities have the responsibility and role in the tourism development, it will create positive ground to protect their cultural and social values as well as the natural environment from negative influences of tourism, and they will take corrective measures rapidly when negative impacts occur (MoC&T, 2009).

Community Based Tourism Product Development Practice in Awi Zone

An interest in assisting to enhance living conditions and the need to conserve the existed natural and cultural heritages of the area was the driving forces behind the running of CBT project. The central development idea is creating community owned and managed private sector, community tourism in rural Ethiopia, which stand on their own feet, without dependence on outside support or funding locally by working together with community.

There are three community based tourism sites in awi zone and these sites are not selected randomly. The composition of tourism products should vary in order to satisfy different tourist interests and local conditions. Assessing the community potentials like accessibility of the sites and their relative location with major tourist routes, community organizations and the type of resources that the community is endowed with is critical. The main tourism products include different cultural and religious festivals, trekking, bird watching, village excursions, traditional accommodation, traditional food items, cultural performance, handicrafts, horseback riding, forest walk, scenery viewing, etc.

Nevertheless, efforts to scientifically study the tourism resources like lakes and their surroundings, waterfalls and historical and cultural resources of this zone are not yet made.

The interview and observation results reveal that the detail survey of the study area tourism potentials, and resource mapping is not made in the study area. But to find an option of product diversity, the value of resources has to be studied and documented in a meaningful way. For instance preparing simple

leaflets about the resource values and characteristics which tourists can read during their stay on the sites is a good example.

Instead, visiting with simple looking of the natural view and living culture of the area is used as a product without detail product survey and study. However, guiding service is available on all sites in times of visiting. Accordingly the assigned guiders are trying to explain about the attraction site and assist tourists based on their need and interest.

In Zengena, there are professional local guides among the direct CBT participants in the area, whereas in Fang and Walki, local guides are not professionals although as tourist interview and observation data indicates, they can assist tourists effectively.

According to Awi Administrative Zone Culture and Tourism Department head, during the development process of these CBT sites, efforts were exerted to solve the problem of resource ownership by creating awareness among the community and working with the concerned governmental bodies like environmental protection and land administration office.

As we can observe, the land which is found around the attractions of the CBT sites is mostly occupied by natural and man-made forests and its wildlife. In Zengena, there is an attractive Lake called Lake Zengena and its surrounding land is covered by biodiversity resources. The Fang CBT site also mainly manifested by amazing Fang Waterfall and in its cultural activities that found around the CBT site. Additionally, all of CBT sites are found in rural areas and due to this location, the surroundings in the area largely contain meadow land, cattle grazing on the communal land. Thus, this give a chance to tourists to see local farming techniques (ox and horse-drawn ploughing, livestock threshing and hand winnowing and sowing) and other cultural practices such as traditional wedding ceremony, religious and cultural festivals and traditional dances.

Research Type

This research is descriptive in its design. The design is chosen because of the rationale that it describes and interprets existing conditions, opinions, process that is going on and effects that are evident. Descriptive method is used to collect data of a particular point in time with the intention of describing the nature of existing conditions (Kothari, 2004). Based on this, in this research type, the researcher can report what has happened or what is happening. Hence, on the basis of this argument, it was convincible to employ the descriptive method. For this reason, the study employed descriptive research method in order to describe systematically the existed obstacles for developing Community Based Tourism in Awi zone.

Sampling Design

The subjects of the study were the total individuals who participated in CBT development. The questionnaire for the study was collected from 45 populations (direct participants of CBT project) in order to obtain practical and potential challenges and opportunities for the development CBT in Awi Administrative Zone: in the case of Guwagusa and Banja woredas. Questionnaires were distributed to 50 individuals and 45 were returned for a total response rate of 90%. Five questionnaires were not returned due to the permanent absence of the respondents from their position which resulting a non response rate of 10%. Therefore, the study sites have a total of 45 direct CBT development participants; out of which 25, 16 and 4 participants found in Fang, Walki and Zengena sites respectively. Accordingly, 25, 16 and the 4 people were taken from Fang, Walki and Zengena CBT sites respectively.

Method of Data Analysis

The study was systematically verified, described, analyzed and interpreted using both quantitative and qualitative approaches. First, The data gathered from different sources were arranged in the way that is easy to manage. The information collected through questionnaires was coded and entered into the Statistical Package for Social Science (SPSS) version 21 for analysis. The result of the analysis was interpreted and discussed using descriptive statistics (frequency, percent and crosstab). In addition, Ms-excel is used to formulate graphs. Descriptive statistics was dominantly employed to assess and analyze the challenges and opportunities for developing community based tourism in the study area by using questionnaire survey.

Qualitative data were also analyzed and interpreted to get the realized and detailed pictures of the problem in the study area. Since the data gathered through qualitative variables are subject to phenomena description and narrations, text explanations and descriptions were employed in the case of qualitative data analysis. Thus, qualitative data obtained using Focus Group Discussions, key informant interviews and non participatory observation was analyzed in a narrative way.

The data that collected through both quantitative and qualitative approaches was enabling the researcher to triangulate different views from varied sources. Pictures, tables and a simple bar and pie charts were used to present the results of the study.

Data Analysis And Discussion

This chapter provides the analysis of the collected data on the major challenges and opportunities of Community Based Tourism Development. Both quantitative and qualitative data were collected from both primary and secondary sources through questionnaire, interviews, focus group discussions, non participatory observation and document review. As stated in the research methodology section (chapter three), the data collected through both quantitative and qualitative approaches were analyzed independently

Data gathered through questionnaire was analyzed using SPSS Version 21 and descriptive statistics (frequency, percentage and crosstab) was used. The qualitative data obtained through focus group discussion, key informant interview and document review was used for triangulating the data found through a questionnaire.

Sex, Age and Educational Status

As shown in the table 4.1 below, the total population of the study is taken from Fang, Walki and Zengena CBT development sites which consisted about 26 (57.8%), 15 (33.3%) and 4 (8.9%) of the population respectively. Among them, 77.8% are males while the remaining 22.2% were females. Sex segregation across CBT sites showed that none of the respondents in the Zengena CBT site have found to be female. But Fang and Walki CBT sites were having 20% and 60% of female respondents, respectively. From this it is concluded that females don't seem to have significant participation in the development issues in the area, more specifically on the tourism development issues.

The survey result of this study for the characteristics of sex and age is also well presented in table 4.2 below. With respect to the age structure of the population, the majority of the population (64.4%) belongs to the age category ranging between 18 to 28 years. The population between 29 to 39 years old accounts about 20%. The rest of the population, 13.3% and 2.2% were aged between 51 to 61 years and 40 to 50 years respectively.

Similarly, age category of the respondents based on their sex is examined that the majority of both male and female respondents categorized in the younger age category (18-28). From this it is concluded that, the most respondents are younger age category, which have positive implications in terms of active labor resource for the tourism sector.

An educated population in the tourism sites is able to understand technical and scientific concepts. Thereby actively participate in tourism development tasks, perform tourism activities up to the standard and manage tourism products properly. Then they can contribute to the performance of the community tourism destinations and result positive return of tourism.

According to survey results depicted in figure 4.1, in terms of educational background of the CBT participants, the illiteracy rate is found to be higher. Almost 35.6% of the CBT participants were illiterate (without having a formal education). Likewise, 6.7% of the CBT participants were not able to attend formal education; but they can only read and write. As CBT participants' educational background document in the concerned culture and tourism offices indicated that CBT participants (6.7%) have got limited access to basic education acquired through some informal and traditional religious education as well as literacy campaigns

On the other hand, about 11.1% and 26.7% of the CBT participants are found in primary school and junior and secondary school levels respectively. Similarly, 8.9% of the CBT participants attended a high school level. Of the total CBT participants, only 11.1% of the respondents had acquired one year certificate from teachers training college. The survey identifies that in the study area, the CBT participants have limited education and low level of education dominating the entire population. Generally, as shown in the above table 4.3, 42.3% of CBT participants were not educated. This, in turn, could have its own implication in relation to community based tourism development. As the uneducated tourism participants in the tourism sites is not able to understand technical and scientific concepts, the tourism development participants can't actively participate in tourism development tasks, perform tourism activities up to the standard and manage tourism products properly. Then they can limit the progress of community tourism development in the area and decrease return of tourism.

Marital Status and Occupation of Participants

As indicated in table 4.3 below, 48.9% of the CBT development participants are employees in the community lodge, 44.4% are engaged in giving guiding services for tourists and the remaining 6.7% are employed in other important activities of the development including guarding and supervising in the CBT projects. Moreover, as depicted in this table, there is a significant association between marital status of the participants and community tourism where the majority of the community lodge employees are single and divorced. Out of the total respondents whose job responsibility is guiding, 47.1%, 47.8% and 20% were married, single and divorce respectively. And from the other respondents whose job responsibility is employee in community lodges, 35.3% were married, 52.2% were single and 80% were divorce. The remaining 3% of the respondents were participated in the other job responsibilities of the CBT project.

Knowledge and Interest of the Local Community towards CBT

Knowledge and interest can affect the level of community ownership, participation and effective operation of the tourism development. Given that community ownership, participation and knowledge based operation is a vital element of CBT, low level of knowledge and lack of community interest in CBT development affected the overall performance and sustainability of the tourism development. As some researchers proved, lack of tourism knowledge is critical barrier that restricts the ability of locals to participate in tourism development which causes lack of local tourism leadership and domination of external investors.

Lack of awareness towards CBT can contribute to false expectations about the benefits of tourism and limited readiness for the changes associated with tourism. Lack of knowledge about the meaning and values of CBT is a significant factor that could affect the participation of communities and competence of the tourism sector. According to table 4.4 below, to know the extent of understanding that the CBT participants have about CBT; they were asked whether they know what CBT does mean. The majority (93.3 %) of the participants were familiar with the term CBT while the remaining (6.7%) of the participants do not know the term CBT. Moreover, tourism development experts in Guwagusa and Banja woredas express that before the coming of the CBT project local communities were not aware of tourism. But, later after successive meetings and short term trainings given by zonal and woreda level Culture and Tourism offices, the CBT participants comes to know about tourism as well as the concept and value of CBT.

Another effort is also made to assess the knowledge of focus group participants. However, in the FGDs, some members of the community couldn't clearly speak that what CBT means, they can not even separated the concept of CBT from the concept of tourism as a general. And some local people do not have any idea about tourism in general and CBT in particular. Generally, most of focus group participants do have sufficient knowledge about CBT. Thus, this could create misunderstanding of the community towards the CBT and lack of their cooperation to the tourism development will be an extra challenge on the task of ensuring sustainable CBT development in the area.

Corresponding to this, most (82.2%) of CBT participants were getting their information about CBT from Culture and Tourism offices that have been done starting from the site selection. The remaining small numbers of the CBT participants were getting their information about CBT from their educational background and governmental media.

Local community leaders, in each of CBT sites, who are the representatives of the community and participated in the interview explain the current knowledge of the community towards CBT. Lack of knowledge about tourism and resistance towards the development was the main manifestation of the community during the starting time of CBT development. Eventhough the problem is not solved fully up to now, the community starting to acquire some knowledge about tourism due to the tourism practices in the CBT sites. Due to this reason, the community has not been collaborating the CBT development works in the area. In general, the overall results of this study identified knowledge as a critical obstacle of CBT in two phases. In the beginning of project implementation, lack of knowledge about the value of CBT makes things too complicated that is resistance from the local community. Later, during CBT operation, lack of knowledge among the community about tourism industry such as the concept, value and benefit of tourism in general and CBT in particular are the critical knowledge related obstacles that CBT have been facing in the study area. Obviously, these issues are challenging even among the literate communities. Here, it is better to underline that lack of knowledge towards tourism do not only limit the benefit of single households, but also the benefits of the whole community. Therefore, effective capacity building and human resource development plan should formulated and implemented by the government. And, it should be applied to the whole community rather than implementing it on the direct participants of CBT development separately since the effectiveness of CBT development highly depends on the collaborative effort of the local community.

Perception and Attitude of Community Towards CBT

Perceptions are the product of individuals acquire knowledge through hearing, seeing, or through the other senses (Glendon et al 2006). Perceptions involve an immediate or intuitive recognition, understanding or insight. on the other hand, attitudes are learned tendencies to act in a consistent way towards something or someone. They are settled ways of thinking or feeling which reflect an individual's disposition to a person, situation or thing, and may reflect underlying values (Glendon et al 2006). Attitudes cannot be observed directly, but may be revealed in observable behaviors and in what people say. They may be altered, but do not change quickly and may last for some time, although they may not be identical in every situation. In the community based tourism development process, perceptions and attitudes may concern with the communities' economic benefits and social costs that they gain and lose respectively. The economic benefit of tourism development such as creating employment opportunities make the community attitude positive. Similarly, if the local communities feel their identity to be endangered by the tourism industry, they will develop doubtful and bad hostile attitudes towards tourism (King et al., 1993)

Lack of positive perception and attitudes of communities towards community based tourism projects is a major challenge that many of the projects have faced. The awareness of the community has a direct impact over attitude. The attitude and perception of the community towards CBT should also be compared to the interest and thinking of the community in other development projects and economic sectors. It is obvious that community members are much more interested in projects that they are familiar to than to a new project, in which most community members are not familiar with. This could be much more difficult in projects where the initiative comes from external bodies like NGOs. Thus, if the community is not attracted in CBT development, the development of CBT will fail, hence community participation is a vital element for CBT development. Therefore, it is important to study the community's interest to make CBT development more effective.

Thus, CBT participants were asked some questions that enable to measure their attitude and perception towards CBT in relating with other economic sectors. As it is shown in table 4.5 below, the CBT participants were asked their level of perception about the benefits of tourism to other industries in their community and whether they agree or not on the idea that tourism brings major revenue to the community. Accordingly, 11.1% of respondents are strongly agree with that tourism sector can bring the major revenue to the community and 84.4% of the respondents express their agreement for this idea while 2.2% of them prefers to give their opinion as neither disagree nor agree and the remaining 2.2% of the respondents express their disagreement to the idea that tourism can bring the major revenue to the community. This indicates that most participants of the CBT initiatives in Guwagusa and Banja woreda agreed that tourism is one of the economic sectors that can be the major revenue source to the community.

Moreover, the CBT participants were asked their perception about the benefits of tourism to other industries in their community. Thus, their survey result in figure 4.2 below indicated, 22.2% and 51.1% of the respondents were strongly agreed and agree respectively for the idea that tourism benefits other industries in their community. As presented in Figure 4.2 below, 24.4% of the respondents explained neither disagree nor agree and 2.2% of believed that tourism does not benefits other industries in their community. As a result, we can say that most of the CBT participants of the study area agree on the tourism's benefit to other industries.

Furthermore, the attitude of the local community towards the CBT project also tried to measure based on the knowledge of CBT participants on the communities' feeling about the existed CBT development. As depicted in figure 4.3 below, the majority (64.4%) of the CBT participants in the area agreed that the existed CBT project would promote the community to feel pride in their way of life and cultures. The other 26.7% of the respondents also strongly agreed on the idea that the existed CBT promote the community to feel pride in their way of life, although the remaining 2.2% and 6.7% of the respondents were neither disagree nor agree and disagree with the idea that the existed CBT promotes the community to feel pride in their way of life respectively. Therefore, out of the CBT participants in the study area, the majority (91.1%) of the respondents agreed on the idea that the existed CBT promote the community to feel pride in their way of life. According to the result of FGDs, initially the innermost looking of the religious representatives towards the project was associated with the tourism's negative effect on the religious norms. Participants from religious institutions state that if CBT projects are practiced around religious institutions, it is difficult to coordinate with the CBT development issues. Because they believe that tourism is an economic activity that attracts different tourists with a different religious background, who has not respecting Orthodox Christianity norms.

The tourism development expert of Banja woreda reflected her opinion based on her work experience as, since community-based tourism is a new concept for villagers, it has been difficult to convince the community to adapt to the innovative procedures and approaches. This has been very much complicated in the first CBT site, Zengena. The community has not given attention to the opportunities that tourism could

offer them. There is no any meetings are given to the locals to get the consent of the community and in order to introduce the idea of CBT development.

Awareness creation activities involving information about CBT and its relationship with nature conservation and economic value were not held sufficiently in each CBT site. Then again, this was very complicated when the direct CBT participants make their day to day activities. For instance, the local community is sending their livestock to the restricted area of the CBT development carelessly. The interview data with head of Awi Administrative Zone Culture and Tourism Department also verified that a strategy to solve this problem has not been formulated yet although the problem is there. Then most of the time the CBT project developers couldn't get the collaboration effort of the whole communities. But the awareness creation activities of the direct participants of CBT are done by Culture and Tourism offices.

However, the community's negative looking that demonstrated in the project introduction time become very easy from time to time in other CBT sites. Because, after the development of the first community tourism site, Zengena; the experience gained from Zengena was used as a framework for the next CBT sites. The concerned Culture and Tourism offices were trying to aware the community by creating some awareness creation meetings in order to remove the difficulties faced in previously emerged sites. For instance, in the time of Fang and Walki CBT development, Guwagusa woreda culture and tourism office took some awareness creation meetings with the community about the value of CBT development and what tourism really worth of community in the area.

To analyze the current perception of the community toward the new means of livelihood: CBT; communities were asked to indicate whether they are satisfied with the plan of CBT development or not. As it is presented above in table 4.6 out of male respondents, the majority (94.3%) of them expressed their satisfaction with the project. Similarly, 100% of female respondents show their full satisfaction with the CBT initiative. Thus, most of the respondents, especially female CBT participants satisfied with the CBT development. This indicates how much the existed tourism project considered the gender issue by satisfying female better since female are marginalized societies in our country. However, in the FGDs, few community participants asserted that there is no impact of CBT over their livelihood.

In general, the state of communities' attitude and feeling toward CBT in the study area has two distinctive features. The first feature is the attitude and perception of the local community who have directly participated in the CBT development. The second feature is the attitude and perception of the community who have not directly participated in the CBT development. According to the data collected from different sources indicated that most of the direct participants of CBT had an appreciable perception and attitude towards CBT development of the area that should be sustained in the future. However, there are the local communities who are indirect participants of the CBT development like religious members with negative perception and attitude towards the CBT development of the area. This is most probable, as presented in section 4.4.1 above, due to lack of knowledge on the benefit and value of CBT development. Thus, the concerned bodies like different levels of culture and tourism offices should formulate an effective strategy to aware the whole community members in the concept, benefit and value of tourism development in general and CBT development in particular.

Community Participation on CBT

The success of tourism depends on the participation and cooperation of local communities since they are part of the tourism product. If tourism development and planning does not match with the local desire and capabilities, this can destroy the industries' potential.

One way of ensuring participation in CBT is called political participation where the communities have participated in decision making on the CBT development issues. In political participation, a community is asked to input local priorities, knowledge and experiences into the development of a process. If this is not the case, it can have significant effects on the relationship with communities and it is considered as the development against the value of community input (Hoof, 2006). Communities are expected to share their view and knowledge and they are also expected to take part during the development process. Moreover, it is important to note that meeting and plan take should place at places and times that do not automatically exclude the participation of some groups in order to ensure the political participation of the community in CBT development. For example, women may not be able to leave their household responsibilities if the meeting takes place at certain times of the day like market day.

Informal discussions with Banja and Guwagusa woreda Culture and Tourism offices demonstrated that communities were involved in the entire process of CBT implementation. In order to verify this information, the direct participants of CBT were asked about how much they control over tourism development of their area. As indicated in figure 4.4 below, 42.2% and 37.8% of the respondents are strongly agreed and agree respectively on

their participation of the emerged CBT projects in the area. The remaining 15.6% and 4.4% were neither disagree nor agree and disagree on the idea that they have control over tourism development of the area. Therefore, the majority (80%) of the CBT participants agreed on the idea that they have control over tourism development of the area. This is mainly manifested by that everything which is chose to be done by the CBT participants is often discussed within the whole members in the form of general gathering

The Guwagusa woreda Culture and Tourism Office head reflects that as far as the CBT participants are the members of the community, we give a chance to reflect their view over tourism in every opportunity. The results of the focus group discussion reveal that every member of the CBT participant is participating in the meetings and gatherings which organized by the concerned culture and tourism offices in regards to the emerged CBT development in the area. However, the community members who are other than the direct participants of CBT indicate that they didn't participate in the major meetings and gatherings in regards to the emerged CBT development of the area. Thus, the FGDs enable to make sure that the participation at the major meetings of the CBT development was restricted to only the direct CBT participants rather participating of the whole community in the existed tourism development. Therefore, it restricted the full implementation of political participation of the local community on the CBT development in their village.

Moreover, the questionnaire survey was take place on the direct participants of CBT to get information about whether or not they participated well in the decisions of tourism development in the area. Accordingly, table 4.8 below depicted that all (100%) of CBT participants ensure that their participation in tourism development decisions of the area. The other area of community participation is economic participation. According to the observation and report data of Awi Administrative Zone Culture and Tourism department, community members are involved directly in the employment opportunities created in the areas of guiding, employees in the community lodge, guarding and supervision. In addition, the community is participating indirectly as suppliers of different raw materials to the community lodge and souvenirs.

The survey result presented above, in figure 4.5 shows the economic participation of the direct CBT participants. Thus, the majority (48.9%) of the respondents responds that their economic participation in CBT is employed in the community lodge while 44.4% of the CBT participants participated in guiding service. The remaining 6.7% of the CBT participants are participating in guarding.

However, the survey result of CBT participants illustrated that the economical values derived from their participation is not enough. As depicted in table 4.8 below, 95.6% of participants responded that income derived from the emerged CBT project is not enough for their livelihood and the remaining small (4.4%) responded that the income derived from the emerged CBT project is enough for their livelihood. Interview result indicated that this low wage and salary of the CBT participants within the CBT development, decreasing their plan to sustain within the CBT project from day to day. Therefore, low income of the CBT development will be a challenge in the area that hinders the economic participation of the community.

Interview result with the direct participants of CBT indicated that the reasons for low income from CBT initiatives in the area are the income of the CBT association, leadership problem and the seasonality nature of the selected tourism since payment for participants is according to the presence of customers in that tourism destination: if tourists are not hosted, they will not have a salary. In addition, what is identified as critical economic participation challenges in tourism related jobs during FGDs is lack of knowledge and interest of the community towards the benefits and values of CBT. Furthermore, the gender issue is one area of challenge on the participation of communities in the study area. Efforts are exerted to give an opportunity to involve women in tourism business. As it is indicated in table 4.9 below, the proportion of CBT participants' response to the question do you think that tourism development of the area give equal chance to women (50% each).

As presented in table 4.9 above majorities (93.3%) of the CBT participants agreed that the existed CBT development provides equal participation for women, whereas the remaining small number (6.7%) of the CBT respondents disagree with the idea that the emerged CBT project give equal opportunity for women. Thus, there is a good practice in giving of equal opportunity for females in the CBT development of the area. But it doesn't mean that the number of male participants is equal to that of female participants. Rather, it is intended to express the provided opportunities. However, females have not used this opportunity effectively that is why the number of female participants is highly less than the number of male participants.

As the observation result indicated, in the study area separation of work on the basis of gender category is very strong. Most of the time males do not do what women do. Woman themselves also do not let their husbands take part in what they do and the reverse is too. Interview data with CBT participants shows that none of the female participants were involved in the leadership area of CBT projects, although equal participation chance has been given to females. Female participants, especially married ones have household and child care

duties in their houses. As a result, many of them have not an interest to hold leadership responsibilities in the CBT projects but they could benefited economically from the CBT.

In general, the community's decision making capacity is not yet developed well that is sole decision makers are zonal and woreda level culture and tourism offices. Hence, the power of decision making has to be on the community side. So that other bodies like culture and tourism should have a formal working relationship with CBT participants. If so, the community will become a sole decision maker. In relation to economic participation, to make the community to be direct beneficiary should be solved through discussions and the creation of other job opportunities by diversifying the nature and type of products to be supplied at each CBT. Otherwise, it could create dissatisfaction and conflict from the community that could later impact the sustainability of CBT in the study area.

4.3.4. Conflict over Resource Ownership

One of the requirements for undertaking tourism businesses is a sufficient level of ownership rights within the local community. Resource ownership issues are one of the determining factors for the success and failure of CBT development projects (Denman, 2001). Like other development sectors, resource ownership questions may become contested during the tourism development process. The resources that are directed to tourism will have an important role for the community. Communities are the owners of the land, forest and wildlife. Some resources are used as attraction while others are used for the community lodge construction.

Therefore, it is better to survey community to identify what the community expects to get from tourism, the boundaries for tourism, what the community willing to contribute and what it is not willing to give up. The extent that the community is allowed to make decisions about the development of these resources determines the extent of disagreement comes from the community.

The tourism development experts of Banja and Guwagusa woredas described that considering the resource ownership issue as a critical challenge, proactive measures were taken by the time of site selection for accommodation and plant cultivation. However, in Fang and Zengena tourism sites land ownership issues were a problem for development of community lodges and tree cultivation. Conflict over the farming land border is sometimes raised by communities where the community lodge was constructed and trees were cultivated on their farming land.

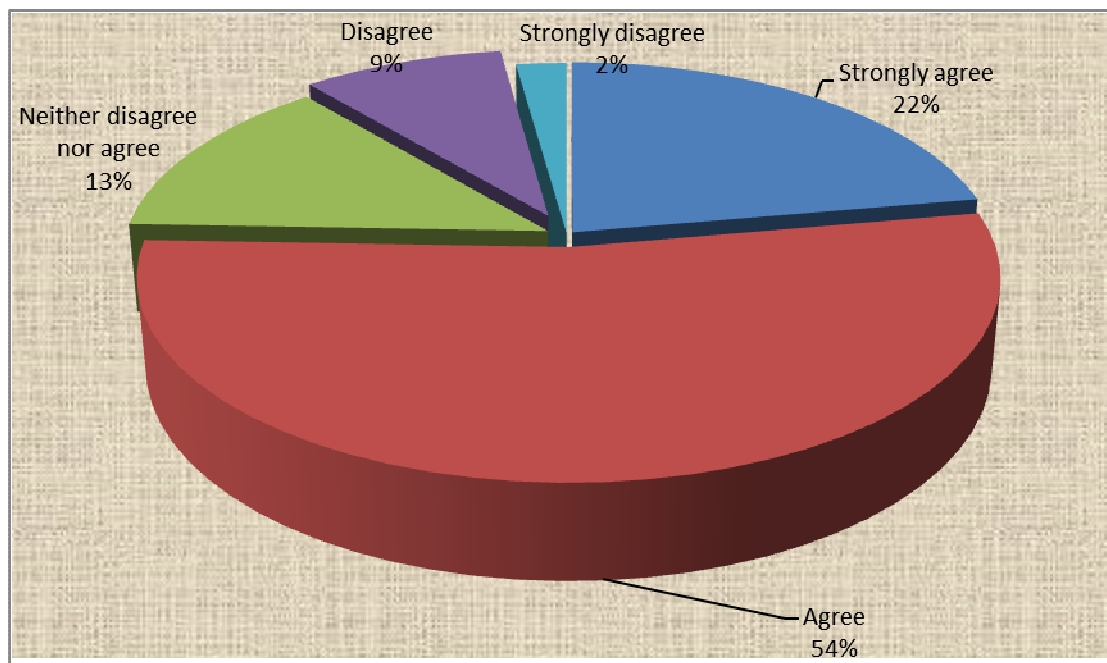
If the resource ownership questions are not solved through a series of arranged village meetings, discussion and negotiation, there is the chronic risk that tourism will be resisted by locals living in the communities. In the case of the Fang CBT site, land ownership questions were solved through provision of another land for those farmers whose land were taken for construction of lodges and cultivation of trees. Furthermore, communities of Zengena clearly state in the focus group discussion that the land where the community lodge is constructed now were used before for grazing land for their livestock (cows, sheep and goat). As a result, disagreement over ownership of the land was faced in the initial project operation time. In addition, the water of Lake Zengena is considered as holy water in the eyes of the church that found around the lake and in the community. Thus, this is complicated due to its association with religious values. However, later through continuous negotiation and discussion in different level this problem was solved partly. Nowadays, communities who have been living around the Lake Zengena CBT site and priests from St. Gebriel church raise complaints in relation to the water of the lake. They mostly rise complain that why tourists are swimming in this holy water and why they cross the church land during the priests perform religious activities. According the head of Banja woreda culture and tourism office, it is difficult to say tourists you can't swim in the lake and don't cross the church land where the major scenic view of the lake is located but nowadays the religious leaders and the general community cannot be convinced fully with the discussions and negotiations took place by culture and tourism office. However, effective strategies to solve this kind of emerging challenges have to be in place. This strategy should based on respecting of the religious norms and through avoiding negative perceptions and attitudes towards CBT development by adjusting effective awareness creating mechanisms. Although it seems that making religious norms respected by the tourists, it is easy if tourists were pre-informed about the religious sensitivity of the attraction site. Otherwise, these community concerns will exacerbate security and other associated challenges.

4.3.5. Cooperation among Stakeholders

The main actors in community based tourism development are local government, local community and private sector. Their participation in the overall tourism development has a greater

importance for sustained growth of CBT. The developmental guidance in the study area is done only by the government and one NGO was participating only in the form of project fund raising.

Figure 4.6: CBT Stakeholders' Cooperation



Source: Own survey, April 2014

As presented in the figure 4.6 above, the respondents replied their responses on the stakeholders' coordination on the achievement of the emerged CBT goals. Accordingly, the majority (75.5%) of the respondents replied that they are agreed on the stakeholders' cooperation the CBT projects but 11.1% of the respondent were not agreed on the coordination of different stakeholders on the achievement of the emerged CBT projects. Finally, the remaining 13.3% of respondents were neither disagree nor agree on this.

According to the Awi Administrative zone Culture and Tourism Department head, initially the government bodies at woreda level do not know the concept of CBT but they show positive interest. Thus, Awi Administrative zone culture and tourism department was facilitating the development and nowadays a good relationship has been created with regional bureaus, zonal departments and woreda offices as well as with other related governmental institutions: Cooperatives and Environmental Protection and Land Administration offices.

The stakeholders at woreda level are actively involved, however the regional bureaus, especially culture and tourism bureau has cold support to the development. Even so, as the document of culture and tourism office indicates, the existing organizational structure of culture and tourism office has created a big limitation on the expected support for CBT development because frameworks to participate the stakeholders during CBT development were not developed. As a result, problems on the legal registration of community based tourism associations and running of other practical tourism operations have been tackled based on the interest of different stakeholders. With regard to the involvement and cooperation of private sectors, head of Awi Administrative zone culture and tourism department described that the study area is not a typical tour operator destination. However, as the project plan, the participation of private sectors is very crucial. Generally, the loose relationship found among the stakeholders becomes a challenge to CBT development. Community based tourism is only sustainable in a location where the different actors perform their responsibilities effectively. Thus, a platform to local stakeholder participation should be created. Participating of all stakeholders with various fields of expertise is important to support and encourage community based tourism development countrywide. But, lack of formal relationship and cooperation between the CBTs and other stakeholders is identified as a bottleneck in the study area.

4.3.6. Political will and capacity of Government

The government's attention given to the sector is another critical challenge for the development of CBT. Although CBT is an important means of livelihood diversification in developing countries like Ethiopia, the attention given to the tourism sector in general and CBT in particular is less. Moreover, the institutional structure in culture and tourism offices also does not consider CBT. There is a need of employee position to hire CBT experts at regional, zonal and woreda level culture and tourism offices, but the position is set only at federal only.

Similarly, the number of staff members and their qualification is a big challenge for CBT development activities of the study area. At the woreda level, culture and tourism offices have a small number of staffs and the manager is possibly working on the political issues while the employees are responsible for a collection of works found in the office. As a phone interview with the human resource manager indicates, until the times of this survey, no experts in Amhara Region Culture and Tourism Bureau that provide technical support for the CBT initiatives. Besides, capacity limitations on zonal and woreda level government offices is mentioned as a challenge by informants.

Culture and tourism related institutions like Environmental Protection and Land Administration, Cooperatives, Agriculture and Rural Development, Small and Micro Enterprises, Wildlife Conservation Authority and Heritage Conservation Authority should give due attention to CBT as it is very crucial to achieve sustainable development. In this regard, the federal and regional governments are expected to mobilize zonal and woreda level Culture and tourism offices and zonal and woreda level offices should also coordinate the various efforts of stakeholders in the area. Otherwise, the sustainability of the emerged projects will face several problems.

4.3.7. Security Related Concerns

Criminal activity is most likely the greatest threat to the tourism industry. Existence of acts of terrorism, theft, begging and other crises influence tourists flow to destinations. The tourists will leave destinations by perceiving it as unsafe. In Banja and Guwagusa woredas, significant violent criminal activity directed against foreign tourists is rare. In principle, if the community is interested in tourism development, ensuring tourist security becomes easy. The role of the community in crime protection is more than everything since nothing is out of the sight of the community. To guarantee security of visitors while they are in visiting the local guides are taken instruction to supervise the action of the community. The result of the interview with CBT participants also shows that in the beginning, in relation to the negative feeling of the community towards tourism; there were some security related problems directed to visitors like begging.

The survey result illustrated below in table 10 indicated that majority of the CBT (88.9 %) report the absence of security problem while the remaining CBT participants (11.1%) expressed that there is security problem over the tourists. 100% of the security problem for visitors is found in Fang CBT site. Thus, the question of tourist security is a big concern in this CBT site.

Table 4.10: CBT Sites and Noticed Security Problems for the Visitors

No		Have you noticed any security problem for the visitors?					
		Yes		No		Total	
	CBT sites	Count	Percent	Count	Percent	Count	Percent
1	Fang	5	19.2	21	80.8	26	100.0
2	Walki	0	0.0	15	100.0	15	100.0
3	Zengena	0	0.0	4	100.0	4	100.0
	Total	5	11.1	40	88.9	45	100.0

Source: Own survey, 2014

There are three major security related challenges that are registered in Fang. These are, bag snatches and theft of photo camera and existence of wild animals like hyena when tourists preferred to sleep in the tent. The issue of weak law enforcement and the justice system is mentioned by the majority of interviewees and all

FGD participants held in Fang. The justice and police organs there are less successful to provide justice and take appropriate measure against those who initiate and involve in illegal activities. Such situations were eroding confidence of CBT participants in the ability of the justice organ as a whole to bring justice. For this reason, most of them preferred to take their case to the local elders (Shimageles) than the justice system.

4.3.8. Capacity of the CBT participants

The challenges of community based tourism originate from problems of capacity building. As discussed in section 4.5.3 previously, in the study area, the community has not yet taken the full control over tourism. However, unless the community becomes empowered to make decisions on the CBT aspects, the sustainability of the sector will be under quotation. In community based tourism initiatives where the product is entirely based on local community, the standard and sustainability will depend on the existing operational and technical capacities of locals, especially the direct participants of the CBT development. Therefore, the extent of human empowerment achieved through capacity building is a main challenge of CBT success. The current successes seen in the emerged CBT in the study area are the results of support from the concerned Culture and Tourism Offices. As interview result with woreda level tourism experts indicate, trainings were provided for the participants of CBT development. However, as the interview with CBT participants indicate, the training given by Culture and Tourism has not been sufficient enough to build their capacity.

To date, the communities are not empowered enough to take the full decision making power from culture and tourism offices. Head of Awi Administrative Zone Culture and Tourism Department, put forward that despite the remarkable achievements have been seen which can be a lesson for some other areas of the zone, a lot of efforts are also required to make it much better. The probable challenge is making the CBT participants much more empowered through building their capacity. Currently, many of the decisions on the CBT are made by the concerned Culture and Tourism Offices. For instance, pricing of the tour is a good example. As far as, it is a community based tourism the local community should be the decision makers rather the government. In fact, support, supervision and moderate participation of them is critical. Obviously, with current human resource capacity of the CBT participants, administration of marketing activities with them would be impossible. In addition, setting the price of tours may done without analyzing the tendency to pay and other destination prices if the community performs the activity exclusively. As a result, consultation is when necessary. Limitation of language skill is another capacity problem in relating to capacity that seen in the study area. Contacting with foreign tourists without listening and speaking at least English language is challenging. However, as interview data identified, this kind of problem has not faced by local tourists as most local tourists of the area spoke Amharic.

Generally, capacity related challenges are reasons to the overall result of the CBT projects. To achieve the sustainability and success of the project, training needs assessment should be made should take place for the community. Therefore, technical supports should be provided to in general and the direct participants of CBT in particular based on the executed need assessment. Supports may include training in facilitation skills, tourism service techniques, tour guiding, basic English conversation, first aid, financial management and hygiene and sanitation.

4.3.9. Quality and Standard of CBT Products

The sustainability of the future businesses lies with the ability of providing quality and standard products. Quality and standard do not necessarily mean luxury, but giving attention to detail understanding of customer needs. There are some areas that cannot be compromised like, hygiene and cleanliness being at the top of the list. Equally guiding service should be satisfactory, beds should be comfortable and clean, food should be enjoyable to eat, and toilets need to be clean. Careful monitoring and evaluation of these elements will be the central part of any quality control system. Limitation in capacity makes the service standards, poor and gradual dissatisfaction will be the feature of the product. Quality and standard of CBT product include the character of the direct participants CBT initiatives, communities' hospitality, accommodation and other related services.

As presented in table 4.11 below, the respondents tried to show the level of tourists' satisfaction on the tourist services provided in CBT sites. Accordingly, 88.9% of the respondents agreed on tourists' satisfaction on their provided services, whereas 11.1% of the respondents express their disagreement on tourists' satisfaction on their provided tourism services. In addition, CBT participants in the area indicated some challenges that hindered them to provide a better service to tourists. These are, lack potable water, financial limitations, lack of skill and knowledge of the CBT participants.

Table 4.11: Tourist Satisfaction with Services of the CBT Sites

Response	Count	Percent
I believe that most tourists of the area satisfied with your tourism service and appreciate the way of life of the host community		
Strongly agree	14	31.1
Agree	26	57.8
Disagree	4	8.9
Strongly disagree	1	2.2
Total	45	100.0

Source: Own survey, 2014

The interview result with both domestic and foreign tourists also showed that most them have positive perception on the overall service of CBT sites. In addition, they say that they were surprised on the natural attractions they visited around sites. Most of the interviewed domestic and foreign tourists said that the service provided by the CBT participants is satisfactory, but other things like multi-lingual local guides and quality accommodations should be fulfilled.

Nevertheless, during the field observation some quality related challenges which seem simple, but harmful to the image of the area are found. In all CBT sites, the constructed community lodges are not decorated with cultural materials in the way that they attract customers. Similarly, in Zengena CBT site, the road access after the main asphalt road to reach and move around the attraction needs improvement. Otherwise, it creates difficulty to reach the attraction and move from one place to another place within the area. Some clients also comment about the variety of goods and services provided within the community lodges. The secondary data collected from suggestion box in Zengena reads that need for more community lodges with a variety of goods and services.

Equally important, the service quality and standard is dependent on the character of the staff participating in service delivery. Staff of every tourism industry should give due attention to personal hygiene and cleanliness. They must demonstrate the following grooming character; clean and well-presented hair, neat and tidy clothing, appropriate use of deodorants or perfumes, frequent washing, fresh breath and either neutral or pleasant body odours and clean and trimmed fingernails. Additionally, formal dressing code is expected from CBT staffs in order to put a positive image in the minds of tourists (Gebeyaw, 2011). As observation data identified, staff character problems in regards to personal hygiene and cleanliness were not observed in the CBT participants, especially on the community lodges employes of the study areas. However, staff members in all CBT sites have not formal dressing code, especially formal cultural dress code that can reflect the traditional dressing style of the community which the tourists are like to experience

The community tourism guides are the first staff where guests come into contact. Quality of the guides may be the single most important piece of service for the tourists. The level of knowledge and professionalism that guides have affected the perceived performance of tourism too. Thus, training in guiding technique and knowledge is vital. In line with this, woreda level culture and tourism offices' tourism development experts were asked to explain the type of training they gave to CBT participants to make them a better tour guide. The tourism development experts in Banja and Guwagusa woreda Culture and Tourism Offices explained that by the time of CBT establishment, the criteria is set to select community tourism guides. The criteria gave more emphasis to their experience and academic background. In Zengena and site, some trainings were given for the selected guides but in Walki and Fang sites until now no training is given to them.

Underlining the strong need of language and technical skills for guides, tourism development experts stress on the need for further training on tour guiding, English language and tourism resources of the area. Similarly, the tourists comment on improving of guides' knowledge of the biodiversity of the area. As the domestic and foreign tourists to the area, the guides have limited knowledge on the whole tourism resources of the area and they lacked technical knowledge on how to guide individual and group tours. Most foreign tourists were also comments that the unavailability of written documents that show the perfect number and the diversity of the area's tourism resources in order to know more about the sites.

Therefore, it is better if the staff wears cultural uniform and put up their photograph with their names in Amharic and English underneath. CBT participants of the Zengena reported that they think of uniform many

times, but they faced financial problems and support. However, the concerned Culture and Tourism Office have to solve this problem by teaching the participants how they increase their income source or how to they find supporting NGOs.

4.3.10. Access to Micro Finance and Credit Facilities

The degree to which the community members can meaningfully participate in CBT not only depends on the degree of the community ownership, their interest, and available knowledge and skills, but also on the existing financial resources. In many cases, community members will face financial problems. The survey result shows that lack of capital is one of the bottlenecks limiting the provision of the quality, standard and variety tourism products to tourists. Additionally, it limits CBT participation of local communities in small and micro scale tourism businesses. Capital is the fundamental of job creation which support local livelihoods.

Credit access is a part of government intervention in the poverty alleviation strategies and a mechanism to improve local economic growth in rural communities. Because cash income can be low and irregular and there is often a lack of reliable financial support services in rural areas. Different types of jobs can be practiced by taking credit from financial institutions like production and selling of souvenirs, vegetable farming, chicken raising, bee keeping, lumbering and zero grazing which are directly in touch with a CBT value chain of the local economy.

The CBT participants were asked whether credit and saving institutions are available or not. As presented in table 12 below, out of the respondents, 88.9% of them were proved the absence of adequate credit facilities which enables them to run and expand the emerging tourism development activity while the respondent which account a total of 11.1% reflect the presence of the credit and finance service. As interview data with most Fang CBT site participants indicated, The focus group discussion result in a Fang CBT site reveals that in order to compromise the problem of unavailability of credit institutions, the members of CBT contributed a specified amount of money in order to run the project.

Table 4.12: The Existence of Credit Initiatives around the CBT sites

Response	Count	Percent
Is there any initiative to make credit available for your CBT initiative in your Locality?		
Yes	5	11.1
No	40	88.9
Total	45	100.0

Source: Own survey, 2014

However, as interview data with zonal level Amhara Credit and Saving Institute (ACSI) investigated, in all of CBT sites: Zengena, Fang and Walki, there are formal credit offerings at kebele level. Similarly, in each of Banja and Guwagusa woedas, there are woreda level Amhara Credit and Saving Institute (ACSI) branches. However, during focus group discussions it is proven that the members of CBT have not been using the available credit service because they haven't awareness about they can found credit from this institution. Instead, they only used this institution for, only to save their income before the salary is distributed to the members. Therefore, taking a loan to invest in new and previously emerged tourism initiatives is not practiced till now. Lack of awareness on credit institutions is identified as a major cause for this.

4.3.11 . Policy and Legal Frameworks

Policy and legal environments that encourage community development and participation are basic requirements of any community based development projects. Policy and legal issues that have a direct effect on CBT development include tourism policy, cultural policy, cooperative policy, land policy, forestry proclamation and environmental policy. The acts such as environmental protection act, Wildlife protection act, are also very supportive, especially in ensuring ecological sustainability.

Although Ethiopian tourism policy is endorsed in 2009, the mechanisms to work with the other related policies and legal frameworks are not arranged. This has been seen as a challenge in cases of land use proclamation and cooperative law. As a result, inconsistencies among policies have challenged CBT development in the study area. The first policy environment which was a challenge for community based tourism is the Land Administration and Use Proclamation No. 46/1992E.C. All rural land will be registered and land holding certificate is given to the owners. By the time of this survey all CBT sites; Zengena, Fang and

Walki, do not get the land holding certificate even though they are practicing tourism activities in a certain land without ensuring the ownership right of this land. According to Guwagusa Woreda Land Administration Office, the office is in the process of giving the certificate of land holding to CBT development associations that found in two sites: Fang and Walki. Therefore, according to Guwagusa woreda culture and tourism office, by the time of this study, through negotiation with Land Administration and Environmental protection office the problem was almost going to be solved. In other hand, there is an emerged effort with some difficulties in Banja woreda in order to give land holding certificate to Lake Zengena CBT site. The difficulty is due to involuntary of the area's Land Administration and Environmental Protection Office. However, if Tourism Policy has a mechanism to work with land Administration and Use Proclamation, land holding certificate can gained without any negotiational effort.

The other policy environment which was a challenge for community based tourism is the cooperative law. The problems related with this law starts with practicing of community tourism initiative without taking into consideration of mechanisms to legalize CBT associations. The first challenge is the fallacy between the membership criteria objectives of CBT initiative and cooperative law. Membership is limited to residents of the village with a small number of members. Because large membership means the benefit per CBT participant from the CBT activity will be very minimal, resulting in acute decline in membership interest and therefore participation in the activities of the CBT. Conversely, the cooperative proclamation provides that membership of cooperatives shall be open to those who are 16 or above in number. Additionally, the law provides that cooperatives may be organized on the basis of area of residence and profession, and also admission criteria could be set by the cooperative. This paradox is now a big challenge limiting the speed of CBT legal registration since the mandate of approving the legal registration process is given to cooperatives office. The second challenge of cooperative policy is determining the scope of the cooperatives' mandates. The asset creation and reinvestment are the most important economic impact in tourism sector. In line with this, diversification of livelihood and income options is critical. On the basis of this, CBT initiative in Fang Fall reinvested their income on tree planting. However, experts in Guwagusa and Banja woreda cooperative offices describe that tourism cooperatives have to focus only on tourism business i.e. hosting tourists only. The disagreement was that it is only certain types of cooperatives that can provide some of the suggested services. For example, some argued that it is only tree planting cooperatives which could provide raw trees for their members. The CBT members should not therefore be allowed to provide these services. But, this argument doesn't seem reasonable because the cooperatives proclamation itself allowed that cooperatives could be established with multi-mandates, (i.e. as a service and producers cooperative). Thus, this challenges is associated with inappropriate interpretation of legal meanings by the experts of cooperatives.

4.4. Opportunities of CBT

4.4.1. Hospitality of the Host Community

The community in general and service providing staff in particular have an important role over the satisfaction level of the customers. Hospitality is a part of a product that tourists will experience when they are looking for rural life, farming technique and meeting the community. As guests are great value in the study areas' culture, domestic and foreign tourists have welcomed in an hospitable manner. Supporting this attitude of communities, one of the tourist visiting Fang stated that I had some of the most special encounters, such as the kindness of the children who picked armfuls of beans from their small fields to give us as I walked.

Moreover, as it is illustrated in table 13 below, the direct participants of CBT were asked to express whether they appreciate the coming of tourists. All (100%) of the respondents stated that they appreciate the coming of foreign visitors to their villages.

Table 4.13: CBT Participants Feeling towards Visitors

Response	Count	Percent
Do you appreciate the coming of foreign visitors?		
Yes	45	100
No	-	-
Total	45	100.0
How do you feel when you meet foreign visitors?		
Happy	45	100
Indifferent	-	-
Total	45	100.0

Source: Own survey, 2014

The respondents were also asked how they feel when they meet foreign visitors (happy, disturbed, or indifferent). For this, all (100%) of them reported that they felt happy. Additionally, interview with CBT participants identified that they have a great motive to welcome the domestic tourists too. The domestic and foreign tourists' recommendations in suggestion box, that provided by woreda level Culture and Tourism Offices, readout the attitude of tourists towards host communities as open, friendly people, honest and welcoming.

4.4.2. Abundance of Potential Tourism Resources

Guwagusa and Banja CBT are promoted as community tourism in Awi Zone where Lake, Water Fall and unique sight view are a major products accompanied by the community's culture and history. According to the tourist description of the area, the purpose for visiting Guwagusa and Banja woredas is to witness the perfect creator lake, natural water fall and the beauty of the landscape with its natural forest. The products are purely natural and a balanced way of interaction with the local community is happened. The suggestion box that provided by the woreda level culture and tourism offices in Fang, Walki and Zengena reads tourists were appreciating the natural attractiveness of the area. Based on the interview, field observation and document analysis data, the main tourist attraction potentials of the study area will be described as follows

Lake Zengena

The very attractive natural Lake, Lake Zengena is one of the major lakes that found in Banja woreda, Awi Administrative Zone. It is situated in Chewsa Kebele, 5 kms away from the capital city of Awi Administrative Zone, Injibara, to the southern direction near the highway of Injibara to Addis Ababa.

The Lake has only one interance for swimming and leisure. The surrounded natural and man-made forests enables the lake to look like green throughout the year. Wildlife resources within these forests are also the other additional attractions for the lake. One can see standing at any part of the bank of escarpment and realizing that the is how much amazing. The lake looks like green sky at the down stream. Hence, it can receive one's attention easily through providing peace and refreshing environment. The Lake is full circle without any indentation that measured as 0.5 square kms wide and 150 meters depth.

Fang Fall

The remarkable and astonishing fall, Fang Fall, is situated at the highway of Injibara Addis Ababa after walking 1 km from Tilili town and 18 kms south of Injibara in Wenjela Gebreal kebele. The fall drops approximately 40 meters deep rocky surface. The surrounding area formed clip rocky valley looks like modern building. It contains plenty of water that likely capable of producing hydro-electric power. In addition, the place is the home of various plants, animals and different bird species like turkeys host.

Walki Recreational Site

Walki Recreational Site is one of the major recreational sites found in Awi Administrative Zone, 7 kms far from Tilili town (the capital city of Guwagusa woreda). It is surrounded by natural and man-made forests that enable the place to be a very attractive. Free spaces in middle of these forests also create a comfortable environment for leisure tourists.

Adissalem Caves

They are more in number and found surrounding in the near by location separated little distance land corider at Adissalem kebele 27 kms away from Injibara to the south west and 10 kms west of Tilili Town. The place is naturally admirable that have underground road to join each other through the caves. Elderly people at the place say that the tunnels named as “Balewuletachen” meaning saviour from danger. Because local people used the cave during the war time in order to protect themselves from attack.

The mineral water is found in Zala Zuria kebele 10 kms away from Tilili town to the west and 27 kms south west of Injibara. It covers large area and contains very tasted mineral water. This potential area is found close to very attractive and admirable 13 Adissalem caves which is available for tourists.

Location

Location is crucial to the sustainability of CBT projects as it needs to be accessible to the tourists. Prefer locations of the CBT sites are relatively close to existing highways and have an existing road network on the property. In this regard, the proximity of the CBT sites to the top tourist destinations of Amhara National Regional State including Lalibela, Bahir Dar and Gondar is a potential strategic opportunity for the access to the market. For instance, the study area where the Walki, Fang and Zengena CBT sites are located about 137, 130 and 120 kilo meters respectively before arriving in Bahir Dar. An important sign for the location advantage of the study area is tourists booked in Bahir Dar can spent some of their times in one or more of CBT sites since they are found in the main highway of the road from Addis Ababa to Bahir Dar.

4.4.4. Support of Donor Agencies

In the areas like Guwagusa and Banja where the communities have no financial means to invest in CBT, some form of financial assistance is significant. The support made by different donor agencies is critical for the success of the CBT establishment and project progress. Sustainable Land Management (SLM) is the source of finance to Walki Recreational CBT Site.

4.4.5. Policy Calls

Although the practices let behind, the policy calls which support the principle of CBT are opportunities to the development of CBT in the area. The newly formulated Ethiopian Tourism Development Policy paper and Wildlife Development and Conservation policy reflect most principles of CBT development. The tourism development policy put communities’ participation in decision making and tourism employment. Wildlife conservation policy indicate the scales and approaches of development and community participation by taking into account ecotourism as one means of conservation. The acts such as environmental protection act and wildlife protection act are very supportive especially in ensuring the sustainability of ecology.

Summary, Conclusions And Recommendations

This chapter contains a summary, conclusion and recommendation parts of the thesis. Based on the results of the findings, the summary reviews key findings and the conclusion give implication of the key findings. Thus, based on the conclusions, recommendations are made to manage and strengthen the indicated challenges and opportunities respectively.

5.1. Summary of Findings

In this thesis work, different data were obtain from leaders and experts from different governmental organisations, and CBT participants of Fang, Zengena and Walki CBT sites through key informant interview, questionnaire, and focus group discussion. According to these findings, the following main points were found as the major challenges and opportunities of Community Based Tourism Development in Awi Zone: a case study in Guagusa and Banja Woredas. Therefore, the following summary has been made based on the data discussed and analyzed in chapter four.

Challenges of Community Based Tourism Development

The result of the study revealed that there is a problem in developing community based tourism projects. The CBT participants have been challenged during the implementation of the CBT projects.

Most of the interviewees with community leaders and FGD participants agree that there is a lack of knowledge and interest towards CBT development among the local community. Due to this reason, the community has not been collaborating the CBT development works. In general, the overall results of this study identify knowledge as a critical obstacle of CBT in two phases. In the beginning of project implementation, lack of knowledge about the value of CBT makes things too complicated, that is resistance from the local community. Later, during CBT operation, lack of knowledge among the community about tourism industry like the concept, value and benefit of tourism in general and CBT in particular are the critical knowledge related

obstacles that CBT have been facing in the study area. However, this is not a problem of the direct participants of CBT projects since Culture and Tourism office give them successive awareness and capacity building trainings.

Similarly, existence of negative perceptions and attitudes towards CBT development is another challenge to the emerged CBT initiatives in the study area. Before concluding this challenge, findings were obtained through questionnaire, interview and FGDs. As the findings from interviews and FGDs indicate, most of the local communities have wrong perception and attitude towards CBT initiatives. There are specified manifestations of this problem. The first and the major problem is the incorrect attitude of religious institutions towards the tourism development of the area. The findings from religious institutions state that if CBT projects are practiced around churches and monasteries, it is difficult to coordinate with the CBT development issues. Because they believe that tourism is an economic activity that attracts different tourists with a different religious background, who has not respecting Orthodox Christianity norms. The second manifestation of the poor perception and attitude of the community towards the CBT project is refraining of the community from collaborating during CBT development processes, For instance, the local community is sending their livestock to the restricted area of the CBT development carelessly. However, the whole questionnaire findings ensure that the problem does not include the direct participants of CBT since they can get a clear awareness about the concept, benefit and value of tourism in general and CBT in particular.

The other challenge of the CBT development of the area is the availability of partial control on CBT initiatives. Even though the communities have the full economic participants of the CBT projects in the area, have limited decision making powers on the whole issues of their areas' tourism development. Rather, sole decision makers are zonal and woreda level culture and tourism offices.

The research findings from interviews and FGD have also identified the existence of resource ownership conflicts during CBT developments in the study area. Land ownership issues were a problem for development of community lodges and plant cultivation in the area. Conflict over the farming land is sometimes raised by communities where the community lodge was constructed and trees were cultivated on their farming land. Additionally, the water of Lake Zengena is considered as holy water in the eyes of the church and the community. The communities who have been living around the Lake Zengena CBT site and priests from St. Gabriel church raises complaints in relation to the water of the lake. They mostly rise complain on why tourists are swimming in this holy water and why they cross the church land during the priests perform religious activities.

Findings obtained through questionnaire and interview revealed that there was a good sign of the existence of different stakeholders' coordination towards the CBT initiatives. In line with this, the stakeholders at woreda level are actively involved in the CBT development processes. However, findings from other interviews and document analysis indicate that the existence of some challenges in regards with various stakeholders' coordination towards CBT initiatives. Lack of coordination from Amhara National, Regional State Culture, tourism and Parks Development Beureau and problem of the organizational structure of Culture and Tourism Office are the major challenges.

The limited attention of the government that given to the sector is another critical challenge for the development of CBT in the study area. The finding from document analysis indicates that there are two major manifestations of this challenge. These are the institutional structure of culture and tourism office that are not considered CBT developments and lack of skilled man powers hired in culture and tourism offices.

The study area of this research is mostly known in its low level of security problem. However, there are some security related problems in one CBT site, Fang CBT site. There are three major security related challenges that are registered in this CBT site. These are, bag snatches and theft of photo camera and existence of wild animals like hyena when tourists preferred to sleep in the tent.

Finally, as interview results indicate that, lack of operational and technical capacities of the CBT participants is another challenge for the CBT development of the area. Due to this challenge, the participants of the tourism development couldn't be empowered enough to take the full decision making.

Opportunities of Community Based Tourism Development

Although the community based tourism development process has various challenges in the study area, there are also some opportunities which have a great supportive value in the development of CBT projects. These will be summarized as follows based on the research findings obtained through interviews, questionnaire, FGDs and field observations:

As the interview, field observation and document analysis findings indicated, the great tourist attraction resource of the area are opportunities for the development of CBT for the area. The locational advantage of the area is also another opportunity for the CBT development since CBT sites are located near to the top tourist destinations of Amhara National Regional State including Lalibela, Bahir Dar and Gondar.

In addition, the existence of tourism development policy is the major prospect that facilitate the tourism development of the area. As indicated in the policy document, the tourism development policy of Ethiopia put the communities' role in decision making and employment of tourism developments.

5.2. Conclusion

This thesis attempted to investigate the challenges and opportunities of Community based tourism in Guwagusa and Banja woredas, Awi Administrative Zone. The findings of the study identified that CBT was started in Banja and Guwagusa woredas, since 2010 and 2011 respectively, with the collaborative effort of zonal and woreda level Culture and Tourism offices. There are three CBT sites in these woredas. Among them, two are found in Guwagusa woreda and the remaining one is found in Banja woreda. These community tourism initiatives were developed based on different tourist attraction sites of the area. Fang Fall, Lake Zengena and Walki Recreational Site are the major tourist attraction resources of the area in which Fang, Walki and Zengena CBT initiatives established.

Community membership CBT initiative is structured on the basis of residence in the local community. Moreover, membership in CBTs is free from any type of discrimination. Accordingly, all residents of the village have the right to be a member of CBT initiatives.

Trainings on the specific tourism areas like tour guiding, concept and value of tourism in general and CBT in particular and service delivery were given to the CBT participants of each community tourism site by zonal and woreda level culture and tourism offices. But, the ineffectiveness of the training due to its inadequacy is seen as a problem during the interview and observation. The awareness creating trainings were also given to the direct participants of CBT exclusively without involving the other parts of the local community.

Low level of understanding and knowledge of CBT among the community which results lack of interest and negative attitude towards tourism initiative is the leading challenge. Similarly, the result of observation and FGDs shows that the problem of technical and operational capacity of CBT participants during operation is another challenge.

Lack of capacity has further created another challenge on the standard and quality of service delivered. The methods for monitoring customer satisfaction and service quality are found weak. In addition, the financial process and management system used in the CBTs is very traditional, For example, auditing on its operation is not done yet. Moreover, sustainability of the CBT business in the study area is highly challenged with policy and legal issues. Policy and legal issues which contradict with the existing structure of tourism are critical challenges investigated in this study.

The problem on the legal aspect emanates from incorrect interpretation of policies by implementers. For instance, Cooperative law and contradiction of membership criteria applied in the study sites complicated the registration process. This problem originates from lack of stakeholder participation during the planning process.

Furthermore, although the scale is too small, security is becoming another concurrent challenge that CTB initiatives has been facing. Especially in Fang project, people from the community are performing theft.

Lack of government support is also the other major challenge of community tourism activities in the area, it has capacity and other coincident problems.

generally, CBT development and operation in the study area has experienced a multiple challenges since its development. In spite of these challenges, CBT development in Guwagusa and Banja is blessed with a lot of opportunities which promotes its success.

It includes hospitality of host community that the culture of the community appreciates the coming of guests and the tourism resource potential of the area in which there are various tourist attractions are found. In addition, the proximity of the CBT sites to the top tourist destinations of Amhara National Regional State including Lalibela, Bahir Dar and Gondar is also a potential strategic opportunity for the access to the market.

Furthermore, the existence of the newly formulated tourism development policy and Wildlife Development and Conservation policy Ethiopia have a great value in coordinating and leading of the tourism development activities in the area.

5.2 . Recommendations

The research findings of this study identify a lot of challenges affecting the development and operation of CBT in the study area. In addition, some opportunities that should be strengthened and maintained in the future CBT development process of the study area are also carefully investigated. Based on the findings of the research, the following recommendations are assumed to play a significant role in improving the CBT opportunities and solving, at list minimizing, challenges of CBT development in the area.

- ✓ It is difficult to run CBT projects without the collaboration effort of the local community. Thus, Culture and Tourism offices should take the responsibility to develop the awareness of the local community on the concept, benefit and value of tourism in general and CBT in particular. In addition, adequate training language and communication skills, tour guiding and service delivery should be given to the CBT participants of the area.
- ✓ Besides the existing tourism potential of the area, research should be carryout on the existing potential of the areas and it should be documented well. Preparing a simple guide which describes these tourism potentials of the area and putting on the desk for tourists is also recommended.
- ✓ Local control and ownership is one of the important principles to the long term functionality of CBT projects. Culture and tourism offices should not make things on the merit of their interest. Major decisions on the expansion of CBT projects should be on the hand of the local community's participation and management.
- ✓ The situation at present demands for improving service standard and quality. Among others, the need for better hygiene and sanitation of the services. Thus, helpful monitoring and evaluation mechanisms should put in place to control the service quality. Decoration and Restoration of huts has to be made regularly to keep good looking.
- ✓ Methods to create formal financial procedures and financial information system must be designed. Otherwise, corruption and mismanagement will influence the community tourism development activity.
- ✓ Responsible government bodies like Culture and Tourism offices, Cooperatives, Environmental Protection and Land Administration and Small and Micro Enterprises should play significant role in supporting CBT development initiatives. Government should take CBT as one priority areas of tourism development product of the country and play its role effectively.
- ✓ It would be most appropriate and timely at federal and regional level institutions to produce clear CBT development guidelines and certification systems.
- ✓ Local economic diversity is also important to the sustainability of CBT projects. Training and graduating local community on the craft production, organization of cultural events and souvenir selling are suggested to diversify economic participation in tourism.
- ✓ To solve the current capacity problem among the CBTs; capacity building trainings comprising of techniques of micro project or business designing, implementation and management are critical inputs to be provided to CBT members.

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