

POTENTIALITY ASSESSMENT FOR ECOTOURISM DEVELOPMENT IN DIDA HARA CONSERVATION SITE OF BORENA NATIONAL PARK, ETHIOPIA

Tesfaye Fentaw Nigatu

Master of Art (MA) in Tourism and Heritage Management

History and Heritage Management Department, Faculty of Social Science and Humanities,

Bule Hora University, Ethiopia

tesfish064701@gmail.com

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ABSTRACT

The main objective of this research is identifying the ecotourism resources and products for ecotourism development in the Dida Hara conservation site of Borana National Park, Oromia Regional state, Ethiopia. The study used cross-sectional descriptive research design. Both qualitative and quantitative methods are used. The data were collected by using questionnaire, interview, field observation and secondary document analysis. The questionnaire was distributed to the visitors in order to determine the market demand by using convenience sampling technique. Interview was conducted with office personnel's, tour operators and selected local community representatives and selected by using non-probability sampling technique.

The study revealed that, Dida Hara conservation site of Borana National Park has potential ecotourism resources especially in terms of wildlife (more than 40 mammal species), birds (more than 280 bird species) and cultural resources (especially Borana community Gada system and Buna Qalla ceremony). The Park area is the center of endemic birds like; Ethiopian Bush Crow, White Tailed Swallow, Prince Ruspoil's Turaco. The presence of such untapped ecotourism resources has also a potential for community participation including natural resources conservation and awareness for negative and positive impacts of ecotourism. The local communities are also positive towards ecotourism development in the destination. Based on the visitors survey result more than 90 % are interested to view wildlife and birds and 86.5 % of the visitors are willing to recommend for others to visit the site. Besides these, the visitors survey revealed that around 97.8 % of the respondents are consider themselves as ecotourist and willing to spend more money to ecotourism destination (84.3) as compared to regular tourism destination. Furthermore the study confirmed that the identification of ecotourism resources play a significant role for the development of ecotourism and for marketing the destination for the future. In this destination no research has conducted in related with the potential resources for ecotourism development by using such multi-directional data collection tools including market demand analysis.

Key Words: *Destination, Dida Hara Conservation Site, Borana National Park, Ecotourism, Stakeholders.*

I. INTRODUCTION

BACKGROUND OF THE STUDY

Tourism comprises the activities of persons traveling to and staying in a place outside their usual permanent place of residence for not more than one consecutive year for leisure, business and other purposes (United Nation World Tourism Organization (UNWTO), 1993). Significantly, tourism involved and studied in multi-disciplinary aspect. In this regard, the World Tourism Organization's Standard Classification of Tourism Activities describes more than 185 supply side economic activities that have a significant connection with Tourism (<http://www.world-tourism.org>). Due to this, it is becoming increasingly sophisticated, as evidenced by the varied segments and products that comprise the industry. The common objective of both government and industry is to meet the needs and exceed the expectations of visitors through market driven tourism development in any destination. The tourism must respond to the changing wants and needs of consumers and stakeholders, and operators must be responsive to trends (Alberta Tourism, Parks and Recreation branch, 1991).

In the tourism development model, it strongly needs a successful holistic business approach to development and governance. In recent time, to guide the sector new dimension of tourism emerged, sustainable tourism development. Sustainable tourism development developed due to the emergence of sustainable development in the world since the 1970s. From the 1970 onward, the tourism industry has shown a sustainable growth the economic,

social, cultural and environmental aspect of sustainable development in almost every part of the world similar to other business sector (McKercher, 1993). Sustainable tourism emerged as the reaction to mass tourism and championed as a suitable way forward (Wheeller, 1991). At the same time, besides, its role as a sustainable guide line for world in the 21st century, sustainable development of tourism is important place for poverty alleviation via as a tool of sustainable development goal of United Nation(UNWTO,2015). As one form of sustainable tourism, ecotourism described as "purposeful travel to natural areas; to understand the cultural and natural history of the environment; taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make conservation of natural resources beneficial to local people". Sustainability integrated in the ecotourism principle in economic, cultural, social and environmental aspect (Wearing and Neil, 1999). In more new sense ecotourism further developed as the concept and practice of community-based approach for more sustainable tourism development. In the community based approach of development, ecotourism guided in community cooperative paradigm (Sefrin, 2012).

Conceptually and historically, ecotourism emerged in the late 1980s and grow rapidly in the last few decades. In past ten years, travelling experience in the fragile natural and cultural areas have benefited from in small scale innovative and low-impact offering through ecotourism (Wood, 2002).

According to Wood, in the ecotourism activity, it includes the components of contributes to the conservation of biodiversity; sustain the well-being of the local peoples; include an interpretation or learning experience; involve responsible action on the part of the tourists and the tourism industry itself; it delivered primarily to small group by small scale business; requires lowest possible consumption of non-renewable resources; stress local participation, ownership, and business opportunities, particularly for the rural peoples (Wood, 2002)

Practically ecotourism activity focuses on experiencing and learning about nature, its landscape, fauna, flora and their habitats as well as cultural artifacts from the locality. In this regard, the contribution of ecotourism in the world travel market is very high and competitive (UNEP-WTO, 2005). The UNWTO calculation shows that, the economic contribution of ecotourism grow annually with 20%, which is 5 times more than the average growth of the tourism industry. This alarming growth is seen due to the increasing of environmental awareness and interest, a growing desire to see the natural places before they disappear, an increasing dissatisfaction with "traditional" tourism destination and products, an increasing desire to go a novel destination and other reasons.

Ecotourism continues to generate revenue for the third world countries, like, African countries (Diamantis, 1999). For example, in Ghana the tourism sector places fourth behind gold, cocoa and foreign remittances and earned revenue that is equivalent to 6.2% of Gross Domestic Product (Ghana Ministry of Tourism, 2010). In East Africa, the ecotourism market is the niche market especially in Tanzania, Kenya and Ethiopia because these countries are endowed with natural and cultural products and resources that support ecotourism development (Watkin, 2003).

In Ethiopia, ecotourism development emerged as a sustainable form of tourism. As indicated by Khan, Ecotourism is seen as a viable option for self-sustaining tourism development and tools for sustainable long-term planning that is highly controlled if the necessary natural, cultural and human resources are available (Khan, 1997). As Paul Henze describe, the Ethiopian tourism activity always involved a features of ecotourism (Henze, 2007).

II. STATEMENT OF THE PROBLEM

As the world largest industry, tourism development strongly needs potential resources in the destination to lead it in the sustainable way (UNWTO, 2013). At the same time, this industry does not exist and develop without problems and fragmentation. No countries develop tourism without necessary facility and products that makes the difference in the destination (Dabour, 2003). Like many other developing country, Ethiopia, greatly investing in sustainable form of tourism, ecotourism as the potential and reliable economic sector (Sefrin, 2012). In this regard, Ethiopia endowed with ancient historical and cultural heritages, wild life resources, and attractive geographical sites and many others. Due to the presence of tourism resources, the influx of tourists from every corner of the world to Ethiopia increases the growth and development of tourism industry (Mitchell and Coles, 2009).

However, the tourism products of Ethiopia in the other destination of the country not identified and promoted for the tourism development diversification and sustainability (Sefrin, 2012). Moreover, the tourism development policy of Ethiopia that enacted in 2009 aimed to develop the existing and new tourism attractions and products all over the country (Ministry of Culture and Tourism, 2009). In light of this policy direction, the researchers mostly concentrated in the National Parks that are easily accessible Parks and well known Parks like Semien Mountain, Awash, Bale Mountain, Abijata-Shala National Park and Nechsar National Park for their research work (World

Bank, 2006).By studying the potential resources and the challenges in well developed Parks of the country, ecotourism established as the sustainable option in tourism sector. The remaining Parks are not well studied in related to their potentiality; their challenges and what will be operated in the future for ecotourism development.

Also, the academic researchers in tourism are an outsider, not understanding the pressures and the drivers within the industry and how to work with the industry (Buckley, 2012; Lane, 2008). Paul Henze added that the Ethiopian National Parks are elementary development and their resources, managements and the challenges are lacked a research work(Henze. 2007). Thus, based on these research gaps, the concern of this study is to identify the ecotourism potentiality of the BoranaNational Park in the site of Dida Hara for Ecotourism development.

III. METHODOLOGY

DESCRIPTION OF THE STUDY AREA

Firstly BoranaNational Park is registered as the wild life sanctuary in Borana Zone, Oromia Regional State. From its establishment upto1996 the sanctuary was administered by National wildlife Conservation Agency of Ethiopia. Then from 1996 to 2009 it was part of Oromia Natural Resources Authority. Now it is governed by Oromia Wild life and Forest Enterprise. According to the Ethiopian Wildlife and Natural History Society, the National Park is lies 565 kilometers south of Addis Ababa on the Hawassa-Moyale road. The Park is important for some number of Mammals and rare bird species. An Endemic Mammal in this Park is Swayne’s Hartebeest (now it is disappeared from the Park). There are also a lot of endemic bird species found in this National Park. More than 280 species of birds has been recorded of which 62 are Somali-Masai Biome species. The site affords protection to 64% of Ethiopia’s Somali -Masai Biome assemblage.

Currently,BoranaNational Park grouped into three conservation sites. These are the following:

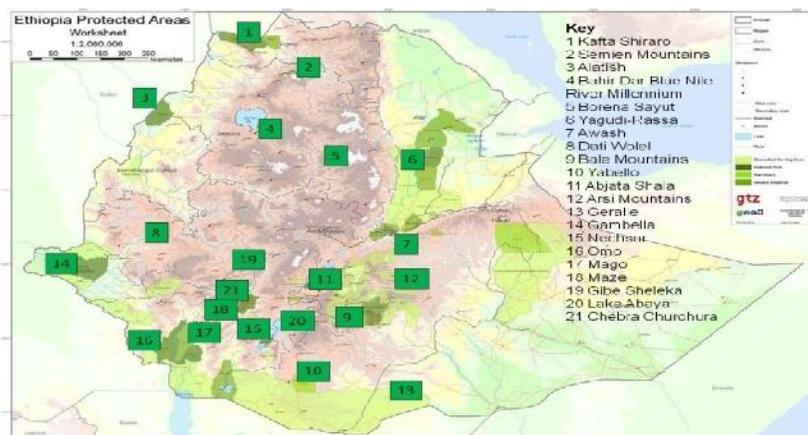
Dire site

Dire site has included more than three sub-site/block/ these are; Danbala Dibayu, Dida Soda /include Madacho/and Mega mountain chain to Magado. It contains many species of animals, birds and beautiful landscape.

Sarite site:- this site is very rich in forest and with richest in animal species and particularly important to see an ostrich.

Dida Hara Site:-This site of the Park includes the following small sections. These are Ange class (it found around 42-44 kilometers from Yabello town, it is very difficult to reach that place), Tabe class (its distance is around 50-53 kilo meter from Yabello town), Dida Tuyura class (it found 17 kilometers from Yabello town), Arboro class (12 kilo meter from Dida Tuyura site which means 29 kilometers from Yabello town). It has also includes Buya site (found around 27 kilometers from Yabello town), Tula Wayu site (found 20 kilometers from Serupa town and 55 kilometers from Yabello town), Danbala Abachena (found 30 kilometers from Yabello) and Dharito found 20 kilometers from Yabello kela or 23 kilometers from Yabello town) specific sites. It is the former wild life sanctuary of Yabello. This site is my focus of the study.

For more clarification we can see the following map of the former Yabello wildlife sanctuary (recent Dida Hara conservation site and the focus of this study)



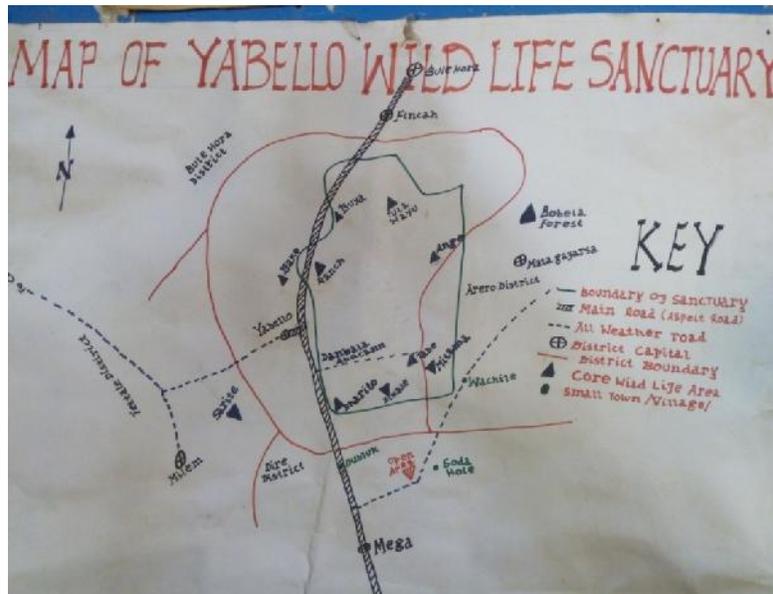


Figure 1: All National Parks of Ethiopia and the former Yabello wildlife sanctuary (the recent Dida Hara site) (The maps taken from Ethiopian wildlife authority and Oromia Regional State Forest and Wildlife Enterprises office

DATA SOURCE AND METHODS OF DATA COLLECTION

The data for this study were collected from both primary and secondary source of data. The secondary data were collected from published and unpublished sources. The secondary sources were collected from the Park information center, Yabello town administration office, Yabello town culture and tourism office, selected tour guide and tour operators leaflets in Addis Ababa.

Primary data were collected through the following methods.

INVENTORY OF ATTRACTIONS/FIELD VISIT/OBSERVATION

In tourism research, inventory of tourism resources is used to identify the list of attraction at the destination that determines the future development of ecotourism in the Park. To identify the potential resources and products for ecotourism, field visit or observation method was used. The focus of the field visit was focused on physical setting, current tourist attractions, and cultural material of the community. Natural and cultural heritage are identified and the potential to community participation was determined. The field visit was also supported by photography system in order to gather the primary data. Procedurally, the data collection process was handled by the field guider and by the researcher observation. Geographical mapping of the study location was done in order to mark direction of the field work. In the field, the first task of the researcher is selecting a field guider by the assistance of culture and tourism office of the town and the Park warden by considering the language knowledge of Afan Oromo language and Amharic, geographical situation of the area and some academic background.

INTERVIEW

In order to extract basic information from different concerned agents the researcher were conduct interview. The interview type that was used in this research is semi-structured interview. Because of semi-structured interview is very structured explanatory and descriptive approach (Altinay and Paraskevas, 2008). This tool was conducted with the key office personnel's in the culture and tourism office of the Woreda and town of Yabello, Yabello town administration officer, Park wardens, selected tour guides and operators in Addis Ababa

In order to identify the community assets; community assessment method was used with interview and focus group meeting data gathering tools.

MARKET DEMAND ANALYSIS/ QUESTIONNAIRE

In tourism research market demand analysis will be conducted to determine the level of demand for identified ecotourism products of the destination. To assess the market demand for the products, visitors' survey was conducted. It was conducted for two months (March-May 15) at exit/entry questionnaire type, hotels in Yabello town, visitor's information center in Yabello town and the Park area. The purpose of the visitor's survey is to gain the behavior of the visitors (length of stay, activities undertaken...) and their interest to visit the Park area.

SAMPLING STRATEGY

For this study, purposive sampling strategy was used to get a sample from the local community, tour operators and visitors and key office personnel's. To select the sample from visitors, the researcher used convenience sampling technique because the numbers of the visitors is not known in advance. The researcher purposely selects the tour operators and tour guides from Addis Ababa by visiting their web page/site by considering their itinerary, which include the Borana National Park. At the same time, the samples from the local community were selected purposively. Based on the purposeful selection method a total of 27 interviewees were contacted from the local community, culture and tourism head officers, tour guides and tour operators, Park wardens. Based on the conveniences sampling method a total of 89 visitor's survey was conducted.

IV. RESULTS AND DISCUSSION

ECOTOURISM PRODUCTS AND RESOURCES OF THE DESTINATION

The attractions of the study area were documented and identified by using field observation, interview, secondary data review and focus group discussion methods. To identify the major tourism attractions in the area extensive field visit was conducted in different sub sites of the area. These attractions were then classified into bird's resource, mammal resources, cultural ecotourism resources and other ecotourism resources.

BIRD AND MAMMAL RESOURCES

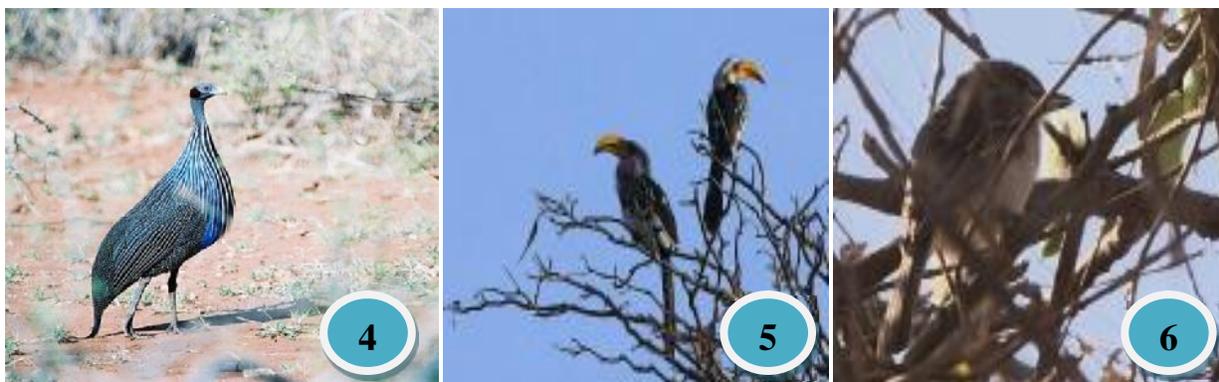
Based on the information obtained from the National Park offices and the written documents concerning to the Park, there are more than 280 bird species are found in the Park. Among these species four (4) are Endemic and endangered. Those Endemic birds are Ethiopian Bush Crow, White Tailed Swallow, Prince Ruspoil's Turaco, and the newly discovered in 2003 - 2006 E.C Black Fronted Francolin species which is called Mega Francolin. Because of the richness of bird species, the study area is recorded as Endemic Bird Areas (EBAs) and Important Bird Areas (IBAs), which are founded in the Birding Circuit of the country which are visited by a lot of bird watcher and researcher from different Continents all over the World.

Other birds of the area includes Short-Tailed Lark, Pringle's puff-back, Northern Grey Tit, Abyssinian Grosbeak-Canary, Vulturine Guinea Fowl, Somali Sparrow, Black-capped Social Weaver, Donaldson-Smith Nightjar, Star-spotted Nightjar, Grey-headed Social Weaver, Magpie Starling, Archer's Grey-Wing, Little Spotted Wood Pecker, Grey-headed Silver-Bill and Little Tawny Pipit are among to be mentioned and more others (Important Bird Area of Ethiopia, Borana National Park). For recreation and leisure purpose these destination is a suburb, and the singing of birds is breathtaking for birdwatchers. For further development of ecotourism in the destination necessary facilities infrastructures need to be developed for the birdwatchers. (For more to see the bird species see appendix on list of birds)

The mammal species that found in the destination are more than 40 species. To list some of the species of the Park, the following are the major one. Gerenuk, Grants Gazelles, Ostrich, Guenthres Dik-dik, Lesser Kudus, White Dik-dik, Burchell's Zebra, Gravy Zebra, Baboons, and Black-backed jackals, Hare, Klipspringer, Beisa oryx, Common jackals, Warthog etc. All of these mammal species are found in different site of Dida Hara conservation site as the major ecotourism resources. It is difficult to see the mammals in the destination and photo shutting them in their natural habitats. I see only Burchelles Zebra, Gravy Zebra, Baboons, Beisa oryx, Common jackals, Warthog when I was in the field work. However, I order to introduce some of the mammals and birds for the readers. I present some of the figures I take and given by the visitors, tour operators, Oromia Forest and Wildlife Enterprise and the Culture and Tourism office in Yabello Woreda.



Prince Ruspol's Touraco /Tauraco ruspolii(1) White-tailed Swallow/Hirun domegaensis(2) Ethiopian Bush-Crow/Zavattariornis stresemanni (3)



VulturineGuineafowl (4) Yellow-billedHornbill (5) Pringle's Puffback (6)

Figure 2: Some bird species found in the destination

CULTURAL TOURISM RESOURCES

Borana communities have the homeland of extraordinary cultural resources which are significant for ecotourism development. According to the information obtained from the old aged informant's through an interview, they have a proud to have intact cultural heritage resources especially there practice of Borana Gada assembly known as "Gumii Gaayyoo" (Gayo Assembly). The local informants added that the native and intact indigenous cultural value of a large tribal group of Borana Oromo rituals, the way of life, traditional custom, habit, value, beliefs etc. are important cultural heritage for tourist attraction and have a proud to have these resources and positive to show these resources for the visitors.

The local elders mentioned that the local indigenous knowledge towards for the conservation of both nature and culture resources is also one of the cultural tourism resources. For example, the local communities believe that those who cut tree and kill wildlife became poor and had short life span. Therefore, maintaining such best conservation cultural heritage is important and it is to be inherited to the next generation through ecotourism development for the benefit of the local community. Besides these, the indigenous pastoral tenure system (based on common property) is an outstanding paradigm for the conservation of biodiversity. All these material and nonmaterial culture of the Borana communities are the sources of tourism with a different purpose to the local.



Figure 3: Burchell's Zebra (photo taken by the researcher on 18/6/2016)



Figure 4: Black Backed Jackal and Summering Gazelle (Photo by Mick O'Dell and Tony Mundell respectively on 28th February – 12th March 2016 visitors. These visitors give for me these two figures in the Park)

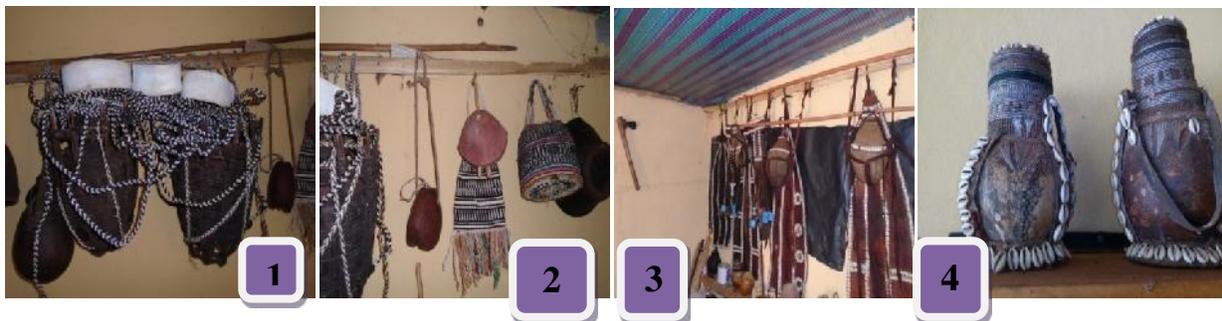


Figure 5: Photo taken from Borana Lodge and Yabello Woreda Culture and Tourism Office Gallery by the researcher in 2016.

Concerning to number one figure it is used as to store milk (locally it called as Sorrora) and made from tree products. The white rope is used to nail the material and protect it from falling down. The second figure includes Kokee (camel bell), Qoree (used for to prepare and store Buna Qala) and other home made products for different

purpose. The third groups of tangible heritages are including the traditional hand craft materials which used in the local home use. Most of them also used for decoration (locally call it koweer) of the house and some other used to store butter and milk. The fourth one called Baqichaa locally and used for to store milk during journey. It is well decorated and very attractive. It is also used by both the Guji and Borana Oromo communities.

The local communities are well known for their traditional food and drink. They prepare different food and drink from the available local resources especially from milk, honey. Among those traditional well known foods and drinking, I want to present here.

Buna Qalla

It is one of highly practiced traditional drink. It has a great meaning for the local community prepared during different ceremonies and holydays. It may serve as the expression of peace and prosperity. When I observe the preparation of Buna Qala, it is very attractive and full of blessing by the local elders. It is a mixture of pieces of coffee, milk, oil, sugar, butter and different sweetening items. It has a power to stimulate and sweet. Thanks for the Mother showed for me how to prepare Buna Qala when I was in the field work.

Kochee

It is prepared from dried meat and butter. It is important for the peoples who engaged in the battle field for war for male members in the society. It needs great care to prepare it for the wife for their husband.

Laqaa

As similar with Kochee it prepared for male during war, long journey and other purposes and Made from flour of wheat mixed with sugar and butter.

Besides these and other traditional foods and drinks, the Borana peoples, well known by their intangible cultural practices. These intangible heritage resources are passed down from generation to generation through word of mouth from the local community, and they still exist. They also have a power as sources of ecotourism in the destination. Based on the informant's explanation these intangible cultural heritage resources are expressed through Mamaaksa (proverbs), Hibboo (riddle), myth, Sirbole Adaa, different cultural music, dance.

The local communities also have resources which handed down through expressions for different personalities. For example, Gerearsa(for heroes), Lomolee (female for male), Qeexala (during farming), Horooro afachuu (praying God when the dry season extents as the God brings them the rains) and many others.

POTENTIALITY OF THE RESOURCES FOR COMMUNITY PARTICIPATION

It Along with the natural and cultural tourism resources, the collaboration of local community with different stakeholders has enhancing the success of promoting ecotourism industry in one destination. For this matter, to ensure the sustainable development of the resources for ecotourism development local communities are represented, involved and sense of ownership would developed. Therefore to understand the potentiality of the resources for community participation and involvement, focus group meeting and interview were conducted. Almost all the interviewed respondents and focus group meeting participants were proud of their resources and wanted to show their resources for the visitors. By combining the interview responses and focus group meeting the following community participation areas were identified.

NATURAL RESOURCES CONSERVATION

Government office (culture and tourism offices) appreciated that the local communities are the custodian and guardian of the natural resources conservation of the site. Having said this interviewed head explained that “we know that the local communities who lived in the adjust area of the site are the protection effort of the resources and they sake the resources as the means of alternative livelihood, especially through tourism and sustainable agriculture utilization”. Besides the office understanding, one interviewed respondent describe the resources presence as a potential for community participation; “we live with the natural resources for our livelihood and daily consumption...but in the recent time we worried by the destruction of the resources especially wildlife's and forests”. The respondent added that the prevalent of the problems and challenges in the natural resources call the cooperation of the stakeholders for their conservation. To achieve this local community's work towards the conservation of resources through development and strengthening of indigenous knowledge like that “those who cut

tree and kill wildlife became poor and have short life span". In summary, the communities understand the conservation of natural resources and had made some steps to achieve this through community cooperation and indigenous knowledge development. These provide a foundation and stepping stone for ecotourism. Based on the development of community-based ecotourism in the site the natural resources management and conservation may be developed. However, as some local elders and office heads indicated that, the current management structure of the government may create obstacle for the management of the resources. This challenge is emanated from the top down management principle of state law by neglecting the local institutional capacity. This study related with the explanation of Boku Tache and Ben Irwin (2003). They explained that; the forests and the natural resources of the Borana pastoralists considered that the integral part of pastoral land with the responsibility of managing these resources was Borana Gada. However, now a day natural resources are registered as National and Regional Forest priority conserved area and the administration also given for the Regional or National government. This management challenges faced Dida Hara conservation site because the management and administration of the resources is under Oromia Forest and Wildlife Enterprise. By understanding the importance of the local community institutional setup and the existing community awareness level and conservation effort, it is important to involve the local for the management of the resources and ecotourism development in site. Here the researcher recommend that before ecotourism developed in high level destination management plan, environmental impact assessment, and carrying capacity should be conducted and determined.

AWARENESS ON THE NEGATIVE AND POSITIVE IMPACT OF ECOTOURISM

The researcher asked the interviewees and focus group discussants about their resources and their awareness on the negative and positive impact of ecotourism in the future development and the current tourism practice. Each stakeholder meeting participants and interviewees had more or less inter-related response. All the participants and interviewed respondents felt that they possessed many natural resources for ecotourism development and happy for people to come. However at the same time they recognized that they only wanted those tourists with good intentions and those that are interested in their livelihoods, did not want to attract the negative aspects of ecotourism. It was apparent that the respondents were somewhat aware of ecotourism and its impacts (both negative and positive effects), which is a positive step as their awareness can produce proactive rather than reactive solutions to ecotourism development. Positively the respondents wanting to the development of ecotourism in their local environment were to conserve the natural and cultural resources through income generation, cultural exchange and extra income for their livelihood. In addition, the stakeholders identified other possible positive impacts like selling products to tourists; provide transportation, initiating small business.

They also recognized that ecotourism can bring more benefits to the community through increasing participation in education for skilled labor force. More importantly the participated stakeholders in the discussion and interviewed respondents perceived that; if ecotourism will be developed more it will important to bring infrastructural improvements in the community, built for the purposes of ecotourism, which would bring an added benefit to the community in the form of transportation, electricity, water etc.

They also believe that ecotourism will increase development in the area in general thus improving the community. By improving the road infrastructure system, communities are able to be linked to other communities assisting in the flow of goods, animals to the market and communication which is thought to generally improve development in the community. These responses would contribute towards the better development of ecotourism in the destination.

Negative impacts of tourism activities were also identified by the respondents. The respondents listed out that some of the possible impacts especially culture clash, wildlife disruptions, and environmental destruction. For the challenges and possible strategic solutions that were suggested by the stakeholders are found in the possible strategic actions section of this paper.

THE MARKET DEMAND ANALYSIS FOR ECOTOURISM DEVELOPMENT IN DIDA HARA CONSERVATION SITE

Identification of ecotourism potential resources, local community participation effort and its possible negative and positive impact of ecotourism in the National Park is the necessary step. However, potentiality assessment is not only including the resources (natural and cultural values and other resources derived from them) but also it includes potential markets, competing destinations, the available infrastructure and possibility for access. Thus, based on the data collected from the visitors in this part the researcher assesses the market demand analysis.

MARKET DEMAND ANALYSIS

Visitor's survey was conducted at visitor's accessible areas (site, hotels, and culture and tourism office). A total of 100 questionnaires were distributed to both domestic and international visitors. But out of 100 questionnaires 89 questionnaires, were filled and returned. Therefore, 89 visitors response was used for the analysis purpose which collected within two and half months (March – May 15).

In this section, views of all visitor respondents about their potential demand are presented. The market demand analyses backed by the general interests, views and the suggestions of the visitors on the ecotourism development on the site. The purpose of the visitor survey was to gain an understanding of the visitor's length of stay in the site, visitor's behavior, their perception towards the destination, their specific interest in activities and other potential market concerns.

The travel behavior and the demography of the respondents are analyzed. From the total number of respondents, 29.2 % of the visitors are female while the remaining 70.8% of the respondents are male. The frequency and the percentage of the respondent's demography are shown in the table no 1.

As we see from the Table no 1, the majority of the respondent's age range found 25-35 year (44.9 %) and 36-45 year (33.7 %); Which is approximately 78.6 % of the visitor respondents found in the age range of 25- 45 year.

In terms of the level of education the respondents have some basic education. The majority have college Diploma (24.7%), Bachelors Degree (30.3%) and Masters Degree (21.3%). For more information see Table 1. This figure shows us the majority of the respondents have educated and well informed about ecotourism concept. This study related with the work of Fennell, that conclude and showed us the visitors of ecotourism destination are more educated and sensitive towards the environment and more aware of the impact of tourism on the environment as compared to the conventional tourism type.

The travel behavior and pattern showed by the respondents; the majority (53.9%) of the respondents are familiar with the destination while 46.1% of the respondent visitors are visit the Park for the first time. However the majority visitor respondents know the destination only 2 or 3 times. Therefore, it needs to work an extensive promotion and marketing for the development of ecotourism in the destination. The travel pattern that shown in Table two indicated that; almost half and above the respondents are visit and come to the Park alone (34.8%) and with friends (24.7%). In terms of their reason of visit, the majority of the respondents (64%) indicated that they come for leisure whiles the remaining 19.1% and 16.9% of the respondent for education and passing to other destination respectively. During their travel more than 90 percent of the respondents are use public transport and rented cars while few number respondents use private car. These figures show us the destination has the opportunity to give leisure and relaxation with alone and education purpose majorly. However, in order to enjoy the development of ecotourism in the destination it needs to work towards the visitor's pattern that pass to other destination in order to retain them in this Park because they are not small percentage (16.9%). For more see table one below.

Table 1: Demographic characteristics of the respondents

Questions/Items	Category	Number/ Frequency	Percent (%)
Gender	Male	26	29.2 %
	Female	63	70.8 %
	Total	89	100 %
Age	Less than 25 year	1	1.1 %
	25 up to 35	40	44.9 %
	36 up to 45	30	33.7 %
	46 up to 55	16	18.0 %
	56 up to 65	2	2.2 %
	Over 65	0	-
Educational level	Total	89	100 %
	High school diploma	2	2.2 %
	Some college or university courses	13	14.6 %
	College Diploma	22	24.7 %
	Bachelors degree	27	30.3 %
	Masters Degree	19	21.3 %
	Doctorial Degree	6	6.7 %
Total	89	100 %	

Table 2: Travel behavior and primary reason for visiting the destination

Questions/Items	Category	Number/ Frequency	Percent (%)
Is your first time visit Yabello?	Yes	41	46.1%
	No	48	53.9%
	Total	89	100 %
Are you traveling	alone	31	34.8 %
	with friends	22	24.7 %
	as couple	19	21.3 %
	with family	5	5.6 %
	group	12	13.5 %
	Total	89	100 %
What was your primary reason for visiting Yabello	leisure	57	64.0 %
	education	17	19.1 %
	passing to other destination	15	16.9 %
	Total	89	100 %

As found from the respondent's survey it was clear that the visitors did not want to stay in the destination more than two days. As the survey, result indicated that 61.8% of the respondents are stay only overnight and one day. Only 5.6 % of respondents want to stay more than three days. This figure indicated that the concerned stakeholders of the town and the Woreda would work to diversify the products, develop the infrastructure and facilities to increase the length of stay of the visitors. Without strengthening the length of stay of the visitors the economic impact of ecotourism for the local as well as the national, did not contribute that much currency.

The survey also revealed that 86.5% of the respondents are would like to recommend for other to visit the destination while the remaining 13.5% of the respondents did not like to recommend for other. The majority of the respondent's responses (86.5%) like to recommend they have a reason such it; it is rich in bird species, mammals and uncontaminated virgin experience given in the site even some challenges exist. However, almost 46.1% of the surveyed respondents felt that when they visit the destination, it was not interesting they first imagined. May be this is because they have exaggerated expectation before their visit the destination or it may be due to the absence of Swayne' Hartebeest in the destination. At the same time, almost more than half of (53.8 %) of the respondents felt that when they see it was more interesting than they first imagined. This has a positive implication for this site as visitor's perceptions are and therefore it makes easier to capture the market and promote and also providing that activity available in the destination. For detail, we can see the Table tow.

Table 3: Willing to spent day and recommend to other visitors

Questions/Items	Category	Number/ Frequency	Percent (%)
How long will you be staying in the destination	over night	24	27.0 %
	one day	31	34.8 %
	two day	20	22.5 %
	more than three days	5	5.6 %
	transit	9	10.1 %
	Total	89	100.0 %
Would you recommend for others to visit the Park	Yes	77	86.5 %
	No	12	13.5 %
	Undecided	0	
	Total	89	100 %
The Park is more interesting place than I first imagined	Yes	48	53.8 %
	No	41	46.1 %
	Total	89	100 %

In order to ascertain the availability of specific market demand in ecotourism activities is important to understand whether visitors were interested in particular ecotourism activities. Therefore, the respondents were asked to choose specific ecotourism activities, that, if available in the destination, they would participate in. As shown by the respondents, the highest popular activity identified. Among this, wild life viewing ranked first because it is almost all the respondents (more than 90 %) will be more interested if it is found in the well organized manner. The other 28.8 %, 19.9 %, 23 %, 14.5 %, 14.4 %, 3.4 % of the visitor respondents are interested in hiking in the forest, visit local village to learn about daily life, overnight home-stay with a family in a local village, buy local handicraft and products from village, camping in country side and overnight trek in the forest with camping respectively if available. These figure showed that wild life viewing will be the fertile market but other activities especially hiking in the forest, visiting local village to learn the local culture and daily life and over-night home stay with family in local village will also preferred specific ecotourism activities in the destination. Therefore, the concerned stakeholder especially culture and tourism office of the Woreda, Oromia Forest and Wildlife Enterprise worked towards the preferred ecotourism activities in the destination for product diversification.

For the surveyed visitors, question of sources of information for their visit the destination was presented. Around 41.6 % of the respondents guided and got the information concerning to the Park is internet. 15.7 %, 10.1 % and 10.1% of the respondents access the information from television, travel guidebook and brochures respectively while the remaining small percentage of the respondents got the information from radio (3.4 %), hotel and guest houses (3.4 %), magazine (2.2 %), newspaper (4.5 %), word of mouth (6.7 %) and tour operators (2.2 %). As understood from this it is better to promote and advertise by using multiple sources of information rather than more rely on the fragmented and updated internet information. For example, BoranaNational Park still knows by the name of Yabello wild life sanctuary or in some site Yabello National Park. And the visitors also come to the destination with this mentality. For this matter it is strongly recommended to change the name of Yabello wild life sanctuary/ Yabello National Park in to BoranaNational Park. For the provisions of more information and awareness concerning to the destination it is better to diversify the sources of information. Basically, word of mouth promoting and marketing tool will be growing faster because as indicated above 86.5 % of the respondents are willing to recommend for other to visit the destination. In general these information tool usage survey reports tell us to diversify the sources of information to the visitors for better marketing and promotion as well as to address the growing potentiality of the destination for ecotourism development.

Based on the bench mark definition of InternationalEcotourism Society (IECs) “responsible travel to natural areas that conserves the environment and improves the well-being of local people” (The InterNational Ecotourism Society, 2010) almost 97.8 % of the respondents are consider themselves as ecotourist while only 2.2 % of the respondents are not consider themselves as ecotourist. This figure tells the destination will be one of the best ecotourism potential areas in the future. At the same time the visitors are responsible to the natural environment as well as willing to improve the wellbeing of the local communities. The willingness towards the local support the survey respondents affirmed that they are willing to spend more money to the ecotourism destination as compared to regular destination (84.3%). Only 15.7 % of the respondents are not willing to spent more money to the destination of ecotourism. However, the majority (40.4 %) of the respondents are willing to pay only less than 10 % of total as compared to the regular destination. On the other hand 28.1 % of the surveyed respondents are willing to pay only 10-20 % of the total pay. Only 15.7 % of the respondents are unwilling to spend more money to ecotourism destination. Generally the overall figure of this research question response given us the majority of the respondents are willing to pay more money to the ecotourism destination of BoranaNational Park. Therefore, it is recommended to the culture and tourism office of the Woreda better to adjust the entrance fee for the destination and to increase the positive economic impact ecotourism. This figure is shown in the following table.

Table 4: Percentage of money the visitors willing to pay

Questions/Items	Category	Number/ Frequency	Percent (%)
how much more money, as a percentage of the trip's total cost as compared to other destination	less than 10%	36	40.4
	10-20%	25	28.1
	20-30 %	12	13.5
	30-40%	1	1.1
	more than 50%	1	1.1
	Total	75	84.3
	Missing System	14	15.7
	Total	89	100.0

Based on the information collected from Oromia Forest and Wildlife Enterprise the number of visitors and the flow income generated from tourism is an increasing trend. The research result by Chane and Yohannes in 2014 indicated that the tourist flow and the money from Yabello destination increased in alarming rate. They showed that 27,000 Ethiopian birr revenue was generated from Yabello wild life sanctuary during the fiscal year of 2013/2014. Within this year (2015/2016) the number of visitors, as well as the revenue, is increased based on the data that found in Oromia Wild life and Forest Enterprise. The data indicated that around 24,540 Ethiopia birr generated within six months from only entrance fee, (from September to February). But the office indicated large numbers of tourists also visit the Park without paying the registration fee and informally they pay some amount of money. In terms of economic impact of tourism to this destination, large amount of money is also generated for the hotel accommodation, transportation service, tour operation and other services, scout pay and the like. These, in turn, increase the positive multiplier effect of tourism to the country Gross National Product (GDP) in general and the local community in particular

V. CONCLUSIONS

This study describes the potentiality for ecotourism development in the destination of Dida Hara conservation site of Borana National Park, Oromia Regional State, Ethiopia. A result of this study shows that the destination is very rich for ecotourism development in the future with its unique mammal, bird's species and cultural tourism resources. Based on the document analysis and tour operators information more than 280 birds and 40 mammal species are found in the former Yabello wild life sanctuary and the present day Dida Hara conservation site and in the adjacent parts of Borana National Park respectively.

To understand the market demand analysis for the destination, questionnaires method was used. Based on the visitor's survey questionnaire, the majority (53.9%) showed that; they are familiar with the destination while 46.1% of the respondent visitors are first-time visitors. The travel pattern of the visitor was majorly alone (34.8%) and with friends (24.7 %). The reason of visitation was majorly (64 %) for leisure while other for education, and passing to other destination and the like. The survey result affirmed that the majority (61.8%) of the visitor respondents are stayed only over night and one day only. This figure showed that; the destination is important for leisure visitors and educational travelers, however, they stayed a short time in the destination. More than these the respondents showed they want to recommend for other while they return to their home with major response (86.5%). However, 46.1 % of the respondents are showed that destination was not interesting they first imagined. Therefore, it is good news for the future development of the destination for marketing through word of mouth, but it needs further product diversification and promotion to change the expectation of the visitors.

An interesting thing found from this research is wild life viewing, hiking in the forest, visit the local village to learn about daily life, overnight home-stay with a family in a local village are the specific ecotourism activities that will attract the visitors if they found in the well-organized manner. 97.8 % of the respondent's visitors are considering themselves as ecotourist based on the bench mark definition of World Ecotourism Society. This is important news for the development of ecotourism in the destination because; the ecotourists are sensitive to the natural and cultural resources and responsible to pay more money for the ecotourism destination as compared to other regular tourism

destination. This figure affirmed by their response with 84.3% of the respondents willing to pay more money to the destinations.

Interview and focus group discussion were conducted with tour operators, travel agents, local community representatives and key office personnel to identify the community cultural assets. The result obtained from these methods affirmed that the local communities possess huge cultural ecotourism resources and the local community has a proud to show these resources for the visitors and have a potential to conserve the natural and cultural tourism resources. Besides the resources power to attract the ecotourists the resources have a potential to bring different stakeholders together to the natural and culturalresources conservation.

VI. RECOMMENDATIONS

- To develop the site and the resources as the splendid ecotourism destination, local guide with the best interpretation especially to the plants, animals, and local culture, strongly needed should be fulfilled.
- Financial resources need for the provision of food and drinking service to the visitors; training will be required in food preparation, language, first aid and wildlife and vegetation knowledge and guiding.
- As it found from the local communities, observation, and interview with the office personnel's, the local communities livelihood depend on majorly on livestock breeding and almost depended on the natural resources of the area. Therefore, there is a possibility of an increasing natural resources distraction and human wild life conflict. Thus, it should be to balance the livelihood and the natural resource through income diversification of the local community, visitor management system and preparing a management plan for the site.
- To increase the length of the stay of the visitors and satisfy their needs and wants product development within the site should implement.
- The study found there is a potential of ecotourism product in the sites of Dida Hara conservation site. For further development; product development by surveying the flora and fauna should be used. On the other hand, the development of products of the Park site will be an important instrument to increase the length of the stay of the visitors and satisfy their needs.
- Marketing and promotional work should be used as an important instrument for the development of ecotourism within the destination through different media including leaflets, electronic Medias. As a marketing and promotional tools branding, opening the web page and face book address of the destination should be implemented and update the information regularly.

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