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Determining Factors for Participation of Local Community in Tourism Related Activities

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Abstract:

The study was carried out at three purposively selected Kebeles. The study aimed to explore determinant factors of community participation in tourism. Data were collected from 135 household respondents through semi-structured questionnaires. Binary logistic regression model was used to analyze the data. The study found, sex ($\beta = 9.55$), annual income ($\beta = .000$), training ($\beta = 2.023$), interest for future participation ($\beta = 7.67$), increasing tourist number ($\beta = 6.074$), culture value ($\beta = 1.95$), and over all source of income as positive determining factors. The government and non-government organizations should give due emphasis for ecotourism development.

Keywords: Binary logistic, Local community, Ecotourism development, ASLNP

1. Introduction

Though, many researchers have differently argued for the term ecotourism first coined, most researchers have argued that the term "ecotourism" was first coined in 1983 by Ceballos-Lascurain (Scace *et al.*, 1992) and defined as "Traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in the areas". Conversely, developing a single definition for ecotourism remains a challenge for many experts and researchers worldwide (Bjork, 2000). As a result, there is no universally accepted definition of the term. Hence, today there are at least 85 definitions of ecotourism (Fennell, 2002). Based on the above fact it can be articulated that each expert and tourism scientists define the term according to his/her point of view. However, the most used definition of ecotourism today is the one coined by TIES and define as a nature-based form of specialty travel, which involves "Responsible travel to natural areas, which conserves the environment and sustains the well-being of local people" (TIES, 2000).

Tourism is a conservation tool in and around protected areas that build support and raising awareness of the many important values of protected areas including ecological, cultural, sacred, spiritual, aesthetic, recreational and economic values (Bushell and Eagles, 2007). In addition, tourism is generating much needed income for conservation works for the protection of biodiversity, ecosystem integrity and cultural heritage. Moreover, tourism contribute to the quality of life of indigenous and local communities, provide incentives to support traditional customs and values; protect and respect sacred sites, and acknowledge traditional knowledge (Eagles and McCool, 2002). Performing these all activities without much planning make the protected areas increasingly facing with a number of challenges but if properly planned and managed, protected areas are important destinations for a growing tourism like ecotourism since it uses diverse nature, landscapes and biodiversity as major attractions (Strasdas, 2002). Since, 1990 many countries and regions rich in biodiversity and poor in economy have been vigorously promoting ecotourism as conservation tool in their protected areas (He *et al.*, 2008) and now cover more than 12% of the world's land area. These protected areas are on the front line in the campaign to conserve biodiversity as well as to promote ecotourism on the Earth (Chape *et al.*, 2003).

Ecotourism is travel to fragile, pristine and usually to protected areas and successful ecotourism can take place only in protected areas (Drumm and Moore, 2002). Tourism use of protected areas basically involves the travel for the discovery and learning about wild environments. The importance of nature in attracting tourists is significant and stated that nature and cultural heritage represent a competitive advantage for many areas. Protected areas are becoming more popular destinations for wildlife tourists of national and international origin. Besides, protected areas based ecotourism that can give rise to economic benefits to local communities as well as to the nation (Walpole and Goodwin, 2000; Walpole *et al.*, 2001). Another thing is that ecotourism

continues to become a management strategy for protected areas. There are numerous opportunities for ecotourism in protected areas such opportunities are; revenue generation (*i.e.*, user fees, entranced fees and donations), employment creation; justification for protected areas, healthier economies, environmental education, and improved conservation efforts (Drumm and Moore, 2005). Tourism is increasingly seen as a key community tool, with the recognition of its economic contribution in bolstering stagnating economies and its ability to unify local community residents (Fennell, 2003). Tourism development is an ongoing process. It is not economic panacea, and is best suited as a supplement to a local community for achieving development (Godfrey and Clarke, 2000). Bushell and Eagles (2007) says tourism plays a role in facilitating community development through business mentoring and educational opportunities that contribute to local communities in increasing skill and knowledge in local communities and local residents as well as improving the community's economic level. Ecotourism has always stressed local participation, ownership and business opportunities, particularly for rural people (Wood, 2002).

On the other hand, local community involvement in tourism, including ecotourism is utmost important for development (Scheyvens, 2002). At the same times, communities' existence in a particular place at a particular time is important for tourism development (Richards and Hall, 2000). Therefore, according to Wearing and Neil (1999), there are several factors why local communities are interested in undertaking ecotourism (1) a desire to be part of the strong growth in tourism (2) an awareness of the high value of natural attractions in the local (3) understanding for conservation ideals and the need for sustainable tourism and (4) a desire to responsibly rejuvenate the local tourist industry. In addition, the basic reason for tourists to travel is to experience the way of life and material products of different communities. Communities also shape the 'natural' landscapes, which many tourists consume. As well as, communities are also the source of tourists; tourists are drawn from particular places and social contexts, which in them will help shape the context of the tourists' experience in the host community (Richards and Hall, 2000).

Ethiopia is endowed with unique combinations of natural and cultural heritages, impressive landscape, suitable climate, rich flora and fauna and recognized archaeological sites. The cool Semien Mountains peaking at over 4600m to the low lying Danakil depression 120 m below sea level exists in Ethiopia (Sukkar, 2004; Henze, 2007). Tourists visiting the country can enjoy unusual and diverse attractions from rare wildlife such as the highly endangered Ethiopian wolf, and to ancient history in the rock-hewn churches of the north. Importantly, Ethiopia is not yet spoilt by mass tourism (Keri, 2010).

Compared to neighboring countries Ethiopia biodiversity is quite unique and provides a variety of tourism offerings. Of these, nature based tourism is one of them, its offerings and opportunities are dispersed throughout the country. Ethiopia's protected areas which includes national parks like Abijata Sahalla Lakes National Park, game reserves, wildlife sanctuaries and controlled hunting grounds, which covers about 14% of the country. The protected areas offer ecotourism and leisure activities such as wildlife viewing, trekking, mountaineering and bird watching (World Bank Group, 2012). However, ecotourism is still in its infancy in Ethiopia, but it holds significant potential for growth. While global tourism grows at the average annual rate of 4.3%, the tourist industry in Ethiopia still accounts for less than 2 % of GDP when compared to 6%, 14% and 5% of GDP for Egypt, Kenya and of South Africa, respectively (UNWTO, 2002). Therefore, investigation what factors are determining the involvement of local community in tourism related activities is by far important to enhance development and economic contribution of ecotourism in Ethiopia. However, there is no any systematic study conducted regarding to the determining factors of local people participation in ecotourism development in and around at Abijata Shalla Lakes National Park. Hence, exploring the determinants factors could be used as an important guide for identifying problems and showing possible solution for the sector. Therefore, the aim of this study is to explore determinant factors of the local people participation in tourism related activities in and around the park.

2. Methodology

2.1. Description of the study area

The study area is part of Ethiopian Great Rift Valley system and located at about 207 km south Addis Ababa in the Addis Ababa to Hawassa main road. The park was established mainly for bird sanctuary in 1970 and the total surface area of the park is 887km², of which the water body covered 482 km² (Hillman, 1993). Currently the park is under the process of re-demarcation. Hence, the newly proposed boundaries reduced the previous surface area from each side of the bordering Woredas by 35.4 km², 56.1 km² and 5.97 km², respectively. The topography of the park is generally flat with elevation ranging about 1540m to 2075 meter above sea level and latitudes of 7° 22' 05'' to 7° 42' 47'' N and longitudes 38° 22' 32'' to 38° 04' 36'' E (Hillman, 1993).

The area is characterized by a semi arid to sub-humid type of climate. The minimum and maximum annual temperature of the area is 13.5 °c and 26.6 °c, respectively and the average mean annual temperature is 20.1 °c. The mean annual precipitation is 600 mm (Dagnachew Legesse *et al.*, 2002). The soil type is mainly sandy alluvium, of volcanic origin indicated by the soda ash and fine sandy/loam soils (Debushe and Itana, 2010). The park flora which are dominated by Acacia species and the major attraction fauna are bird species.

2.2. Sampling strategy

Purposive sampling method was used to select three sampling *Kebeles* (*Daka Hora Kelo*, *Daka Delu Harengama* and *Gale fi Kelo*) from 20 *Kebeles* in the Woreda, based on the following criteria; practicing tourism related activities, accessibility for field work and their closeness to the park headquarter, in consultation with experts of the Woreda culture and tourism office and staff workers of the park.

The total sample size of the household survey in the selected *Kebeles* was 135 which are 10% of the total households. The number of female and male house hold head was selected through proportion method. The respondents were selected by simple random sampling method (Table, 1).

Selected Kebeles	MHH ¹	FHH ²	Respondents sample size	
			MHH	FHH
Daka Hora Kelo	513	107	51	11
Daka Delu Harengama	283	89	28	9
Gale fi Kelo	272	86	27	9
Total	1068	282	106	29
Grand total	1350		135 (10%)	

Table 1: The selected Kebeles with total household size and the respondents sample size
 Source: Arsi Negelle Woreda Agriculture and Rural Development Offices and field survey, 2013
 1= Male Household Head, 2= Female Household Head

2.3. Data Collection

Data collection was carried out for about three months (January - March 2013) at the selected sites. Both primary and secondary data were collected to address the objectives of the study. Primary data were collected using four main techniques such as; semi structured questionnaires, Focus Group Discussion (FGD), key informants interview and researcher field observations.

2.4. Household Survey

Semi structured questionnaires were used to collect data; from local community by three enumerators. Enumerators were trained on how to collect relevant information, how to approach respondents and how to manage data. The final version of the questionnaire was translated into Afan Oromo which is the native language of the respondents for the simplicity of understanding the questions. Then the questionnaire was pre-tested on 5% of the sample households and modified accordingly with enumerators based on the suggestions given. Three FGD was made with 8-12 respondents so as to supplement the information collected using questionnaire. Key informant interview was used to collect information from staff workers, tourists, female association on ecotourism activities and elders of local community about the determining factor of the local community participations in tourism related activities. A Field observation was employed to gather more information that might not be accessed through interpersonal communication. It was a useful tool for cross checking with the information obtained from the questionnaire survey. Observable facts were gathered and recorded both using digital camera and by taking note on a notebook. In addition to these, the participation level of local community and the current condition of the park as well as other related activities in and around the park were observed.

2.5. Data Analysis

Statistical Package for Social Sciences (SPSS) version 16.0 was used analyzing the data. Multi-collinearity was tested by Variance Inflation Factor (VIF) and contingency coefficients for the continuous and dummy hypothesized variables, respectively. Finally, for analyzing the determinant factors of the local people participation in tourism related activities binary regression model was used because; the dependent variable of this study is dichotomous.

2.5.1. Binary Logistic regression model

Binary logistic regression is a form of regression which is used when the dependent is a dichotomy and the independents are any type. Binary logistic regression can be used to predict a dependent variable on the basis of independents and to determine the percent of variance in the dependent variable explained by the independents. However, binary logistic regression does not assume linearity of relationship between the independent variables and the dependent, does not require normally distributed variables, does not assume homoscedasticity, and in general has less stringent requirements (Gujarati, 2004).

According to Gujarati (2004), let:

$$P_i = P_r(Y = 1/X = X_i)$$

Then the model writes:

$$\text{Log} \left(\frac{p_i}{1 - p_i} \right) = \text{log it} (p_i) = \beta_0 + \beta_1 X_i \text{-----}1$$

P_i is the probability of participating in TRA, and X_i is independent variable. Therefore, the parameter β₀ gives the log odds of the dependent variable.

The probability of occurrence of an event relative to nonoccurrence is called **odds ratio** and given by:

$$P_i / (1 - P_i) = \exp (\beta_0 + \beta_1 X_i) \text{-----}2$$

Or in terms of the probability of the outcome (e.g. sex participating in TRA) occurring as:

$$P_i = \exp (\beta_0 + \beta_1 X_i) / (1 + \exp (\beta_0 + \beta_1 X_i)) \text{-----}3$$

Conversely the probability of the outcome not occurring is

$$1-P_1 = 1 / (1 + \exp(\beta_0 + \beta_1 X_i)) \text{-----}4$$

3. Results and Discussion

3.1. Determining factors

Before fitting the binary logistic regression model, all the hypothesized independent variables were checked for the existence of multi-collinearity problem. VIF for continuous independent variables and contingency coefficients for dummy variables were used to check multi-collinearity. As clearly seen in table 2, the study found that all the continuous independent variables have no serious collinearity problem among each other. According to the rule of thumb, there is no collinearity problem if the value of VIF is less than 10 (Gujarati, 2004).

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
Age	.890	1.124
Household size	.877	1.141
Annual income	.980	1.021

Table 2: Variance inflation Factor (VIF) for continuous variables

Likewise, the study result showed that the association between each dummy independent variable was less than 0.75. This indicates the dummy predictor variables have not multi collinearity problem among each other (Table, 3).

Variable	Grazing	Sex	Culture value	Interest for participation	Tourism number	Level of lakes	Sources of income	Nativity	Training	Nature value	Level of education	Marital status
Grazing	1.000											
Sex	.048	1.000										
Culture value	.003	.013	1.000									
Interest for participation	-.068	.038	-.073	1.000								
Tourism number	-.145	-.089	.081	-.047	1.000							
Level of lakes	-.017	.150	-.117	-.009	-.001	1.000						
Sources of income	.125	-.118	.102	.036	-.066	-.019	1.000					
Nativity	-.175	-.137	-.031	-.083	.001	-.109	-.092	1.000				
Training	-.219	-.062	-.044	-.086	.112	.068	-.114	.037	1.000			
Nature value	-.171	-.012	-.083	.044	.189	-.139	.060	.130	-.096	1.000		
Level of education	.050	.236	.019	.049	-.042	-.075	-.015	-.068	.043	.015	1.000	
Marital status	.050	.615	.056	.012	-.090	.213	-.042	-.081	-.141	.044	-.130	1.000

Table 3: Contingency coefficients for Dummy variable of linear regression model

Before, identifying the significant determinant factors the goodness of fit of the model was checked by Omnibus tests of model coefficients and Hosmer and Lemeshow tests. The model fit to the data is significant, if the significance of the chi-square statistic is less than 0.05. Therefore, the chi-square significance value of the study was less than 5% significant level, hence, the data meets the assumption underlying the binary logistic regression model (Table, 4). In addition, the model correctly predicts the independent variable by 86% (Table, 5).

Omnibus tests of model coefficients				
		Chi-square	Df	Sig.
Step 1	Step	104.375	20	.000
	Block	104.375	20	.000
	Model	104.375	20	.000
		Predicted		
Observed		Tourism related activities (TRA)		Percentage Correct
		No	Yes	
TRA	No	62	13	82.7
	Yes	6	54	90.0
Overall Percentage				85.9
a. The cut value is .500				

Table 4: Omnibus Tests of model coefficients check for goodness of fit the data and Classification table

Hypothetically, around fifteen factors were assumed that they influence the local participation in tourism related activities. Of these, the study found seven key significant factors that determine local community participation in tourism related activities. These factors are; sex, annual income, training, interest for future participation, increasing tourist number, culture value and over all sources of income.

- **Sex:** was one of the hypothesized predictor variables that affect the participation of local community in tourism related activities. As it is clearly stated in Table 5, there is significant difference between male and female participation in tourism related activities. Hence, this study revealed that female are more likely to participate in tourism related activities and their participation level increased by 40% ($\beta = 9.55$, $P < 0.01$). This result was contrary to Haidari and Wright (2001) findings which report the more likely participation of males. This difference could be due to cultural difference of the community. In addition Dunn (2007) also report the equal participation of both men and women in community based tourism activities, as it helped them to build their self-confidence by improving their skills in public speaking.
- **Annual income:** The study found that as household annual income increased, the participation of local community in tourism related activities increased by 100% ($\beta = .000$, $P < 0.05$). Because increasing annual income creates good opportunity to local community to invest their money in tourism related activities like accommodation facilities, opening small shops and to establish new associations or strengthened the existing once. In addition to this, proximity of the park to community may also create alternative livelihood opportunity to the local community, so as to invest their capital in such kind of activities. Similarly, Shahbaz and Ali (2000), report annual income as significant determining factor for community to accept and participate in community resource management. On the other hand, this study was contrary to the study done by Chhetri (2005), in Nepal which does not show any significant relationship between community participation and annual income. Moreover, survey conducted by Kugonza *et al.* (2009) has suggested the absence of relationship between participation in common resource management and annual income of respondents. This might be due to the difference of communities' level of understanding as well as interest in diversifying their livelihood.
- **Training:** it was identified as one of the determining factors that affect the participation of local community in tourism related activities. The study revealed that trained people have participated more than untrained once by 56% ($\beta = 2.023$, $P < 0.05$). This is because of trained individuals become more aware on the importance of tourism activities than untrained once. This finding was in line with the finding of Salam *et al.*, (2007) in Bangladesh, which report training of participants on different aspects of participatory forestry management is positively related with farmer's sustained participation. Likewise, Dunn (2007), report training in small business management and marketing is needed for participating in community based tourism projects.
- **Interest for future participation:** respondents' interest to participate in tourism related activities were identified as hypothesized significant factor influencing local community participation. Therefore, the study found that the log odd of participation in future tourism related activities were found to be increased by 14% ($\beta = 7.67$, $P < 0.01$). This is because, the influence of those households involved in tourism related activities on those not involved and the better standard of living of households involved in tourism related activities increase their interests for future participation. Some participant understood that involvement in the tourism activities can bring a better living standard like those of the involved people. Similar to this study, Phimmakong (2011) report the household willingness to participate in tourism activities as important factors influencing involvement in tourism activities. Contrary to this finding, a research conducted by Kugonza *et al.* (2009) in Northwestern part of Uganda recommended that respondent's dependence on forest resources have no significant impact on willingness to participate in community based forest management.
- **Tourist number:** as it is hypostasized, tourist number has a significant positive relationship with local community participation at 1% significance level. Table 5, shows that an increase in tourist number by one person increases the possibility of local community participation by 35%.

- **Culture value:** another significant factor that determines local people participation was the culture value. As respecting of culture by the local community increased, their participation in tourism related activities was significantly influenced by 5% ($\beta = 1.95$, $P < 0.05$). This is because of they have good ability to preserve their traditional equipments, dance and song that motivated tourist to come and stay with the community. Phimmakong (2011) also report similar finding to this study.
- **Source of income:** over all source of income was significantly affecting local community participation in tourism related activities at $P < 0.05$ level of significant. This may be due to the income they generated from different sources used for diversifying their livelihood like participating in tourism related activities.

Independent variable	Dependent variable (Participation on tourism related activities)				
	B	Wald	df	Sig.	Exp(B)
Sex	9.549	11.868	1	.001***	1.403E4
Marital status (MS)	.278	.066	1	.798	1.320
Age	.017	.366	1	.545	1.017
Nativity	.918	.748	1	.387	2.504
Household size(HHs)	-.069	.399	1	.527	.934
Level of education (LOE)	1.132	2.101	1	.147	3.103
Annual income (AI)	.000	5.210	1	.022**	1.000
Training	2.023	4.459	1	.035**	7.562
Interest for future participation (IFP)	7.672	13.543	1	.000***	2.147E3
Tourist number (TN)		14.017	2	.001***	
TN(1) Increased	6.074	11.436	1	.001***	434.352
TN(2) Decreased	-2.745	1.392	1	.238	.064
Level of lakes (LOL)		2.014	2	.365	
LOL(1) Increased	-3.028	1.258	1	.262	.048
LOL(2) Decreased	.218	.047	1	.828	1.244
Sources of income (SOI)		6.777	2	.034**	
SOI(1) Livestock rearing & crop production	.235	.028	1	.868	1.264
SOI(2) Crop production	-2.886	2.479	1	.115	.056
Nature value (NV)	.480	.320	1	.572	1.617
Culture value (CV)	1.953	4.223	1	.040**	7.052
Grazing (GRZ)	-.654	.400	1	.527	.520
Constant	-20.904	14.594	1	.000	.000

Table 5: Determinant factors influencing participation in tourism related activities binary logistic regression analysis model
 ** Significant at $p < 0.05$, *** Significant at $p < 0.01$

4. Conclusion and Recommendation

4.1. Conclusion

A binary logistic model result showed that seven key significant factors that determining local community participation in tourism related activities. These factors are: Sex ($\beta = 9.55$, $P < 0.01$), annual income ($\beta = .000$, $P < 0.05$), training ($\beta = 2.023$, $P < 0.05$), interest for future participation ($\beta = 7.67$, $P < 0.01$), increasing tourist number ($\beta = 6.074$, $P < 0.01$), culture value ($\beta = 1.95$, $P < 0.05$), and over all source of income ($P < 0.05$).

4.2. Recommendation

- In tourist number is positively affected the participation of local community in and around the Abijata Shalla Lakes National Parks. Hence, the concerned bodies both the government organization and non-government organizations should work very hard to make the facilities in the park suitable to tourists to attract more tourist.
- Thus, the concerned bodies should work strongly on providing training, livelihood diversification, graduating local community on craft production, organization of cultural events and other determining factors for the sustainability of ecotourism development in the area.
- Awareness creation to the local community should be done by tourism experts or other stakeholder's to increase their future participation in ecotourism development
- Responsible government bodies like regional culture and tourism office should increase the promotional mechanism of the local community cultures, historical places, natural attraction sites and manmade activities to the world.

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