

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Factors Affecting Development of Tourism in Oromia Rift Valley Lakes Area

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Abstract:

The Oromia Rift Valley Lakes is a section of Ethiopian Rift Valley System that forms a significant Economic Segment of the Region and supports the livelihoods of hundred thousands of people and domestic stocks. It has a huge natural resource base that can be described in terms of its Wild life, Biodiversity, Water /Wetland, Natural, Historical and Cultural resources. Survey questionnaires, Focus Group Discussion, Observation, Key informant and Literature Reviews were employed to collect primary and secondary data. Five Peasant Associations were selected out of 18 Peasant Associations, adjacent to the study area using purposive sampling. Then after questionnaires & interviews were employed to collect data from 164 House Holds out of 1633 House Holds by systematic sampling, 10 hotels & lodges with a total target of 146 people from all lakes, 133 tourists, 32 tour guides, 32 tour operators which were selected by random sampling. On the other hand, literature review & secondary data was collected from Oromia Bureau of Agriculture & Rural Development, Culture and Tourism offices at different administration levels, Ethiopia Wildlife Protection & Conservation Agency, Oromia Culture and Tourism Bureau, Abijata-Shalla Lakes National Park & Ministry of Culture and Tourism.

Abijata-Shalla Lakes National Park was proposed as a national park in 1970 and since then existed largely as “A Paper Park”, meaning a protected area in name only. Because of some periods of conflict, famine, and government instability over the last Forty (40) years and other barriers, the tourism potential for this park is not properly utilized. The water level of Lake Abijata & Shalla has been dropped, biodiversity in the park diminished, forests for Eco-system have been converted in to farm, as a result the country has lost a great deal of foreign earning that should have come from tourism sector. The lake is the home of more than 450 species of birds, 76 species of mammals & two vegetation type native to the destination. At the same time, due to lack of tourism development program and implementation, the rise of small & large holder irrigation scheme by private & government in & around Lake Zeway, even with no further development of irrigation scheme may dry up Lake Abijata & Zeway in the next 20 to 30 years. Similarly, due to several factors i.e. inadequate tourist facilities, market branding & promotion problem in Oromia Rift Valley Lakes, lack of consolidated tourist information system, less effort on coordination and joint planning among different stakeholders, the deep rooted negative image of 1984 great famine in Ethiopia and the horn of Africa as an area of instability & terrorism and other pertinent factors, Lake Langano was not properly used for tourism. Therefore, this research report attempted to consolidate factors affecting tourism Development in Oromia Rift Valley Lakes and analyzed it for management consideration of the Lakes.

Keywords: Rift Valley Lakes, Factors, Tourism, Development of Tourism

1. Introduction

1.1. Background of the Study

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. It is often referred to as a “white industry”, “industry without chimney”, “invisible export or smokeless industry” with the implication that it could be a viable and powerful agent for development and an ideal economic alternative to more traditional economic sectors. It is the largest and fastest growing industry, which has the best possibility for generating many new jobs worldwide. It could be act as business in rural areas since it does not require year’s long vocational trainings (Rannersmann, 2003).

Tourism has emerged as one of the world’s socio-economic sectors and has been steadily expanding at average rates of about 7% and 7.5% annually during the latter half of 20th century, globally tourism generated an estimated US\$ 3.4 trillion in gross output, contributing 10.9% of the world’s gross domestic product (GDP). Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth from 25 Million in 1950 to 278 Million in 1980, 528 Million in 1995, and 1,035 Million (1.035 Billion) in 2012. By now it takes a share, 1 in 11 jobs, and US \$ 1.3 trillion in export (6% of the World’s export)” (UNWTO-2013 Report), resulting in economic and social benefits; this industry played a vital role in enhancing a country’s trade performance. With proper interventions, such economic benefits can play a crucial role in the process of poverty alleviation. In general, tourism has become a

significant industry in both poor and rich economies because of its important contribution for economic, livelihoods and socio-cultural development; and recently tourism become as a means of solving developmental bottle necks of developing nations (Shah, 2000).

This sector of the economy is often identified as a divers and decentralized industry which is believed to affect several sectors of local economies because it is 24 hours a day, 7 days a week, labor intensive business and generates multiple employment opportunities across sectors and for every section of a society (Wearing et-al, 1999). Although tourism contributes to the economic development, in latter periods many factors affected its contribution to the economic sectors. Because of this, since 1990s', the tourist concern for economic sectors issues increased and tourism became known and tourism is recognized as an economic sector that needs to develop sustainable (Holden, 2003).

Ethiopia currently is a poor country, but it has a glorious past and can have a glorious future too if steps are taken in the right direction. One of the sectors where this country has a great future is tourism. The development of tourism in Ethiopia, until recently occurred at two levels: the national level and at Regional. At the national level, it is argued that since the mid 1990's tourism was monopolized by the government in terms of policy issues and development directions. Bureau of Culture and Tourism is confined to the state owned. The sole player in this level is the Ministry of Culture and Tourism through the national Tourism commission and Board of External Trade. At the Regional level opportunities for the growth of private enterprises resulted. It gained wide spread attention during 1990's following the structural adjustment of the structures of the Ethiopia economy. It is at the regional level that Bureau of cultural and tourism developed since it was hoped that it would contribute in poverty alleviation.

The number of international tourist arrivals (ITAs) in Ethiopia increased from 330,157 in 2008 to 527,286 in 2012 and income earned increased from 204 million Dollars to 663.7 million Dollars. Currently (2014), the Government Report shows that the number of tourist flows is 629,768 with 2.5 billion USD (Ministry of Culture & Tourism of Ethiopia 3rd Quarter report, 2014). According to the WTO 2013 report, Ethiopia ranks first in Africa in registering heritages in UNESCO and ranks 17th from Africa and 120th from the World respectively in income generation from tourism sector.

The majority of Ethiopian population is engaged in agricultural activities instead of on off-farm activities like tourism, natural resources are exposed to extreme degradations (EFCOT, 2003). For example, as Dagnachew et al. (2003) stated the Central Ethiopia Rift Valley (CERV) areas that endowed with a number of lakes and huge potentials of natural resources used for recreation are affected by excessive land degradation, deforestation and over-irrigation.

According to Zinabu Gebre-Mariam (1998) during the Past years the damages in lakes areas of Oromia rift valley was aggravated by deforestation and overgrazing. Irrigation at upper watershed areas could contribute to negative impacts on wildlife population supported by the lake Abijata. Zinabu also stated integrated sustainable management of natural resources as a need of urgent interventions for the major environmental problems in the rift valley to mitigate the consequences of environmental problems on the fragile ecosystem which could further hurt the development of tourism in the destination.

EFCOT (2003) also indicated alternative means of income generations and off-farm activities to minimize degradations pressure on endangered environments in rural areas of Ethiopia. Tourism could be as a good example of alternative income generation and off-farm activities which benefit local communities while achieve the conservation goals of natural resources. Furthermore, assessment of ecotourism or simple nature tourism does not need more facilities and depends on locally obtained facilities or natural capital of the poor that can be managed locally. In order to make tourism sustainable in Ethiopia, there was an attempt to introduce tourism to rural areas as component of natural resources management through creating diversified livelihoods for local people (Van Ter Beek, 2001). Moreover, natural resources can provide economic potential through ecotourism beside other uses (Couralet, 2004). Accordingly, the major purposes for the study undertaken in the Oromia Rift valley in and around Abijata-Shala Lakes National Park (ASLNP), Lake Zeway & Lake Langano is in order to assess tourism potentials and identify hindrances as well as solutions in a way to manage the destructions of natural resources by sustainable use while local communities are being benefited.

Oromia National Regional State is blessed with an abundance of natural, cultural and historic assets of high tourist value. The region is divided in to six tourist routes out of which the Eastern tourist route is one. This route covers Finfine to Adama and Finfine to Shashamane. The people share the same culture and tradition. They are producers of spices, fruits and vegetables. The area is also known in producing crops like maize and sorghum. Butter and honey are also produced in large amount in this route. By their tradition of songs called Gerersa by which they encourage and praise heroes and a typical song in which people sing and dance in large group.

Despite the enormous achievement of this sector, majority of the people especially local people around Oromia Rift Valley Lakes and other tourist attractions are affected by several factor. There is no clearly recorded data with regard to the socio economic benefit obtained from Oromia Rift Valley Lakes as a researcher try to formally get from different tourism stakeholders such data as job opportunity concretely created from those lakes and income generated from it. Thus, the researchers want to study Factors Affecting Development of Tourism in Oromia Rift Valley Lakes (Zeway/Hara Dembel/, Shalla, Abijata & Langano.

1.2. Problem statement

Even though natural resources have a certain contribution for development of tourism in Ethiopia in addition to its major contribution to livelihoods of the majority of Ethiopians, large of attractive natural, cultural and historical resources are exposed to threats of underutilization due to negligence (EPA, 1997). As has been stated by different reports of the government, the objectives of Abijata-Shalla Lakes National Park are to protect natural resources but its natural resources are seriously damaged. Especially, the ASLNP is affected by human and/or livestock interferences since 1991 and 1992 when lawlessness prevailed in protected areas of Ethiopia. Similar to others protected areas of Ethiopia; conflicts between local communities' around ASLNP are the difficulties in management of ASLNP. Consequently, the local communities devastated the ASLNP by extensive tree felling for the production of charcoal.

But ASLNP is exposed for severe degradation of natural resources and even slight overgrazing causes serious consequences to land of the park.

The consequences of environmental problems could be severe due to fragile ecosystems of the areas in Oromia Rift Valley (Zinabu and Elias, 1989). In the same way, tourism can significantly contribute to sustainable use of natural resources in environments, where other forms of natural resource management might be limited because of poor soils or harsh climatic conditions. Accordingly, the lowland areas like CERV in and around ASLNP are where people suffered from food insecurity and other related social problems, it evident that the local people in these areas are depending on natural resources for their subsistence economies that in turn led to severe degradations of natural resources.

On the other hand, natural resources such as, flora, fauna and water in and around Central Oromia Rift Valley damaged severely unless immediate action to be taken to prevent further loss of the natural habitat (Zinabu and Elias, 1989). According to EWNHS (1996), due to the fish in Lake Abijata died out, most of fish-eating birds left the areas. For example, the current disappearances or reduced in numbers of Great White Pelicans from Lake Abijata which were numbered 10,000 to 6,000 at Lake Abijata is a good indicator for destructions of ASLNP due to problems of management which necessitated tourism assessment, however, Lake Abijata is still a wetland of international importance recognized by several species of birds. The park management also has contribution for destruction of the park since it is powerless to control over the park areas. This is due to shortage of appropriate employee and lack of participation of the local communities in the management of the protected areas.

Analysis of different literatures indicated most of the studies have not been focused on factors affecting tourism development in ORVL but on sustainable management of natural resources relating to ecotourism in and around ASLNP excluding Zeway&Langano lakes. Limitation or problem how natural resources of ASLNP and surroundings being managed in sustainable way related to tourism is the main difficulties of the area while huge potentials of underdeveloped tourism potential are available.

Other studies such as "Challenges & Future Perspectives of Tourism in Ethiopia conducted by Kauffmann (2008)" & many others have addressed the recognition of different problems affecting development of tourism, especially "concern for local tourism development" and "personnel and community benefits" as tourism gained global recognition in general context. In addition, each study used different approaches, techniques and procedures (such as mainly reviewing the literatures of different authors back to 15-20 years which lacks up datedness of the current situation) to assess development of tourism and to identify factors affecting it. On the other hand, though there are some studies that focused on factors affecting development of tourism and remedial solutions to be taken, each study examines only few determinants (Socio-political and economic issues in general context) and addressed consistent results instead of examining them the factors separately for each lakes.

Different studies also shown Oromia is a region which has many tourist attractions. These include archaeological sites and monuments, resorts, hill tracts, the world's longest Rift Valley Lake pass through the region's historical and modern cities. The Region is rich in wild life and game birds, the largest mangrove **forest** in the world recognized by UNESCO is found in the Region. Although Rift Valley Lakes area of Oromia consist of Natural, Cultural, and Historical touristic attractions, things are not completely conducive to tourists during their journey. As a result, it is imposed tourists to shorten their visiting days, which in turn affecting development of tourism in the region and the Country as well.

Even though the Region has tremendous potential for becoming a superb international tourist hotspot, but in reality that is not exactly the case. In fact, the Region is missing out on colossal amounts of revenue every year. Despite such huge potentials, the Region failed to fully utilize these resources, which indicates the existence of socio-economic and environmental problems that seriously affect tourism in the Region especially in those ORVL areas. Though many study efforts have so far been made to assess the problems, still it needs study in a comprehensive manner to fully investigate factors affecting the sector to maximize the various socio-economic, environmental and political gains that can be accrued from tourism which solves the bottle necks for the development of the tourism sector. In order to realize such potential, a comprehensive assessment of basic factors affecting the tourism development such as socio-economic problems and environmental problems were taken as the main theme of this study which are indispensable factors & investigated deeply on factors that affect tourism development around ORVL and the pro-poor tourism & established recommendations for sustainable tourism to produce direct economic benefits to the Region as a whole.

1.3. Literature Review

1.3.1. Definition and Concepts of Tourism

According to Holden (2000), the concept of tourism can be defined as the activities of person traveling to and staying in a place outside their usual environment for not more than one consecutive year for leisure/recreation, business or other purpose. Domestic tourist is a person who travels away from his home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he/she stays over night or returns the someday.

Inskeep (1991) had stated that tourism should be viewed as a single system which comprise of interrelated parts. He simplified tourism as system that can be defined, analyzed, planned, and managed in an integrated manner. Further, Inskeep also argued that tourism should be view as socio-economic sector as well as environmental dimension and utilizing facilities and services that are part of various existing standard industrial classifications based on demand and supply factors for effective planning and management. Furthermore, the demand and supply sides must be balanced within the framework of maintaining social and environmental objectives. Supply factors can be classified as tourism components (Inskeep, 1991) as follows: -

- A. Tourist attractions and activities and services
- B. Accommodation Hotels and other types of facilities
- C. Transportation facilities and services

D. Infrastructures-

Inskeep (1991) also emphasized on tourism planning with general planning framework which can describe as follows:

- Continuous, incremental, and flexible approach,
- Systems approach
- Comprehensive approach
- Integrated approach

E. Institutional elements.

- Environmental and sustainable development approach
- Community approach
- Implementable approach
- Application of a systematic planning process

1.3.2. Historical Development of Tourism in the World

Tourism was internationally being known since 1950 (WTO, 2002c) and nowadays it is the largest and fastest growing business which contributes to lots of new jobs including in rural areas since it does not require long-term trainings (Rannersmann, 2003). Because of the increasing and fast growing of tourism, currently more than 650 Million international tourist arrivals in the world which it will be more than 1,600 Million by the year 2020 (Holden, 2003).

Receiving Regions	Growth Forecast of International Tourist Arrivals						
	Av. Annual. Growth (in Millions)				Average Annual Growth Rate		
	1995	2000	2010	2020	1995-2000	2000-2010	2010-2020
Europe	336	385	521	714	2.9	3.1	3.2
East Asia	81	93	194	388	2.7	7.6	7.2
America	110	93	190	282	3.3	3.9	4.0
Africa	20	130	48	78	6.2	5.7	5.1
Middle East	14	27	36	69	6.2	7.0	6.7
South Asia	4	6	11	19	5.7	6.7	5.8
World Total	565	734	1000	1550	3.2	4.2	4.5

Table 1: Forecast growth of international tourist arrivals by regions annual growth rate (%) in Forecast period, 1995-2020

Source: World Tourism Organization Forecast (WTO, 2020)

1.3.3. Historical Development of Tourism in Africa

Even though Africa is the world's poorest region, with almost fifty percent of its population living with less than US \$1 per day, especially in rural areas it is recognized by its huge potentials for tourism development (WTO, 2002c). There are no adequate facilities, services and infrastructures in many places which hampers the full use of exploiting these potentials of tourism. The major trends influencing the growth of international tourism globally are also apply to Africa. It is evident, that there is an opportunity for Africa to have a fairer distribution of tourist flows across the world, with the purpose of contributing to the alleviation of poverty in the continent (WTO 2002c).

According to WTO, international tourist arrivals in Africa will to reach 717 million by 2020. This represents an average annual growth rate of 5.5 percent for the period 1995-2020, which is almost one-and-a-half percentage point above the expected to increase over the forecast period from 3.6 percent of worldwide arrivals in 1995 to 5 percent in 2020 as is shown below.

Year	Europe	America	East Asia	Africa	Middle East	South Asia
1950	16.8	7.5	0.2	0.5	0.2	0
1960	50.4	16.7	0.7	0.8	0.6	0.2
1970	113	42.3	5.3	2.4	1.9	0.9
1980	186.1	61.4	21.5	7.3	7.5	2.2
1990	282.9	93.6	54.6	15.1	9	3.2
2000	397	131.5	100.1	28.6	19.2	5.7
2010	527.3	190.4	195.2	47	35.2	10.6
2020	717	282.3	397.2	77.3	68.5	18.8

Table 2: International Tourist Arrival, 1950-2020 (in Millions)

Source: WTO Tourism vision 2020

1.3.4. Historical Development of Tourism in Ethiopia

The exceptional combination of historical, cultural, and natural attractions marks the country as a unique tourist destination in the region (Ministry of Culture and Tourism, 2013). According to Ayalew (1992), explorers, missionaries, navigators, merchants, hunting expeditionary and royal ambassadors had been engaged in tourism like traveling activities in Ethiopia since 300 BC. Until 1962 tourism was not given emphasize but after this year the first tourism enterprise known as Ethiopian Tourism and Hotels Investment Corporation was established in 1963. Later, through order No. 30/1964, the ETO was established in 1964. Finally, under the proclamation No.182/1979 Ethiopian tourism organization was upgraded to the status of ETC in 1980 with the main objective of:

- To preserve and develop Ethiopia's natural and cultural heritage,

- To expand and develop accommodation and recreational facilities, to classify and standardize, coordinate and supervise hotels and other tourist facilities with a view to contributing to social and economic development of the country.
- To develop and promote tourism at home and a broad view to fostering contacts and mutual understanding among people.

After the establishment of Ethiopian tourist organization in 1961, the prominent tourist attractions known as the historic route, which incorporates places such as Axum, Gander, Lelibela and Bahrdar started to be marked (visited) by foreign tourists. The industry gained official acknowledgement by the foundation of the Ethiopian Tourist Organization in 1964.

Year	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973
Tourist arrivals	19,836	25,412	33,696	29,401	42,114	46,418	53,187	64,542	63,940	73,662

Table 3: The number of international tourists after the establishment of ETO (1964-1973)

Source: Tourism statistics bulletin, 2005, No 8

From the table, one can understand that after the establishment of ETO the annual tourist flow was constantly increased for the consecutive of nine years except in 1967. It is important to mention that, after 1974 for some years, there were tourist inflow restrictions, as the result of which the numbers of tourists coming to the country were declined. In order to change the situation measures had been under taken to coordinate tourism industry under one organization under the proclamation No.182/1980, in May 1979. This was done by merging various governments and nationalized organization under the commission. ETO was upgraded to the status of Ethiopian tourism commission (ETC) in 1980.

Year	1974	1980	1985	1988	1990	1991
No of Tourists	50,220	39,500	61,459	73,450	76,346	81,581
Income generated in ETB	22,159,000	14,668,000	18,136,000	39,271,000	52,282,000	38,824,000

Table 4: The number of international tourists arrived to Ethiopia from 1974-1991 & Income generated (For sample):

Source: Tourism statistical bulletin, 2005, No 8 (taken only samples)

After 1991 Ethiopian Tourism Commission was changed to Ministry of Culture & Tourism with broad objectives and principles with the vision to see Ethiopia's tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination (MCT-2009). Using the opportunity of free market policy, a number of private hotels, tour operators, travel agents etc. were established.

Year	Tourist Arrivals		Income generated (1992-2013)			
	Count	% Growth	In USD	% Growth	In ETB	% Growth
1992	83,213	-	-	-	57,763,000	-
1994	98,070	-	-	-	114,135,000	-
1996	108,885	-	-	-	182,665,000	-
1998	112,000	-19.3	32,700,00	-24.0	225,000,000	-19.4
2000	135,954	18.2	68,000,000	102.4	577,800,000	129.3
2002	156,327	5.3	77,100,000	4.5	676,100,000	7.0
2004	184,078	2.3	114,627,850	27.4	994,408,000	27.8
2006	330,026	45.1	169,975,086	22.6	1,494,811,899	24.3
2008	383,399	7.1	204,855,489	-4.2	1,979,539,071	-0.4
2009	427,286	11.4	246,415,374	20.3	2,900,062,542	46.5
2010	468,305	9.6	333,352,000	35.3	4,800,268,804	65.5
2011	523,438	12.0	411,638,987	23.5		
2012	596,341	13.9	1,190,775,613			
2013	629,768		2,500,000,000			

Table 5: The number of international tourists arrived to Ethiopia during the FRDE & Income generated (1992-2013):

Source: Ministry of Culture & Tourism Bulletin (2013)

1.3.5. Potential of Tourism Resource in Ethiopia

Ethiopia is endowed with unique cultural heritages and attractive natural resources that attract tourists. The oblique, churches, castles, archaeological sites, caves are some of cultural resources of Ethiopia with high diversity of plants and animals. In addition to these, there are impressive features such as high mountains, rivers, and lakes in Ethiopia. The favourable diversity of climate is the other factor what makes Ethiopia to attract tourists (MoCT, 2006).

The Abijata-Shalla Lakes National Park is one of the major ecotourism potentials sites in Ethiopia endowed with multitude habitats, which attract birds of Africa, Europe and Asia because of high altitudinal elevations 1351 meters to 1837 meters above sea level. In Central Ethiopia Rift Valley lakes, Lake Abijata is the most exciting with largest concentration of birds and it is the best and most accessible bird area in Ethiopia. At Lake Abijata several thousand flamingos with Greater and Lesser Flamingos; and Great White Pelicans and other species of birds of Ethiopian and those migrating birds from other countries are residing. Lake Abijata was the

habitat for one of the largest Great White Pelicans in Africa which numbered 6000 to 10000. Currently these birdlife areas or avifauna areas are delineated as Abijata-Shalla Lakes National Park as bird sanctuary and protection of the surrounding ecosystems, which are predominated by Acacia-woody lands. In Abijata-Shalla Lakes National Park, the islands of Lake Shalla used as breeding sites for large numbers of cormorants, storks and small numbers of Great White Pelicans. One endemic, the Yellow-fronted Parrot, and five species restricted to the highland biome have been recorded, whereas two Categories globally threatened bird species: Imperial Eagle, Wattled Crane and Near Threatened include Lesser Flamingo, Pallid Harrier, Basra Reed Warbler and Black-winged pratincole were recorded in Abijata-Shalla Lakes National Park in Central Ethiopia Rift Valley (EWNHS, 1996).

1.3.6. Ecotourism and Protected Areas in case of Ethiopia

In Ethiopia, there are nine protected areas, of which only two are gazetted ones, the Semein Mountains National Park and Awash National Park. The other protected areas including the game reserves, sanctuaries, national forest priority areas etc. are not gazetted. The main objectives of these protected areas are to protect natural resources of the country but recently most of protected areas of Ethiopia are exposed to severe degradations due to failure of creating alternative options like ecotourism, which are off-farm activities. Thus, to minimize these problems which expose natural resources to degradations in protected areas, some interventions, which involve ecotourism activities, have been attempted in Adaba-Dodola forest priority area in Bale zone in Oromia regional state. WAJIB which is said to be “Waldaa Jiraattota Bosoonaa” in Afan Oromo meaning “Forest Dwellers associations” is an example of an outcome of such effort. Incomes obtained by local community from provision of accommodation service to tourists, horse provision and tour guiding which contributes to reduce free livestock grazing and deforestation of protected area.

2. Research Method

2.1. Description of the Study Area: The Lakes' Region of Oromia Rift Valley

2.1.1. Lake Zeway (Hara Dembal)

The road to the Rift Valley lakes region turns to south right at Modjo, 73 km from Addis Ababa. Crossing over Awash River at the upper edge of the artificial Qoqa lake and passing through many towns and villages, the road emerges at Zeway town at 160 km from Addis Ababa where the Lake Zeway (Dembal) first comes to view. This hot weathered popular destination is an ideal place of fishing, boating, bird watching, water transportation for island and monasteries touring. Having an area of 434 sq km, it is the largest of the middle Rift Valley cluster of lakes. It is the shallowest lake with about 4m depths at many parts of its area.

The shores of the lake are marshy, shaded by bull rush, sycamores and reeds that provide a feeding ground for aquatic birds. Some of the water birds, which frequent the lake, are cormorants, darts, herons, great white Pelicans and marabu storks and others. The lake is dotted by several islands of which Tullu Guddo, with its historical monastery of Debre-Tsion Mariam and Zayé ethnic group is the main and the popular one. Tullu Guddo is accessible by boat both from eastern shore and western shore (Zeway town). Apart from aquatic birds the lake harbors a large quantity of fish and amphibians namely hippo and others. Zeway town is the closest lake side town that offers tourist recommended accommodations and national dishes.

2.1.2. Lake Langano (Resort Area)

It is about 218 km from Addis Ababa at Bekele Molla Hotel. The lake Langano lies in an irregular shaped basin with a perimeter of 62 Km; on the area of 305 km². The lake has a depth of 30 meters in some parts. Langano lake water is a soft brown in color and yet pure enough for swimming which of course made it an ideal spot for water sports. It is relatively the most developed/being developed and popular resort of all the lakes in Ethiopia with accommodation services. Visitors can camp, water ski, sail and swim or bask in the blazing sun on the sandy beaches of the lake. The western side of the lake is covered with a thin acacia tree while the eastern shore is mostly covered by pristine dense forest patches.

Bekele Molla and Wabe Shebele Hotels are the oldest popular resort sites offering lake side hotel and other recreation facilities, like boating services. Settled in the tranquil enclave of pristine forest of Eastern Shore of Langano, Bishangari Lodge and Wene Y Lodges are pioneers of eco-tourism facilities in Ethiopia. Taking the fantastic view site in northern tip of the lake, Abule Basuma Resort Hotel is also providing tourist services. Langano is such a big potential for tourism development that many investors nowadays are being attracted towards it.

2.1.3. Abijata-Shalla Lakes National Park

At about 215 km from Addis Ababa, visitors arrive at Abijata-Shalla National Park main gate which was once reputed as one of the bird watchers ground in Africa. It is 887 km² in area out of which 482 km² is covered by water of Lake Abijata and Shalla, at N7⁰30' E 38⁰30' in Ethiopian Central Rift valley and it is mainly flat, with elevation ranging about 1540 m to 2075m above sea level. The Abijata-Shalla lakes National Park has been established predominantly for a bird sanctuary in 1971 (EWNHS, 1996). This park used to have about 31 species of mammals such as Spotted Hyena, Golden and Black Backed Jakals, Olive Baboon, Grant's Gazelle, etc., and 367 species of birds. But currently due to devastated ecology and extreme decrease of Abijata Lake water, one can see only less concentration of flamingos.

Myriad of local and exotic birds that come from Europe and different parts of the world used to congregate here in at Lake Abijata. July to September is the peak season of congregation (best time to watch birds) in the year. Hundreds of thousands of Flamingos and Great White Pelicans, Fish Eagles, King Fishers, the tall Marabou Stork, Cormorants and Darters, etc. used to roam here in Lake

Abijata and in the side-by Lake Shalla. There were also vast colonies of sacred Ibis, Quail, Stilt, Snipe Black Heron, Avocet, Egyptian Geese, Eaglets, Plovers, etc. It is less likely however, to see most of the birds mentioned above due to the same reason stated earlier. While some species are seen in limited number (seasonally), located at 215 km from Addis Ababa the small enclosure of Ostrich farm hosts a group of ostriches with some Grant's Gazelles. At the park's head quarter one can easily observe (watch) a flock of male and female ostriches and some gazelles.

Lake Shalla, which is separated to the south from lake Abijata by a strip of land has a delightful view for its deep blue color with excellent reflections of the magnificent western hills. At the north eastern shore of the lake Shalla, one can be impressed by a tumbling cascade of hot springs and smoke of vapour that rush out down to the bay. This is typical investment potential for spa resort development and some investors are being attracted by this intact nature. The other fascinating part of the lake is the Gike Site. It is situated on the lofty land at the south western shore of Lake Shalla. This is the best site for bird watching and camping. It is accessible by a sturdy car through Aware and Sembete towns found south of Shashamane. Lake Shalla is also the ideal lake for water transportation to make touring around the tiny islands and for connecting its western and eastern shore. South west of Lake Shalla, there is also a small alkaline Crater Lake known as lake Chittu. This small lake, more than any other lake, is the best site of bird watching, especially the flamingos. Chittu is accessible by four-wheel drive via Sembete town.

Sanqalle Wildlife Reserve (Sanctuary): Along the asphalt road to Arba Minch via Shashamanné, there is a Sanqalle wildlife Reserve, located at 304Km from Addis Ababa. Sanqalle sanctuary is hosting around 20 mammals and 110 bird species. Being one of the endemic mammals to Ethiopia, Swayne's Hartbeest is the main inhabiting species here while Orb Warthog, Bohor Reed buck, Cheetah, civet Cat, spotted Hyena, and Golden Jackal are also present. The reserve is covered by sparse acacia trees bush and grasses. One has to make about 9 km detour to south east of the highway to arrive at the sanctuary.

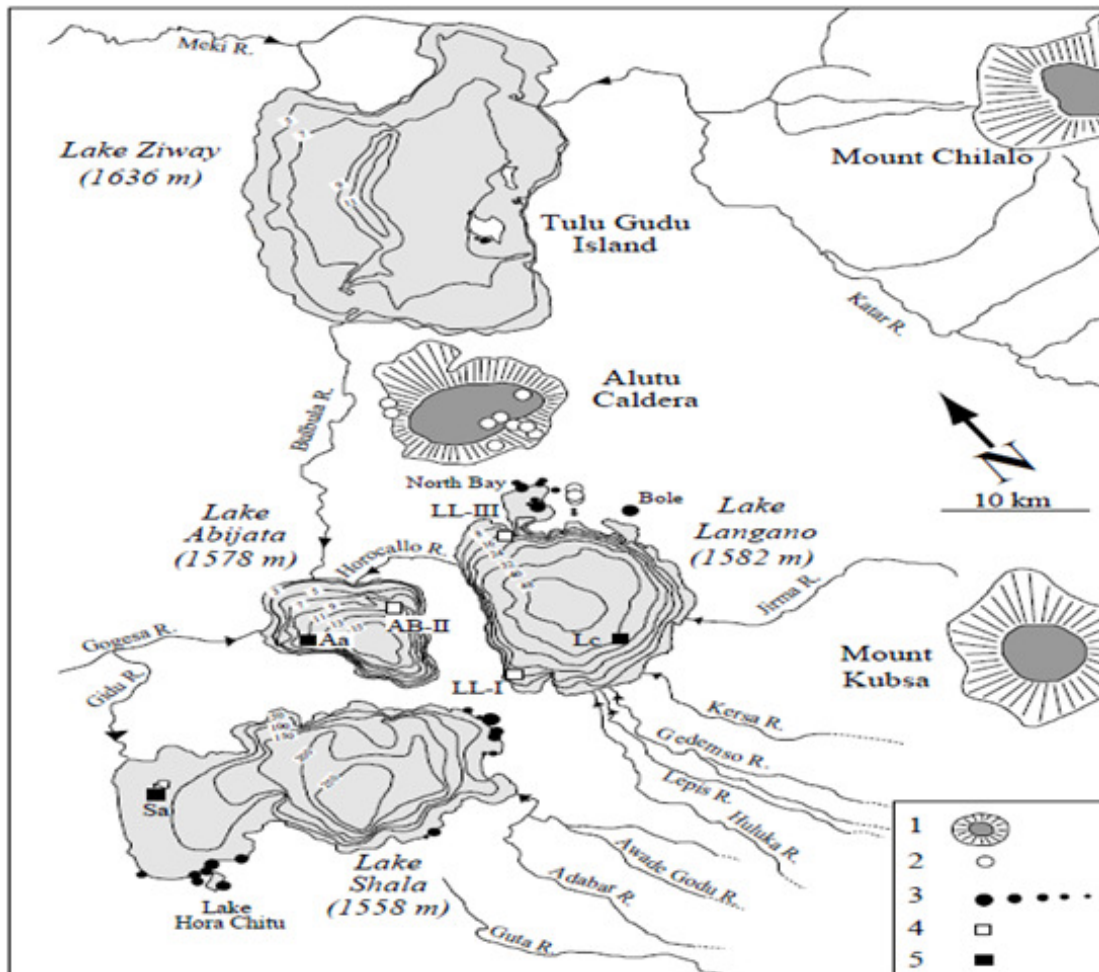


Figure 1: Map of study areas-Lakes Langano, Zeway, Abijata, Shalla& the Park
 Source: Oromia Culture and Tourism Bureau

2.1.3.1. Geology

The rift valley floor is occupied by a series of large lakes fed by perennial rivers originating from adjacent/bordered highlands both to the east and west directions. Moreover, geological records from the area showed that there have been great changes in the sizes of lakes in the past years and other features of the park such as hot springs, cliffs, and lava cave.

2.1.3.2. Soils

The soil of study area is often alluvial and very fine in nature, and is very susceptible to both wind and water erosion and it is maintained by the acacia-euphorbia woodland around the lakes (EWNHS, 1996).

2.1.3.3. Climate

The climate of ORVL is favourable for visitors and residents. Rainfalls period is between March, April, June, and September, averaging 500 mm. Average annual temperature is 20.1⁰C, with a mean maximum of 26.6⁰C and minimum of 13.5⁰C (EWNHS, 1996).

2.1.3.4. Flora and Fauna

The acacia-euphorbia woodland of the park ecosystem maintains the highly fragile soil of the area (EWNHS, 1996). According to record document of ASLNP office the major attractive fauna are bird species. About 300 species of birds were recorded in ASLNP.



Figure 2: Map of Abijata-Shalla Lakes National Park and Surrounding areas or study area.

Source: Oromia Culture and Tourism Bureau

2.1.3.5. Socio-economic

There are about 24,785 (CSA 2007) of a total population of which 3000 numbered households in ASLNP. Based on population projection assumed by the rural growth rate at medium variant for Oromia region was 2.4% for 2005-2010, by now total population of the ASLNP estimated to be about 26,134 and based on previous trends of household members and present sampled households for this study were 4355 households in which each household owned at an average six members. Based on samples which were taken during field survey each household has on the average about 2.6-hectare farmland and the total households of estimated of 4355 could own about 11,324.84-hectare farmland that covered the park. On other hand; based on samples, which were taken during field survey each household has on average about 6 cattle, 7 goats, 2 sheep and 2 equines respectively which estimated to 73,827 total livestock owned by 4355 of total households.

Pastorals and subsistence farming are mainly dominating the socio-economic conditions in ASLNP and the surrounding areas. Being among the major socio-economic problems, highly increasing size of population and livestock density, could account for the deterioration of the general situation of ASLNP. The park is unsuitable for agriculture and heavy grazing but the local people use it for these purposes (EWNHS, 1996).

2.2. Methodology

2.2.1. Sample Site Description, Sampling Procedure and Sample Size

The central Rift valley (CRV) of Oromia consists of a chain of lakes, streams and wetlands with unique hydrological and ecological characteristics. At the same time the CRV is one of the environmentally very vulnerable areas in the central rift valley lakes, Abijata with the surrounding woodland and grassland form the wetlands. Abijata lake wetlands, is found 200km south of Addis Ababa. Majority of lakes wetland is found in between two Zones of Oromia National Regional State, namely West Arsi and East shoa. From these two zones the researchers selected Arsi Negele and Adami Tulu Jidokombolchaworedas for this study **purposively**. Hence the Arsi Negele and Adami Tullu Jidokombolcha are selected from which the sample households were drawn. Preliminary survey,

discussions with various focal persons as well as other concerned District officials, and literature review helped the researchers in identifying the sample kebeles.

The two woredas were selected because of the reasons that: the largest portion of the lake and its location is found here, it is the most accessible for data administration and area of high community interaction/impact on these lakes. From the two Woredas, out of 18 Kebeles (portion of a District) 5 kebeles were selected on the basis of their direct interactions (adjacent to) with these Lakes and its wetlands. Multistage sampling procedure was employed to select the households. *Firstly*, the two woredas were purposefully selected by involving key informants and knowledgeable persons from the office of Agricultural and rural Development of the two zones. The selection of Districts considered diversity, accessibility and representativeness. *Secondly*, five kebeles were selected purposefully within selected Districts in such a way that samples were drawn from Kebeles adjacent to Lake Abijiata, shalla, Zeway & Langanos lakes. *Thirdly*, sample respondents were randomly selected from the households registered as residents of the selected kebeles, since they are homogenous in their ethnicity, socio-economic characteristics, educational backgrounds and etc. Accordingly, 10% of household sample size from each selected five Kebeles was drawn and a total of 168 heads of farm households were randomly selected.

S.N	Name of Kebele PA	Name of woreda in which kebele PA is found	Household Size(HHs)	Sample size (10% of HH)
1	DakadaluHarangama	ArsiNegele	140	14
2	DakaHaraQallo	ArsiNegele	78	8
3	DastaAbijiata	AdamiTuluJidokombolcha	95	10
4	MudhiArjo	ArsiNegele	762	76
5	ShallaBila	ArsiNegele	598	60
Total			1673	168

Table 6: Distribution of Respondents by their woredas and kebeles.

Source: District Agricultural and Rural Development Office of Arsi Negelle and Adami Tulu Jidokombolcha, 2014

2.2.2. Sampling Design for Household Survey

The respondents from households of local communities were selected by systematic sampling from five Kebeles peasant associations (PA) adjacent to the study area by purposive sampling from 18 Kebeles in and at buffer zones of Lakes. Before the systematic sampling for households from local communities had been taken place, the sampling fraction, the household population as target population and the estimate households as sample size were determined. The sampling fraction method which symbolized by k , the samples were drawn from a sampling frame on the basis of the sampling fraction that is equal to N/n , where N is the number of households in the target population i.e. total households and n is the number of households as sample $k = N/n$. Where $k =$ sampling fraction, $N =$ target population and $n =$ sample size. Accordingly, the target population, i.e. the households was 1673 and the intended sample size of households was 168. Additionally, the sampling fraction was 10 (i.e. $1633/164 \approx 10$). Because of systematic sampling, households were selected from a list in a certain order in which every 10th person were chosen for the sample. The target population was 1673 and the intended samples of households were 164. Then after, one hundred sixty-four respondent households who lived in and in vicinity of the lakes from each selected peasant associations were sampled using systematic sampling. However, finally 164 or 97.6% of sampled households responded the interview questionnaire.

2.2.3. Sampling Design for Hotels and lodges

Because of the scope of study and limitations of time, only six hotels out of 11 located in vicinity areas along the shore of western and eastern Langanos Lake and four hotels and lodges out of 8 in Lake Zeway were selected for the case of this study by purposive sampling method but due to absence of hotel facilities no hotel from around Abijiata-shalla lakes was sampled. Then after, the designed questionnaires were distributed for each hotel by interviewers and their responses were recorded. Depending on relative number of tourists, tour operators and tour guides received by these hotels or lodges and beds offered, Langanos Wabe Shabelle Resort, Borati Resort, Karkaro lodge, African Vacation club lodge, and Simbo lodges and Spa (former Langanos Bekele Mola Hotel) were considered as mass tourist receivers at western Lake Langanos and the remaining Bishan-Gari Eco-Lodge is considered as receivers of low tourist at eastern Lake Langanos.

2.2.4. Sampling Design for tourists & other Stakeholders Survey

As part of the assessment of tourism potentials of Oromia Rift Valley and surroundings, Contingent Value Method (CVM) was conducted to estimate Willingness to Pay (WTP) the entrance fee for tourist destination. This method was employed from Dixon (1994). In March 2014 during tourist's survey, CVM questionnaire were distributed to 133 respondents or international tourists who were randomly selected from total tourists of 665 who came to the destination in the month March, 2014. These respondents were about 20% of population of tourists visiting these lakes, 23% of permanent Employees, 26% of Tour Guides & 40% of Tour Operators based on their availability when the study was conducted. The questionnaires were distributed to the tourists while they entered the resorts and lodges at gate and their responses were collected while their leaving the lodges and resorts. The number of sampled tourists included for collecting information were determined using the table developed.

Hotels, Lodges and Parks	Sample Selected from the Targeted Groups								
	Employees		Tourist		Tour guide		Tour operator		Total
	Total	Sample	Total	Sample	Total	Sample	Total	Sample	Sample
LangnoWabeShabelle Resort	64	10	110	22	30	7	13	5	44
Borati Resort	35	8	25	5	17	4	7	2	19
karkaro lodge	42	20	75	15	14	3	9	5	43
African Vacation club lodge	77	15	150	30	18	4	12	6	55
Simbo lodges	100	26		-		-		-	26
BishanGari lodge	53	14	25	5	6	2	5	1	22
ASLNP	78	13	90	18	5	2	7	3	36
Haile Zeway Resort and Spa	35	10	35	7	4	2	5	2	21
Batu Tourist Hotel	68	18	55	11	10	3	6	2	34
Betel helm lodges	25	5	40	8	6	2	3	1	16
Castle Winery Lodges	50	7	60	12	10	3	13	5	27
Total	627	146	665	133	120	32	80	32	343

Table 7: Summary of sample of employee, tour guides, tour operates and tourist at each Hotels and lodges as well as from ASLNP
Source: Field survey March, 2014

2.2.5. Sampling Design

Survey interview were also used to collect information from ASLNP office, Oromia Agricultural and Rural Development Bureau, Oromia Cultural and Tourism Bureau, Ministry of Culture and Tourism of Federal Government of Ethiopia, Customers (tourists), from hotel or eco-lodge, from local NGO and persons from cultural handicraft Association(only one) were interviewed or selected by purposive sampling method to get related information.

2.2.6. Data Sources

In order to achieve the objectives of the study, different research approaches were used to collect data from primary and secondary sources. The primary data were collected using household survey, focus group discussions, and key informant interview with different social groups, institutions and observations were made. Secondary data were used to supplement the survey data.

2.2.7. Primary Data

The selected households were interviewed using structured and semi structured questionnaire. This was aimed to investigate the different uses of resources by local communities. The household survey conducted on 164sample households permanently living in the area and 343 targeted groups from lodges and hotels. The major issues addressed in the questionnaire include socio-economic features of the households, means of livelihood and income generation, land sources and its utilization, wetlands crop and livestock production and output losses attributed to natural and human made factors. Employing questionnaire survey used for collecting data from Tourists, Tour Operators, Tour Guides, and Employees of the targeted groups.

Focused Group Discussion was used for collecting data from Peasant Association. It was arranged to support the data obtained from household survey and from interview of various stake holders. In all the fivekebeles surveyed, discussions were made with a group of farmers composed of different social groups. The elders were important source of information sharing their observations and experiences on the change in the natural resource bases and their values. A total of 32 people participated in the group discussions. Observation was used for collecting data from Tourist destination sites about the status of the environment. Interviews were used for collecting data from business owners, District Officials, MoCT, OCTB, EWCA and key informants. In addition, water &land use/land cover change analysis was made using different time references.

Checklists were prepared to lead the discussions. The major focuses of the discussions were to generate information at community level that can complement the survey data in the value(importance) and threats of factors affecting development of Tourism in ORVL area. As far as possible, the discussions were also supplemented with personal observation of the facts on the ground. The discussion was also held with different Kebele administrations and other social institutions selected through purposive sampling; based on their responsibilities linked to natural resource administration.

2.2.8. Secondary Data

Secondary data source with regards to Tourism related policies, regulations, brochures, journals, budgets and data on tourist flows and other related written documents were obtained from MoCT, OCTB, ASLNP, EWCA, AdamiTulluJidokombolcha&ArsiNegelle Districts Culture & Tourism office, AdamiTulluJidokombolcha&ArsiNegelle Districts Agriculture Development Offices; Lodges & Hotels and analyzed to supplement the primary data collected from different sources.

2.2.9. Data Analysis

Data analysis is carried out using qualitative and quantitative descriptions. The data collected through different instruments (non-quantifiable information from open ended questions, key informant interviews, observation and focus group discussions) tallied, tabulated, the analysis and interpretation is conducted by qualitative descriptions. This helped the researchers to draw some inference

or to make some generalization from the collected data. Indeed, frequency tabulation is used for some quantitative descriptions. Since tourism related issues are very complex and difficult to interpret only by qualitative descriptive, quantitative data were used to supplement ground truth data collection through field work, this helped the researchers to interpret changes detected on different factors affecting Tourism Development in and around the destination on the actual ground.

3. Results and Data Interpretation

3.1. Tourist Attractions and Amenities in and Around Oromia Rift Valley Lakes Region

The survey of natural and cultural ecotourism resources indicated that natural and cultural attractions or resources are the main ecotourism potentials in the destination. These resources include bird, scenery of landscape, hot springs, lake beaches, attractive culture, local handicrafts, indigenous knowledge and accommodation facilities at nearby areas. Therefore, it is possible to say that ORVL is where tourism business can operate. For example, Bulbula, Hora-Kelo and Haroressa are sites for bird watching at shore of Lake Abijata and GikeShalla and Hora-Chitu are sites for bird watching at shores of Lake Shalla and Lake Chitu respectively. Doddota Viewpoint located between Lake Abijata and Lake Shalla used for landscape viewing and sunset viewing. Some hot springs are located at Eastern of Lake Shalla and many local people use it for therapeutic purposes besides, to attract tourists. Village women at the vicinity of headquarter of the park offers local handicrafts to the tourists.

S.N	Location site	Tourist Attractions
1	Langano Lake	Birds (Pelicans, Flamingos), hot spring, Mountain viewing (Alluto Mt.), Sunset, Historical caves ...
2	Abijata-Shalla Lakes	<ul style="list-style-type: none"> • Grant's Gazelles, Bohour Reedbucks, and Warthogs are common around the Head Quarters • Greater Kudu are abundant on the Goligo hills and Mt Fike • A solitary Caracal can be seen around Humo viewpoint • Colobus are plentiful immediately eastern forest edge of Lake Shalla and along the strip of Dedeba riverine forest • Aardvarks are common throughout and can be to seen during the moonlight • Hyenas and Black-backed Jackals are common and widespread
3	Lake Zeway	Water birds, cormorants, darts, herons, great white Pelicans and marabu storks and others. Wide bay with marshy coasts and swamp vegetation, Doted by Five islands (TulluGudo/largest Islan, Tedecha, Debresin, Funduro& Gallia), Historical monastery of Debre-Tsiyon Mariam and Zaye ethnic group, Aquatic birds, lake harbors a large quantity of fish and amphibians namely hippo and others.

Table 8: Locations and major tourist attractions in ORVL

Source: Oromia Culture and Tourism Bureau

In general, there are tourism potentials in and around ORVL which can attract tourists and may contribute to conservation of natural resources if they are developed. It is also acknowledged by different scholars such as Holden (2003) that the ecotourism resource in protected areas could generate more revenues, which could benefit the local people and contributed to conservation of protected areas.

3.1.1. Wildlife

Responses of experts of natural resources of Oromia Bureau of Agriculture and Rural Development, ASLNP headquarter office, Ministry of Culture and Tourism of Ethiopia including Oromia Culture and Tourism Bureau indicated presence of numerous species of birds, attractive lakes, hot springs and scenery of landscapes, which attract tourists. In addition, about 300 species of birds residing in ASLNP. During assessment of tourism resources, the responses of sample households and warden of the park indicated the disappearances of birds like Great White Pelicans from Lake Abijata. Their responses also indicated that disturbed habitat by interferences of human beings such as settlement, Agricultural expansion, traditionally salt extractions could be reasons for disappearances of Great White Pelicans from Lake Abijata. Different scholars also reported that the disappearance of Great White Pelican from the Lake Abijata could be due to disturbed habitat and frequent fish kill in Lake Abijata.

Some sites of bird concentrations located around shores of Lake Abijata, Bulbula, HoraKelo, Haroressa and around shores of Lake Shalla, Mudikelo and ShallaBala or GikeShalla and Hora-Chitu at LakeChitu. Based on the researcher's personal observation at different interval, there is disappearance of White Pelican from the Lake Abijata but they were observed at Lake Shalla in limited numbers. AbijataShalla lakes is termed as the hall of **United Nations Birds Conference (WBWA)**, but the existing situation shows the existence of high disappearance of birds from the destination.

3.1.2. Wildlife (mammals) of ORVL

During the socio-economic survey, the responses of households indicated that the area under the **ORVL** was a home for diversified and populated wildlife species. However, recently due to deforestation their frequency decreased. But as responses of park warden indicated there are some mammals such as Grants Gazelle and Warthogs were observed around headquarter of the ASLNP park and at

distant areas from the park headquarter. For example, Ostriches, Hyenas, Hare, Jackals, Colobus Monkeys were observed around southeaster of Shalla Lake where Dedebea River enter Lake Shalla.



Figure 3: Ostrich in ASLNP
Source: ResearchersField Survey-March, 2014

3.1.3. Hot Springs

Many local people and surrounding areas used hot springs for therapeutic purposes (Figure 5). For example, during this study the number of local people using the hot springs from August 15, 2013 to March 21, 2014, were 553 and they used hot springs for healing illness and for recreational bathing.



Figure 4:Shalla Hot Spring
Source: Researchers physical Observation

Date	Male	Female	Total
19-07-2014 E.C	150	59	209
26-07-2014 E.C	144	38	182
03-08-2014 E.C	192	80	272
10-08-2014 E.C	85	40	120
Total	591	217	783

Table 9: Recorded Local people used the Shalla hot springs from 19/07/2006 - 10/8/2006
Source: Secondary data from ASLNP

As responses of our key informant indicated that the peak period for bathing of the hot springs are the months of September &October and sometimes the hot springs are also used for drinking by both humans and cattle. On the other hand, the responses of the households indicated that these local users of hot springs contributed to degradation of Acacia trees around hot springs by using the acacia trees for temporary shelters and firewood during the stay for bathing. In addition, the key informants added that those hot

spring users come from different remote areas such as Alaba, Silte, Gurage, Kembata etc. Moreover, about 110 (82.21%) of respondent tourists of those visited ASLNP were interested in attraction attributes of the hot springs.

3.1.4. Cultural and Historical Attractions

On the other hand, the field survey or assessment of cultural and historical tourism resources in and around the destinations showed that there are potentials of handicrafts, tools, storytelling, and cultural dances and there are well decorated souvenirshops with ornamental purposes in Africa Vacation Club. Recently, the foundations of Cultural Handicraft Association by village women in front of headquarters of ASLNP serve in offering cultural handicrafts to tourists. Response of chairman of this association indicated that demands for cultural handicrafts are relatively increasing since 2013. The Cultural Handicraft Association has 10 members of those who are all women from age range of 16 to 45 years. The materials used for making these handicrafts are obtained from surrounding non timber forest products and local markets. The establishment capital of the Cultural Handicraft Association was ETB 4200.

The major constraints according to response of chairman of the association are lack of shop where to sell handicrafts, inadequate funds, lack of skills and problem of communication with tourists, i.e. unable to speak foreign language particularly English. Analysis of literacy level of members of this association indicated that four of the ten members are illiterate whereas the others are from grade 2 to grade 10. According to WTO (2002a), the local products of tourist destination areas complement the major facilities of tourism such as transport, excursions /tours and accommodations.

According to information obtained from experts of Bureau of Culture and Tourism of Oromia indicated that presence of a huge potential of ecotourism in and around ASLNP were: life style of Oromo people, local handicrafts, tradition, music, dance, wedding ceremony, ways of conflict resolution by well-organized Geda System and etc. In general, the study indicated that the common complementary products or potentials in and around of ASLNP offered by local people are local handicrafts, storytelling by elders, bird watching, guided walks to look at heritage trails, village and agricultural tours, cultural dances, indigenous conflict resolution by elders, etc. In other words, there is possibility of local people in supporting/promoting development of tourism since they have already developed some habits such as selling local handicrafts, storytelling, guiding services, etc.... to the tourists.

3.1.5. Sample Household Characteristics

As indicated under chapter two, the total sample size used in this study is **164** permanent households settling adjacent to Lakes and 343 different stakeholders. These households were drawn from five kebele Peasant Associations, four of which are found in Arsi Negelle and one is in Adami Tulu Jidokombolcha District. Accordingly, each target Kebele peasant association lodges, government offices, tourist, tour guides, tour operators and lodges has contributed to the sample relative to its household size. Therefore, the sample composition of this survey consists of 20%-40% based on each respective ages from each targeted groups availability.

3.1.6. Age, Household Size, Education and Religion

Age: Characteristics in terms of age are displayed in table 11. About 98 percent of the household's respondents are within the age group of 20-65 year, that is more than 90 percent of the total sample size has high chance of fertility and to have many children.

Age	Frequency	Percent (%)
20-30	201	39.64
31-40	150	29.60
41-55	89	17.55
56-65	64	12.62
>65	3	0.59
Total	507	100%

Table 10: Age distribution of targeted groups (respondents)
Source: Researchers Survey (March, 2014)

3.1.7. Household size

The household members were family members, relatives or other people living within the household for an extended period of time. In this analysis all the targeted groups are merged together and only the average household size was taken for the study. The survey result shows that the household size ranges from **1 to 18** with an average of 6 persons,

House hold size	Frequency	Percent (%)
1-5	285	56.21
6-10	200	39.44
11-15	17	3.36
16-18	5	0.99
Total	507	100%

Table 11: Household/Family size of targeted groups (respondents)
Source: Survey from Peasant Association

3.1.8. Education

Illiteracy is one of the features of the rural area in Ethiopia. The education level of the sample households reflects this situation or reality; where more than 80 percent of them had no formal education. About 28percent of the respondents attended primary education and the number of farmers who completed secondary education is low.

Educational level	Frequency	Percent (%)
No formal education	120	23.66
Adult education	30	5.90
Primary education	100	19.72
Secondary education	145	28.60
Diploma	85	16.77
BA/BSC Degree and above	27	5.35
Total	507	100%

Table 12: Educational level of the respondents

Source: Field Survey & Secondary data source of hotels personnel & General Service Department, March, 2014

3.1.9. World Tourist Arrivals at Oromia Rift Valley Lakes

Region	Tourist flows in the last five years					
	2008	2009	2010	2011	2012	2013
Europe	1250	1460	1564	1670	1901	2012
USA	1500	1720	1870	2110	2231	2323
Middle East	600	720	800	925	1040	1110
Africa	514	373	439	529	791	455
Total	3834	4273	4683	5234	5963	6300
Income (USD)	204,855	246,415	333,352	411,639	1,190,776	2,500,000

Table 13: Tourist flow & Income generated in ORVL

Source: Secondary Data from Lodges, Parks & Hotels March, 2014

3.1.10. Tourist facilities and services

The information obtained from ASLNP indicated some tourist facilities and services such as main asphalt road on eastern side of ASLNP, 134 km length of track roads in the interior part of ORVL, mobile networks, guiding services, camping site, guest rest house at South of lake Shalla, and viewpoints are offered to the tourists in ORVL. However, the information of ASLNP also revealed inadequate of tracks, guest rest house, campsites, and other destructed infrastructures since there is no maintenance of these infrastructures since 1991/92.

Hotel or Lodge	Distances from main asphalt road in km.	Number of beds	Commonly need Heating and light sources
LangnoWabeShabelle Resort	2.8Km	48	Fire wood & Electricity
Borati Resort	3Km	45	Fire wood & Electricity
karkaro lodge	3.1Km	60	Electricity
African Vacation club lodge	3.4Km	74	Electricity
Simbo lodges	4Km	89	Biogas & solar energy
BishanGari lodge	3.5Km	72	Fire wood & Electricity
ASLNP	200M	-	-
Haile Zeway Resort and spa	1Km	104	Fire wood & Electricity
Batu Tourist Hotel	100M	122	Fire wood & Electricity
Betel helm lodges	1.5Km	60	Fire wood & Electricity
Castle Winery Lodges	200M	42	Fire wood & Electricity
Total		716	

Table 14: Tourist facilities and services at the Lodges, Hotels & parks

Source: Secondary Data from Lodges, Parks & Hotels March, 2014

As can be observed from table above, from ten selected hotels or lodges& one Park for study, LanganoWabeShabelle Resort Hotel, Haile Zeway and Simbo hotelshave large bed that can accommodate tourists and they are nearer to the main Asphalt road and they can relatively get more tourists and offer more beds than the other lodges whereasSimboLodge is more environmental friendly than the

other lodges or hotels since it uses biogas and solar energy cells for its heating and light sources. But, the other hotels or lodges use charcoal and power diesel plants or fossil fuels which might encourage degradations of trees and increases pollution of the areas. Furthermore, the information obtained from four hotels or lodges indicated the occurrences of seasonality and leakages in their tourism, which might be indicators of negative impacts of tourism. The occurrences of seasonality were due fluctuation of tourists coming to these hotels or lodges seasonally. The creation of leakages indicated purchasing of almost all the raw materials required for hotels or lodges from urban centres such as Addis Ababa rather than from surrounding local farmers or local markets. According to WTO (2002a), the leakages are marked by importing goods and services, the outflow of foreign exchanges, etc. which reduces the benefits of the local communities.

On contrary, these hotels benefited the local communities through creation of job opportunities. The analysis of supply-side tourism of ten selected hotels indicated about 95 percent of total employees is employed from local community. Moreover, these lodges or hotels offer different types of recreational activities such as swimming, other recreational activities for tourists who are interested in recreational resorts and nature adventuring. The positive aspect of tourism is creating job opportunities to the local people which can contribute to poverty reduction through creating income generations. Employment of local communities in the four selected hotels/eco-lodges nearer to ORVL is presented in table below.

Hotels, Lodges & ASLNP	Form of ownership	Hotel employees		Total
		Local	From other area	
LangnoWabeShabelle Resort	Government	61	3	64
Borati Resort	Sole ownership	33	2	35
karkaro lodge	Sole ownership	40	2	42
African Vacation club lodge	Sole ownership	73	4	77
Simbo lodges	Sole ownership	95	5	100
BishanGari lodge	Sole ownership	50	3	53
ASLNP	Government	74	4	78
Haile Zeway Resort and spa	Sole ownership	33	2	35
Batu Tourist Hotel	Sole ownership	65	3	68
Betel helm lodges	Sole ownership	24	1	25
Castle Winery Lodges	Sole ownership	48	3	50
Total		596	31	627

Table 15: Employment of Local people in the hotels or lodges near to Lakes area

Source: Secondary Data from personnel & General Service of Lodges, Parks & Hotels, March, 2014

As could be observed from the above table that, 95 percent of the employees were recruited from the local areas and 5 percent of the employees were from other areas. The responses from hotels/lodges managers confirmed the presence of temporary employee that may indicate that seasonal tourism activities in these hotels which emanated from seasonal influx of tourists to the hotels or surrounding areas. According to Tsidell (2001), tourism is very seasonal and it increases unemployment of destination areas in addition to increasing fluctuations of tourism income. Therefore, it is possible to conclude that the occurrences of seasonality in tourism activities of these ten hotels/lodges might expose some local people to the problem of unemployment, which in turn affects the natural resources or ecotourism resources. This is because of temporary employments or unemployment could shift to depend on natural resources of the park & the Lakes, which might lead to degradation of these resources.

As it can also have observed from the above table, government owns LangnoWabeShabelle Resort hotel whereas the rest are owned by private sectors. The heating and light sources for these hotels or lodges are: hydroelectricity, diesel-power plants, bio-gas, and solar energy. Even they also use fuel wood and charcoal for their heating sources. But, as Paola and GetahunDemissie (2009) stated that there is large potential of **geothermal energy** in addition to solar energy which can be as alternative sources of energy in Ethiopia rift valley areas including Lake Shalla and Lake Langano areas for further utilization.

3.2. Major Tourism Problems of Oromia Rift Valley Lakes

3.2.1. Lakes Abijata-Shalla

3.2.1.1. Changes in Water Level

The reduction of inflow of water to Abijata Lake is caused by due to the reduction of volume of Bulbula river and HoraKelo river and the consumption of Bulbula river in the form of irrigation on the upper slopes and abstraction of this lake by soda-ash factory (the factory's is insignificant of course) at lower slopes from the Abijata-Lake. The reduction amount of Abijata water in volume leads to the reduction of available food requirements such as blue algae and fishes which provided the avians with available foods. These effects are reducing the avians (birds) found around lake Abijata. In turn the beauty of the park may reduce that leads to the reduction of tourists coming here. By 2028 according to the researchers' projection, the lake will be totally wind up, which costs the country billions of Dollars to recover.



Figure 5: Flamingos over Lake Abijata
Source: Oromia Culture and Tourism Bureau.

Year in G.C	Area (Km ²)	Volume(M ³)	Maximum Depth M	Remarks
1980	215	1605 Million M ³	14	
1993	162.7	826 Million M ³	10.2	
1997	135	541 Million M ³	7	
1999	134	530 Million M ³	6.8	
2010	115	401.1 Million M ³	6.7	
2014	88.18	-	-	

Table 16: Table showing change in water levels of Lake Abijatta
Source: Oromia Culture and Tourism Bureau & ASLNP

3.2.1.2. Settlement and Expansion of Local Community to the Park Areas

The local communities made the penetration of the national park (around Abijata). A several settlements (people) are found in every directions of the National Park. Such people degraded the resources of the park for house construction, for expanding farms and for grazing land extraction of salt etc. Because of rain deficit area and the poverty, the people in and around, the park degraded the acacias for selling by making charcoal and by cutting the trees for selling. Such degradations marked by several stumps of trees those were old and news; and charcoal making areas on certain stations. The following figures illustrate impact of settlement & expansion to the park area.



Figure 6: Mineral Salt Extraction around Abijata Lake
Source: Oromia Culture and Tourism Bureau & ASLNP



Figure 7: Impact of settlement & expansion to the park area
Source: Researchers' field observation

3.2.1.3 Climate Change Vulnerability

The natural disasters such as drought, rain deficit, aridity and geological factors caused them own's effect on Abijata Lakes beside to human effects. Because of such factors only a few species of vegetation and animals appear around here. Most of the farmers are poor and they can't sustain their livelihood. Most of the vegetation's are stunted except the acacias and some rare tree plants, shrubs and bushes. There is high temperature, and unstable areas with highly wind affected. The eco-systems of the area can be damaged (affected) unless human interventions will be involved (applied). According to the survey conducted by the Oromia Environmental and Wild Life Protection Agency, Acacia woodland cover decreased from 72 to 30km². Bush land area increased from 8.87 km² to 133.05 km² forest cover declined from 16% in 1972 to 2.8 % in 2013. A daily maximum temperature has increased by 1.5^oC, Evapo-transpiration increased in the order of 3-4%.





Figure 8: Vulnerability indicators...
Source: Field Observation around Lake Abijata-Shalla



Figure 9: Predictions of Climate Change Impacts by the researchers at Abijata-shalla
Source: Field Observation around Lake Abijata-Shalla

Huge environmental climate changes are observed in related events at Abijata-Shalla lakes. According to secondary data collected from the Annual Reports Ethiopian wild life protection and environmental conservation authority, in 2006 drought caused death of 10 Grant's Gazelle, 7 Warthogs and 6 Ostriches, and livestock. In 2003-2004, 26 ostriches depredated by hyena & livestock deaths due to prolonged drought, 2500 flamingos died in 2003, 21,800 ha of maize destroyed, 95 livestock killed & 2000 people exposed to food aid in 2002 due to flood, Massive fish deaths in 2004.



Figure 10: Food Aid Taken to the Community in 2004
Source: ASLNP secondary data

3.2.1.4 The introduction of Large Scale Industrial&Commercial Activities

The establishment of Abijata-Shalla Soda Ash Share Company was initiated by the government of Ethiopia in 1984 as a trial project. It began full production in 1990. Since then its activities have been continually hindered by water in lake Abijata and water off take has been limited to 1.5 Million M³/year to produce approximately 7,500 tons of trona, lower grade soda ash. The trona is sold at Ethiopian market at ETB 4000 per tone. Although the current abstraction rate is not the primary cause of water level decline in the lake, increasing abstraction could have meaningful negative impact. The company has a plan to scale up its production to 20,000 tons of trona from lake Abijata in the upcoming year and within the next few years as the project expansion feasibility is under way by foreign consultant, abstracting water from lake Shalla to produce a total of 20,000 tones of trona per year. Given the sensitivity of Lake Abijata to water abstraction, the amount of development that would be required to abstract water from lake Shalla and the replenishment of lake Shalla neither of these schemes would be recommended from tourism perspective but can be friendly by working together to enhance eco-tourism of the ORVL area. In addition, the reduction of Abijata Lake is related with the reduction of Bulbula river. Currently the river of Bulbula has been significantly reduced due to water diversion for irrigation and industrial purpose.

The 75% reduction inflow from the Bulbula River is associated with the development of approximately 7500-10,000 ha irrigated land that approximately 150 Million M³ of water per year is believed to be the primary causes of decline in lake Abijata (2010 OCTB Report). Human impact on irrigation at Meki catchment is found to be another threat for the Abijata lakes as there are approximately 3214 water pumping generators. Therefore, the reduction of the size of the lake will have strong impact on the existence of the life of precious birds and other mammal which strongly affect the flow of tourist in the lake areas. The Lake holds more than 20,000 water birds and 75,000-90,000 flamingos and Pelicans on a regular basis.

3.2.1.5. The Status of Tourist Facilities and Services, the Benefit of Local People and Prices in and Around ASLNP

3.2.1.5.1. Positive Quality of Tourist Facilities and Services in and Around ASLNP

The information obtained from park records, Fekadu Tefera and Rezene Almaw (2014) and the oral discussion with park warden revealed that the ASLNP offered some tourist facilities such as guiding, camping site, and guest rest house at South of lake Shalla. As responses of warden of the ASLNP confirmed during interview, ASLNP also created some job opportunities for 76 members of local communities from total employee of 78. The responses of the ASLNP warden also revealed that the villages women at the vicinity of headquarter of ASLNP, which offered cultural handicrafts to tourists, are other positive aspects of the tourism activities at vicinity of ASLNP.

3.2.1.5.2. Limitations of Tourists' Facilities in and Around ASLNP

Even though the study revealed the tourism activities in and around ASLNP has benefited some members of local communities, there are indicators for occurrences seasonality in tourism activities and destructions of natural resources around tourist destination sites like hot springs in ASLNP. Seasonality in tourism as fluctuation of customers or visitors in different months of recent year due to low stay at the tourist destination.

3.2.1.5.3. Quality of ASLNP Tourist Facilities and Services Offered In Relation To entrance fee

Analysis of WTP for entrance fee using CVM involved evaluation of WTP for entrance fee used to estimate recreational value of ASLNP from the viewpoint of tourists, based on results of tourist respondents of CVM questionnaires. The results of the finding with regard to entrance fee from randomly sampled foreign resident tourists in April 2014 for ASLNP all in all indicated that the entrance fee is by far lower than other countries they have visited so far. As mentioned above and the result of estimating nonmarket recreational values of park using Dixon (1994) approach 100% of tourists were WTP less than what is expected to be paid (ETB 90.00) whereas 51.7% of tourists were WTP more than what is expected to be paid (ETB 10.00 local tourist). This estimate of CVM may indicate need for improving the recreational quality of the ASLNP, which in turn help to increase the entrance fee for the park or numbers of tourists coming to the park.

3.2.1.5.4. Livelihood System and Its Impact on the ASLNP

In the study area the households generate their livelihoods, from arrays of activities. Indeed, crop and livestock production are the major sources of livelihood of the community in the study area. Accordingly, livestock husbandry is the major type of livelihood activity practiced by the local community of the study area before 20 years. However, due to the increase of their population number the possibility of making their livelihood had decreased considerably specially after the 1980s. Although crop production has long history in the rift valley region, it seems a recent activity in ASLNP. Short growing period, rainfall scarcity and poor soil fertility of the area might have discouraged crop production. However, population increment in the area led to a declining in livestock herding and made the quest for farm land mandatory (Dagnachew, et.al 2003). In other words, due to the above mentioned factors the local communities forced to shift their livelihood system from animal husbandry to crop production. Accordingly, the survey result indicated that out of targeted groups 67 (41%) of the sample households were dependent on animal husbandry followed by crop production before Dagnachew et.al 2003. However, at present time, more than 50 percent (82 out of 164 of the sampled households have replied that they rely on mixed farming in order to led /earn their living.

Source of Income	Before 1970		At present time	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Crop production	10	6.10	26	15.85
Animal husbandry	66	40.24	52	31.71
Mixed farming	82	50	63	38.41
Fuel wood selling & charcoal making.	6	3.66	23	14.03
Total	164	100%	164	100%

Table 17: Households' response to their means of livelihoods (income)

Source: Researcher's Own survey, March 2014 (questionnaire)

The respondents were asked if they have additional means of earn their livelihood system besides the above to diversify their income. The result shows that more sample households have mentioned that they practiced sand and mineral salt extraction to win their live. The farmers were asked if there was a change in the income situations between 35 years ago and now; the result shows that the income from activities increased for some of households while it decreased for others. The overall directions of change were increased for most of households as indicated in the above table. It appears that income from livestock production declined for some significant number of households and more than 61.59% of the respondents felt that the income from selling of fire wood & charcoal and crop production increased from time to time. However, the dependence of some of the households on natural resources such as sales of sand, mineral salt, fire wood and charcoal has negative consequences on the environment in general and tourism development in particular.

3.2.2. Lake Zeway/Batu

Lake Zeway when compared with other lakes is highly influenced by rural, urban and commercial development activities, as it is situated near the town of Zeway, one of the growing urban areas in Oromia. It has shown a greater variability of water level since 1971 to 2010, fluctuated in depth of 2.68 m.



Figure 11: Birds in & around Lake Zeway

Source: Travelethiopia@ethionet.et

3.2.2.1. Water Resources

The CRV encompasses a chain of three large lakes (Ziway, Langano and Abyata) and streams that are spatially and temporally strongly interlinked. The Meki and Ketar Rivers are situated in the upstream portions of the catchment of lake Zeway. They discharge their water into Lake Ziway. From Lake Zeway water is discharged into the Bulbula River, which flows to Lake Abyata, being the terminal lake. The total discharge from the Meki and Ketar River is, on average, 675 to 695 Million M³ per year. The average level of Lake Zeway has decreased by approximately 0.5 meter since 2002. (2007 Alterra-rapport 1587, on Land and water resources assessment in the Ethiopian CRV).

Rivers	Source	Levels of Water /Mm ³
Kater River	Arsi High land	392 Million M ³ /year
Meki River	Guraghe and Meki mountains and Highland	265 Million M ³ /year
Direct Rain fall	Summer and Rainy season	323 Million M ³ /year
Ungauged river and Spring		48 Million M ³ /Year
Total		1,028 Million M ³ /Year

Table 18: Main inputs of Lake Zeway

Source: Ethiopian Sustainable Development the protected area system and EWCA, 2012 report

3.2.2.2. Tourism Facilities

The town of Zeway, also known by the name "Batu" is located on the shore of the lake and provides reasonable facilities and services. Meki town, 25 Km north of Zeway town (on the way to Addis) also provides reasonable accommodation. The lake provides various tourist attractions such as bird watching, fishing, and boating, old churches on the island. Tulu Guddo (means big hill in Afan Oromo) is the largest island in Lake Zeway. Tulu Guddo is inhabited by Zay people and has an old Orthodox Church that is visited by many Orthodox Christians from around the country during the annual celebrations. A chain of BekeleMola Hotels has accommodation facilities in both Meki and Zeway towns.

3.2.2.3. Touristic Appeal

What are the sites/destination's unique selling points?

The eastern shore of Lake Zeway has a considerable potential to become tourism development sites. The hot springs, the wetlands, the remnant forest of the Fig trees at Baqale (6 kms from Meki) and the bird fauna are some of the attractions in this part of the lake. The old church and the community of Zay people living on the Gudo Island, associated cultural and religious heritages (tangible and intangible) a unique combination of attractions.

3.2.2.4. Land Resources Developments

The decreased discharge into the Bulbula river corresponds with the development (in the order) of 7500-10000 ha irrigated land. Most of the new developments are concentrated in the very downstream portions of the Meki and Ketar catchments and around Lake Zeway. We estimate associated water abstraction of this irrigated land at about 150 Million M³ per year. The domestic water use and the water use for livestock (respectively 7 and 8 million M³ per year) are relatively small. The current water use by the rose farms is in the order of 2 million M³ per year. It is therefore, concluded that the development of irrigated agriculture, especially for open field vegetable and fruit production systems, have a large impact on the water resources system and are the predominant cause of the observed reductions in water levels and river discharges.

3.2.2.4.1. Floriculture and Smallholders Irrigators

The present water use by the closed systems (floriculture) has also considerable impact. If the existing plans are realized the water consumption will increase to 20 Million M³ per year, which is still a small percentage of the total abstraction by irrigated agriculture. The main environmental risks are associated with the use of pesticides and herbicides and the fate of their residues in the soil and water. From a tentative economic assessment, it was concluded that the resource use indicators of flower production systems, especially water and land productivity, are much higher than those of other irrigated production systems. The performance indicators for smallholder irrigated production systems vary largely, as the results are very much determined by (variable) product prices.

3.2.2.4.2. Fishing Activity

Due to its large size and relatively fresh water as well as high productivity, Lake Zeway is the center for fishing activities with 2,900 tone/year. FAO (2009 report) estimated that lake Zeway is fished 83% and as it's a shallow lake, the lake level is decreasing. The researchers fear that continuous decrease in lake Zeway will have several profound implications, that lake Zeway will become saline and polluted and endangering current lakes dependent livelihood and even commercial activities. In addition, reduction of lake Zeway will reduce the inflow of Lake Abijata causing accelerated drying of the lake and subsequent impact on wild life and finally on tourism.

3.2.2.4.3. Rain-fed Agriculture

Although water consumption by rain-fed agriculture is in order of magnitude greater than irrigated agriculture, the impact of rain-fed agriculture is much smaller, because the variability of rainfall is directly reflected in the variability of the actual evapo-transpiration. This means that years with low rainfall cause low actual evapo-transpiration, which principally affects the farmers through reduced harvests.

3.2.2.5. Climate Change

Over a period of 37 years, the maximum daily temperature has increased with 1.5°C. As a result, the potential evapotranspiration will have increased in the order of 3-4 %. This will have caused increased water stress to the rain-fed agriculture (in the same order), while the evaporation from the lakes will also have increased in order of magnitude of 40 Million M³ per year. The further increase of temperatures can, therefore, significantly impact on the availability of water resources and on the water stress that is already experienced in rain-fed agriculture and ecosystems.

3.2.2.6. Impacts

The impacts of the decreased (average) water level of Lake Zeway are:

1. Impact on fisheries and lake-related ecosystems (not quantified),
2. Reduced outflow to the Bulbula River:
 - Negatively affecting water users along the Bulbula River (domestic water users, livestock and irrigated farms);
 - Reducing the inflow into Lake Abijata, causing the shrinkage of this lake and the associated environmental degradation, particularly the loss of aquatic bird life;

- Reduction of the flushing of Lake Zeway, causing increased salinity and pollution levels in Lake Zeway.

A serious future threat is that the further decrease of the water level may turn Lake Zeway into a terminal lake. This will cause that Lake Zeway, being the largest fresh water resource in the CRV, eventually becomes saline (similar to Lake Abyata). Given the relatively shallow depth critical salinity levels could already be reached within 5-10 years. The salinization of Lake Zeway will obviously have major repercussions for the recent floriculture developments and the local population, who depend on the lake water for their domestic water supply and their livestock watering.

3.2.3. Lake Langano

3.2.3.1. Tourism Resources and Attractions

Lake Langano is recognized as one of the best tourism site in the RVL for domestic and international tourists. The attractions include the sandy beach, swimming skilling, Horse riding, boating, sport fishing, bird watching, Boating, canoeing, Surfing water, indoor and outdoor sports, forest exploring, wildlife watching, hobby fishing Hot spring), and games has been recently introduced at BishanGari Eco-lodge. Ash Alamo Cave is another tourist potential at the lake and the hot springs and forests along the beach of Lake Langano are complimentary attractions. The lake itself is the main attraction, as it is close enough to Addis Ababa for weekend tourism and it is possible to swim in as it is one of the few bilharzias free lakes.



*Figure 12: Lake Langano side view
Source: OCTB*

3.2.3.2. Existing Tourist Facilities

There is a good variety of accommodation as compared with other Lakes. It includes the government owned WabeShebele Hotel, Simbo Hotel, and Eco-lodges. Camping sites are available at the premises of Simbo and WabeShebele Hotels. Further accommodations are the three star Langanos Resort, Karkaro Beach Resort and African Vacation Club. Abule Basuma Resort has been renovated and is now operational again. Karkaro Beach Resort also provides houses which visitors can rent for the longer term. Much more such accommodation is expected to be built as a number of investors have leased land from Oromia State.

3.2.3.3. Major Problem of Lake Langanos

Continuing environmental degradation around the lake is a major concern for the sustainability of the tourist developments. The loss of the unique Acacia Wood/Park land from the area for charcoal production on a commercial basis is one major factor in reducing the attraction of Lake Langanos and its environs. Our key informant revealed that 15-20 car of Charcoal and sand extraction during each night been transported to the nearby city, Shashamane, Addis Ababa and Zeway. Furthermore, the result from interviewing heads of Resorts, lodge and hotels revealed that large hectares of land is occupied by the embassy of USA and Britain. To supplement additional information through observation, the researchers were strictly prevented by the security. According to the interview conducted with head of Tourism Marketing and Promotion directorate director and Tourism policy analysis, planning Budgeting, Monitoring and Evaluation Directorate Director and WTO 2013 reported: lake Langanos stood first in Lakeside recreation/ resort tourism development in Ethiopia. Langanos is such a big potential for tourism development that many investors nowadays are being attracted towards it. However, there was little effort and attention has been given for the destination development and bench marking.

3.3. Other Problems to Those Destinations

3.3.1. Lack of Awareness on the National Tourism Development Policies and Program among Different Stakeholders

Tourism is among the economic and social sectors that is registering rapid growth in the world, and nowadays it has been found to be making its contribution in supporting and accelerating national development. Tourism makes a tremendous contribution serving as a source of foreign exchange, promoting micro and small-scale enterprises, creating employment opportunities, and ensuring sustainable development. Because of absence of clear policy that would lay the direction for the cooperation and coordination that should exist among the government, the private sector, the community at tourist attraction sites, the general public and other stakeholders, it has not been possible for the country to derive full benefits from the sector, and development has remained uncoordinated and

unsustainable, MoCT under Proclamation Number 471/2005, Tourism Development Policy 2009 was formulated. However, the private sector, communities at the tourism destinations and civic organizations does not know the existence of tourism development policy. The result from interview reveal that nearly all District and Zonal as well as destination area, tour operator, and tour Guide replied that they do not have any information about the existence of National tourism development Policy.

3.3.2. Absence of Professional Tourism Advisors on Hotel, Lodges & Motels

In order to be successful in tourism industry different countries practices indicates that the role of professional consultants has its own paramount contribution. However, during conducting field survey & interview all hotels and lodge resorts said that there is no Professional Advisors before and after the establishment of their business.

3.3.3. Problems Related with Foreign Language

Tourism Industry pivotally involves the presence of multi-language, which enables all the industry stakeholders (Hotel & Lodge owners, Tour Operators, Tour Guides and the community at large) to have better communication. Tourists from different countries such as USA, Italy, UK, Spain, France, Germany recently Chinese flow to this destination.

Language Skill	Stakeholders								
	Tour Operators			Tour Guides			Hotel Workers		
	Frequency	Total	%	Frequency	Total	%	Frequency	Total	%
English	32	32	100	32	32	100	146(Listening only)	146	100
Spanish	0	0	0	0	0	0	0	0	
Italy	0	0	0	0	0	0	0	0	
French	0	0	0	0	0	0	0	0	

Table: 19 Levels of Language skill at tourist destination

As one can see from the table above the tourism industry sector can speak only one language. This shows that, there is a shortage of highly trained and moderately trained manpower that is crucial to the development of the sector.

3.3.4. Tourists Opinion with Regard to the Adequacy of Service Facilities at Tourist Destination

Tourism mainly demands the existence of adequate basic facilities at tourist destination which elongate the duration of tourist stay. This facility includes: Golf station, Valley Ball, Football, Basketball, Sanitary service, Bath room, Broad band Internet connections, telephone, Fax, Mountain climbing, Horse riding, Viking etc. In addition, all the targeted tourists demanded the adequacy of quality digitalized tourist destination map.

Tourist Facilities	What do you feel about the adequacy of Tourist Facilities at the Destination								
	Adequately Available			Partially Available			Not Available at all		
	Fre	Tot	%	Fre	Tot	%	Fre	Tot	%
Sports facilities							32	32	100
Sanitary service (Washing Machine, Bath room...)	14	14	11	32	32	24	87	87	64.4
Technology service (Broad band Internet connections, telephone, Fax ...)							133	133	100
Traditional game (Bull Fighting, Horse riding, Locally owned wrestling, Gebeta ...)							133	133	100
Cultural song(Masenko, Gerersa,...)							133	133	100

Table 20: Tourists Opinion on Facilities available at the Tourist Destination

As one can see from the above table, there is a serious shortage in number and type of tourist facilities at existing and potential tourist destinations and vicinities; moreover, the quality of service is poor and unsatisfactory to tourists.

3.3.5. Lack of Tourism Marketing & Promotion

Tourism marketing & promotion is the soul of tourism development in any nation. The researchers interviewed directorates of director of marketing & promotion, tourism development policy analysis, and planning & budgeting monitoring & evaluation directorates of director which is found under MoCT as well as the head of bureau of culture & tourism of Oromia & its public relations. All jointly replied that there was no efforts made so far to promote tourism resource found in Oromia Rift Valley Lakes to international as well as to local medias.

3.3.6. Lack of International Exposure of Business Owners at ORVL

The researchers interviewed ten targeted hotel owners and identified that only 33% of the Business Owners at ORVL (owners of Hotels, Lodges...) have visited different countries before & after the establishment of their business and the remaining not. From this,

thus, we can conclude that 67% of the business owners which are conducting their business at ORVL are lack of International Exposure. This ultimately hurts development of tourism at the destination.

3.3.7. The 1984 Ethiopian Great Famine and the Horn of Africa

Even if Ethiopian Government has made great effort in deleting the name Ethiopia related with Famine from Oxford Dictionary, there is still deep rooted negative image in tourists' perception. The targeted foreign tourists who came from Sweden interviewed and replied that "Pre and Post arrival", Ethiopia has every resource than any country in the world, however international medias provoked and disseminated Ethiopia image on the international scene is widely associated with draught, famine and war and the Horn of Africa in seen as a region of instability and terrorism.

3.3.8. Lack of Coordination & Joint Monitoring & Evaluation Program between Investment Bureaus, OCTB & MoCT

The researchers interviewed and triangulated about the existence of Coordination & Joint Monitoring & Evaluation Program between Investment Bureaus, OCTB & MoCT and identified that there is lack of understanding of the standards set by each bureaus and found that there is divergent implementation problem. For instance, OCTB clearly set that the distance between Lakes & Lodges/Hotels should be at least 300M away from lake and all the construction materials should be in line with ecological system. However, our key informants replied that investors building the lodges nearer to the lakes and also using sand by extracting from the lakes areas where the sand is by itself a souvenir for the Ecosystem.

4. Conclusion and Recommendations

4.1. Conclusion

The assessment of tourism potentials revealed some of the natural, historical and cultural tourism resources of ORVL and its surroundings. The absence of alternative options or tourism and sustainable management of natural resources are the major problems of these lakes and its surroundings whereas tourism potentials are available. The main tourism potentials in and around ORVL include diverse species of birds, scenic landscape, hot springs, ostrich farm and some mammals, cultural and historical attractions, lakes, beaches, and some hotels or lodges and their recreational activities such as swimming, boating, horse riding etc., at nearer of at ORVL.

The diverse species and abundant bird are residing in ASLNP that contributed to attract tourists or bird watchers to ASLNP. The hot springs are used for therapeutic and recreational purposes by many local people beside they are one of the attraction attributes for foreign tourists. During the field survey from March, 19, 2014 to April 10, 2014, 783 local people were used the hot springs for therapeutic purposes. Moreover, from those sampled tourists which were visited at ASLNP in April, 2014, 86.21% of them were interested in attraction attributes of hot springs and Ashalamo Cave near to lake Langano. Damming and abstracting water river for irrigation affect migration routes of birds and reduces lake level. Some potentials of diversified livelihoods or alternative options like local handicrafts, storytelling, guiding services, local drinks and foods, local recreational activities, cultural shows and historical heritages that could be indicators of tourism potentials and could be offered by local communities were also detected.

Furthermore, some tourist facilities and services like tracks or trails, camping sites and guiding services in ORVL and hotels or lodges nearby ASLNP which were offered to the tourists found to be nearly all un available. On the other hand, some management problems on natural resources like deforestation and social related problems like food insecurity which are contributed to aggravate poverty that might be a major threat to natural resources of study area were revealed. The attempt of estimate for entrance fee of park for tourists might indicate the relative quality of park resources that might be need alternative options to increase entrance fee and recreational value of the park. The study also revealed that offering tourist facilities and services and creating job opportunities for members of local communities are positive impacts of tourism activities whereas seasonality in tourism and leakages are negative impacts. The negative impacts of tourism might be able to aggravate poverty and consequent deterioration of tourism resources or natural resources whereas the positive impacts contributed to reduce degradation pressures on natural resources. In general, the study attempted to reveal some tourism potentials or alternative options, which benefited the local communities while sustainable management of natural resources of the park achieved. The researchers predicted that Abijata is under serious condition which is expected to wind up in the coming 20 to 30 years.

The ORVL is a closed basin, consisting of a chain of lakes (Lake Zeway, Langano and Abyata) and streams that are spatially and temporally strongly interlinked. The Meki and Ketar rivers are situated in the upstream portions of the catchment. They discharge their water into Lake Zeway. From Lake Ziway water is discharged into the Bulbula River, which flows to Lake Abijata, being the terminal lake. Any land intervention, either planned or not planned will have repercussions on the water resources and the environment. In the ORVL increased pressure and overexploitation of the land and water resources are experienced. Further uncoordinated exploitation of resources can have dramatic consequences for the local population and development options. The discharges of the Meki and Ketar river (on average 675 to 695 Million M^3 per year) have not significantly decreased. However, the average level of Lake Zeway has decreased by approximately 0.5 meter since 2002. At the same time the discharge by the Bulbula River has decreased by more than 200 Million M^3 per year.

The impacts of the decreased water level of Lake Zeway are:

- Impact on fisheries and lake-related ecosystems (not quantified);
- Reduced outflow to the Bulbula River:
 - ✓ Negatively affecting water users along the Bulbula River (domestic water users, livestock and irrigated farms);

- ✓ Reducing the inflow into Lake Abijata, causing the shrinkage of this lake (currently to 60% of its original size) and the associated environmental degradation;
- ✓ Reduction of the flushing of Lake Zeway, causing increased salinity and pollution levels in Lake Zeway.

A serious future threat is that the further decrease of the water level may turn Lake Zeway into a terminal lake. This will cause that Lake Zeway, being the largest fresh water resource in the CRV, eventually becomes saline (similar to Lake Abyata). Given the relatively shallow depth critical salinity levels could already be reached within 5-10 years. The salinization of Lake Zeway will obviously have major repercussions for the recent floriculture developments and the local population, who depend on the lake water for their domestic water supply and their livestock watering.

4.2. Recommendations

1. There are greater tourism potentials and possibilities of alternative options, which are underdeveloped like local handicrafts. Therefore, reinforcing these off-farm diversified livelihoods and introducing additional alternative options such as Farmer Tourism Village, create attractive tourist facilities and services, protecting sensitive areas or sites of the ORVL and integrating the surrounding tourism activities with local economic development or agricultural activities, encouraging benefit sharing and conservation of natural resources of the ORVL areas and giving the community a sense of ownership over the natural resources and tourist destinations of ORVL areas are crucial for sustainable use and development of tourism in the study area,
2. Because of different activities of private investors or hotels/lodges, the natural resources of the study areas are degraded as fuel woods or charcoals for sources of heating, sand extraction and the area is also polluted, global warming is increasing. Therefore, the hotels and other developmental activities are advised to develop and increase the use of solar energy and biogas in substituting for consumption of charcoal and fossil fuels to prevent deterioration of vegetation and avoiding resultant pollution,
3. The awareness of local communities in and around ORVL towards tourism or nature tourism is very important. Therefore, such awareness must be effected through formal and informal meetings of local communities with support of Oromia Regional State and other concerned Stakeholders,
4. The study revealed that Hospitality and language is the main problem in handling foreign tourist. Therefore, Hospitality business schools with proper criteria should put in place and all stakeholders should work in cooperation. Furthermore, there should be a digitalized tourist map and good quality websites.
5. The further development of smallholder irrigated production systems should be discouraged given the large impact that they have on the water resources and the environment; instead, emphasis should be on improving the environmental and economic performance of current irrigated smallholders. Forestation of upper basin of ORVL areas and reinforcing up streams water source capacity is mandatory,
6. Special attention should be given to identify, studying and protecting animals of high importance in ASLNP, integrated land & water use, develop and oversee community outreach, manage livestock population, tourism development and management involving all stakeholders is imperative to ensure the sustainable development of tourism in ORVL. The existing ORVL working group should be further equipped to take the lead in the process,
7. The impacts of residues from the horticulture and floriculture systems on the surface water resources, particularly on Lake Zeway, should be investigated and, if possible mitigating measures has to be identified and implemented as soon as possible,
8. A more detailed research on: water quality assessment, how to improve the performance of rain-fed agriculture as income alternative to the predominant poor population, the potential for economic effect of tourism development, the efficacy of various community co-management structure incentives and success factor for various alternative livelihood, and the impacts of climate changes on the ORVL should be conducted, focusing on the how to develop Tourism in & around ORVL,
9. Considering the potential position of Ethiopia as a tourist destination in the World as well as the role of tourism sector in creating job opportunities and reducing poverty in the country, there should be Financial Institution (Bank Serving for tourism sector development) like that of Financial institutions supporting Agriculture & Manufacturing sectors.
10. There should be strong marketing & promotion in International Medias through Ethiopia Embassies & Consular about Ethiopians Tourist Destination in general & ORVL in particular, as well as benchmarking other countries experience.
11. Finally, considering its current situation and future economic benefits there should be a separate and fully autonomous office of Oromia Rift Valley Lakes & Parks equipped with all facilities which can identify problems, devise developmental strategies, conduct monitoring & evaluation, and promote tourism products of those destinations.

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