

**SOUTHERN NATIONS,
NATIONALITIES & PEOPLE'S
REGIONAL GOVERNMENT**

TOURISM POLICY AND STRATEGY

Tourism parks and Hotels commission
Awassa

Forward

This tourism policy & strategy is a result of the involvement of various stakeholders through the number of workshops & consultative meeting between the year 1996 to 1998 Ec.

The first draft was developed with active participation of stakeholders drawn from Tour Operators, Federal Tourism Commission ,Hotels Owners ,Hotels & Tourism Professional Association ,Community Representatives, Local Guides, Province & District Police Offices, National Parks ,Counter Regional Offices, Province & District level sector Offices, Local & Regional Government bodies & **NGO's like SNV /southern portfolio/**.

On these workshops & consultative meetings, the opinions, observations, comments & inputs of participants have been sought & incorporated, which led to the development of this final draft. Moreover, from the whole exercise has taken in to consideration the policy documents of relevant sector government offices with in the country & from other African countries.

This policy & Strategy document encompass, about the benefit of tourism, Regional tourism potential, problems encountered, policy importance, principles, goals, implementation strategies, role & responsibilities of stakeholders.

1. Introduction

Tourism deals with travel and tour services. Having to do with travel and tour it has become one of fast growing economic sectors. Arising from the very nature that it has to do with other sectors in the economy, there have difficulty to give its own definition in the international arena. Even though it has not been awarded with such unique definitions; there is conventional meaning given to the international tourism organization: /WTO/.

- /WTO/ refers to tourism as when people move from their usual home area for leisure, recreation, visiting, for religious purposes /pilgrims/ for conference, etc... and whatever their reason for the movement be, their stay in that place shall not be less than one night /12 hours/ and also shall not be more than one year /12 months/.
- According to the world tourism organization /WTO/ statistical information indicates that by 1950 the number of tourists was 25 million. 50 years later by the year 2000 the number was estimated to be 75 million. The projection also indicates that by the year 2020 the number will reach 1.6 billion. Every tourism accounts for 11.7% of the world's GDP totals and creates over 200 million job opportunities. And when coming to Africa, countries like S. Africa, Kenya, Egypt, and Tanzania 10% of their total GDP is from tourism industry. By the year 2001 4.3% of Ethiopian GDP was from the tourism sector. Tourism contribution towards poverty reduction is immense i.e. /ST-EP/ sustainable Tourism — Elimination of poverty. Following this motto adopted by WTO, countries are engaged in poverty eradication processes,

through tourism: while developing countries managing tourism to bring much wealth to their respective countries.

In general tourism contributes much in poverty reduction i.e.

- Opens economic development through growth of service institutions.
- Creates medium and small scale private & public business centers with construction of museum and parks.
- Opportunities for large scale of job creation.
- Has rooms for many workmen ranging from trained and skilled workmen to day laborers.
- It has been helping people from all walks of life i.e. men, women, young people, for those who are physically challenged.
- Benefited rural farmers through off-farming activities

2. S.N.N.P.R.S Geographical Location & its Abundance Tourism Resources.

According to the Government's of Federal Democratic Republic government of Ethiopia foundation, the country has 9 different regional states and SNNPRS is one of those nine states.

The regional geographical location is $4^{\circ}27'1''-8^{\circ}31''$ in the north, and $34^{\circ}21'1''-39^{\circ}11'1''$ in the east. Kenya in the south, Sudan in the west, Gambella in the north west and Oromia in the north east are the neighboring states of the south region respectively. It has the land area of 113539 km^2 and about 19% of the country total land mass.

Taking it in to consideration the social and traditional requirements the region has been reorganized in to Bench maji, South Omo, Daworo, Gamo-Gofa, Gedio, Guragai, Hadiya, Kefa, Kembat Tembaro, Sheka, Sidana, Siltae, Wollayita, Zones and 8 Liyu weredas, i.e. Alaba, Amaro, Basketo, Burji, Derashe, Konso, Konta, and yem Liyu woreda.

Including all liyu woredas the region is divided in to 133 woredas, more than 56 nations nationalities, and home for varieties of cultures, Religions, languages and so many other things.

This made the region to be referred as “ peoples museum “ numerous tribes, languages and religion gave the region great potential to be a competitor in the tourism sector.

There is no evidence of current data on the number of tourists that have been too this region. But its estimations suggest that from 1991-1995 over 538894 tourists been to this region and from this over Birr 30 million has been saved. This income generated does not describe the potentials of magnificent natural, historical and culture of the tourism resorts in the region.

The regional high tourism potential which could have produced large amount of foreign currency have not bees possible. And the inadequate strategic plan and program revealed as the next item due attention. Fu the development of tourism sector

It is for this matter that this document concerns regional tourism attractions, problems the have been impending the

progress of the sector, The vision and the mission of the sector And also the role of partners have been clearly spelt out in this manual.

2.1 Major Tourist Attractions

With its vast and beautiful landscapes and suitable weather there are varieties of tourism attractions. These attractions have been categorized in to three main groups.

A Natural Tourist Attractions

- The great rift valley lakes Abaya, Tchamo, Awassa, And small Abaya lakes
- Different national parks & safaris, and controlled hunting areas
- Unique faults and escarpments, caves, fountains /falls/, fields.
- Rivers and Hills
- Hot springs
- Indigenous beautiful birds, wild animals and aquatic animals, such as Hipos, and crocodiles etc...

B. Man-Made or Historical attractions

- Erected stones
- grave yards
- Holy place, like churches, mosques,
- Caves
- Tracers and debris and so forth

C. Cultural Attractions

- Consists of different Nations & Nationalities, dressing & feeding cultures, languages ,religion, traditional tools they use, beliefs... etc .

2.1.1 Omo National Park

Omo national park is located in the south west of the region it is found in the Omo rift valley in the Bench Maji zone and has area of 4068 km² . It is 870 KMs from Addis Ababa / the capital/ and 132 KMs from Jinka and found around the Sudanese boarder.

In the park there are varieties of wild life and vegetation cover. What particular about this parks is, it is the largest park in the region and contains around 75 different species of wild mammals, about 325 bird varieties. Among the mammals Elards herds of brown korki, saalas, gazles, etc... especially Wudinibi the domestic of Ethiopia is found in this park. Though the park is so large and has many wild life, but has very small number of visitors. As it has been observed there are less than 50 visitors come to this park a year. This is due to the fact that there are no infrastructure facilities put in place, i.e. no roads, no bridge across the Omo River, no hotels, or other stop overs, in the area.

Therefore government, non-government, and wealthy private individuals are expected to do some thing to find a lasting

solution for the park to reach a level that it will serve a large number of tourists in the near future.

2.1.2 Mago National Park

Mago national park is found south of Ome valley and south west of Arba Minich Town, and can be traced in one day travel by car. It is 782 km from the capital Addis Abeba, 32 kms from Jinka, it cover area of 2162 km². and is 450 metres above the sea level.

Some of the things that made the park so unique are: It was in the year 1989 E.C. as it was Observed from aerial view count that there were about 300 Elephants, 1000 Buffalos, other numerous wilde life like graffs, long necked, lions, Dikulas, etc... are found in this park. In general there are about 74 different mammals, 237 varieties of birds, 14 fish species, more than 40 different species of amphibians, and crowing animals. Among 237 bird species 4 of which include gagano, broad beak crow, white feathered rock birds, and black faced forest Tcheber are native to Ethiopia. Since the park is close to jinka town, large number of tourists frequently are visiting the park. For a better performance, government and non-govern organizations develop the park.

2.1.3 Nech Sar National Park

Found with in Tropical savannah between Abaya and Tchamp Rift valley lakes. It covers the area of 514 km² (sar_grass. Nech_White). The park area is covered by white and long grasses. If viewed from air it looks white: thus giving its name.

Beberchel Zebra, gazles, grafs, grants, Beswone Korki which is found only in Ethiopia belong to family of this park. In general there are 91 different species of wild mammals, and 351 bird species, among which 3 of namely gangano, broad beak crow, Netchi sar night bird are endiginous to Ethiopia. It is for this excellent opportunities that many European tourist are comong to Ethiopia. not miss out of this delightful rular scene, Presently officials of the park have signed agreement with African parks private limited for 25 years of management contract to improve the condition of the park, and are making introductory work to the world. They expect the out come will increase the number of tourism in park as well as in the park.

2.1.4 Maze National Park

Before 1997 This park was called sever hunting ground. This 202 km² area has graduated to national park levels. The park is found in Gamo Gofa zone Kutcha woreda and is on the way from Sawula town in Wollayita. There are large number of wild animals such as buffalows, ambarahile, swoine korki, lions, etc... As a young park its inner and outer conditions

can be strengthened to grow to a more powerful condition. Its development will enable the local people to benefit from tourist activities. For the development of this park government non-government organizations have to contribute much.

2.1.5 Tcheber Tchurchura National Park

Just like the maze park Tcheber Tchurchura also came to national parks levels not too far ago. In the past it was well known for its wild animals. It has the area of 1190 km². And found between Konta Liyu Woreda and Dawuro zone. It extends along the Omo river. In the park there are several wide species such as elephant, buffalo, ambarahile, lions, gazelle and so many others. It is essential to develop the condition of park and all government, non-government and, institutional shall contribute so that the number of the no of visitors as well as the economic condition of the local people will be improved.

2.1.6 Protected wild life regions and controlled hunting communities

Strictly protected wild life game reserve and controlled hunting communities in the region are: Tcheber Bahir, Tcheber, and Tamma protected wild life game reserves, and Boyo Marshy lands / wet land /, Wolishet Saala, Shiko, Guraferda, Murle, West Omo, and Segen controlled hunting communities are mentionable.

In addition to the functions specified above. These communities also serve as Hunting and photograph safari.

2.1.7 Arbaminch Crocodile Ranching

Arbamonch crocodile ranching is found near the Arbaminch town by the coast of Abaya like close to the 40 springs and covers the area of 3 hectares. This ranching area was opened in 1976 E.C. It was in 1985 E.C. When they started breeding and growing crocodiles /baby/ as a test for the babies and skins for foreign markets as an income generating activity. Currently in addition to the intended purposes local and foreign tourists are coming to visit the ranch: over 2800 tourists visit the ranch rising to Birr 50,000.00 is saved from the site. The crocodile ranch is found near to Arbaminch town, which has good road facilities, if that may worthy attention is given the income that could be generated from the tourists will help increase the benefits of the local people and the economy of the region.

2.1.8 Rift valley lakes

Abaya the second largest lake in Ethiopia (1070) km² others Tchamo (214) km² and Awassa (992) km² are natural regional recourses lakes other than wild life animals. And vegetations in them are important for research tourism and other scientific studies. The lakes also serve as recreation site by the use of rafting boats.

2.1.9 Hot Springs

Half of the regional state is found in the African Great Rift Valley. The Hot springs in clued Wondo Genet, Arto dadiben, Gidabo, Burikts Dimtu and so on. Particularly Wondo Genet is famous of its tourists, if developed there is no reason why other hot springa will not reach the level of wondo. In addition to the pleasure activities these hot springs help for health performances and be therapy for different body diseases. This boosts the expansion of Eco-Tourism.

2.1.10 Omo and Konso polio Anthropological Archeological Areas.

According to Archeological, remains of early man, discovered Ethiopia has been considered to be a home for early man. Among these places one particular place that they assumed human beings lived was along the Omo river bank For instance sediments found in shugur, Uosuro, and Fejeje areas are rich in the remains of pateocene and meocine geological times: and have attracted the attention of the geologists. These places have similarities with those areas that the remains of our ancestor or Austrolopicawn have been found. And there is a need for these areas to be protected and serve for tourism purposes.

2.1.11 Erected Stones

The region possess such erected /planted/ stones of thousands of years. These include, Tiya erected stone has been recognized and recorded among 7 wonders of remains in the world by UNESCO.

2.1.12 Falls /fountains/

There are several rivers in the region and as such accounting for presence of lots of falls. Among there falls Ajora, Logita, Bonora, Atcho. Barta etc... are mentionable.

2.1.13 Nationalities and their cultures, language, and religions

South regional state assumed to have more than 56 Nationalities and around 45 different linguistics: and various cultures. Due to this commutation of nationalities the region is has been named as “peoples museum”. All the 4 main categories of languages i.e. Kushitic, Omotic, Sematic and the Niloshahara language speakers are presented in the region. From this agglomation of nationalities there are colorful traditions of these people, ways of life, ways in which they build their houses, feeding habits, marriage rites, religion rites, funeral rites, and other ways of lifes. This enabled the region to become tourist destination area. Hospitability, respectfulness, Honesty, and the generosity of these tribes will contribute much to the tourism sector of the economy.

3. The Main Obstacles That are Encountered By The Regional Tourism Sector

Though the region is blessed with natural and man made tourist attractions i.e. archeological areas, forest and game reserves, historical places: but for one reason or the other the regional tourism industry has not been developed. And this has undermined the benefits that could have generated from the sector. Just to reflect on, it is only about 10,000 people in the region that have the concept of tourism sector. The number of tourism and the income gained from it in the last 5 years were 538894 and Birr 30710851 respectively. From this data it can be inferred that the economic benefits from this sector is so insignificant. In other words the ratio difference between the actual and the potential is so high. Although tourism existed for more than 40 years in this country, its lagging growth has not brought any recommendable figure to show up in the economy of the country. Since this region is one of the regions that recorded weak performance in the tourism industry: the following issues have been spotted as the reasons for these performances.

3.1 Little attention is given to tourism economic sector:

The historical emergence of the tourism industry is a new concept all together, if compared to other sectors of the economy. That is why countries of the world have not realized the strong ties that tourism has with politics, social,

cultural, and economic matters. Only few countries which have recognized this have benefited from the sector. The administration at regional or national levels did so little as to budgeting, incentives for investment, and other persuasive facilities, Thus crippling the forward movement of the sector. Especially from the time where the tourism bureau is made to run jointly with other sector bureaus and new structural adjustments has reduced the sector to a business group levels, or as one department. The number of trained human resource input is so small thus letting the sector to grow lean.

3.2 Not Making Commercial Promotion /Advertising/ and marketing Research

Introducing regional tourism through advertisement require large amount of money and is an expensive task. For this matter no advertisements or marketing research has been done as to increase the number of tourists. Particularly to those tour loving western countries about Ethiopia especially the south region-tourism attractions.

In formative agencies, like, bureaus, national and International Internet, services, and other electronical advertising systems, written scripts are not that common, and thus bringing the field to a bottle neck economy

3.3 Slow Growth of Domestic Tourism

There are two types of tourism. These are local visitor and cross boundary foreign tourists. Domestic tourism brings people together and help circulate the exchange of culture, assist to tackle constraints of tourism economic development in the country. Though this fact remains true the actions taken to initiate and organize know your country tour programmes have not been accustomed. Tourism related forums and exhibitions have not been many in number. These factors minimized the number of domestic tour and inversely reduced the income generated from it.

3.4 Information access, distribution and related problems

Modern ways of accessing and distributing information is of high importance for the tourism sector. In the south region noting much as been done concerning information networks. There are no computerized information system, limited human resources and there is problem of collection of data and administration.

3.5 Negative Images In The Minds Of The Foreigners About Our Country

During the past political regimes, the country was known for its civil wars, famine, drought, and instability. Arising from this fact foreign aid to this country was meant not for subsidies to grow its economy, not for constructions, but for sustaining life, for famine, back wardens, civil war and so forth. Though in the past 10 years the country is getting relief from the previous harsh conditions, but the negative contention given to the country has not been wiped, out of the tourists. Tourism industry is one of that favours solubility, cooperation, equality, democracy, diplomacy and good governance, but with the bad reputations and unpleasant scenes development through tourism is unimaginable.

3.6 Tourism Investment and Financial Difficult

The availability of finance in the tourism sector promote the industry and maintains the expected standards. But in our country there is no facilitated ways for private investors to put in their money in the sector. There is no allocated finance, land, that is reserved for tourism. No enough government incentive to equip the sector area with infrastructures.

3.7 Lack of integration With Regions Or Neighboring Countries

The south regional state has large land area and surround by other regional states and countries. As such it would have been a best opportunity to organize workshops or consultative meetings with its neighbors for the exchange of experiences. But this has not been so. The country's incapability to

integrate its tourism sectors for a better performance could not help its economic growth from the sector.

3.8 Shortage of Skilled Personnel and Weak Implementation Powers

Like any other sector tourism industry too needs skilled /trained/ workforce. Looking at the wide area of the region and the numerous tourist sites: There is very small number of trained people who are in the region. This is due to few training institutions there for It has not been easy to find these workers with small amount of resource. Also there is migration of the trained workers to other countries or regional states. Lack of proper education... Have been the main obstacles. On the other hand the shortage of budget has made it impossible to carryout capacity building meetings with stakeholders and other partners.

3.9 Lack Of Cooperation

Directly or indirectly tourism relates to so many other economic sectors. This makes it hard to demarket the boundary of tourism. As such it requires to work with government, non-government federal, regional, and with other different institutions to solve developmental problems that occurs in the industry.

3.10 The Low qualities of Standards Of Services By Tourism Institutions

Most of the regional tourism attractions are away from regional capital, towns and main roads. It has been difficult for the tourists to access these places due to the lack of infrastructures like. Roads, airports, raffling boats, hotels, electricity, telephone, clean drinking water, and so on. Also the expensiveness of these low quality services have checked the number of tourists as well as the duration of their stays. There have been complains about accommodation / beds/, hygiene, food telephone and other poor services.

3.11 Lack of Tourism Policy and Strategies

The essentiality of policy, strategy and goal in and business development cannot be disputed. Because these help to foresee those fortunes and misfortune that a business entity many faces. Implementation and evaluation too are vary necessary. The business policy envisages all aspects of social, political, economical, cultural and other rules of law. With out fulfilling these condition its hard to expect success. In the past there have not been clear policies, strategies, and other supportive rules of law: concerning the protection of tourism related resources, development and benefits, There were practices of unplanned exploration of resources, brought the mismanagement of the industry. The inadequate developmental strategy plan, cannot enable to show up the expected benefit from economy, culture and other things.

3.12 Absence of Tourism Code of Ethics & Lack of Community awareness

Tourism industry brings people together more than any other industrial sector in the world. By this it creates love, friendship, harmony irrespective of peoples, race, religion, colour, gender, ideological differences, and so on from its very nature if not handled with care the adverse action is worse to the tourists the hosts, as well as countries political, social, economical and cultural environments. Specially the tourists can abuse /step on/ community's cultures: They may interfere with unpermitted places. Temper with unauthorized areas and properties. They may also smuggle the regional heritages such as historical tools, and other properties. They may also rap or have illegal intercourse, destroy natural beauty, like vegetation and wild life, bring in drugs in to the country... This lack of tourism ethical code of conduct has opened doors for this ugly scene to happened in the past.

On the side of hosting communities, bad habits like begging, stealing kidnapping, refuse not to give right information, threatening, illegal increase of price of commodities and so forth. The absence of the tourism ethical code has double affected the visitors who come in the hope to rest and have leisure away from homes but if the above condition prevel, this will force them to go back shortly which in reverse dangers the income perhaps gained from their stays.

In conclusion, the society has little or no knowledge of the concept of tourism sector, thus hinder /limites/ the possible level that could have attended in the tourism industry and any sound development is yet to be observed.

4. Regional Tourism Opportunities

Despite the numerous problems that the regional tourism is facing, yet there are great opportunities laying forward indicating a better future for the sector.

4.1 The varieties of regional Tourism Attractions Like Natural, Cultural and Post-historic Monuments some of which have already been recorded among the wonders of the world by UNESCO. Other endemic and popular animals, birds, and plants which are in this region are found no where else in the world.

The distinctive climate locally called Dega, woyina dega, kolan and dry conditions enabled the region to possess excellent biodiversity compared to other regional states in the country.

On the other hand the region is home for the green gold /coffee/. In addition to other attraction 56 nations nationalities, with their own distinctive cultures provide the region with so much to offer to the world. Among which

- Eco-Tourism
- Rular tourism (based on rular life style)
- Agro tourism (based and rular System of agriculture)
- Safari and hunting tourism
- Cultural tourism

- Historical & archeological tourism
- Religion tourism
- Sport tourism
- Conference tourism
- Education & research tourism

Are some of the tourist site in the region that can be developed. These types of tourisms help to open different types of tourism sites. And enable to offer numerous products to the tourism market. Having mono tourism will create problem when market test changes. Since this region has no problem of this, it can be considered as of an opportunity for the development of the sector.

4.2 The Culture Of Hospitality

Sharing from the little they have, helping each other, when in difficulties. Visiting the sick, offering help when in danger, etc... are the mentionable conduct of the regional community. Well - Coming visitor is an indigenous tradition of the society and encourages the development of tourism industry.

4.3 The attention of the government given to the sector

The agricultural led economic strategy development, is the policy that the government currently is using does include tourism industry. With its mighty tourism attraction, the region can expand its tourism sector, by taking advantages of assistance offered from the agricultural development.

Tourism unlike other economic activities existed not long ago. And it is smoke free industry. Since the sector plays major role in promoting economic, social, cultural, etc... developed and developing countries are giving their due attraction to benefit from tourism sector. In our country the executive body of the tourism industry is co-working with other economic sector and has no strong structure by itself. It was in the year 1996 E.C. when the problem of the sector was raised and discussed. Up on the decision passed the tourism and transport bureau was established. Thus currently the government is undertaking the development of implementation process and other economic and social benefits, by setting up tourism site, also increasing training institutions.

4.4 The regional peace and stability

Though the region owns several nationalities and has different languages, culture, life styles and religion etc...

As the result of presence of good governance and with tolerance and harmony they live in place and stability as one family. This paves way for a better opportunity for tourism industry.

5. The Importance of regional Tourism Policy and Strategy:

It is of great importance and issue of the moment to bring about the development of tourism industry in collaboration with partners and other social organs.

The policy document among other things mentions

- Indicate the vision and united multipurpose tourism development
- Develop strategy that spots the obstructs in the regional tourism.
- Promotes growth and usage of regional tourism treasures.
- Be reference for rules and guidance's concerning tourism sector.
- Ensure that people benefit from tourism activities
- The provision of tourism service institutions in quality and quantity.
- Gives incentives to encourage the investment activities in the sector and create a better leadership as to increase the volume of the hard currency saved from the sector.
- To identify issues arising as the development of tourism and related solutions to these problems.

In general it is of no option but to adopt strategic law that complies with the regional, cultural, and social issues and hence by reducing cost of living for the people. This document encourages people to participation and also creates better opportunities For them selves on the other hand it urges the government subsidies and encourage the development of the industry.

6. Tourism Policy and Objective

The principal objectives of the policy and strategy is to create awareness about the sector, the role it has in the society, and its contribution to the economic development. In general its expected for the sector to give a lasting economic benefited to the society. Also to let the sector be competent in the business. All private, government, NGOs and the society in general are expected to contribute their share to the development of the sector.

The Objectives are as follows:

6.1 To Have Tangible and Lasting Tourism Development

If the strategy is forwarded, urging people to benefit from the tourism industry, and implemented, The advantage cannot be undermined, taking it into consideration the fact that the economic and social problems in the region can only be eliminated if this sector is well developed. if all goes according to the plan, the foreign currency that could be generated cannot be small. It takes much less effort to develop this industry compared to other sectors. When fully developed it helps increase government revenue, creates job opportunities, brings market for agriculture and industry and has high investment alternatives, brings swift change in the life of the countries economy.

6.2 Participating Women, Adults and Physically Challenged People to Benefit From the Industry

South regional tourism development involves people from all walks of life such as women, the young, the physically challenged people and pensioners.

- Women are to strong participate in tourist training programmes.
- It makes adults alert a bout the importance of the industry for them to join.
- The unable /physically/ challenged people are to take part in all that they could to share from the whole.

6.3 Ensures Peoples Participation and Improve their lives.

People participation in tourism industry is vital: people based tourism crates a cordial relationship between the society and the tourists. It helps easy access to solution when problems shoot. For this to be realistic there shall be a strategic plan through the participation of people and of placed implemented accordingly.

6.4 Conservation of Culture and Utilization of it For Tourism Purpose

Relatively all societies have their own good and harmful traditions. On the other hand tradition of one society cabbe attraction to another. Science application to develop ones culture can aggravate the development of the sector.

6.5 Environmental Protection / Rehabilitation/

Tourism development policy embodies the protection of national treasures and all rules included to conserve them and stick to their effectiveness.

Areas that have deforested, shall be rehabilitated or reforested and giving back their natural beauty. Is the duty of the organization? Maintaining the environmental cleanliness and hygiene goes beyond having healthy society but also can be

proved of it. for sustainable tourism maintain the environmental to show.

7. The Need For Tourism Policy and Strategies

Factors led to make this regional tourism policy and strategy document are as follows.

7.1 The need fn tourism policy and strategies

SNNPRS is one of the regions that have so many types of tourism sites. If these sites are developed in to meaningful tourist destinations, they will earn the region great economic income where people can be helped accordingly. For the reality efforts are expected to construct tourism facilities which help the development of the sector.

7.2 The Dalema That The Regional Tourism Attractions are facing.

Regional culture, history, and other heritages speak of peoples, cultures, history, but these important treasures have been exposed and destroyed by human actions and natural hazards. Which means the identity of the people is lost. That's why the government and NGOs have organized plan and strategy to maintain and keep these wonders for the coming generations. On the other hand the distraction of

natural resources, like deforestation, soil erosion, also of wild animals disappearance due to unpredictable weather conditions and shortage of seasonal rainfall etc... resulting in drought, famine which have become a burning issue to be prevented. and control the occurrence of this risks that is facing tourism management policy makes the document a good beginning.

7.3 Steps to Implement The Ideas

Sustainable tourism for Elimination of poverty is a world wide program, which started their mission in reality. This country is in line with the poorest countries in the world. And this programme. aims at poverty alleviation and help the people for them to help themselves to eradicate poverty from the country the action of government is recommendable. Among the sectors, tourism for job creation, earning income that is lasting, self reliance due to the strategic plans which are pro-ecotourism and its preparedness will equip all those wishing to join the sector with confidence.

8. The Objectives of Regional Tourism Strategy Document

Strategic policy and over all objectives

Tourism strategy policy focuses on the vision of regional tourism i.e. to develop tourism for the people to benefit.

The social, economical, cultural and other needs. Thus society economically, environmentally, shall use the sector with out destroying other sectors.

8.1 Types of Policy Objectives

Policy objectives are put into five main categories economical, social, culture, political and environmental protectionism. Under objectives there are sub-objectives some sub-objectives reflect on main objective stated above. It is believed that these sub-objectives are enter changeably used as a solution to the same matters. Those objectives mentioned in the economic objectives can also be reflected in to the social aspects.

The Policy Objectives are as follows

8.1.2 Economy Related Objectives

- Make regional tourism an agenda for development
- Create good atmosphere for tours investment
- Grow the tourism industry as fast as possible to earn great deal of foreign currency to help the countries economy.
- Create job opportunities for the people to improve their living.
- Develop rural tourism sector assist the sector in relation with other sectors.
- Let small scale tourism industries grow
- Encourage and support interdependence among tourism and other sectors
- Encourage study and research in tourism filed

- Use tourism as an instrument to overcome gender discrimination /inequality/
- Prevent and control anti social practices
- Creation of job for the people in the region as to improve the condition of their living.
- Create awareness and promote tourism ethical code of conduct among the people. Then the people will take tourism as their own issue and care for it.
- Stop those illegal activities that may come by the name of tourism but danger to the industry.
- Protect tourists from physical injuries.

8.2.3 Cultural Objective

- Initiate tourism sector that promotes peoples culture, tolerances and respect for all.
- Let the citizens be proud of their indigenous culture.
- Keep cultural heritages, from pollution, destructions, mixing with other things but be in their original forms and pass it to the next generation
- Harmless cultural / traditions/ shall be considered and developed in to tourism attractions.
- Artifacts, Dramas, literatures, shall be saved and pass to the next generation

8.2.4 Natural Environment Objectives

- Build environment for development of tourism sector

- Protect forest and wild animals and develop them for tourism
- Construct /reclaim/ those land areas suitable for tourism development
- All constructions meant for tourism shall be environmentally friendly and appropriate for the environment.
- All tourism project and main economic projects shall have local administration principles.
- To get a sustainable benefits from the tourism sector, cultural, and historical, tourism attractions

8.2.5 Political Objectives

- Ensure tourism activities to be void of racism, religion, colour, and languages.
- Since Tourists move from one place to another, and the strategy check that every one has the right to move and visit any place he/she wishes to.

9. Strategies for Implementing the Policies

To be able to make these polices possible according to their objectives, there are implementation strategies for each policy stated. in this document. Strategy for implementation on availability tourism, tourism product, market development, Eco-tourism and cultural tourism, development. Encourages us aged, improve, and upgrade those developing factors,

coordinated and improve the work environment, of tourism investment and local tourism.

To summaries objectives to meet the expected goals of economical, social, culture, political development have been enumerated below.

9.1 Sustainable Tourism Development

Reorganize and build a sustainable tourism development for this and future generations.

Therefore among other objectives stated in this book, sustainable tourism development is the prime concern for the effectiveness.

- Taking it in to account the role of tourism in poverty reduction process. The government gives much rooms and coordinates poverty reduction process with other bodies
- Ensures that those living in the tourism attraction area, shall have the upper hand to benefit from what ever has been achieved.
- Learn about the conditions of the attractions and maintain them for a better performance
- Give possible protection for the treasures, for them to reach to the generations
- For those treasures disfunctioning, their conditions shall be revitalized and protected for possible uses,

- In addition to the current attractions, if in need new ones shall be placed in consultation with the local communities i.e. community based tourism Eco-tourism, Agro-tourism, farm tourism, can be developed
- Though the participation of community in tourism related works, i.e. monitoring and evaluation increases and maintenance of treasures. Plans based on research for short and long terms, by consulting with Zones, Liyu woredas, and others non-governmental organizations. Protect natural and man-made environment from any kind of pollutions and spill overs.
- Increase the availability of tourism development, the participation of wealthy private individuals is very important
- For those owners of tourism attractions, suggestions, comments, advices, and initiative supports will be give on cultures, Transport, museums, history, polio anthropology, Eco-tourism, rular-tourism, Conference tourism, Beliefs, festivals, parks, and animals.
- For the expansion of developining sectors, government urges wealthy individual and other concerned bodies to do their best as to contributing to tourism development.
- The construction of roads leading to the tourism attractions, hotels, and other basic development, arrangements shall be done by the discussing with other partners.
- The sector shall have a definite and specified plan and role to be recognized and registered for budge allocations in the government policy.

9.2 Supports For The Development and Protection of National heritages.

Tourism is multifaceted industry and relates to so many fields of social, cultural, economical, and political. For this purpose it is impossible to close its boundaries unlike other sectors.

For the sector uses cultural, historical, and natural events objects as an attraction for its survival. and the protection of these fields will strongly help the sector. What differentiates this region from other regional states is the collection of nations nationalities tradition, cultures languages, regions etc.. This will enable the region to benefit equally from cultural tourism as the natural tourism attraction.

- By displaying the colorful traditions i.e. organizing festivals, Theater, exhibitions, with other sister regional states, brings a new dimension in the tourism sector.
- There shall be a way to revive those indigenous cultures that are at the verge of disappearing as the contamination of the foreign cultures.
- Those sites serve for tourism attractions are protected. Those which are at the point of losing their original appearances have to be maintained in a systematic way and shall be kept for use.

- For the treasures / attractions/ to last they shall be cared for.
- Several religious, public holidays, different tribal cultures should be introduced to the people in and out of the country. for this there shall be written scripts, a and documented.
- Those harmful cultures shall be taught in schools and to the general public for their eradications.
- Doing advertisement with tour organizations and other individuals about culture, marketing, quality handcrafts, production and distribution works.
- Handcrafts, literatures, cultural melodies, for their to give economic benefits, their production have to increase in quality ad well as quantity. And there shall be training incentives for craftsmen.

9.3 Tourism treasure /wealthy/ places shall be protected.

One of the major problems facing tourism sector is limited investment area and financial problems. As all investment is related with the land, protecting the land and handing it over to an investor who can afford to use it while this is essential in the tourism industry in the past nothing has bees don to develop this. To change this, it is of great importance to protected and conserve all tourism attraction areas. Because the land is prime treasure of country.

For tourism investment to develop the management of land and administration polices have a major role. If the tourism

sites are not protect and developed, it will be only those places which are already in use. That will run

To over come this;

- In collaboration with concerned bodies all place presumed suitable for tourism will be identified by the bureau and shall be given legal mandate and preserved.
- Sites found in towns but suitable for tourism business. Shall be identify and included in the towns master plan and used for the intended proposes.
- Those people living in the spotted location for tourism shall be told and taught about the strict nature of parks and other attractions: if necessary they shall be relocated to other safe areas.
- Isolated area shall be advertised for the rich people to come and invest in the areas.

9.4 Development of maintenance of the attractions

One of the tourist sector problem was not have due attention to bring about a better working system. Arising form this several attraction have been exposed to destruction, falling, disappearing, or becoming an individual property: By working with all concerned bodies it is possible to increase the control and bring about the advantages that can be gained from the sector. Thus to save endangered attractions development and monitoring is essential. For this success

- There shall be studies, monitoring, evaluating action to all natural parks and other attractions

- There shall be protection against those people who run any activity contrary to tourist activities or places meant for tourist such activities include agriculture, housing, forest clearance, bush fire, etc...
- The condition of attractions shall be studied, as the result there shall be improvements in consultation with concerned bodies.
- The community has to be taught about environment pollution
- They shall be control group to protect the wild life and / persecute/ the offenders and hunting shall be at permitted areas only.
- For those site /monuments/ which need renewal it shall be done so.
- Information centers, open museums, small parks lodges, campsites, etc... shall be made under private business for this advertisements need to be done.
- Those who are living by the attraction area shall be given capacity building training to enable them develop and participate.
- Protect those places for Eco-tourism and develop them for use.
- For the areas which have not lost their natural beauty there shall be systematic control and usage /management/ and rules must be adapted.
- Those leaves, roots, holy water, hot springs etc.. that server as traditional medicines shall be developed in the science centers and research shall be done on them by trained persons so that they can serve for investments.

9.5 Improve the standard of tourism service.

The shortage of tourism service institutions in quality as well in quantity undermines the number of tourists and their stays.

To over come this problem;

- For the tourism service organizations improve the their services and for better standards, the licensing system has to be monitored and authorized accordingly
- There shall be training for tour-guiders to equip the with professional Ethical conducts.
- For tourism service institutions to give a better service there shall be given capacity building workshops.
- There shall be control system as regard to prevent illegal offences like, stealing tourists, beginning, not giving information's, and unreasonable service prices charge, to increase the duration of tourists in the area.
- There shall be conceptual awareness among the people as to manner of hospitality.
- When tourism service agencies are set up it shall be taken into account that intensive labor participate local works to benefit from the sector.
- Care must be taken with regard to local guide in respect to their skills, experiences, and legality,

9.6 Develop a Systematic way of collecting data and Open net works that help marketing promotions.

Not having information networks, less promotions, not having done tourism market researches, and other similar problems, are prevailing in the tourism sector.

To overcome these problems:

- There shall be systematical data gathering, analyzing administering and distribute to all concerned bodies.
- For the regional tourism to grow and be able to compete it shall be consulted with national tourism commission and other regional cooperation
- Those conditions that help increase the stays of the tourists shall present at tourist destination areas
- Consultations and other workshops shall be done with local, national and international partners from government, non-government, organizations for tourism market promotions.
- Observe marketing conditions and deliver those commodities desirable on market.
- Those old age tourist attraction shall be renovated.
- In collaboration with neighboring regions do market promotion for mutual benefits and increase the capacity of tourism trade.

- Collect information relating to tourism and maculate them for use.
- The availability of tourism in other regional states as well as internationally shall be introduced to create favorable condition.
- Written scripts shall be made both in quality and quantity.
- Several advertisement needs to be done on those Ethiopians living abroad to come and tour their country.
- Promotions /Advertisements/ shall be done on electronic devices like, website, video disks, CD, television, and so on.
- Increase tourism production by participating the rich in the community.

9.7 Promoting Domestic Tourism

One of the regional problem is underdevelopment of regional tourism. Due to the lack of awareness among the people about the attraction in the region there is little or no knowledge about these treasures. This lodges negative impression about the regional tourism.

Most tourist movements has direct relation with country's diplomatic relation, political advantages, country's condition in the foreign image, basic development infrastructures, peace and stability, If these points are not fulfilled it will be difficult to image tourism development. In relation with the above factors, and some of the factors can not be improving immediately and working around them and improving one of

them will lead to the improvement of the others: it shall be of no option but to do a lot of work to overcome these obstacles and increase the number of tourists coming to the country. Strengthening this sector in addition to job creation, improves foreign currency mobilization, increases the income of tourism service institutions, increase tax and revenue, promotes cultural exchange etc... The domestic tourism plays a major role. Therefore, there shall be group tour within the country organized by various institutions.

There shall be also country tour organized at lower costs for the local people to benefit from it.

9.8 Encouraging Tourism Investment

Finance has been the main constraint for the weak development shown in tourism investment.

To bring this to an end;

- Basing the outcome of regional investment research options prepares project profile and introduction works.
- Make reliable conditions for domestically and foreign investors to take part in the business.
- Make tourism investment strategies individually and implement.
- Introducing the business to the community for them to participate in the process of tourism development
- Prepare land for tourism activities and provide with basic infrastructures.

- Do exhibitions and symposiums to call the attention of the investors in the community to venture for the business.
- Evaluate the suggestion /comments/ given by the investors in the field and give response.

9.9 Combating problems related with Environmental, Cultural & Social issues

Tourism development process entangles with environmental, cultural, political, and economical and so on. All concerned bodies at various levels have done little to give solution to the problems. While not given sufficient response to these problems, it is hard to go in to the business. As it gives pleasant outcomes if not handled with care tourism can result in disastrous outcomes as well. The regional local archeological problems must be given attention and action must be taken.

Based on this:

- There shall be research concerning the carrying capacity of, air, noise, water, soil, wild life /animals/. Plants, etc...
- Ensure if constructions set up around tourism sites do not obscure the beauty of natural landscape.
- Utilize the natural environment in a Manner able way and try to renew those animals and plants at the point of extinction in scientific methods.
- Avoid conflicts with people in the area over few benefits and they shall be given a just for what they deserve.

- To avoid cultural conflicts conceptual education shall be given to the tourists as well as to the guiders.
- The domestic plants which help maintain the environment shall be planted with cooperation from the localities.
- Local people shall be ware of diseases that may be break out as the result of tourism movements, especially the adults.
- There shall be tourism ethical code to help guide the conduct of every one in the business.

10. Implementation Strategies

To make all objectives and strategies mentioned in this document possible the following ways have beer drafted:

10.1 Coordinate tourism development with the Regional development undertakings

- All those tourism development plan & objectives shall abide by the rules in the document and comply with other developmental policies.

10.2 Putting systems for effective & efficient Resource utilization & adminstration

In collaboration with agricultural and natural resource development bureau, environmental protection agency, land valuation and administration authority, cultural information bureau, small scale industry, investment commission from

history, culture, and language institute also other organization have to do with tourism, make plans and strategies and implement on how to manage land protection of mature gifted treasures, protection and mature heritages and so on: for these jobs shall be executed according the strategic plan of this document. Therefore

- By developing the environment and manage resource economical, social, environmental for the advantage of the community development
- To make proper use of resources and develop tourism so as to even help other sectors.
- Rebuild those attractions that are out of their proper shapes as the result of misuse in the past and replace the system by an appropriate administration.
- Conflicts that may rise as the result of limited resource in one area or in other development that come through tourism shall be given solutions. mandate should draft administration system and evaluate the implementation process. There shall be identification of historical place and through evaluations they can be standardized and cared for.

10.3 Formulate sustainable tourism development program.

To during about development in tourism there shall be short, medium, and long term plans. Therefore

- The plan shall be projected in regard to that community for people will benefit from the project i.e. job opportunity, increased income
- Brings about administration of natural and land resources through tourism strategy plan.
- It brings in administration for protection of environmental pollution and spillovers.
- It establishes systematic way of integrating tourism with other economic sectors. A project plan similar to this shall is well come compliance with the regional development plans.

10.4 Formulating Laws, Regulations & Directives for sustainable tourism Development

To support the implementation of tourism development there shall be regulatory body enacting laws. The laws shall be of concern on management of land building for tourism services, and items about provisions of services to expect the standard;

- To protected and administer the controlled and protected wild life communities there shall be strict rules and implemented.
- There shall be rules to resolve conflicts, rise over benefits from tourism development
- There shall be rules that go with regional tourism rules and places at tourism destinations for implementation processes.

- Prevent natural and human environments from pollutions, unnecessary leftovers /waste product/ like smoke, residue, gas, and other wastes shall be removed through the direct channels and the environment shall be to the standard that promotes tourism development.
- For those at lower levels of administration to have common understanding they shall be allowed to make community policy, rules and benefit from it.

10.5 To make The Tourism Sector Success There Shall Be Cooperation With All Concerned Bodies.

For the sector development to reach its goal all other legal sectors /concerned/ bodies shall exhibit ownership feelings as to make impact to the forward movements that enable tourism investments Non-governmental organizations, governmental bureaus, private individuals and the community at large encouraged to take part in developing tourism

Hence

- There shall be strong relationship among the regional zones and woredas as regard to tourism functions.
- All people tourism is concerned shall be made to contribute.
- Mechanism shall be placed to control the influences from other economy sectors and strategies to expel such influence shall be developed.
- Encourage all bodies to have ownership feelings to look after the sector.

- To ensure the productivity and implementation process there has to be time schedule to discuss with other partners.
- Set-up small scale tourism businesses and request to do business in cultural products in quality and quantity. Organize training and marketing opportunities
- In consultation with culture and information minister bureau to prepare those exhibition promoting culture of the region, conferences, etc... to boost the attractiveness of existing cultures
- Also in collaboration with ministry of land and forestry protect environmental pollution, desertification, clearance of forests, and check the carrying capacity of the tourism attraction.
- In coordination with ministry of agriculture and agricultural tourism work on improving the tourist environment for insurance.
- By working side by side with investment bureau facilitate all means to smoothen the way for industrial development and also call up on the rich in the community to take part in the development process.
- Consult with the concerned bodies in the state implementation process, for monitoring and evaluations.
- Those factors indicating technological development are well come but care should be taken concerning environmental pollution and adopt any those technologies appropriate for the environment.

- Institutions like health centers, police stations, courts, and justice bureau shall give fast service, to secure health and safety of the visitors at all times.
- The condition to tourism, service institutions shall fulfill not only quantitatively but shall also be qualitatively to ensure the safety of the visitors and also these institutions are standardized in consultation with federal tourism commission.
- In order to undertake all these activities consultation and coordination with authorities and personnel's from sector institutions, conferences and dialogues shall be held at regional and down to the zones and woredas.

10.6 Undertaking Community Based Tourism Development

Community is the based for all economic development. Natural resource developed by human actions and also destroyed by the humans themselves. To bring about swift change in tourism development to the region, people's participation is the key. This is because these attractions are found within the people themselves and some times these people can be seen as the attractions themselves. Hence with a clear conscience it is necessary to let the people to take part in the sector activities and benefit from the income so that this Tourism sector will be accepted by the people in that area and should not create any discrimination (conflicts)

- In cooperation with demographic bureau investigate in to the life style of communities, feeding habits, Dancing /music's/ funeral rites, agriculture and animal raring

systems, and other ways of living shall be prepared in writing forms, videos, and kept for tourism purposes.

- Any tourism related instructions shall be asked / consulted/ before use/ or taking in to action.
- Distractions like hunting, cutting trees, discriminations of tradition etc... that may occur as actions of local people shall be reported to the concerned bodies. They should take these places as their own properties and look after, the offender shall be punished.
- People have to be made aware of the tourism sector and be responsible for the protection of such sites.

10.7 Factors that enhance the development of tourism

For the development of the tourism sector, the understanding of the concept of the natural and man made treasures /attractions/ and carrying capacity is of no choice. For the lasting economic development the concept of eco-tourism is of a prime concern. Eco-tourism is a typical tourism that helps in the protection of the environment and maintain the resources. Though large number of tourists coming to visit a place this will of course boosts the economy of the region, but the pressure it creates, the type of pollution and desertification that may come as the result of this is immense. Therefore eco-tourism does not only help the growth of the economy but also helps in the protection of the environment. As such it is of a great importance for one country.

The Need for Adoption of Eco-Tourism

- It reduces those negative factors that may occur to regional attractions.
- Natural attractions and eco-tourism reserved areas shall be maintained and used as investment sites.
- To reduce those disasters surrounding the natural attraction areas.
- Encourages the use of appropriate technology and maintain environmental balance.
- Creates better opportunities for the community in giving them income and job creation.

10.8 Capacity building for tourism sector implementation

Through capacity building program the message of sustainable development of tourism can be channeled to regional zones, wordas and to all other bodies. The effectiveness shall be monitored

This Implies:

- Short, medium, and long term development plans are drafted and implemented
- Material and man power shall be fulfilled
- Laws, plans standards, and preparation works shall be done in conjunction with monitoring, evaluation, and trainings.
- All tourism implementation process shall include all concerned bodies.

11. The Role Of Partners

11.1 The Role Of The Government

- Legislates, policies, strategies, for the short, medium and long term plans
- Ensures the prevalence of peace and laws
- Budgets and monitors the implementation process
- Constructs training institutions, schools, for the expansion of tourism concept.
- Collects data /information/ administers, and watches the impression of the community about tourism.
- Standardizes tourism service institutions enacts law for service institutions.
- Introduces tourism to the domestic and international levels makes market inquiries
- Encourage government non-government organs, investors to give their attention to the sector and gives its own support.
- Carry out monitoring works.

11.2 The role of Investors in The Community

- Expands investment in collateral ways with domestic or foreign investors to carry out investment activities
- Expand service for tourists, through its own institutions.

- Through job creation helps reduce unemployment
- When advertising its own enterprises it will also introduce the country image as well.
- While executing its own functions it will be able to pay taxes, creates wealth, creates life to the country as well.
- Works according to the standards set by the government.
- Takes part in all business services and solves problems
- Participate in protection of national heritages

11.3 Role Of The Community

- Have to participate in development procese
- Have to be cooperative when solving those problems of tourism sector and objects all action that destroy the environment.
- Shall have the concept of tourism and ensure the benefit from it
- Shall abstain from harmful cultures that perhaps the tourist may exhibit and take only those though of useful
- Lead in protection of hisorical and man made beauty and play the main role in this regard.
- Have to show that Ethiopian good culture of hostpilnbility of its visitors and report any actions reducing this culture
- Support all that government is doing in regard to tourism development indeveloping the economy of the country.

11.4 Non-Governmental Organizatios:

- Take part on those activities related to tourism and helps the community.
- Support tourism with the understanding that its for reduction of poverty and improve the life of people.
- Bring in those skills and business types that are knew but will help the people.
- Help the availability of tourism through Human resource development.

11.5 What is Expected of Owners Of Tourism Sites/ attractions/

- Shall give hones to tourists and observe the international ethical tourism code of conducts.
- Shall give required information to authorities and also report correct statistics.
- Shall give at most care and attention to the attractions /treasures/
- Shall be legal and peaceful for the protocol manner of execution of tourism jobs and be an exemplary figure for the country's future tourism development
- Shall cooperate for the maintenances of the attractions for them to be in an excellent condition for tourists' attractions.
- Shall closely look at any illegal smuggling of the regional heritages

11.6 What is Expected Of The Tourists

- Respect culture of the community and do the right things according to the laws of the land.
- Exempt from activities that may endanger the community.
- Exempt from buying those mobile items and crafts or other thing which are not for gifts /presents/

12. Conclusion

Efforts has been made for this policy strategy document to be based other documents like, rural development, industrial development strategy, federal tourism draft and written documents, International tourism ethical-code document, and other related documents. Hence to overcome those obstacles to the development of regional tourism this document is being effected as the remedy for all tourism related problems.

After this document has been published and for the implementation of it a lot of work as been done: Among which is preparing tourism program document, and others like short term development plan, which is prepared yearly and all driving their powers from this policy and strategy document.

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Awassa