

**E. C. O.**



# Development of management and business plan for ecotourism in Kafa Biosphere Reserve, Bonga, Ethiopia

In the frame of the NABU project:  
„Climate Protection and Preservation of Primary Forests –  
A Management Model using the Wild Coffee Forests  
in Ethiopia as an Example”

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Final report  
by Sigrun Lange & Michael Jungmeier

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## List of acronyms

AfriMAB	Regional Network of UNESCO's MAB Programme in Africa
ASA	German Association for South and East Africa (cooperation of tour operators)
BR	Biosphere Reserve
BRIM	Biosphere Reserve Integrated Monitoring
DMP	Dennis Moss Partnership
EAE	Ecotourism Association of Ethiopia
ECX	Ethiopian Commodity Exchange
EWNHS	Ethiopian Wildlife and Natural History Society
GIZ	German Development Association (Gesellschaft für Internationale Zusammenarbeit)
KFCFCU	Kafa Forest Coffee Farmers Cooperative Union
MAB	Man and the Biosphere (Programme of UNESCO)
NABU	Nature and Biodiversity Conservation Union
NGO	Non Governmental Organisation
PFM	Participatory Forest Management
SNNPR	Southern Nations, Nationalities and People's Region
SDPASE	Sustainable Development of the Protected Area System of Ethiopia
TESFA	Tourism in Ethiopia for Sustainable Future Alternatives
TIES	The International Ecotourism Society
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNWTO	United Nations World Tourism Organisation
USAID	United States Agency for International Development
USP	Unique Selling Proposition
WWF	World Wide Fund for Nature

## Preliminary notes

The overall objective of this project, implemented by E.C.O. on behalf of NABU, the Nature and Biodiversity Conservation Union, was drafting a concept for ecotourism development in Kafa Biosphere Reserve, which is in line with the principles of nature conservation and sustainable use. Ongoing processes in the region have been considered (e.g. construction of the National Coffee Museum and the historical open air museum), but the main task was developing five tour packages in different areas of Kafa Biosphere Reserve. The locations have been selected amongst the 33 sites surveyed by Jan Schormann (2010). Moreover, suggestions of the NABU team in Ethiopia have been considered.

Two field trips have been carried out in the framework of this project:

- An inception visit was realised by Michael Jungmeier, Ayele Kebede Gebreyes and Sigrun Lange from 2 until 10 December 2010. Detailed information on the inception visit is provided in the first interim report which was submitted to the NABU team on 25 January 2011 and presented personally at the NABU office in Berlin.
- The second field trip was prepared with the technical assistance provided by Ayele Kebede Gebreyes (e.g. preparatory field trip to Yayu and Kafa Biosphere Reserves from 21 until 27 February 2011) and Amleset Haile (e.g. research on tourism providers in Ethiopia, and on the qualification of local products for tourism purposes). It was carried out between 20 March and 1 April 2011. Sigrun Lange and Bedilu Assefa spent almost two weeks in Kafa Biosphere Reserve in order to determine appropriate tour packages. Yahya Adem provided additional support for GPS tracking of the proposed routes. At the end of the second field trip, on Thursday, 31 March 2011, a stakeholder workshop on tourism development was held in Bonga. Two representatives of NABU Ethiopia and 22 tourism experts from nine Woredas and different administration offices in Bonga participated in the meeting. Detailed information on the second field trip is provided in the second project report which was submitted to the NABU team on 26 May 2011; again, it was presented and discussed with the colleagues at the NABU office in Berlin.

After analysing the results of both field trips and additional research, the proposed tour packages have been developed and presented in the final report together with suggestions on the organisation and promotion of tourism activities in Kafa Biosphere Reserve.

We would like to thank our colleagues and all assistants for their valuable support in this project.

## 1 Description of Kafa Biosphere Reserve

In June 2010, Kafa Biosphere Reserve, located about 460 kilometres southwest of Addis Ababa in Ethiopia (cp. Fig. 1), was designated by UNESCO. It now forms part of a worldwide network of currently 563 sites in 110 countries<sup>1</sup>. In March 2011 it was officially inaugurated in Bonga, the seat of Kafa Zone administration, by Mr. Girma Wolde-Giorgis, the president of Ethiopia (Fig. 2).

Kafa Biosphere Reserve covers a total area of 760,144 hectares, of which 5.5 per cent (41,391 ha) are demarcated as core zone, 28.9 per cent (219,441 ha) as candidate core zone, 21.2 per cent (161,427 ha) as buffer zone, and 44.4 per cent (337,885 ha) as transition zone (cp. Fig. 3). The area's altitude ranges from 500 metres above sea level in the south to the highest elevation of 3,300 metres in the northeast. Maximum temperatures can exceed 30°C, the minimum temperatures range between 11 and 15°C (DMP 2009a).

The region typically receives more than 1,500 millimetres (up to 2,000 mm) of rainfall a year. Even though it rains all year round, the most precipitation falls within the summer months (May to September). During wet conditions the mobility is limited – especially on the unpaved roads. It is obvious that any tourism activity is extremely dependent on weather conditions and thus mainly restricted to the drier period (October to April) (Schormann 2010).

The Biosphere Reserve falls within the Omo-Gibe River Basin, one of five basins that drain their water in the Great East African Rift-Valley. The primary river systems within Kafa Biosphere Reserve include the Gojeb, the Sherma, the Guma and the Omo River System (DMP 2009a).

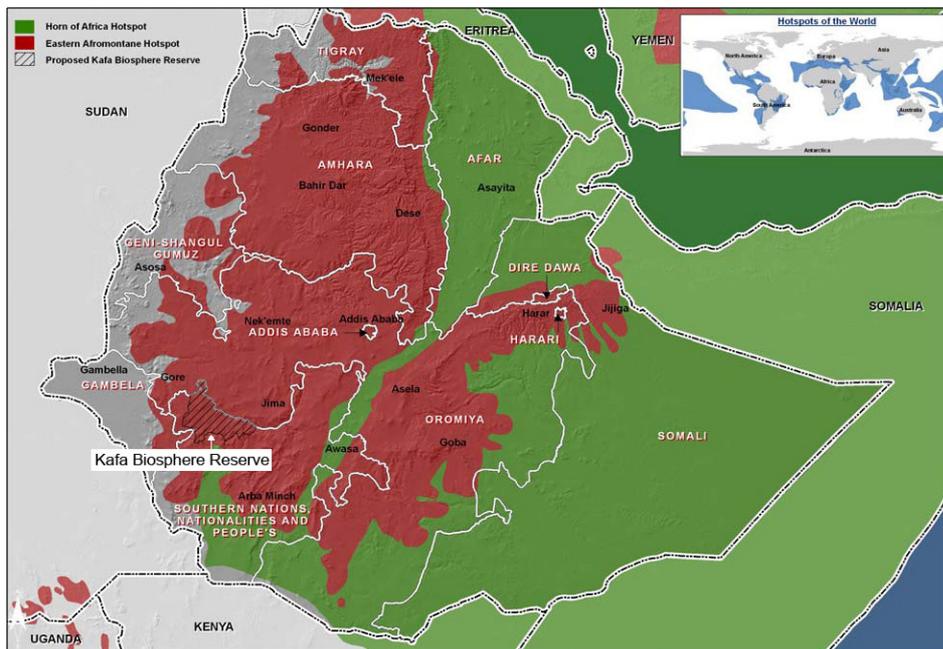


Fig. 1: Location of Kafa Biosphere Reserve in southwest Ethiopia (Source: DMP 2009a, Fig. 4, page 43; slightly modified by Sigrun Lange).

<sup>1</sup> <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/biosphere-reserves/> (accessed on 9 June 2011).



Fig. 2: Local people gathering during the inauguration ceremony of Kafa Biosphere Reserve on 22 March 2011 in Bonga (© Sigrun Lange).

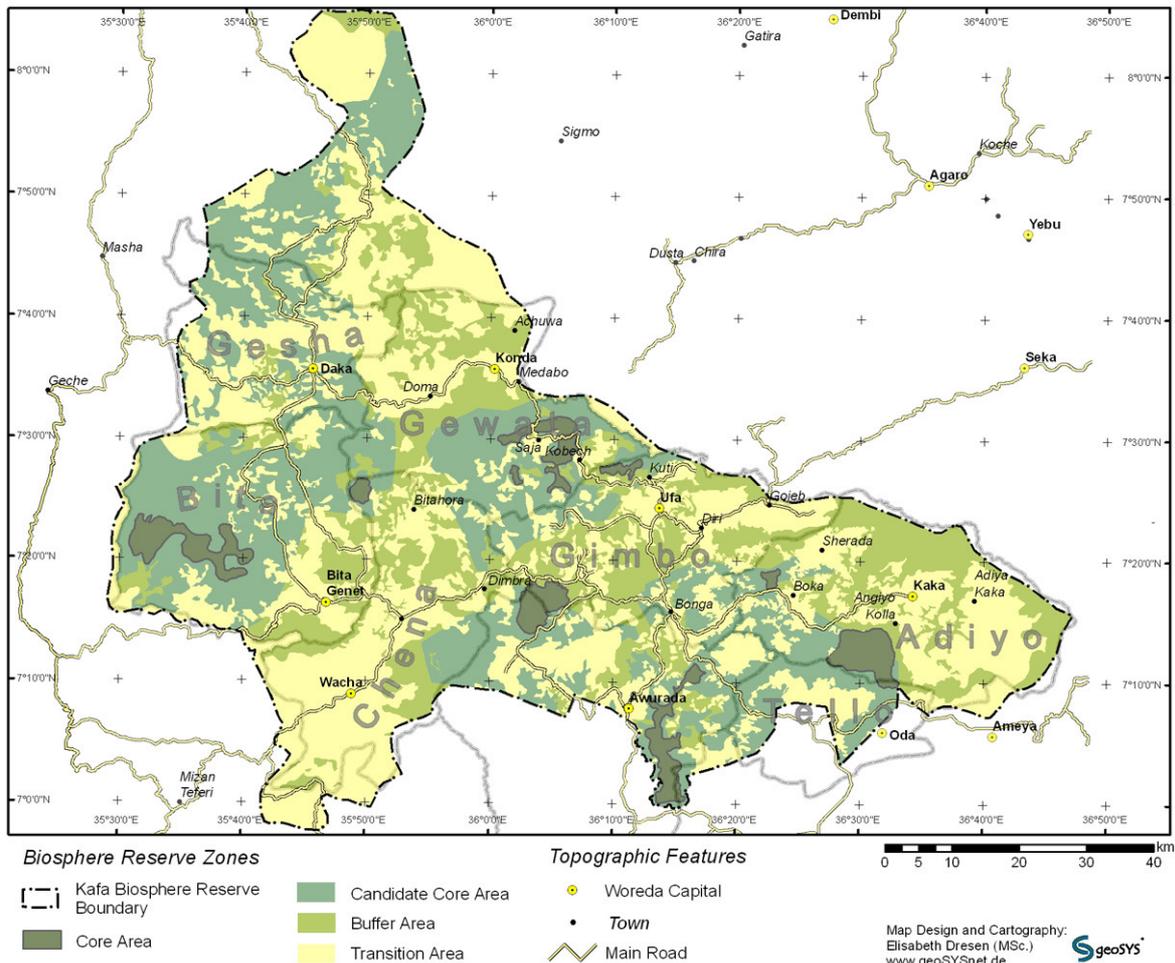


Fig. 3: Zoning of Kafa Biosphere Reserve (Map drafted by Elisabeth Dresen for NABU).

Whereas most of the natural forests have already been cleared in Ethiopia, Kafa Zone still contains more than half of the remaining moist montane forests of the country (DMP 2009a). Bonga, Boginda and Mankira Forests are registered as Regional Forest Priority Areas (RFPAs). More than 70 per cent of these areas are still covered by natural forests. In general about 92 tree, shrub or liana species (above 10 cm diameter) have been recorded in the three forest sites. Amongst the most common species are *Croton macrostachyus*, *Phoenix reclinata*, *Vepris dainelli*, *Sapium ellepticum*, *Pouteria adolfriedericii*, *Chionanthus mildbraedii*, *Dracaena steudneri*, *Schefflera volkensii*, *Milletia ferruginea*, *Chionanthus mildbraedii*, *Macaranga capensis*, and *Psychotria orophila* (Nune 2008). The forests are the centre of

origin and genetic diversity of wild *Coffea arabica* and fall within the Eastern Afromontane Biodiversity Hotspot<sup>2</sup>, which – although being one of the world’s most important biodiversity hotspots – is also one of the most degraded ones (DMP 2009a). The forested areas are threatened by clearings for cultivating food crops, planting coffee, enlarging settlement, extracting fuel wood or construction materials, and cutting big trees to harvest honey (Nune 2008).

So far, a total of 294 animal species have been recorded in the forests, including 61 mammal, 210 bird, ten reptile, seven amphibian and six fish species. Of special interest for tourism are the primate species which are found in the forests, including one Colobid, five Cheek-pouch monkeys and two Bush babys. Amongst the ungulates, the Giant forest hog, the Bush pig, the Bushbuck, the Bush duiker, and the African buffalo can be found in the forests, whereas the Bohor reedbuck, the Warthog and the Hippopotamus inhabit the river systems or wetlands. However the density of these species – except for the Forest hog and the Bush pig – is quite low in Kafa Biosphere Reserve as they are over-hunted by local people. Also the Leopards’ density is low; the species is hunted for commercial and cultural purposes. Lions, however, are customary visitors to the area, especially during the dry period. They are highly respected and traditionally not hunted or killed by the locals (Leykun2008).

Kafa Biosphere Reserve also offers good opportunities for bird watching. The top four families represented by more than 10 bird species were *Accipitridae* (birds of prey), *Sylviidae* (Warblers and Cisticolas), *Turdidae* (Thrushes, Chats and Wheatears) and *Hirundinidae* (Saw-wings, Martins and Swallows), each family with 22, 16, 13, and 10 species, respectively. The most abundant bird species include Tambourine Dove (*Turtur tympanistria*), White-cheeked Turaco (*Tauraco leucotis*), Silverycheeked Hornbill (*Bycanistes brevis*), Blackcap (*Sylvia atricapilla*), Yellow-fronted Tinkerbird (*Pogoniulus chrysoconus*), Dusky Flycatcher (*Muscicapa adusta*) and Abyssinian Slaty Flycatcher (*Dioptornis chocolatinus*) (Leykun2008).

The Alemgono Wetland System and its surrounding area is a particularly important breeding habitat for the Wattled Crane (*Grus carunculatus*), Black Crowned Crane (*Balearica pavonina*), Abyssinian Long-claw (*Macronyx flavicollis*) and Rouget’s Rail (*Rougetius rougetti*) (DMP 2009a).

The area includes several rural settlements, which are home to approximately 657,780 people. The main ethnic groups are the Kafa (81.4%) also called Kafecho, Amhara (5.5%) and Oromo (2.35%). The majority group, the Kafecho, are successors of the former Kafa Kingdom which was formed around 1390 AD. It was organised hierarchically, ranging from the royal clan forming the highest class to the craft workers and the Manjo people forming the submerged classes. The kingdom was separated from the Christian empire of the northern Highlands, but sporadically has fallen under its influence. Deep protection trenches were dug to keep out the Oromo incursion. However, in 1897, the Kafa Kingdom was finally defeated by Emperor Menelik’s generals (DMP 2009a). The palaces of the Kafa kings have been demolished but one shall be reconstructed in an open-air museum in Bonga.

The economy in the area is dominated by agriculture that contributes approximately 41 per cent to the GDP, and amounts to 80 per cent of the exports and the labour force respectively (DMP 2009a). Subsistence farming is wide spread: A typical farmer in Kafa Biosphere Reserve still harvests the coffee trees and honey from wild bees for his own use and for sale at local markets (Bender-Kaphengst 2011). Agricultural crops, such as False Banana (*Ensete ventricosum*) and Teff (*Eragrostis tef*), are widely grown in the area.

A unique coffee culture has developed all over Ethiopia. In Kafa Zone, it is still deeply engrained in the daily life of the local people. During the traditional coffee ceremony, the green coffee beans are first roasted and then ground. The coffee grounds are then put into a special vessel and boiled. It is slowly stirred and when poured the coffee is strained through a fine sieve. In Kafa Biosphere Reserve, the coffee is served in traditional cups made out of bamboo or clay.

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<sup>2</sup> <http://www.biodiversityhotspots.org/xp/hotspots/afromontane/Pages/default.aspx>

## 2 Rationale for ecotourism development in Kafa Biosphere Reserve

### 2.1 The hope for a bright future of tourism in Ethiopia

Ethiopia offers manifold attractions for tourists, including historical monuments, cultural attractions, dramatic scenery and wildlife observation. Besides, it has a convenient climate and welcoming people. In 2008, about 330,000 people visited the country (cp. Fig. 4). In comparison, in the same year, 1.14 million people travelled to Kenya (source: UNWTO), a neighbouring country with about one third of Ethiopia's population, inhabiting about half of Ethiopia's land area. These figures show that tourism is still one of the under-exploited niche markets in Ethiopia.

Growth of tourism can considerably be stimulated, if a positive image in international media will be achieved (not focused on drought, famine, and wars), if the tourist facilities are improved (comfortable hotel rooms and efficient transportation means) and if promotion is intensified. According to the 'Plan for Accelerated and Sustained Development to End Poverty', however, this is to be changed in the future. *'The long term vision of the government is to make Ethiopia one of the top ten tourist destinations in Africa by the year 2020, with an emphasis on maximising the poverty-reducing impacts of tourism'* (MoFED 2006, p. 143). *'The sector needs to enhance linkages to the local population, minimise foreign exchange leakages, and promote broad-based participation. Women, rural communities, and marginalised groups, in particular, can play a vital role'* in this sector (MoFED 2006, p. 144). The Ethiopian Ministry of Culture and Tourism expects that the number of tourist arrivals will grow to more than 785,000 per year in 2014. Also the average duration of stay shall be increased from currently only five days to nine days at the end of 2014 (Haile 2010).

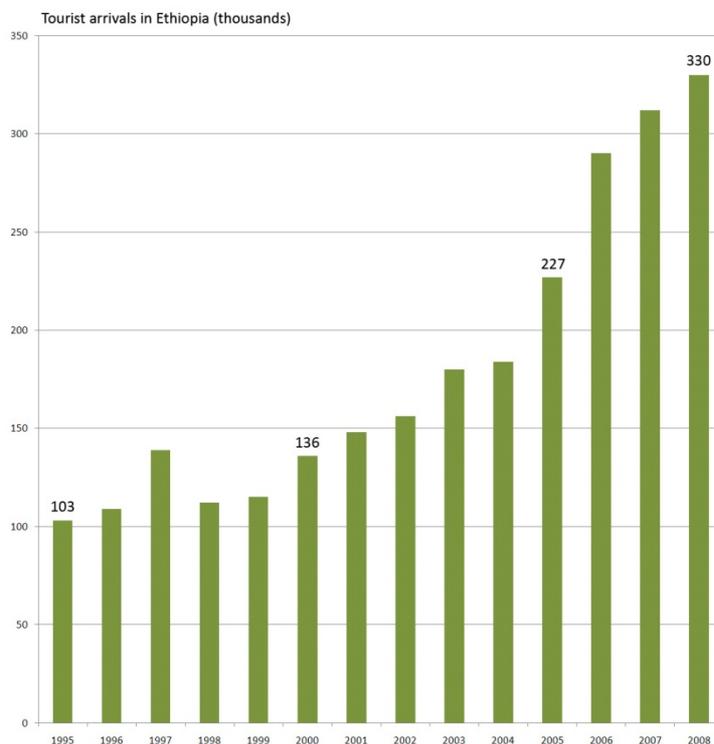


Fig. 4: Tourist arrivals in Ethiopia between 1995 and 2008 (Data source: statistics of the World Tourism Organisation, UNWTO; last update on 1 June 2011; <http://data.un.org/DocumentData.aspx?id=252>; Graph by Sigrun Lange).

A number of international agencies started focusing on tourism development in Ethiopia. In 2006, for example, the World Bank prepared a 'Strategy for Pro-Poor Tourism Development' for the Ethiopian Government. Two years later, the United States Agency for International Development (USAID) launched a five-year 'Ecotourism Development Program' in Ethiopia which aims at the protection of natural resources and cultural heritage sites, as well as at the improvement of the quality of life of local

communities<sup>3</sup>. Amongst their focus regions are Dire Dawa/Harar, Awash/Afar and the lakes in the Rift Valley<sup>4</sup>.

Meanwhile, within the country, several initiatives set in developing community based tourism offers; TESFA (Tourism in Ethiopia for Sustainable Future Alternatives<sup>5</sup>) is one of them. This Non-Governmental Organisation was established in 2003 in order to help communities setting up their own tourism enterprises. The TESFA office in Addis provides technical support by handling the marketing and booking for the community tourism offers. Another community owned ecotourism project was established in Adaba-Dodola in the Bale Mountains where guided tours (on horseback or on foot) are offered<sup>6</sup> by the community members. The Ecotourism Association of Ethiopia (EAE) represents several organisations of the private sector who promote the principles of ecotourism. According to its members, tourism in Ethiopia is to be developed and managed in a sustainable manner to improve the environmental and social integration of tourism products and services at destinations. The association is involved in professional learning, research and business development.

In general, tourism is expected to await a bright future in Ethiopia. Formerly less developed and less accessible areas, such as the southwest region with its abundant coffee forests, will add to the portfolio of tourism operators which so far is dominated by cultural, historical and religious attractions (e.g. the monasteries on the islands of Lake Tana or the churches of Lalibela).

## 2.2 Definition of (community-based) ecotourism

Tourism might be praised as an effective mean to reduce poverty in Ethiopia. However, experiences from all over the world show that tourism sometimes not only facilitates rural development, it rather results in negative impacts on the natural resources (e.g. Bosak 2008; Vološčuk 2011) and on indigenous cultures (e.g. Carillet, Butler & Starnes 2009; UNESCO Bangkok 2008). Thus, for tourism development in Kafa Biosphere Reserve it has to be ensured, that the principles of ecotourism are applied.

Quite often any form of tourism where the observation of nature is the main motivation for visitors to come to an area, is called 'ecotourism'. However, the International Ecotourism Society (TIES) defines ecotourism as '*responsible travel to natural areas that conserves the environment and improves the well-being of local people*'<sup>7</sup>. While 'nature tourism' simply describes travelling to beautiful natural places, ecotourism is a type of nature tourism that benefits local communities and destinations environmentally, culturally and economically. It seeks to mitigate the negative and enhance the positive impacts of nature tourism. This means that those who implement and participate in ecotourism activities should consider the following principles (as supported by TIES):

- Minimise impact;
- Build environmental and cultural awareness and respect;
- Provide positive experiences for both visitors and hosts;
- Provide direct financial benefits for conservation;
- Provide financial benefits and empowerment for local people;
- Raise sensitivity to host countries' political, environmental, and social climate.

<sup>3</sup> Press release of the Embassy of the United States in Addis Ababa on 16 July 2008 (accessed on 5 May 2011): <http://ethiopia.usembassy.gov/pr2308.html>

<sup>4</sup> The Ethiopia Sustainable Tourism Alliance (accessed on 5 May 2011): [http://gstalliance.net/index.php?option=com\\_content&task=view&id=87](http://gstalliance.net/index.php?option=com_content&task=view&id=87)

<sup>5</sup> TESFA - Tourism in Ethiopia for Sustainable Future Alternatives: <http://www.community-tourism-ethiopia.com>

<sup>6</sup> Community-based ecotourism in Bale Mountains: <http://www.baletrek.com> and <http://www.gtz.de/de/dokumente/en-tourism-materials2004-community-based-tourism.pdf>

<sup>7</sup> The International Ecotourism Society (TIES) (accessed on 15 June 2011): [http://www.ecotourism.org/site/c.orLQKXPCLmF/b.4835303/k.BEB9/What is Ecotourism The International Ecotourism Society.htm](http://www.ecotourism.org/site/c.orLQKXPCLmF/b.4835303/k.BEB9/What%20is%20Ecotourism%20The%20International%20Ecotourism%20Society.htm)

Community-based ecotourism takes it one step beyond that. It is a form of ecotourism where the local community is highly involved in, and has substantial control over the development and management of the tourism products. A major proportion of the benefits remain within the community. This form of tourism shall facilitate collective responsibility, but also embrace individual initiatives (WWF 2001).

### 2.3 Tourism in southwest Ethiopia and Kafa Biosphere Reserve

Southwest Ethiopia, including Kafa Biosphere Reserve, so far is located off the beaten tourist routes (cp. Fig. 5). This is mainly due to the difficult access (mainly unpaved roads) and the missing infrastructure for tourism (poor accommodation standards). Most of the foreign tourists take either the classical “historical northern route”, passing Lake Tana and its monasteries, the Blue Nile Falls, the castles in Gondar, the pre-Christian tombs in Aksum, the cliff-top monastery of Debre Damo, the Semien Mountains, and the rock-hewn churches of Lalibela (mainly cultural tourism), or travel to the south, thereby passing several lakes in the Rift Valley. The southern route is often combined with trekking in the Bale Mountains National Park, bird-watching and wildlife observation in Nechisar and Mago National Parks, and a visit of the traditional tribes of the Mursi, Hamar and Karo in the Omo Valley (combined nature and cultural tourism).

The southern route could ideally be completed with a visit of the last remaining Afromontane cloud forests which still can be found in Kafa Biosphere Reserve. Moreover, the region is officially accepted as birthplace of coffee (proved by the decision of the Ethiopian government to build the National Coffee Museum in Bonga) and thus is of interest for coffee lovers around the world. The forests in Kafa Biosphere Reserves are home to 210 bird and eight primate species (Leykun2008). Experts assume that there might be even 300 bird species present in the area<sup>8</sup>. Besides the generally attractive landscape and the lush green coffee forests, several natural and cultural attractions can be visited in the Kafa Biosphere Resere, e.g. (cp. DMP 2009b & Schormann 2010)

Natural attractions:

- Waterfalls, for example at Barta (Gimbo Woreda), Shaki (Gewata Woreda), Shimi, Mankira, Shungi, Qeshi, & Yina (Decha Woreda), and at Wushi, Elelo & Nuti qiti (Gesha Woreda);
- Hot springs, for examples at Dadiban & Kesho (Gimbo Woreda) and at Goa (Decha Woreda);
- Caves, for example at Hawulti & Abagipo (Cheta Woreda), Boirita (Telo Woreda), Gurgutto natural bridge (Decha Woreda) which is locally known as ‘God’s bridge’, Wota Wora Hyena Cave (Chena Woreda), and Yeshay Gachinga, Dosha Tuga, Elelo & Taque Keto (Gesha Woreda);
- Gojeb, Keja Kata and Alemgono Wetlands and Girecho Gechity Moorland;
- Boqa Bamboo Forest;
- Coffee forest, e.g. Boginda, Komba or Bonga Coffee Forest;
- Shebata Mountain panoramic view point;
- Shinato Sparking Spring.

Cultural attractions:

- Tongela Mosque and Gedam Church in Andaracha;
- Historical site of the former Kafa King’s residence (no remnants are left, but the re-construction of a palace will be displayed in an open-air museum);
- Trenches, excavated by the Kafa Kings as traps during war-times (found in almost all woredas).

So far, mainly local tourists start discovering the area around Bonga. Of the 10,095 tourists that visited the area in the first two quarters of the fiscal year 2008, only about 198 were foreigners (Chernet 2008). However, there is also a steady growth in foreign tourists coming to the area.

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<sup>8</sup> According to information given by NABU.

It is expected that in particular the finalisation of the pavement of the road from Jimma to Mizan, which passes through the Biosphere Reserve, the upgrade of Jimma Airport to international standards, and the opening of the National Coffee Museum will stimulate both, national and international tourist arrivals. The international recognition (in 2010) and the official national opening of the UNESCO Biosphere Reserve (in 2011) will draw additional attention to the region.

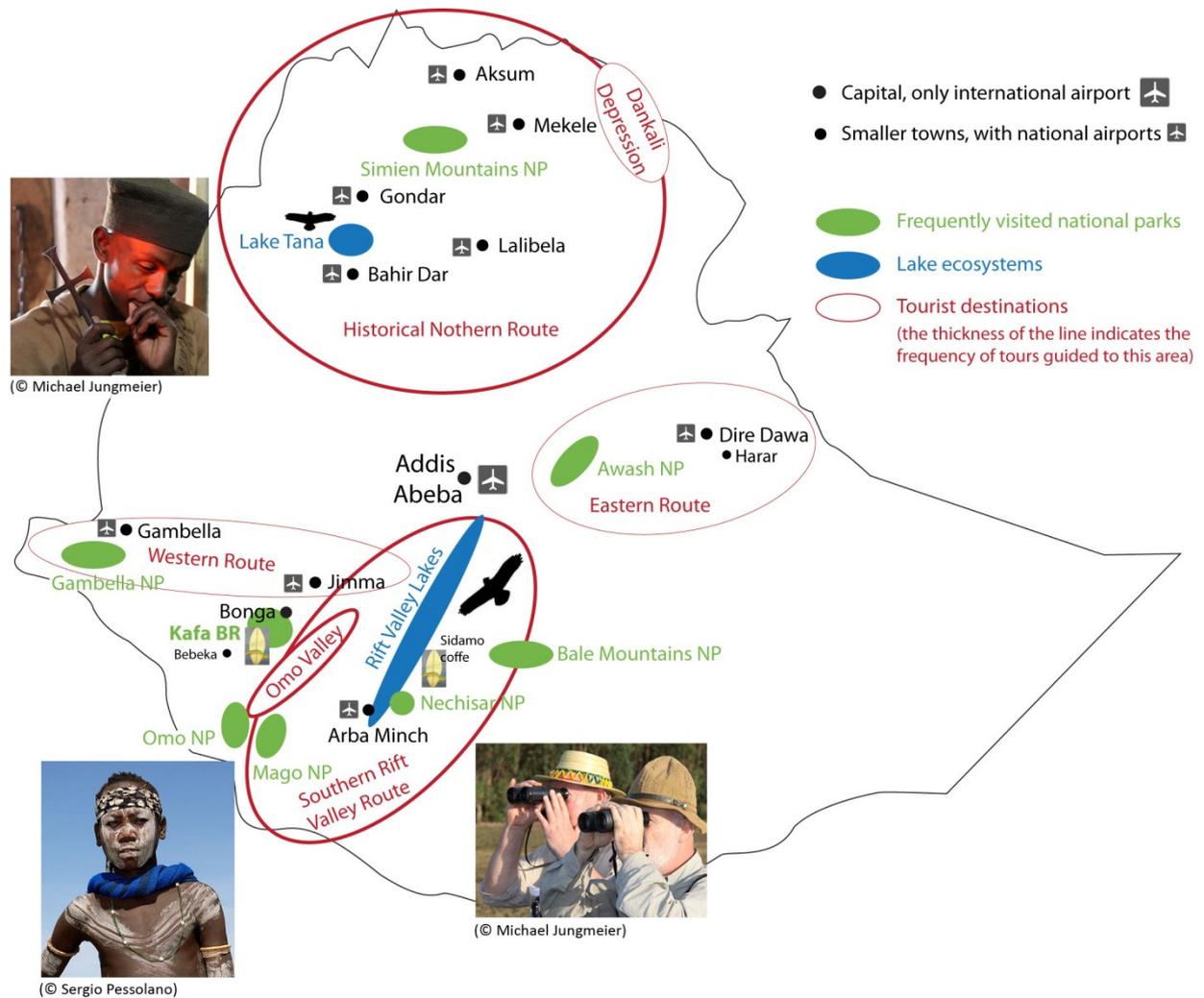


Fig. 5: Rough overview on the most frequented tourist routes in Ethiopia (according to author's survey) (Graph: © S. Lange).

## 2.4 SWOT analysis for ecotourism development in Kafa Biosphere Reserve

The preconditions for ecotourism in Kafa Biosphere Reserve as shown in the following SWOT analysis:

<p><b><u>Strengths:</u></b></p> <ul style="list-style-type: none"> <li>● larger patches of pristine Afroalpine forests still exist</li> <li>● coffee trees grow within forests (and not only in plantations)</li> <li>● several natural and cultural attractions</li> <li>● friendly local people</li> <li>● visitors feel safe in Kafa region</li> </ul>	<p><b><u>Weaknesses:</u></b></p> <ul style="list-style-type: none"> <li>● little infrastructure for tourism (including accommodation facilities); the partly steep terrain hampers infrastructure development</li> <li>● deficient maintenance of existing infrastructure</li> <li>● poor access to medical care</li> <li>● lack of trained guides</li> <li>● language barrier between local people and potential tourists</li> <li>● off the beaten tourist routes</li> <li>● little promotion of the area as tourist destination</li> <li>● high pressure on the last patches of forests due to a growing population and immigrants from other regions, not adapted to the ecosystem</li> </ul>
<p><b><u>Opportunities:</u></b></p> <ul style="list-style-type: none"> <li>● upgrade of Jimma airport to international standards and asphalt coating of the road from Jimma to Bonga in progress</li> <li>● construction of the National Coffee Museum in Bonga in progress</li> <li>● officially accepted as birthplace of coffee by the national government and by UNESCO</li> <li>● establishment (June 2010) and inauguration (March 2011) of the biosphere reserve</li> <li>● export relations to foreign countries (interest for origin of coffee / honey)</li> <li>● coffee 'boom' in industrialised countries (great interest in high quality coffee)</li> <li>● funds available from NABU's project*</li> </ul>	<p><b><u>Threats:</u></b></p> <ul style="list-style-type: none"> <li>● tourism might not be eco-friendly → potential negative impact on nature and culture/traditions</li> <li>● growing number of foreign tourist might increase robbery, begging or even prostitution</li> <li>● communities might not benefit sufficiently from tourism</li> <li>● financing for operating the National Coffee Museum is so far not secured</li> <li>● insecure financing of the biosphere reserve management after the end of NABU's project in 2013*</li> <li>● overestimation of potentials of tourism in Kafa BR</li> </ul>

Fig. 6: SWOT analysis on the preconditions of ecotourism in Kafa Biosphere Reserve (as discussed and agreed on in a stakeholder workshop on 31 March 2011 in Bonga).

(\*At present, NABU is implementing the project 'Climate Protection and Preservation of Primary Forests – A Management Model using the Wild Coffee Forests in Ethiopia as an Example'. The project started in November 2009 and will be finalised in October 2013. In the framework of the project, funds are provided for tourism development, amongst other activities.)

### 3 Target audience

If ecotourism shall be enfolded in Kafa Biosphere Reserve, thoughts have to be given to the potential target audience. In general, the International Ecotourism Society (2000) characterises the market profile of ecotourists as follows:

- most ecotourists are between 35 and 54 years old (the age varies with activity);
- 82 per cent are college graduates;
- 60 per cent prefer to travel as a couple, 15 per cent with their families, 13 per cent alone;
- half of the surveyed eco-tourists prefer trips that last 8 to 14 days;
- the largest group (26 %) are prepared to spend about 1000 to 1500 US \$ per trip;
- important elements of the trip are wilderness setting, wildlife viewing and hiking opportunities;
- ecotourists are motivated to take the next trip if they enjoyed the scenery and new experiences.

For ecotourism activities in Kafa Biosphere Reserve, three major target groups have been identified: the Ethiopians itself (residents and people from the Ethiopian Diaspora), the international and national scientific community, and the tourist groups coming from foreign countries.

#### 3.1 Ethiopians, residents and people from the Ethiopian Diaspora

##### 3.1.1 Ethiopian residents

With the decision to build the National Coffee Museum in Bonga, the Ethiopian government officially accepted Kafa Biosphere Reserve as the birthplace of coffee. Here, the last remaining Afromontane cloud forests can be found, containing wild trees of *Coffea arabica* as a natural part of the ecosystem. As coffee and the traditional coffee ceremony are an integral part of the social and cultural life in Ethiopia, it seems to be kind of a 'national duty' for Ethiopians to visit the National Coffee Museum and the last remnants of the coffee forests around Bonga. Besides, the awareness level of the region probably further increased due to the news coverage in the Ethiopian television of the ceremony held for the inauguration of Kafa Biosphere Reserve on 22 March 2011 in Bonga. Thus it is to be expected that more and more Ethiopian residents will start to take an interest in the southwest region.

However, the question remains how many Ethiopians actually do have the financial resources and the habit to travel within their country. According to the census data of 2007, almost 74 million people inhabit Ethiopia (CSA 2008). Only about half of them belong to the working age group (age 15-64); a high proportion (45%) is below age 15. Beyond that, approximately 86 per cent of the population live in rural areas and directly depend on (mainly subsistence) agriculture (CSA 2008). Also in urban Ethiopia poverty is quite high with a head count index<sup>9</sup> of about 35 per cent in 2009 (Alem 2011). This means that only a small part of the Ethiopian society might actually have the resources to hit the road (cp. Fig. 7).

74 million residents in 2007 (CSA 2008)		
86% live in rural areas (CSA 2008): 63.6 million (travelling unlikely)	Accordingly about 10.4 million live in the urban areas of Ethiopia	
	Head count index of 35% in urban areas (in the year 2009): 3.6 millions	Accordingly 6.8 million people have a standard of living above poverty line
		Only about half belong to the working age group (CSA 2008): →3.4 million (4.6 % of the total population) <b>might be able to travel within their country</b>

Fig. 7: Vague calculation of Ethiopian residents who might be able to travel within their own country (blue font shows figures documented in literature; orange font shows calculations and assumptions by S. Lange).

<sup>9</sup> The 'head count index' is the proportion of the population with a standard of living below the poverty line.

Most likely people born in Kafa Zone who left home to work in Addis or other areas will return to the region in particular during cultural festivities. During Meskel (discovery of the true cross, celebrated on September 27 with a large bonfire) and Timket (Ethiopia's Epiphany, celebrated on January 11 with colourful processions and slaughtering of sheep or goats), for instance, the area is crowded by many national tourists<sup>10</sup>. In addition, there are religious groups going to different sacred places, such as churches, mosques or hot springs.

### 3.1.2 People from the Ethiopian Diaspora

From 1975 on, with the beginning of the Derg regime, many Ethiopians (mainly the educated elites) left their country because of political motives, war and a general lack of prospects, especially for intellectuals and academics. From refugee camps in neighbouring countries (e.g. Sudan, Djibouti, Somalia, and Kenya) they have been resettled by the American, Canadian, and Australian governments, as well as by some European countries, such as the Netherlands, the United Kingdom, Sweden, and Germany (Terrazas 2007). In the U.S., for example, during a census in 2000, 86,918 people claimed to be Ethiopian descendants; the main concentrations of Ethiopian settlements include Washington D.C., Los Angeles, and New York City<sup>11</sup>. In Germany, in 2007, 10,293 Ethiopians were registered (GTZ 2009). Israel also hosts a large number of Ethiopian-born individuals of Jewish religion (Terrazas 2007).

It is quite likely that Ethiopians living abroad will return to their home country to visit relatives and friends or just to enjoy the landscape and culture of the country. Moreover, business cooperation between the Ethiopian Diaspora and the Ethiopian business community is promoted, for example by the 'Ethiopian Diaspora Business Forum' or the 'International Organisation for Migration' (IOM) within its capacity building program, called 'Migration for Development in Africa' (MIDA).

### 3.1.3 Staff of high ranking international organisations living in Addis

Addis Ababa is the diplomatic capital of Ethiopia and the domicile of many high ranking institutions. 40 international organisations have been recorded by the African Union in 2005<sup>12</sup>. Staff members of these organisations and of numerous embassies<sup>13</sup> tend to spend their weekends outside the city in pleasant green areas. Once the road between Jimma and Bonga is entirely asphalted, the lush green landscape and the friendly people of Kafa Biosphere Reserve could attract this sophisticated target group – assumed that high standard and comfortable accommodation facilities are available.

## 3.2 International and national scientific community

Currently, 580 biosphere reserves have been nominated by UNESCO in 114 countries (July 2011); Kafa Biosphere Reserve is one of them. They are forming a worldwide network of model regions dedicated to the preservation of nature and the development of sustainable lifestyles for mankind. UNESCO promotes a lively exchange between the existing sites, e.g. by forming regional networks (such as AfriMAB<sup>14</sup>) or by organising international conferences (e.g. world congresses, expert seminars). Besides, each single biosphere reserve shall provide logistic support for research and monitoring activities. Already during the planning phase of Kafa Biosphere Reserve, several national and international scientists came to the area. It is to be expected that increasing network activities will further attract the attention of the scientific community (e.g. individual researchers who are staying longer in the region; experts who are attending conferences).

<sup>10</sup> Information given by Amleset Haile (results of her survey in preparation of the second field trip).

<sup>11</sup> Encyclopaedia of immigration: <http://immigration-online.org/100-ethiopian-immigration.html> (accessed 14 July 2011)

<sup>12</sup> [http://www.africa-union.org/member\\_states/44%20-%20International%20Organisations%20in%20A.A..doc](http://www.africa-union.org/member_states/44%20-%20International%20Organisations%20in%20A.A..doc)

<sup>13</sup> Foreign embassies in Addis: <http://embassy.goabroad.com/embassies-in/ethiopia>

<sup>14</sup> Information on AfriMAB at: <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/man-and-biosphere-programme/networks/afriMAB/>

### 3.3 Visitors coming from foreign countries

As already mentioned, in 2008, about 330,000 people visited Ethiopia (data: UNWTO). Vacation tourists account for 31 per cent of the overall arrivals, business and conference visitors for 28 per cent, and people visiting relatives for 13 per cent. Growth has been strong in all three segments in recent years (average annual growth rate of about 13%), but vacation tourism has been growing the fastest (25% per year) (MoFED 2006). According to the plans of the Ethiopian government, the number of tourist arrivals shall grow to more than 785,000 per year in 2014. Also the average duration of stay shall be increased from currently only five days to nine days at the end of 2014 (Haile 2010).

Amongst the top ten source countries for leisure and vacation tourism in Ethiopia are North America (USA, Canada), Europe (UK, Italy, Germany, France, and the Netherlands) and the Middle East (Saudi Arabia, United Arab Emirates) (World Bank 2006: Fig. 6, p.34). At present, the majority of the leisure and vacation tourists either visit the northern historic circuit or a southern ethnological and nature based circuit (cp. Fig. 5). These two routes account for more than 95 per cent of the tour packages sold in Ethiopia (World Bank 2006, p.36). In general, it seems that the interest for experiencing Ethiopia is higher amongst individual consumers, in comparison to a rather weak demand among international tour operators and travel agencies (World Bank 2006, p.8).

Most of the foreign tourists are interested in the cultural and historic heritage of Ethiopia. This type of tourist is usually in the post family life stage; it can be characterised as follows (World Bank 2006, p.38):

- Age group between 50 to 60 years old;
- No dependent on children;
- Well-experiences in travelling;
- Conscious to quality, but prepared to tolerate basic conditions;
- Well-educated;
- Sensitive to environmental and social concerns;
- Take holiday in off-peak periods.

These findings of the World Bank have also been affirmed in telephone interviews with three German tour operators, who are already offering tour packages to southwest Ethiopia (IC-Intercontact, African Dreams, Diamir Erlebnisreisen; cp. Fig. 41 in annex 0). According to them, people booking their trips to Ethiopia are well educated, experienced in travelling (to Africa and other destinations), and interested mainly in cultural and historical aspects. The average tourist is 50 years and older (up to 80 years old).

It is to be expected, that an increasing accessibility of the southwest region and an improvement of the tourism infrastructure and services within Kafa Biosphere Reserve, will further raise the interest of individual travellers as well as of national and international tour operators. Especially visitors with an interest in nature will enjoy hiking through lush forests and thereby discovering interesting plant and animal species. Moreover, bird watching is interesting particularly in wetland areas (e.g. Gojeb or Alemgono Wetland).

### 3.4 Overview on target audience

Summing up, the different target groups for tourism development in Kafa Biosphere Reserve can be characterised as follows in Fig. 8.

Target group	Expected standard	Expected duration of stay	Expected interests
Ethiopian residents	Low to medium	Several days	Visiting family, attending celebrations, focus on cultural interest
Ethiopian Diaspora	High	Several days	Visiting family, attending celebrations, focus on cultural interest
Staff of international organisations	High	Few days / weekends	Leisure activities in order to relax from the business
Science community	Low to medium	Longer stays (from several weeks up to months), or rather few days (while attending conferences)	Depending on the research interest; usually used also to strenuous hikes and adventure
Foreign visitors (tour groups and individuals)	Medium	For a start: Stops of one to several days during their journey through southern or south western Ethiopia; once tourism facilities and services have been improved successfully, foreign visitor groups should be motivated to stay longer in the area (up to fourteen days in Kafa BR as intended by the NABU team)	Focus on cultural interest; interest in coffee culture and related ecosystems

Fig. 8: Overview on the different target groups for tourism development in Kafa Biosphere Reserve (estimations by S. Lange).

## 4 Vision, goals and objectives

### 4.1 Vision

The following vision for tourism development in Kafa Biosphere Reserve forms the basis for all measures proposed in this paper. It was presented and discussed during the stakeholder workshop on tourism development in Kafa Biosphere Reserve, held in March 2011 in Bonga.

#### Vision for ecotourism development in Kafa Biosphere Reserve:

“Within the next ten years, Kafa Biosphere Reserve will become a well developed destination for ecotourism in Ethiopia which is nationally and internationally known as birthplace of coffee and respected for its successful approach of reconciling nature conservation, regional development and a high valuation of the history and culture of its people”.

In general, agreeing on a vision allows people to stay focused and act in concert during the development of tourism activities in the biosphere reserve. This vision indicates that nature and people shall not be beneficial for tourism, but tourism shall be beneficial for nature and people. It is in line with the vision formulated for the biosphere reserve: ‘Let’s save the forests, the livelihood of people – for our common future’ (Dennis Moss Partnership 2009).

### 4.2 Goals, objectives and related tasks

In order to achieve the vision (cp. 4.1), to overcome the weaknesses, and to avoid the potential threats of tourism development (cp. 2.4), the following goals, objectives and tasks have been derived:

Overall goals	Objectives	Related tasks	Indicators	Time frame*		
				1	2	3
1. Diversification of the touristic portfolio	1.1 Establishment and operation of a visitor information centre in Bonga	1.1.1 Construct an information centre 1.1.2 Hire staff 1.1.3 Operate the information centre 1.1.4 Secure long-term financing	Construction completed Staff hired Info-centre starts operating Long-term financing secured	X		X
	1.2 Establishment and operation of the National Coffee Museum in Bonga	1.2.1 Construct the museum 1.2.2 Hire staff 1.2.3 Draft a concept for exhibitions 1.2.4 Operate the museum 1.2.5 Secure long-term financing	Museum constructed Staff hired Exhibitions finalised Museum starts operating Long-term financing secured	X X X X X		
	1.3 Establishment and operation of an open air museum on Kafa Kingdom in Bonga	1.3.1 Develop a concept 1.3.2 Reconstruct ancient buildings 1.3.3 Agree with local family on the operation of the museum 1.3.4 Operate the museum 1.3.5 Secure long-term financing	Concept finalised Buildings reconstructed Agreements with local operators settled Museum starts operating Long-term financing secured	X	X X X	X
	1.4 Development of different tour packages within Kafa Biosphere Reserve	1.4.1 Develop coffee tours (from the origin to the final product) 1.4.2 Develop wildlife tours within coffee forests 1.4.3 Develop historical/cultural tours	All suggested tour packages are ready to be booked by visitors		X	
2. Improvement of accommodation facilities	2.1 Construction of a model lodge	2.1.1 Choose ideal site for the lodge 2.1.2 Agree on architecture 2.1.3 Construct the lodge 2.1.4 Hire staff 2.1.5 Operate the lodge	Location for lodge defined Construction plan drafted Construction of lodge finalised Staff hired Lodge starts operating	X X	X X X	
	2.2 Improvement of existing accommodation facilities in Kafa Biosphere Reserve	2.2.1 Establishing the concept of partner companies 2.2.2 Stimulate the development of new accommodation facilities by (preferably local) private investors	At least four hotels obtained as partner companies of the BR Meeting with private investors held	X X		

3. Capacity building for locals	3.1 Implementation of training programme for BR rangers	3.1.1 Train the rangers of the BR 3.1.2 Train particular tourism rangers	Basic training provided for all 30 rangers Specific training for 5 rangers	X X			
	3.2 Implementation of training programmes for locals	3.2.1 Train local guides 3.2.2 Train local communities 3.2.3 Train local entrepreneurs	At least two training sessions provided for each of the three groups		X		
4. Promotion of Kafa BR as attractive tourism destination	4.1 Definition of a USP	4.1.1 Define a unique selling proposition for Kafa Biosphere Reserve	USP defined & communicated to the Tourism Bureau in Kafa Zone	X			
	4.2 Provision of different forms of promotional material	4.2.1 Include information on tourism packages on website 4.2.1 Provide printed promotional materials (e.g. flyer, postcards) 4.2.3 Organise song contest	Information included on website Promotion material completed and printed Song contest organised	X X		X	
		4.3 Active promotion of the tourism packages	4.3.1 Participate in tourism fairs 4.3.2 Inform guidebook providers 4.3.3 Invite (inter-)national tour operators to Kafa BR 4.3.4 Include information on tourism packages on export products 4.3.5 Organise (inter-)national expert meetings	Participated in at least 2 fairs Information sent to guidebooks Tour organised for tour operators Information included in packaging of export products At least one expert meeting organised in Bonga	X	X X X X	
5. Organising tourism in Kafa Biosphere Reserve in a way, that negative impacts on nature and culture are minimised and that local people are involved and benefit most	5.1 Minimise impacts on nature	5.1.1 Train guides / hotel owners on eco-friendly behaviour 5.1.2 Introduce eco-friendly and energy saving techniques	At least one training provided for guides and hotel owners Eco-friendly and energy saving techniques introduced	X		X	
	5.2 Minimise impacts on culture	5.2.1 Set rules for visitor behaviour 5.2.2 Disseminate rules amongst visitors and communities	Rule set Rules disseminated	X X			
	5.3 Securing financial benefits for local communities	5.3.1 Involve communities 5.3.2 Generate direct income for communities	Communities involved in all steps of developing the tour packages Community funds established (for direct payments of visitors)			X X	
		5.4 Stimulate cooperation with local businesses	5.4.1 Involve local entrepreneurs 5.4.2 Support local entrepreneurs	At least two meetings held with local entrepreneurs (hotel owners, producers of local products) At least two trainings held for the improvement of services and products		X X	

*Fig. 9: Overview on goals, objectives and related tasks for ecotourism development in Kafa Biosphere Reserve (BR). The activities marked in light blue are planned in detail by NABU or governmental institutions in Ethiopia; only some suggestions are made by E.C.O.; the activities marked in darker blue are planned in detail by E.C.O.; for the activities marked in green proposals are given by E.C.O.*

*\*The time frame is structured as follows: 1 = today until August 2012 (first year); 2 = September 2012 until October 2013 (second year, until the end of NABU's climate project), 3 = from November 2013 until 2021 (time after NABU's climate project; total time interval of ten years, according to the vision).*

## 5 Action plan

### 5.1 Diversification of the touristic portfolio

#### 5.1.1 Visitor information centre

**Status quo:** Currently an information centre for Kafa Biosphere Reserve is under construction. It is located close to the centre of Bonga town, next to the National Coffee Museum. It will be run by the biosphere reserve management; it is expected to be finalised in 2011<sup>15</sup>. The Kafa Biosphere Reserve information centre will serve as central information platform, as coordinating unit for touristic activities and as starting point for hikes and excursions; local products can be displayed and sold here.



Fig. 10: Exterior and interior view of the Kafa BR information centre (sketches designed by Norman Jans).

**Proposal:** At least five of the 30 rangers employed as part of the NABU project shall be particularly responsible for developing tourism (whereas the remaining 25 are concerned with monitoring, reforestation and awareness raising and other obligations). In turn the tourism-rangers should be at service in the information centre to inform locals and guests about the biosphere reserve, its products and tour offers. Moreover, they should be responsible for organising accommodation facilities if requested by tour operators or individual travellers. The ones not serving in the information centre shall be responsible for

- Training additional local guides for the promoted tour packages;
- Organising trainings for representatives of local businesses;
- Establishing contacts to local businesses who could sell their products in the information centre;
- Consulting with local communities in order to develop the proposed tour packages;
- Organising the construction of the proposed infrastructure (e.g. signboards, rest areas);
- Preparing (texts for) promotional material.

#### 5.1.2 National Coffee Museum

**Status quo:** Some years ago, during the millennium celebrations<sup>16</sup>, the Ethiopian government decided to build a National Coffee Museum in Bonga in order to promote Ethiopia in the world as the birthplace of coffee. However, due to a lack of funding from the government, 90 per cent of the construction had to be financed by the local people in Kafa Zone<sup>17</sup>. The construction of the museum (cp. Fig. 11) is



Fig. 11: Construction of the National Coffee Museum in Bonga; status: March 2011 (@ Sigrun Lange).

<sup>15</sup> Information given by NABU during the field visit in March 2011.

<sup>16</sup> According to the Julian calendar, used in Ethiopia, the third Millennium started in 2001.

<sup>17</sup> Information given by NABU during a visit on 7 December 2010.

expected to be completed until the end of 2011; at present the electricity is still missing. In the course of 2012, the exhibitions shall be finalised. It is planned to have temporary and permanent exhibitions on all aspects related to coffee, to display different coffee plants, and to keep a gen bank in the basement. Moreover, there will be space for meetings, ceremonies and shops offering local products<sup>18</sup>.

Mr. Kifle G/Mariam, Head of the Kafa Zone Administration, is officially in charge of the National Coffee Museum. He is chairing a task force which accompanies the establishment of the museum. In 2010, the Kafa Development Forum (KDF), member of this task force, already collected some artefacts for the museum, published booklets and magazines, trained tourist guides, and developed a website in the name of the museum. These activities were financed by the Christensen Fund (CF); about 700, 000 ETB have been invested. KDF suggested to establish a board of trustees for the administration of the museum, and to recruit a director in order to facilitate preparatory activities parallel to the completion of the construction work. However, currently the main focus is still on the completion of the construction rather than on the future management of the museum<sup>19</sup>. According to Mr. Kifle G/Mariam, the financing of the exhibitions and the staff of the museum is still unclear.

### 5.1.3 Historical museum on Kafa Kingdom

At present, a small museum in Bonga (next to the National Coffee Museum) displays some artefacts of the Kafa Kingdom (cp. Fig. 12). However it is not open regularly, only on request. As long as the museum exists in this form, the key for the museum should be on hand in the Kafa Biosphere Reserve information centre. Guides with knowledge on the historical past should be available from there.

In the future, this historical museum might be transferred either to the National Coffee Museum or be connected to the open air museum (cp. chapter 5.1.4). It could be also moved to the site of the old administrative buildings, where the Gaaki Sharochi Hall is situated. In all cases, additional security issues have to be considered, especially if valuable items, such as the Crown of Kafa, are eventually exhibited there in the future.

### 5.1.4 Open air museum on Kafa Kingdom

NABU supports the establishment of an open air museum in Bonga. The museum will document the culture of the Kafa Kingdom, which has been defeated in 1897 by Menelik II<sup>20</sup>. A former palace will be reconstructed according to plans sketched by Bieber (1948). Bieber's book has been translated from German into English language by NABU in order to be used as basis for the reconstruction of the palaces and to make lost knowledge on the historical past available to the region. A task force is now in charge of planning and implementing the open air museum. Once the reconstruction has been completed, a local family living in the area of the museum shall be in charge of the operation of the museum<sup>21</sup>.

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<sup>18</sup> Information given by representative of Kafa Zone Administration during the field visit in March 2011.

<sup>19</sup> Information given by KDF on 25 February 2011; web address of the museum: [www.ncm.org.et](http://www.ncm.org.et).

<sup>20</sup> Update provided by NABU on 1 July 2011 to inform about the current status quo on the open air museum.

<sup>21</sup> Information provided by Ruth Sandner during the joint field visit in March 2011.



Fig. 12: Interior of the small historical museum on Kafa culture in Bonga (© Sigrun Lange).



Fig. 13: Archaeologist Dr. Ruth Sandner examines the place where some ancient swords of the Kafa Kingdom have been found recently (© Sigrun Lange).

A handicraft centre could be established either at the location of the open-air museum or at the site of the historical museum (in case it will be moved in the neighbourhood of the Gaaki Sharochi Hall). There visitors should be able to see various artisans at work (e.g. carver, weaver and potter) but they also should be able to buy their products.

#### 5.1.5 Development of tour packages within Kafa Biosphere Reserve

Tour packages shall be developed and promoted according to the unique selling proposition defined for tourism development in Kafa Biosphere Reserve (cp. 5.4.1). The following aspects shall be covered:

- Coffee – from the origin to the final product (coffee tours),
- Coffee forests, its natural environment, and the wildlife living in it (wildlife tours),
- Coffee forests and the history and culture of its inhabitants (cultural tours).

Four criteria have been applied in order to select the proposed tour packages amongst the manifold tourist attractions in Kafa Biosphere Reserve:

- Particularity of the site (including abundance of wildlife & beauty of the landscape);
- Easy access from Bonga (the expected centre for tourism activities);
- Suitability to represent the three aspects as defined by the USP;
- Good chance of combining the tour with other attractions without having to drive long distances.

##### 5.1.5.1 Overview on the proposed tour packages

In the following chapters, four coffee tours, five cultural tours and two wildlife tours will be presented in detail. An overview of the tours is given in Fig. 14 and Fig. 15.

Nr	Attraction	Km from Bonga	Estimated time required (round trips)	Best to visit
Coffee tour 1	Visit the National Coffee Museum	in Bonga	2 hours	All year round
Coffee tour 2	Visit old coffee trees in Keja Araba Cooperative in Gela Forest	8 km west	1 hour drive from Bonga and back; 2.5 hours stay	Feb./March or Oct-Dec.
Coffee tour 3	Hike through Komba Forest and visit farmers in a small village	24 km west	1.5 hours drive from Bonga and back; 4 hours hike/stay	Feb./March or Oct-Dec.
Coffee tour 4	Hike to God's Bridge and proceed to Mankira Forest, the birth place of coffee	10 km south	1.5 hours drive from Bonga and back; 2.5 hours hike to God's Bridge and back; can be extended to 1.5 days hike	Feb./March or Oct-Dec.
Wildlife tour 1	Observe the wildlife in Saja around Boginda forest (monkeys and birds)	51 km northwest	3 hours drive from Bonga and back, overnight stay	Dry season

Wildlife tour 2	Watch the manifold bird species in Gojeb wetland	60 km northwest	4 hours drive from Bonga and back, 1.5 hour stay	Dry season
Cultural tour 1	Experience the historical past of the Kafa Kingdom in an open air museum	In Bonga	2 hours	Dry season
Cultural tour 2	Experience the traditional way of life while walking to Barta waterfall	In Bonga	3 hours walk to the waterfall and back	Dry season
Cultural tour 3	Experience traditional and modern bee keeping at one of Apinec's honey production site	14 km south	1.5 hours drive from Bonga and back, 1 hour stay	Dry season
Cultural tour 4	Learn about the religious life in Kafa while visiting Gedam Church and Tongela Mosque	8 km south	1.5 hour drive from Bonga and back, 1 hour stay	All year round
Cultural tour 5	Get a glimpse of spiritual practices in Kafa while walking to Dadiban Hot Spring	29 km northwest	2.5 hours drive from Bonga and back, 4 hours hike/stay	Dry season

*Fig. 14: Overview on selected tourist attractions: Distance from Bonga, estimated time required, and best time for a visit. Generally, Kafa Biosphere Reserve is best visited in the dry season (between October / November and April / May). Between October and December the coffee beans are harvested in the forests. In February / March visitors normally can observe the flowering coffee trees in the forests.*

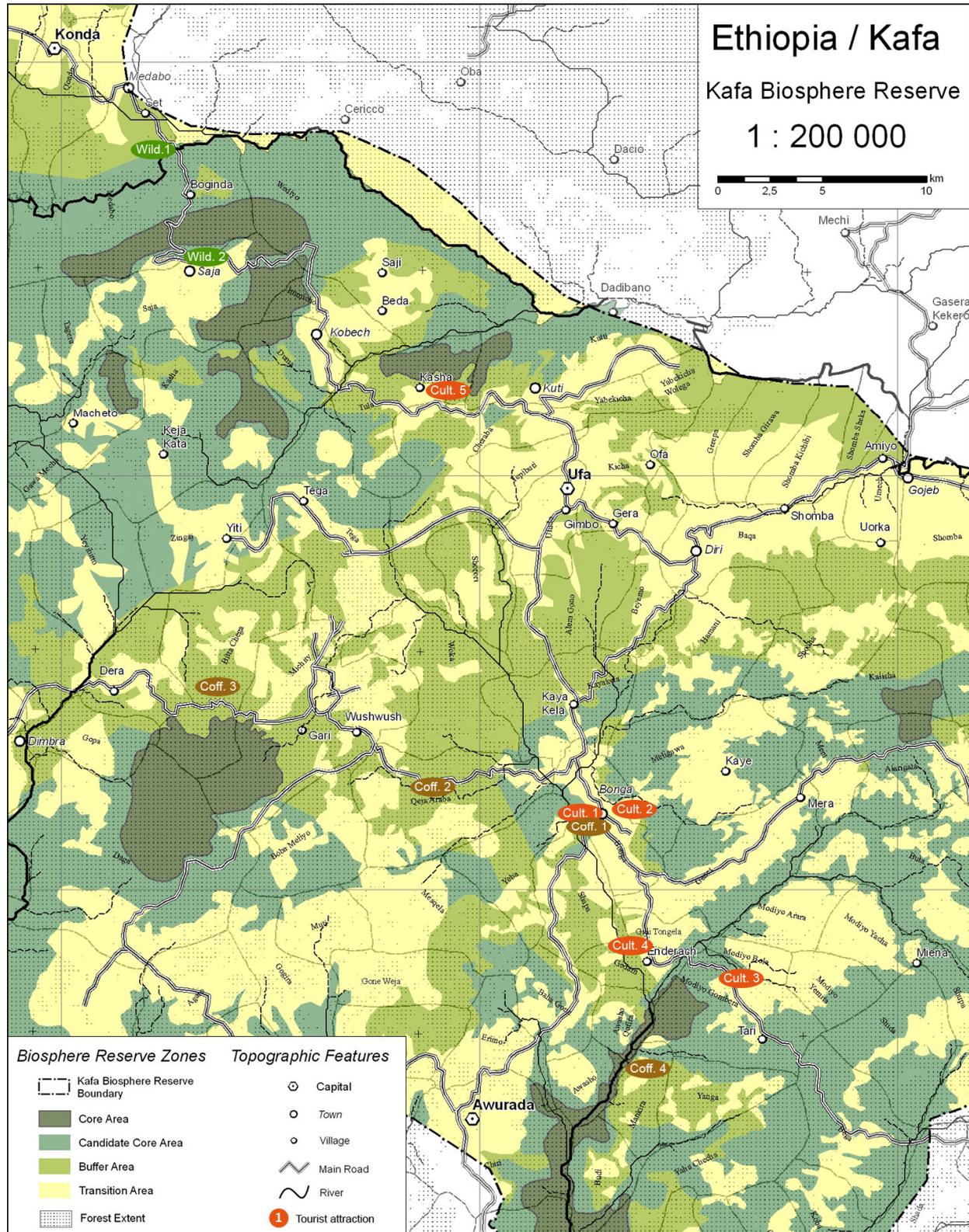


Fig. 15: Overview on the location of the proposed tour packages in Kafa Biosphere Reserve: Cultural attractions are marked in orange, wildlife tours are marked in green, and coffee tours are marked in brown colour (source: background map provided by Elisabeth Dresen for NABU; tourist attractions marked by Sigrun Lange).

### 5.1.5.2 Coffee tours – from the origin to the final product

Besides visiting the National Coffee Museum in Bonga (tour 1), three additional coffee tours shall be offered in the Kafa Biosphere Reserve: a short excursion to old coffee trees and a coffee cooperative in Gela Forest (tour 2), a half- to one day excursion to the coffee trees growing in Komba forest (tour 3), and a 1.5-days-hike in Mankira forest, the birth place of coffee (tour 4). Ideally, these coffee tours should be completed with a visit in the Coffee Tasting Centre in Bonga, run by the Ethiopian Commodity Exchange (ECX) (cp. Fig. 16), so that tourists are able to experience the whole processing of coffee – from the fruit on the tree to the final product. It has to be clarified, if ECX is willing to receive visitors (for a fee). Moreover, the guests should be able to buy roasted coffee beans either from the community or from the coffee tasting centre.

#### Coffee tour 1: Learning all about coffee in the National Coffee Museum

Once finalised, the National Coffee Museum will be one of the main attractions in Bonga (cp. 5.1.2). It is expected to be visited by all guests coming to the area. It will be the starting point for other excursions in the biosphere reserve. Information on existing tours and attractions will be available in the information centre of the biosphere reserve (cp. 5.1.1), located next to the National Coffee Museum.

**Note:** The construction of the museum is not finalised yet. So far the financing for the staff and the exhibitions is not secured. For developing tourism in the area it is crucial that the National Coffee Museum will be well equipped, opened soon, and managed efficiently. An attractive National Coffee Museum in Bonga will draw a nationwide attention to the area and thus will attract visitors from all over the country.

#### Coffee tour 2: Visiting old coffee trees in Keja Araba Coffee Cooperative

- Description of the tour

Location:	8 km west of Bonga
Accessibility:	Easily accessible on the road from Bonga to Mizan Teferi
Level of difficulty:	Easy; trails are in reasonable condition and convenient to walk
Time required:	1 hour drive from Bonga and back; 30 minutes walk to a village and back to the road; 2 hours stay in the village and in the surrounding coffee forests
What to expect:	Walk through cultural landscape to a village; meet villagers who will show you around in a forest with beautiful old and big coffee trees; the forest belongs to the Keja Araba Cooperative, which participates in the PFM (participatory forest management); after visiting the forest, enjoy a traditional coffee ceremony and experience the traditional live style of the people; in case of interest, take a course in making local pottery products.
Selection criteria:	Beautiful coffee forest located close to Bonga; exceptional big coffee trees; all three types of coffee can be observed: the wild coffee trees, the semi-forest coffee, and the garden coffee; the community also sells self-made pottery.



Fig. 16: From top to down: Semi-forest coffee; coffee tasting centre in Bonga (© Sigrun Lange).

- Proposed measures to improve the tour package

Suggested measures	Costs (in €)*
Prepare the members of the cooperative to receive and inform visitors (community shall explain the differences between the ways of growing coffee, the functioning of the coffee cooperatives, the manner of producing pottery, and the cultural plants they are growing in their gardens)	€ 250,--
Discuss possibility with community members to offer pottery courses to the guests (materials and tools)	€ 500,--
Train community members in improving the quality of their pottery products so that they can be sold to visitors	€ 2,500,--

\* Costs other than personal costs (see calculation in chapter 6.2)

- Creating benefits for the local communities

Income would be provided by selling food, drinks and pottery to the guests. In addition, pottery courses could be hold. A fee should be paid for visiting the area (in addition to the fee for the local guide). The money should be paid into a fund which is supervised by the community leaders. The community will decide what kind of measures should be financed by the money available in the fund.

- Avoiding negative impact

The community should principally agree to receive visitors in their village otherwise this tour should not be promoted. As no infrastructure projects are planned, no negative impact is expected.

**Highlight:** This tour is the best possibility to experience a beautiful coffee forest for all those who do not want to drive and hike for a long time. The attractiveness of the tour will increase if the community develops ideas how to present their traditional form of life (e.g. coffee processing, pottery production, bee keeping) in an interesting and lively way.

### Coffee Tour 3: Beautiful hike through Komba Forest

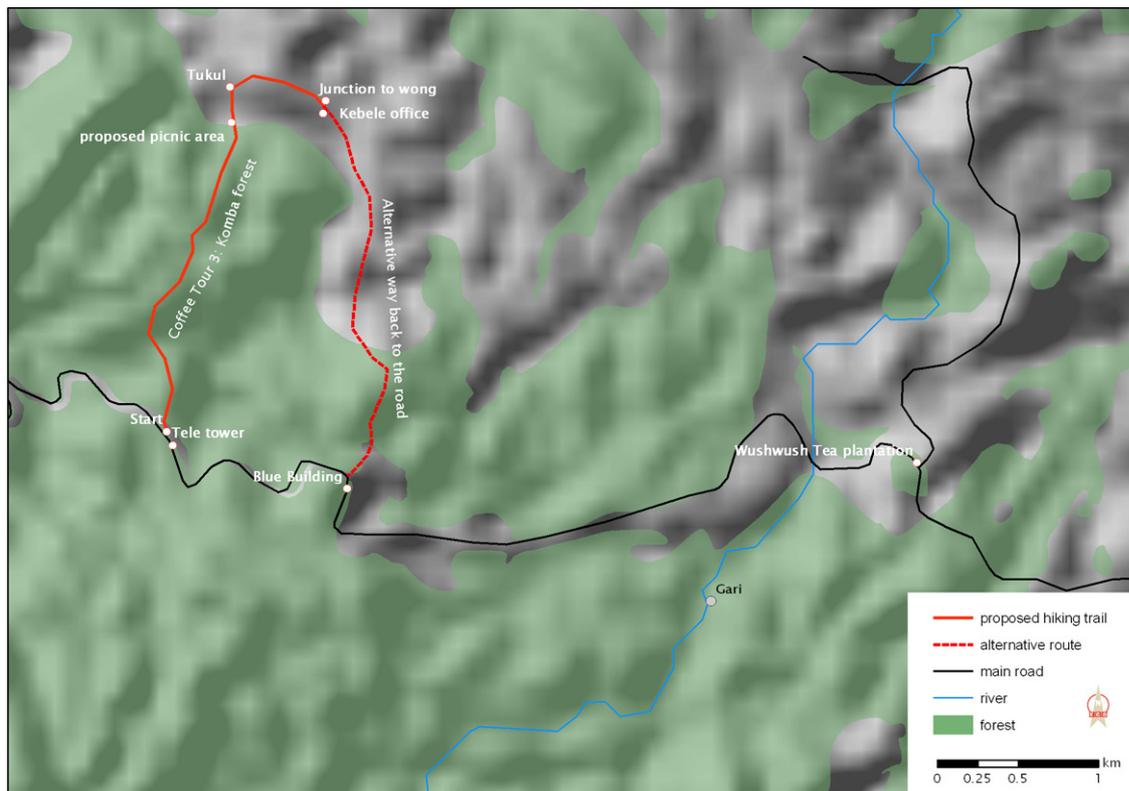
- Description of the tour

Location:	Located 24 km northwest of Bonga
Accessibility:	Easy access from the road running from Bonga to Mizan Teferi
Level of difficulty:	Low to medium (depending on the way back); small trail through forest down to a village; way back via a gravel road, either on foot or with mules
Time required:	About 1.5 hour drive from Bonga and back; 4 hours roundtrip: 1 hour walk down to the village, 1.5 hours stay, 1.5 hours back to the road
What to expect:	Walk through a beautiful natural coffee forest and discover coffee trees in its natural environment; picnic in an open grass land area with gorgeous views to the forest, and to old tree ferns; visit the village 'Biza Chega', participate in a coffee ceremony and receive first-hand information on the work of the coffee cooperative; go back either on the same route or take the route through the farmland and back along a broader gravel road; the alternative route could also be done with mules
Selection criteria:	Easy access on the way from Mizan Teferi to Bonga; beautiful walk through natural coffee forest and visit of one of the coffee cooperatives;



Fig. 17: From top to bottom: view from the village to the forest; hut in the village (@Sigrun Lange).

- Course of the trail



- Proposed measures to improve the tour package

Suggested measures	Costs (in €)*
Install a picnic area down at the open grass land of the village (see Fig. 32 Fig. 32)	€ 1,050,--
Prepare the local community for receiving (foreign) visitors (e.g. celebrating a coffee ceremony, offering food and drinks; providing little handicrafts for sale; informing visitors on their way of the living and the functioning of the coffee cooperative)	€ 500,--
Establish mule rental in cooperation with the local community in order to offer an alternative (and comfortable) way back to the road (mules and infrastructures)	€ 3,300,--

\* Costs other than personal costs (see calculation in chapter 6.2)

- Creating benefits for the local communities

The community of Biza Chega which is at present living mainly from subsistence farming would benefit in several ways. Income would be provided by selling food, drinks and local products to the guests. Renting mules to tourists for the way back from the community would bring further earnings. A fee should be paid for visiting the area (in addition to the fee for the local guide). The money should be paid into a fund which is supervised by the community leaders. The community will decide what kind of measures should be financed by the money available in the fund.

- Avoiding negative impact

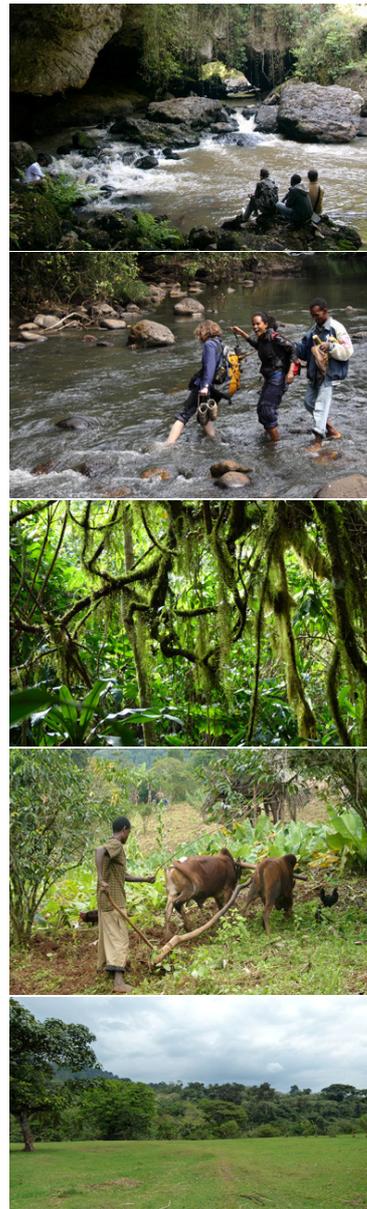
The community should principally agree to receive visitors in their village otherwise this tour should not be promoted. Mule trips shall only be offered on the route via the broad gravel road, not on the small trail in the forest. The picnic area will be installed in an open grass area which is used as meadow by the community. In case it turns out that a potentially increasing tourism flow would have negative impacts on the community or the natural forests and its fauna and flora, the number of visitors shall be limited.

**Highlight:** This tour can be offered to those who want to combine the visit of a coffee forest with some hiking. In order to make the tour also feasible for older people, a mule rental should be organised by the community. If there are no mules available in the community, new ones could be bought, maybe financed by a microcredit programme.

#### **Coffee Tour 4: Hike to God's Bridge and proceed to Mankira forest, the birth place of coffee**

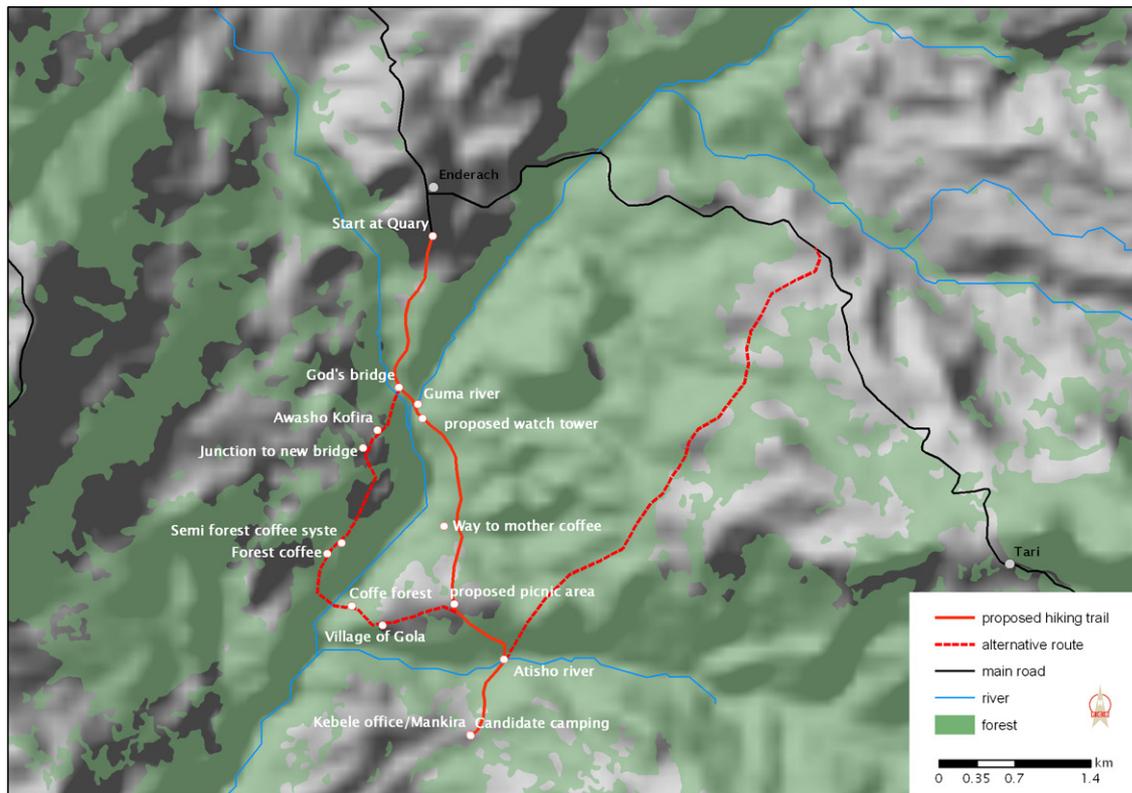
- Description of the tour

Location:	10 km south of Bonga
Accessibility:	Easy access via the road from Bonga to Oda
Level of difficulty:	High: 1.5 days hike; small, not well maintained trails; at present crossing a river is required (no bridge available); overnight stay at a camp ground in Mankira
Time required:	1.5 hours drive from Bonga and back; 2 hours hike to God's Bridge and back to the road; 3.5 hours hike to the watch tower (via God's Bridge and the Goma river) and back; 1.5 days hike for the whole trip with an overnight stay in Mankira (campsite required)
What to expect:	<p>Walk through beautiful cultural landscape down to a natural bridge (God's bridge); proceed downwards to Goma river; cross Goma river on foot (or on bridge, once it is built); follow a trail only some metres from the river upwards; stop to enjoy the great overview on the natural forests (watch out for birds and monkeys); proceed to the village of Gola: experience the way of life of the subsistence farmers and visit their gardens; proceed to Mankira village and stay overnight at the campground in the centre of the village; enjoy storytelling in the evening (legend of Kaldi, the herder who discovered the use of coffee berries somewhere close to Mankira).</p> <p>An alternative route also leads from God's Bridge on the western side of Goma river to Gola village; it is longer than the described route and leads through more open land than forest; on the other hand, Goma river can already be crossed on a bridge on this route.</p> <p>Walk back the next morning the same route or an alternative route which leads you from Atisho river north east to the road from Tari to Enderach: after a hike upwards through beautiful dense forest (about 1.5 hour), farmland has to be crossed to reach the main road (another 1-2 hours) (second alternative route)</p>
Selection criteria:	Easy access; is considered to be the birthplace of coffee; can be combined with a visit of Gedam Church and Tongela Mosque;



*Fig. 18: Hike in Mankira forest (from top to down): God's bridge; River crossing; Coffee trees growing in Mankira forest; Subsistence farming in Gola; Suggested location for a camp site directly in Mankira village (© Sigrun Lange).*

- Course of the trail



- Proposed measures to improve the tour package

Suggested measures	Costs (in €)*
Build a very basic bridge over Goma river (discuss with locals from Mankira and Gola village what kind of bridge shall be constructed so that it serves the needs of the locals and withstands flooding in the rainy season)	€ 2,500,--**
Construct a small watch tower shortly after crossing the Goma river	€ 1,350,--
Construct a picnic area (roofed table and banks) in Gola village	€ 1,050,--
Encourage local people in Gola to show visitors around in their gardens and to offer fruits and other products to the tourists (translation provided by the guide of the group)	€ 500,--
Establish a campsite (in cooperation with the local community of Mankira who will be the owner of the campsite): the ground should be flat enough to put up even larger tents; compost toilets should be installed for the use of the visitors; drinking water has to be provided (e.g. UV water purification systems <sup>22</sup> or sale of bottled water by community); basic showers (hidden from the public views) have to be provided; suggested location for the campsite cp. Fig. 18	€ 3,580,--
Buy tents, assign them to the community and construct (with the assistance of the community) a storage room to keep the tents at a dry place directly in Mankira	€ 2,700,--
Construct a roofed picnic area at the camp ground; provide barbecue / campfire facilities	€ 2,550,--
Encourage local people to tell the story of Kaldi at a camp fire (translation provided by the local guide of the group) and to prepare local food for the tourists (adapted to the taste of foreign visitors)	€ 500,--

\* Costs other than personal costs (see calculation in chapter 6.2)

\*\* Since the construction of the bridge most probably needs to be adapted to other needs than touristic ones, the full costs cannot be estimated at the moment (it makes a big difference if the bridge shall be constructed for pedestrian, mules or vehicles). The cost for a simple touristic bridge (robes) can be constructed by material costs of some € 2.500,--

<sup>22</sup> UV water purification systems: <http://www.wyckomaruv.com/>

- Creating benefits for the local communities

The communities of Gela and Mankira are mainly living from subsistence farming. Additional income could be generated by selling food, drinks and local products to the guests. The operation of a camp ground in Mankira could yield additional earnings. An entrance fee should be paid for visiting the area (in addition to the fee for the local guides). The money should be paid into a fund which is supervised by the community leaders. The community will decide what kind of measures should be financed with the money available in the fund. Besides, the construction of a bridge via the river would benefit the locals as it facilitates the transport of the products to different market places in the biosphere reserve. During our field visit local people from Mankira expressed their disappointment, that despite of a growing number of foreign visitors coming to their area, so far no development has taken place (e.g. road construction to connect Mankira to the main road).

- Avoiding negative impact

This tour should only be promoted, if the local communities of Gola and Mankira agree to receive visitors and to establish a camp ground within their village. The camp ground and the picnic area will be established on already existing open grassland. The watch tower and the bridge over Goma River should be constructed without having to cut trees. The small trail leading to the villages should not be broadened to a gravel road as requested by the community. This would open the area to more settlement activities and thus threaten the forests which are considered to be the birth place of coffee. Moreover, no mule trips should be offered to tourists on this route. The trip should only be done by those, who are in the condition of hiking for some hours on small and slippery trails. In case it turns out that a potentially increasing tourism flow would have negative impacts on the community or the natural forests and its fauna and flora, the number of visitors shall be limited.

**Recommendation:** This tour passes the area where the ‘mother tree’ of coffee is supposed to be. Local people from the village are willing to guide visitors to this mother tree, but mostly it is difficult to find, or – once spotted – it hardly can be distinguished from the other trees around. Thus it shall be agreed with the community that instead of trying to show a theoretical mother tree of coffee, the story of the herdsman Kaldi should be told or presented in a lively way.

### 5.1.5.3 Wildlife tours within coffee forests

#### Wildlife Tour 1: Monkey watching in Saja around Boginda forest

- Description of the tour

Location:	51 km northwest of Bonga
Accessibility:	Easy access via the main gravel road running from Bonga (via Gimbo) to Konda
Level of difficulty:	Easy, short walks in the village area close to the forest
Time required:	3 hours drive from Bonga and back; Overnight stay at candidate campground; the time in the morning and evening is best for watching wildlife
What to expect:	Stop in Saja village (at Boginda nursery) at the campsite (which is proposed to be established) and watch out for wildlife around Boginda forest (in particular different monkey and bird species). Stay overnight to be able to experience the wildlife in the dawn and proceed early in the next morning to Gojeb wetland in order to watch manifold bird species.



Fig. 19: Boginda forest, the ideal place to watch monkeys (© Sigrun Lange).

Selection criteria:	From Saja village visitors are very close to pristine cloud forests; different monkey species can be seen quite frequently (especially Guerezza, De Brazza's and Blue monkeys) and also Forest hog and Bush pig are found her (Leykun2008)
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- Proposed measures to improve the tour package

Suggested measures	Costs (in €)*
Prepare people of Saja village to receive visitors and find good places where to watch monkeys	€ 500,--
Establish campground on Saja Kebele (in cooperation with the community): the ground should be flat enough to put up even larger tents; compost toilets should be installed for the use of the visitors; drinking water has to be provided (e.g. use of UV water purification systems or sale of bottled water); basic showers (hidden from the public views) have to be provided;	€ 3,580,--
Buy tents, assign them to the community and construct (with the assistance of the community) a storage room to keep the tents at a dry place directly in Saja village	€ 2,700,--
Construct a roofed picnic area at the camp ground and provide barbecue / campfire facilities	€ 2,550,--
Encourage local people to tell stories (about the forests, the animals, the history of the tribes etc.) at the camp fire	€ 500,--

\* Costs other than personal costs (see calculation in chapter 6.2)

- Creating benefits for the local communities

The community of Saja is mainly living from subsistence farming. Additional income could be generated by selling food, drinks and local products especially to those guests who are staying overnight. The operation of a camp ground in Saja village and the story telling service will yield additional earnings. An entrance fee should be paid for visiting the area (in addition to the fee for the local guides). The money should be paid into a fund which is supervised by the community leaders.

- Avoiding negative impact

This tour should only be promoted, if the local community of Saja agrees to receive visitors and to establish a camp ground within their village. The camp ground and the picnic area will be established on already existing open grassland. The trails leading into the forest are already available and used by the local people. Thus no negative impact on the environment is to be expected.

**Recommendation:** Normally a lot of monkeys can be observed while driving through Boginda forest on the main road from Gimba to Konda – especially in the evening. However, in order to ensure abundant sightings of different monkey species from Saja village, feeding places shall be established which allow watching the monkeys directly from the campsite area.

### Wildlife Tour 2: Bird watching at Gojeb wetland

Besides watching monkeys in the forests, the wetlands of Kafa Biosphere Reserve offer good opportunities for watching birds. Gojeb wetland is one of them.

- Description of the tour

Location:	60 km northwest from Bonga
Accessibility:	Easy access via the road from Bonga to Konda
Level of difficulty:	Easy walk in open grassland area; partly muddy
Time required:	4 hours drive from Bonga and back; Approx. 1.5 hours stay in the wetland, depending on the interest in bird watching; the location should be visited early in the morning; the time required depends on the interest of the visitor; it is mainly a spot where birds can be observed, but people can also proceed walking along the river in the open grassland.
What to expect:	Open wetland area next to the Gojeb river with different bird species; there might be a chance to see hippos there; however, in the field, so far it could not be settled where the hippos are coming out of the Gojeb river to browse in the grassland in the evening; if a regular migration route of the hippos can be defined, it would be a good option to install a watch tower on the meadow.
Selection criteria:	It can be very easily accessed via the main road; if visitors stay overnight at the campground in Saja village, it is easy to be there in the early morning.



Fig. 20: Gojeb river and wetland (© Sigrun Lange).

There are no measures proposed to improve this tour.

**Highlight:** Another good bird watching area is the Alemgono Wetland (in Gimbo woreda, between Bonga and Gimbo) which could be visited on the way back to Bonga. A list of potential bird species which can be seen in Kafa Biosphere Reserve is given in annex 10.1.

#### 5.1.5.4 Cultural tours

Besides visiting the Kafa Kingdom Open Air Museum, Gedam Church, Tongela Mosque and the historical museum it is suggested to offer one hike to Dadiban Hot Spring, a spiritual site in Kafa Biosphere Reserve, and another hike to Barta waterfall which is an exciting natural attraction but beyond that the traditional lifestyle of the local people can be ideally demonstrated on the way to the fall. Traditional and modern bee keeping in Ethiopia can be demonstrated in one of Apinec's honey production sites.

#### Cultural tour 1: Experiencing the historical past of the Kafa Kingdom

Currently, directly in Bonga a small historical museum can be visited (cp. chapter 5.1.3). It displays some artefacts of the former Kafa Kingdom. In the future, however, the reconstruction of one of the former palaces of the Kafa Kingdom can be experienced in an open air museum on the hill above Bonga (cp. chapter 5.1.4).

**Cultural tour 2: Experiencing the traditional life of the local people around Barta waterfall**

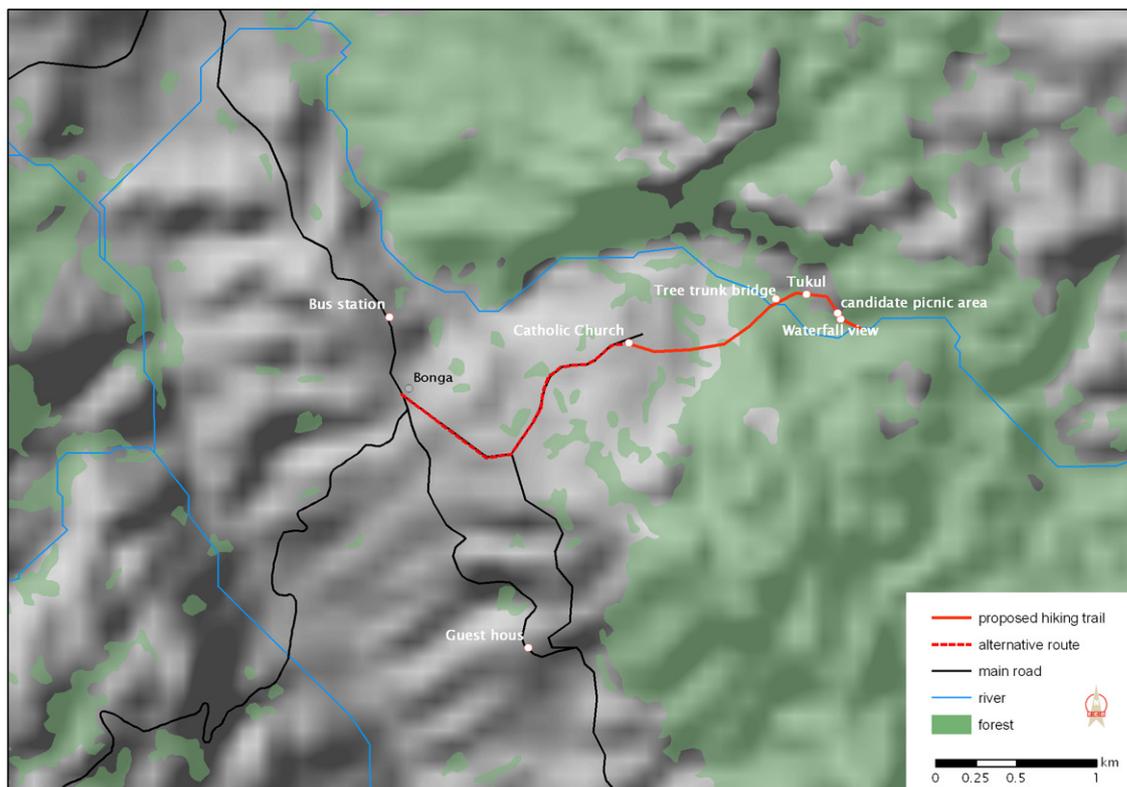
• Description of the tour

Location:	2 km east of the city centre of Bonga
Accessibility:	Can easily be reached from Bonga town
Level of difficulty:	Medium: a small and unmaintained trail leads up to the waterfall; it is partly steep; there is not much shadow so it might become hot;
Time required:	About 1.5 hour walking up to the waterfall (including breaks for reading the information given on the way); 0.5 hour stay around the waterfall; 1 hour for walking back
What to expect:	Walk through beautiful cultural landscape and experience the traditional way of life on your way (signboards may explain different aspects of traditional land-use-forms); enjoy a breathtaking view of the waterfall which drops about 60 metres from the cliff to the bottom pool; the spray covers the whole area and rainbows can be observed. Additionally rare bird and animal species can be seen on the way and at the rocky wall of the spring (e.g. tree ferns, owls etc.).
Selection criteria:	Very easy access; spectacular natural attraction with insights in the traditional way of life on the way; the tour can be combined with a visit of the museums in Bonga;



Fig. 21: Barta waterfall close to Bonga (© Sigrun Lange).

• Course of the trail



- Proposed measures to improve the tour package

Suggested measures	Costs (in €)*
The tree trunk used as bridge over the river shall be replaced by a proper but basic bridge; if possible the required material shall be bought from locals; locals shall be hired as workers	€ 350,--
Eight signboards shall be established along the way to the waterfall to inform about <ul style="list-style-type: none"> <li>- the manifold forms to use all parts of the false banana (<i>Ensete ventricosum</i>);</li> <li>- the Ethiopian cardamom (harvest, processing, market, dishes flavoured by cardamom)</li> <li>- teff (<i>Eragrostis tef</i>), an important food grain in Ethiopia used for making Injera</li> <li>- the living fences made out of Euphorbia;</li> <li>- the traditional bee hives;</li> <li>- the traditional tukuls of the local people;</li> <li>- the communities living in this area around the waterfall (belonging to two woredas);</li> <li>- the involvement of the locals in participative forest management.</li> </ul> Locals shall be consulted in order to discuss the concrete content of the sign boards and the exact location where the signboards are posted; locals shall be hired as workers to set up the sign boards.	€ 3,800,--
A picnic area (roofed table and banks) shall be established on the last hill before the trail drops to the bottom of the waterfall; if possible the required material shall be bought from locals; locals shall be hired as workers	€ 1,050,--
Encourage community members to offer local products (e.g. fruits, drinks) to the tourists who are resting at the waterfall	€ 500,--

\* Costs other than personal costs (see calculation in chapter 6.2)

- Creating benefits for the local communities

In the past, conflicts arose between the communities living in the upper part of the fall (belonging to Sheka District in Gimbo Woreda) and the ones inhabiting the lower part of the fall (belonging to Barta Kebeke District in Bonga Woreda). Both districts claim the rights to gain money from the waterfall (e.g. setting up a hut and asking for entrance fee)<sup>23</sup>. We suggest establishing a “Barta waterfall fund” in cooperation with the communities of the two districts. All visitors coming to the waterfall have to hire a local guide at the biosphere reserve information centre. In addition to the fee for the guiding service (cp. Fig. 29) an extra fee has to be paid for entering the area of the waterfall. The revenues from the extra fee are transferred to the Barta waterfall fund. A board of trustees (elected by the two communities) shall supervise the fund and decide upon measures which are covered by the financial means.

- Avoiding negative impact

The area is already heavily used by locals thus it is not expected that visitors will cause additional negative impacts. However during the stakeholder workshop on tourism in March 2011<sup>24</sup>, it was mentioned several times that “without roads there is no development”. Some participants also expressed their wish, that Barta waterfall should be accessible via a road, instead of the existing hiking trail. In order to stick to preserve the particularity of the place, the construction of such a road should be prevented.

**Recommendation:** Typically, a crowd of children is accompanying people who are walking to the waterfall. As a consequence, bird species might be chased away by such a lively crowd of people. In the communication process with the community members it should be agreed that children are prevented from following the tourists. Local guides should pay attention that this rule is observed.

<sup>23</sup> Information given by Bedilu Assefa in March 2011.

<sup>24</sup> More information on the stakeholder workshop given in the second project report.

### **Cultural tour 3: Experiencing traditional and modern bee keeping**

Location:	About 14 km southeast of Bonga, behind Andaracha
Accessibility:	Easily accessible, along the main road
Level of difficulty:	Easy, no physical efforts required
Time required:	1.5 hour drive from Bonga and back; 1 hour stay for visiting the bee hives
What to expect:	In the Apinec honey production site modern and traditional bee hives can be visited; the differences between the two systems can be explained. This site is located in a beautiful cultural landscape with scattered big trees.
Selection criteria:	Easily accessible; bee keeping is a very important economic activity for the local population; the honey is sold in Ethiopia, but also exported to foreign countries so it should be interesting for visitors to learn about the processing.



*Fig. 22: Vegetation at Apinec's honey production site and traditional bee hive (© Sigrun Lange).*

**Note:** The visit of the honey production centre could be complemented with a honey tasting (Apinec produces different types of honey from different types of vegetation).

### **Cultural tour 4: Learning about the religious life in Kafa Biosphere Reserve**

Religion is an important element of everyday life in Ethiopia. In Kafa Biosphere Reserve, Ethiopian Christians and Muslims live closely together; both groups have their own ceremonies and traditions. Gedam Church in Andaracha, the old capital of the Kafa Kingdom (on the main road from Bonga to Oda), and Tongela Mosque (located quite close to Gedam Church, about 500 metres aside of the main road) can be visited by tourists in case the leaders of the religious groups agree. Rules for visiting those holy places have to be set in cooperation with the Kafa Orthodox Synod Office and the Muslim Council required; both are based in Bonga. Guides have to be trained to provide relevant information on the sites, the history, the respective ceremonies and the interrelations between Christians and Muslims in southwest Ethiopia.

- **Description of the tour**

Location:	In Andaracha, about 8 km south of Bonga
Accessibility:	Easy accessible, along the main road
Level of difficulty:	Easy, no physical efforts required
Time required:	1 hour drive from Bonga and back; 1 hour stay for visiting the sacred places
What to expect:	Andaracha was the capital of the former Kafa Kingdom. Two symbols of the most important belief systems can be found here, Gedam Church and Tongela Mosque: 1) Gedam Church is located on the location where the ancient Kafa King's court and residential houses used to be. It is one of the biggest Ethiopian Orthodox churches in Kafa; it's inner walls are beautifully painted. 2) Tongela Mosque is the oldest Muslim place in western Ethiopia. It is constructed like a traditional Tukul with carpets on the floor. The tomb of Sulaiman (founder of this mosque) is located around the mosque.
Selection criteria:	The sacred places are easily accessible; they represent the most important belief systems in Kafa Biosphere Reserve

**Recommendation:** Visiting the church and the mosque is an interesting impression, but it would be even more interesting if at a time one leader of each of the two belief systems would accompany the visitors jointly in order to explain the particularities of the respective religion and to demonstrate the friendly co-existence of the Orthodox and Muslim religions.

**Cultural tour 5: Experiencing sacred places: the Dadiban Hot Spring**

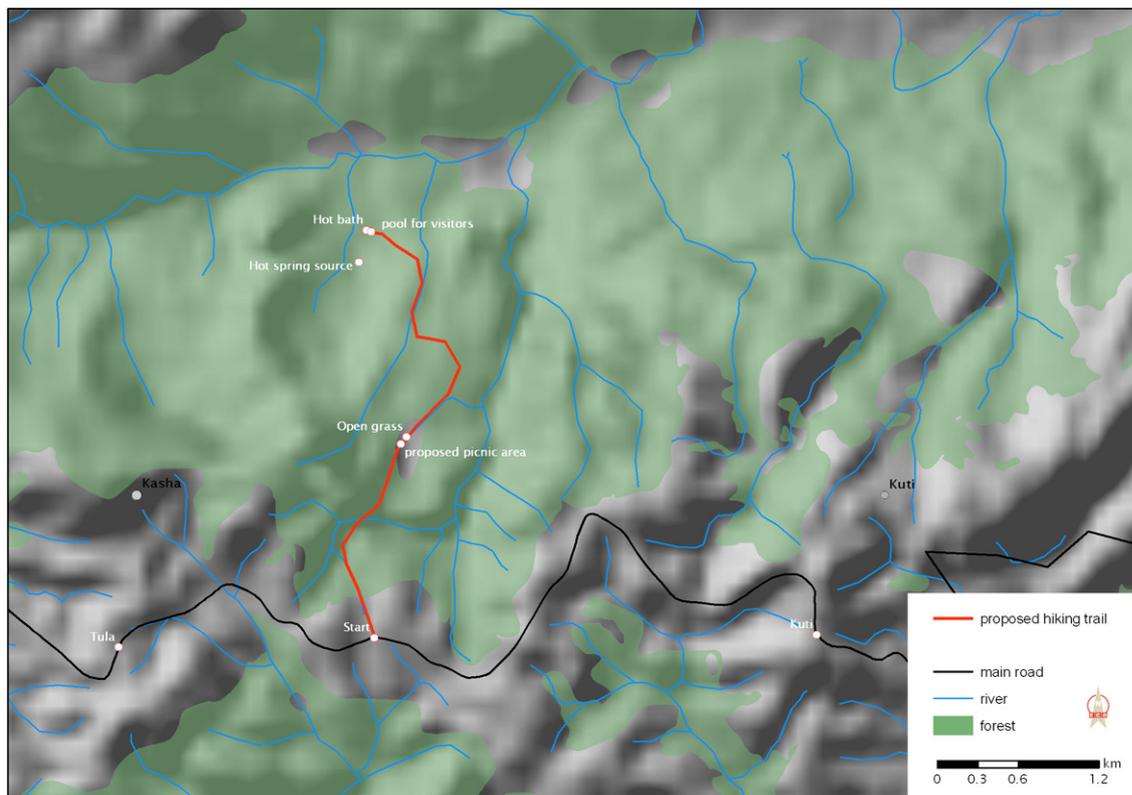
• Description of the tour

Location:	Located 29 km north to northeast from Bonga, between Gimbo and Konda
Accessibility:	Easy access via the main gravel road running from Bonga via Gimbo to Konda
Level of difficulty:	Medium to high: a small and unmaintained trail leads down to the hot spring and back upwards; it is partly steep; it can be slippery if wet; there is some shadow from the trees;
Time required:	2.5 hours drive from Bonga and back; About 1.5 hours for walking down, 0.5 hours stay; 2 hours for walking back upwards
What to expect:	Walk down through beautiful forest areas until passing an open grass area; it is a great spot for resting and watching birds; proceed down to the final destination, where hot water emerges from the ground and flows into a cold creek, thus forming the Dadiban Hot Spring; the temperature of the hot spring depends on the amount of water in the creek; during the dry season the Dadiban Hot Spring has temperatures around 40 to 50°C (Schormann 2010).
Selection criteria:	Easy access; spiritual experience in the forests; can be combined with tour to Boginda forest;



Fig. 23: Dadiban Hot Spring (© Sigrun Lange).

• Course of the trail



- Proposed measures to improve the tour package

Suggested measures	Costs (in €)*
Consult spiritual leader; if he agrees that the hot spring shall be opened for visitors:	€ 500,--
Establish a roofed picnic area at the open grass land area and encourage locals to sell some fruits, drinks or food; additionally, food and drinks can be sold at the starting point of the tour (along the road).	€ 1,050,--
Install a watch tower at the open grass land area	€ 1,350,--
Create a trail which branches off before the camp of the sick people; it shall lead to an area which is separated from the bathing people (following the stream about 100-200 metres downwards from the area where people are washing their clothes, there is a naturally formed pool out of eyeshot from the bathing people)	€ 750,--
This pool could be widened towards a tree which is standing besides the stream; its roots are forming kind of a bridge over the stream (cp. Fig. 23); establish this area as resting site for visiting tourists	€ 1,250,--
Check the water quality of the pool and take measures if it proves to be deficient	€ 1,000,-- (**)
Take measure to improve the situation of the disabled people at the hot spring, e.g. improve accommodation facilities, reduce excrements by providing compost toilets <sup>25</sup> , and introduce MIRT ovens to reduce their consumption of wood.	€ 5,000,--
Create a community fund which is supplied by revenues coming from visiting guests (entrance fee for the hot spring added to the fee for the tour guide)	€ 750,--

\* Costs other than personal costs (see calculation in chapter 6.2)

\*\* Costs differ by number of checked indicators; minimum requirement is a hygienic check.

- Creating benefits for the local communities

The Dadiban Hot Spring is owned by the spiritual leader of the Dajewo tribe<sup>26</sup>. Without his permission, the hot springs cannot be opened for tourism purposes. In case the tribe welcomes foreigner in their hot spring, the whole packages shall be developed as community based tourism project. This means that the community decides on how to develop the area, how to guide the tours and how to organise the income provided by the visitors. An agreement could be signed between the biosphere reserve management and the spiritual leader of the community, defining that the tour package is promoted by the biosphere reserve information centre, but the whole tour is completely organised by community members. Only they should be allowed to guide people to the hot springs (in order to properly communicate the spiritual character of the area). Guests visiting the hot spring will have to pay an entrance fee (in addition to the fee for the guide). These revenues are transferred to a fund which can be used to cover the costs of activities planned by the community.

- Avoiding negative impact

At present, the Dadiban Hot Spring is mainly visited by sick people who expect to heal their skin, lung and other diseases while bathing in the hot spring. During their stay (which can last from several days up to months) they live in provisional huts. Neither toilets nor washing facilities are provided, so sanitation is quite a problem (excrements have been found close to the source of the hot spring, and people wash themselves and their clothes in the creek). The local people (partly bathing naked in the water) would probably be disturbed by wealthy foreign tourists coming (with big cameras) to the area. On

<sup>25</sup> Down at the hot spring, the idea of 'lko toilets', developed by David Kuria from Kenya, could be applied; Kuria establishes clean toilets for poor people which are used as multipurpose utilities; besides visiting the bathroom, you can obtain clean drinking water (water purification system installed) from the toilet unit or buy some snacks or fruits (spaced for mini businesses); some even produce energy from the accumulating biomass.  
Information at: <http://www.ecotact.org/>.

<sup>26</sup> Information given by Bedilu Assefa.

the other hand, tourists might be rejected by the poverty and sickness of the people, as well as by the poor hygiene conditions. In order to avoid such disturbances, a short new section of the trail shall be created leading the tourists to a hidden place at the hot springs without interference with the sick people. With the introduction of compost toilets and MIRT ovens, the negative impact of the bathing people on the environment shall be reduced. The bathing people have to be convinced that their health benefits from using the compost toilets. The proposed picnic area shall be established on an open grass land area, so no forests will have to be cut for that.

**Note:** This is not only a cultural tour. During the hike monkeys can be observed in the forest and birds can be best spotted in the open meadow along the way.

## 5.2 Improvement of accommodation facilities

### 5.2.1 Model lodge

It is planned to establish a model lodge in Kafa Biosphere Reserve. The lodge shall be a showcase for an ideal accommodation providing European standards. It shall be operated efficiently, either by a tourism manager or in accordance with the government of SNNPR and Kafa Zone. The model lodge buildings need to be used for the tourism purpose for at least 15 years<sup>27</sup>.

#### 5.2.1.1 Location for the model lodge

The model lodge shall be located in Bonga even if there are already some acceptable accommodations available for visitors. However, in other areas of the biosphere reserve, where appropriate accommodation facilities are definitely lacking, at present and in the near future, a profitable operation of such a lodge is not likely as the number of visitors seems to be too low.

For choosing an ideal location for the lodge in Bonga, the following criteria shall be considered:

- Located on a hilltop with a great wide view towards a beautiful landscape,
- Lush vegetation (e.g. old trees, flowering bushes) inside the parcel of the lodge,
- Surrounded by natural vegetation / natural forests,
- Basic road access,
- Connection to the power and the drinking water supply.

A suitable location has to be selected in Bonga according to the legal requirements<sup>28</sup>. The NABU team already detected a beautiful spot on the hillside where the Gaaki Sharochi Hall is located. However, if the historical museum will be built there, this place will not be available (cp. chapter 5.1.3). There were also thoughts about damming a small stream somewhere (perhaps even the waters coming from the Dadiban Hot Springs), thereby creating a natural swimming pool. But this would cause problems with the accessibility. One of the main requirements is that the lodge should not be located too far from Bonga; it shall be easily accessible.

Another option would be the improvement of the KDA Guesthouse (cp. chapter 5.2.2) which is very nicely located and could easily be developed to the status of a model lodge. In this case, a part-ownership would be possible, so that the Kafa Development Association (KDA) would still be able to use it in the future.

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<sup>27</sup> According to regulations of the German Ministry for the Environment (BMU); information given by NABU on 25 May 2011.

<sup>28</sup> In March 2011, in Bonga only one location had been officially approved by the Investment Office for building a tourism lodge; details on that location can be found in the second project report from June 2011.

### 5.2.1.2 Design and operation of the model lodge

Considering the design and operation of the lodge, the following aspects shall be considered:

- Traditional tukul design: there should be one bigger building with reception, restaurant and terrace, and several small bungalows in a garden area for accommodating the guests;
- Facilities for trainings, meetings, talks etc. should be available;
- It should be a high standard (but not luxury) service which can be simple and basic in design (e.g. toilet and shower in each room; reliable flow of cold and hot water; reliable electric power supply; table, chairs, and terrace with view available for each guest); the rooms shall be well maintained, clean, comfortable and cosy;
- Qualified, careful and responsible staff is needed (capable of speaking English; informed about the biosphere reserve concept, and the available tourist attractions);
- Selected staff members of the model lodge shall be trained as first aiders who are able to help in emergencies (since there's only one badly equipped hospital in Kafa<sup>29</sup>).
- Eco-friendly operation (solar panels, efficient water purification system);
- Local (organic) food should be offered in the restaurant of the lodge (seeds shall be distributed to farmers and training shall be provided so that they are able to grow the crops / fruits / vegetables needed for the food service of the lodge);
- A show room for local products from the biosphere reserve shall be included;
- Capacity: max. 10 to 15 double rooms (for 20 to 30 guests);
- Target group: national and international visitors.

In general the local community shall be involved as much as possible in the construction process of the lodge (e.g. provision of construction material, furniture, handicraft, dinnerware, and manpower) and the following operation of the lodge (e.g. local staff, provision of food supply from surrounding communities, opportunity for selling local products).

Examples for recommendable tourist lodges in Ethiopia are given in Fig. 24 and Fig. 25.



Fig. 24: Impressions of Paradise Lodge (source of images: official web site of the lodge).

Paradise Lodge in Arba Minch is located at a hilltop overlooking the forest of Netchesar National Park and two lakes in the Rift Valley (Chamo and Abaya). Accommodation is provided in traditional tukuls with stone walls and grass roofs. The rooms were designed by different ethnic groups of the southern nations. Additionally, camping facilities and a conference room (optional with catering service) are provided. Outdoor activities include boat trips, fishing, trekking, bird watching, hippo spotting and cultural excursions to the Dorze people. The prizes are ranging from 40 to 65 US\$.

More information at: <http://www.paradiselodgeethiopia.com/>

<sup>29</sup> Information on hospital in Bonga given by NABU representative who visited the hospital in March 2011.



Fig. 25: Awash Falls Lodge; left: huts (© Heinz Büchler, fotocommunity), right bedroom (source: official web site of the lodge). Awash Falls Lodge is located east of Addis (Awash National Park). It was intentionally constructed in order to support the conservation of Awash National Park through community participation. The rooms are basic, but charming. Traditional and modern dishes are served in the restaurant. A conference room is also provided. Guests can visit the waterfall and trek along the river. Wildlife viewing is also offered and traditional dances can be experienced in the evening.

The prizes are ranging from 46 to 60 US\$. International guests praise the good and attentive service<sup>30</sup>. More information at: <http://www.awashfalls lodge.com>

### 5.2.2 Improvement of existing accommodation facilities

At present, about 34 hotels are available in and around Bonga (cp. list in annex 10.1). Most of them do not meet the Western quality standards. So far, the majority of the foreign visitors stay overnight in Mankira or Coffee Land Hotel, both located in the centre of Bonga town (cp. Fig. 26). However, some guests complain about the noise and the poor maintenance of the hotels (e.g. leaking water taps, jammed doors, unstable power supply). For longer stays (e.g. research purposes), people tend to favour the KDA (Kafa Development Association) Guesthouse which is located on a beautiful green hillside some kilometres outside of Bonga centre (cp. Fig. 26). It's made up of several cottages including shared showers with toilets. Self-catering kitchens are provided, but guests can also request breakfast, lunch or dinner from the staff (however they might be responsible for supplying the ingredients themselves from the market in town). Guests enjoy the beautiful garden area, the peaceful atmosphere and the great view over the rural landscape. However they also complain about maintenance problems.



Fig. 26: Mankira Hotel, Coffee Land Hotel, and KDA Guesthouse (from left to right) (© Sigrun Lange).

Outside of Bonga, there are no acceptable accommodation facilities for tourists. One exception might be the Wushwush Guesthouse, located along the road from Bonga to Mizan Teferi, just past the village of Wushwush. However it provides only very basic guestrooms or camping places as well as a self-catering kitchen.

It is quite obvious that in most cases Western quality and hygiene standards are not met. Surveyed tour operators from Germany, however, emphasise that appropriate accommodation facilities are the most important preconditions for attracting tourists to Kafa Biosphere Reserve. The rooms have to be clean and well maintained even if most of the tourists coming to Ethiopia are experienced travellers who accept basic standards (cp. chapter 3.3). As a consequence, with its model lodge, NABU plans to

<sup>30</sup> Feed back on Awash Falls Lodge at: [http://www.tripadvisor.de/Hotel\\_Review-g676756-d1532342-Reviews-Awash\\_Falls\\_Lodge-Awash\\_Valley.html](http://www.tripadvisor.de/Hotel_Review-g676756-d1532342-Reviews-Awash_Falls_Lodge-Awash_Valley.html) (accessed on 10 June 2011)

demonstrate how a comfortable lodging may look like (cp. chapter 5.2.1). But beyond that, the quality of the existing accommodation facilities has to be improved. This may be achieved by establishing cooperation with 'partner companies' and private investors, willing to guarantee defined quality standards and to work in compliance with the principles of the biosphere reserve.

#### 5.2.2.1 Partner companies of the biosphere reserve

Some protected areas in Europe already introduced the concept of 'partner companies' for accommodation facilities (cp. annex 10.3). The principle: Hotel owners have to meet well defined standards and to participate in trainings in order to be certified as a partner of the biosphere reserve. The certification helps them to improve their performance and to increase their brand awareness.

Potential criteria for becoming a partner hotel in Kafa Biosphere Reserves could be for example

- the partner hotel is located within the biosphere reserve;
- the owner guarantees that the facilities in the hotel are kept clean and well maintained;
- the guests are given the opportunity to recommend measures for quality improvement; the owner will check the feedback regularly and will try to implement some of the suggestions;
- the staff is well aware of and committed to the concept of UNESCO biosphere reserves;
- a member of the staff regularly participates in trainings provided by the biosphere reserve management;
- at least part of the staff understands and speaks English;
- the guests are informed about the potential tourist attractions in the biosphere reserve;
- the guest are informed about the rules set for visitors of the biosphere reserves (cp. chapter 5.5.2).

Hotels have to fulfil those criteria and pay a certain amount of fee per year (e.g. 10 times the price for a standard room in their hotel) in order to be labelled as partner company. In return, they receive the following benefits

- partner companies receive a logo which can be displayed at the hotel's entrance;
- the companies will be presented at the web page of Kafa Biosphere Reserve and recommended by the staff of the Kafa Biosphere Reserve information centre (cp. chapter 5.1.1);
- the staff of the partner companies is invited to regular trainings, e.g. on topics related to the biosphere reserve; on quality improvement in hotel services and infrastructure; on language skills; in medical health care; in international cooking with local products (adaptation of traditional dishes for the taste of international visitors).

Once a year, the biosphere reserve management checks if the criteria are still met by the partner companies. In case the criteria are no longer met, the label is withdrawn.

- Invite hotel owners to a kick off workshop, explain concept, agree on criteria and collect applications
- Collect annual fee from partner hotels
- Visit partner hotels, transfer promotional material and check quality standard of hotel
- Include information on partner hotels in web site of the biosphere reserve
- Invite partner hotels to the first training
- Repeat training every year
- Check partner hotels every year

### 5.2.2.2 Cooperation with private investors

(Potential) private investors shall be invited to an exchange meeting with the biosphere reserve management team in order to discuss the proposed development of tourism activities and to fill existing gaps in accommodation facilities (inside, but also outside of Bonga).

Apinec, a local producer of honey<sup>31</sup>, would be interested in constructing accommodation facilities for visitors on their compound in Bonga. Besides, they would be ready to guide visitors to their honey production sites in the forests (cp. Fig. 27) and to explain the differences between traditional and modern bee keeping in the biosphere reserve. During such a visit, different types of honey could be tasted.



Fig. 27: Apinec honey production site south of Bonga, some kilometres after Enderach (left) and honey produced by Apinec for the export to Europe (right) (© Sigrun Lange).

The Kafa Development Association currently plans to improve the quality of the KDA guesthouse (new roof, provision of food service, transfer offered to and from Bonga) and to expand their capacity (more bedrooms; establishment of a training centre)<sup>32</sup>.

Suggested measures	Costs (€)*
Organise an exchange meeting with (potential) private investors for jointly extending the tourism facilities in Kafa Biosphere Reserve	€ 750,--

\* Costs other than personal costs (see calculation in chapter 6.2).

## 5.3 Capacity building

### 5.3.1 Capacity building for biosphere reserve rangers

30 rangers have been hired by the biosphere reserve management. They have already been trained by NABU, GIZ/SDPASE, and EWNHS, in basic ranger skills, in all aspects related to the Kafa Biosphere Reserve, and on the flora and fauna in the region as well as in ecotourism, guiding, first aid etc.

At least five of the rangers shall particularly deal with the development of tourism in Kafa Biosphere Reserve. Besides the basic training package for rangers they shall participate in language courses (English) and intercultural trainings (with special focus on those countries where the most tourist are coming from, cp. chapter 3.3) in order to learn about the needs of foreign visitors. They have to be introduced to the main aspects related to the proposed tour packages:

- coffee from its origin to the final product;
- wildlife in the Afromontane coffee forests;
- historical, cultural and religious life in Kafa Biosphere Reserve.

Suggested measures	Costs (€)*
Prepare training material on the whole commodity chain of coffee, from its origin in the coffee forests, to the harvest (by the coffee cooperatives), the processing (by the ECX staff), and finally to the sale on the market; the material should be elaborated by or in	€ 2.500,--

<sup>31</sup> Information on Apinec at: <http://www.honey-ethiopia.com/>

<sup>32</sup> Information given by KDA in December 2010.

cooperation with Original Food and the Kafa Forest Coffee Farmers Cooperative Union.	
Prepare training material on the history of Kafa Kingdom, on the culture of different tribes living in Kafa Biosphere Reserve, and on different religions practised in the region; this should be done in cooperation with the task force of the open air museum, as well as with the advice of relevant religious and spiritual leaders	€ 5.000,--
Prepare training material especially on the relevant fauna (birds & monkeys) and flora (coffee, tree species, cultural & medicinal plants) which can be found along the trails of the proposed tour packages	€ 5.000,--
Provide specific training sessions for the rangers responsible for tourism development	€ 750,--
Provide training for additional local guides from the communities involved in tourism	€ 500,--

\* Costs other than personal costs (see calculation in chapter 6)

### 5.3.2 Training programmes for locals

In general, UNESCO Biosphere Reserves aim at involving local stakeholders in order to increase the benefits for regional development.

#### 5.3.2.1 Training for local guides and communities

Local communities, especially those involved in the development of the tour packages, have to be trained to be able for example to guide tourists, to offer appropriate food and drinks, to operate a campground, to organise mule rentals, or to prepare storytelling services. These trainings should be mainly carried out by the five tourism rangers (cp. 5.1.1). A close contact should be established and maintained between the rangers and the concerned communities.

Suggested measures	Costs (€)*
Provide trainings for each of the involved communities (around Barta waterfall; in Keja Araba cooperative; in Komba forest; in the villages of Gola and Mankira; in the village of Saja; around the Dadiban Hot Spring).	€ 1.250,--

\* Costs other than personal costs (see calculation in chapter 6)

#### 5.3.2.2 Cooperation with and training for local entrepreneurs

The concept of partner companies should not be restricted to hotel owners (cp. 5.2.2.1); it should also be applied to other private business people committed to the idea of sustainable development and willing to provide services and products for visitors. Three examples for such entrepreneurs are given below (cp. also Fig. 28):

- Almaz<sup>33</sup>, the female leader of the Manjo Community Union, lives and produces pottery in the office of the Manjo tribe in Bonga. Her office (close to the Coffee Land Hotel) could be renovated and expanded to a showroom for local pottery which can be purchased by tourists;
- A coffee shop owner in the centre of Bonga invited the NABU team and their associates to some food and a coffee ceremony in his shop; at the end, he gave each of the participants a package of roasted coffee. His shop could be renovated and extended to a place recommended for foreign tourists to have a coffee and buy roasted coffee to take it home; for this purpose the packaging of the coffee would have to be improved;
- An owner of a huge fruit plantation in Konda, whom we met by chance, showed us around in his plantation; he is very committed to the idea of conservation and sustainable use and especially tries to pass his conviction to local children. He could provide fruits for hotels and lodges in Bonga to supply tourists with fresh local products. Additionally, he could show tourists around in his plantation where coffee, banana, avocado, and several other fruits grow; tastings could be organised.

<sup>33</sup> Name of the woman provided by Bedilu Assefa.



Fig. 28: Examples for committed entrepreneurs in Kafa Biosphere Reserve: Potter lady of the Manjo in Bonga; Coffee shop owner in Bonga; Owner of a fruit plantation in Konda (from left to right) (© Sigrun Lange).

Interested entrepreneurs should be invited to information events on Kafa Biosphere Reserve. The opportunities for cooperation should be discussed and existing deficits specified. Accordingly, workshops should be offered for local entrepreneurs in order to overcome existing weaknesses, e.g. improvement of the quality of the pottery or bamboo products<sup>34</sup>, advancement of the quality of the packaging for roasted coffee beans or local honey. Maybe, this cooperation with local entrepreneurs could also be linked with the microcredit programme which is foreseen in NABU's climate protection project. As already mentioned, a handicraft centre might be installed either at the open air museum or connected to the historical museum which might be moved to a location close to Gaaki Sharochi Hall (cp. chapter 5.1.4). Local entrepreneurs can be invited to display their products there.

Suggested measures	Costs (€)*
Organise a meeting with interested entrepreneurs of the region and define areas for cooperation and existing deficits	€ 750,--
Provide trainings and support measures to overcome weaknesses, e.g. trainings on the improvement of the services and products for tourism	€ 500,--
Organise meeting with local farmers willing to supply the model lodge with edibles; distribute seeds and train them on the cultivation of crops, fruits, or vegetables needed for the food service of the lodge	€ 500,--

\* Costs other than personal costs (see calculation in chapter 6)

## 5.4 Promotion

### 5.4.1 Unique selling proposition

For a successful marketing of the tourism potentials of Kafa Biosphere Reserve, a unique selling proposition (USP) has to be defined. The vision for tourism development (cp. 4.1) already emphasis the fact, that Kafa Biosphere Reserve is considered being the birthplace of coffee. Coffee plants grow all over in Ethiopia (and in other countries of the world), but Kafa Zone is the origin of *Coffea Arabica*. According to a legend, the effects of the plant's berries have been discovered here, by a herder who was watching his goats. Coffee tours are offered around the world but in most cases visitors are guided through plantations. In contrast, in Kafa Biosphere Reserve, *Coffea Arabica* trees still grow in natural forests.

The fact, that Kafa Zone still inhabits larger patches of natural forest is something quite special in a country, where the majority of the forests have already been cleared. Most of the foreign visitors would not expect Ethiopia to be green and forested; they still have in mind the images of droughts and famine. Even locals appreciate the green landscape in Kafa. Thus, the existence of the lush green vegetation adds to the USP of the area.

Moreover, the assumed weakness of being 'of the beaten tourist tracks' might also be transformed into a fortune: tour operators and tourists coming to Kafa Biosphere Reserve stand out from the

<sup>34</sup> Bamboo entrepreneurs' workshops in Addis Ababa: [http://www.eabp.org.et/About\\_Bamboo/bamboostory.html](http://www.eabp.org.et/About_Bamboo/bamboostory.html)

crowd; they will experience something different than the ‘standard’ tourist. Thus, visiting the area will be a stimulating experience in particular for those who are seeking an exceptionally destination off the beaten tourist paths.

In a nutshell, the USP can be displayed as follows: Kafa Biosphere Reserve is green; it hosts the last remnants of Afroalpine coffee forests which are the birthplace of *Coffea Arabica*; visitors walk off the beaten tourist routes; they can expect to see something different and unique in the country. It could be summarised in a slogan, such as ‘Come to Kafa, the origin of coffee’.

Tourism shall be developed and promoted according to this USP. In doing so, the ecological features have to be considered just as the economic and social aspects of coffee forests and its inhabitants:

- Coffee forests and its natural environment;
- Coffee – from the origin to the final product;
- Coffee forests and the history and culture of its inhabitants.

Suggested measures	Costs (€)*
Agree on a USP for tourism in Kafa Biosphere Reserve, e.g. in a meeting with tourism rangers and representatives of the Kafa Zone Culture and Tourism Department	€ 500,--

\* Costs other than personal costs (see calculation in chapter 6)

## 5.4.2 Promotional material

### 5.4.2.1 Dedicated to reach mainly international visitors

#### Website

A website already exists for Kafa Biosphere Reserve: <http://www.kafa-biosphere.com/>. It was developed and still is administered by the NABU team in Germany. In the long run, it shall be updated directly by the local management team of Kafa Biosphere Reserve, but at present the internet connection in Bonga still is quite slow and not reliable.

The website already includes a section on tourism facilities in the area:

- “Explore Kafa” roughly presents the main attractions of Kafa Biosphere Reserve; it should be completed with the detailed information on the available tour packages;
- “Visit Kafa” explains how to get to Kafa Biosphere Reserve, when to visit, how to prepare, where to stay, and where to eat; it should be completed with the contact information for the information centre, and a detailed description on the available hotels, lodges and guesthouses.

Suggested measures	Costs (€)*
Complete existing website with detailed information on tour packages and accommodation facilities	€ 5.000,--

\* Costs other than personal costs (see calculation in chapter 6)

Modern media, such as Facebook or Twitter, could additionally be used to promote the area. Especially in the USA, one of the top ten source countries for leisure and vacation tourism in Ethiopia, Twitter is a popular marketing instrument. With these means mainly younger people will be addressed. Currently, they do not belong to the main target group for tourism in Ethiopia (cp. chapter 3.3), but this might change in the future. Both instruments allow keeping a group of followers updated on the current development. Moreover, experiences can be exchanged and support actions can be promoted. Thus, Facebook and Twitter can be quite helpful in establishing special support groups, such as e.g. ‘friends of Kafa BR’.

However, both instruments depend on regular updates (new messages, uploads of information or photo material etc.) which currently are difficult to realise by the Ethiopian office of the Kafa Biosphere

Reserve in Bonga which suffers from a slow and not reliable internet connection. Support from the German NABU office in Berlin would probably have to be provided to enfold such activities at present (e.g. information on Kafa BR could be included in NABU's existing facebook or Twitter profiles). But ideally, the information should be generated directly in Bonga to ensure topicality and flexibility. Generally, an improvement of the internet connection in Kafa region seems to be crucial for an effective promotion of tourism offers in the biosphere reserve.

#### 5.4.2.2 Dedicated to reach mainly national visitors

##### Printed promotion material

Internet connection in Kafa Zone (Bonga) is quite slow, sometimes absent. Thus, it is important to provide additional printed material on the tourist attractions (e.g. flyers with a description of the tour packages, postcard).

Suggested measures	Costs (€)*
Produce a flyer on Kafa Biosphere Reserve and its tourist attractions	€ 1.250,--
Produce several postcards with beautiful images of the biosphere reserve; the web address should be given on the back of the postcard	€ 1.250,--

\* Costs other than personal costs (see calculation in chapter 6)

##### Song and music video contest

Music videos are quite famous throughout Ethiopia. A song contest could be organised in order to stimulate the production of music videos addressing different biosphere reserve issues. Video clips could be produced from selected songs. The results could be used for promotional purposes.

Suggested measures	Costs (€)*
Organise a song contest in the region	€ 5.000,--
Production of selected video clips	€ 2.500,--

\* Costs other than personal costs (see calculation in chapter 6)

##### Promotion via community radio

Promotion via community radio has already proved to be efficient to communicate within Kafa Biosphere Reserve. This measure could be used to promote the tourist attractions locally and nationally.

#### 5.4.3 Active promotion

All information available (e.g. website, printed material, music videos, short films) should be used to actively promote the tourism attractions in Kafa Biosphere Reserve.

##### 5.4.3.1 Tourism fairs

The tourist attractions of Kafa Biosphere Reserve should be presented in national (e.g. Ethiopian Tourism Day) and international tourism fairs, e.g.

- ITB Berlin (International Travel Exhibition), one of the world's leading travel expos; organised each year in March in Berlin, Germany ([www.itb-berlin.com](http://www.itb-berlin.com)); during this years' ITB Berlin (held from 9 to 13 March 2011) 28 tour operators from Ethiopia presented their services<sup>35</sup>;
- Reisepavillon, German fair on alternative tourism (<http://www.reisepavillon-online.de/>);
- F.R.E.E., German tourism fair in Munich (<http://www.free-muenchen.de/>)

<sup>35</sup> [http://www.virtualmarket.itb-berlin.de/index.php5?Action=showSearchResults&locale=en\\_GB&qsearchfree=Ethiopia&btnQuickSearch=search&itemtype=](http://www.virtualmarket.itb-berlin.de/index.php5?Action=showSearchResults&locale=en_GB&qsearchfree=Ethiopia&btnQuickSearch=search&itemtype=)

Suggested measures	Costs (€)*
Present Kafa Biosphere Reserve in two national tourism fairs	€ 3.500,--
Present Kafa Biosphere Reserve in two international tourism fairs	€ 17.500,--

\* Costs other than personal costs (see calculation in chapter 6)

#### 5.4.3.2 Cooperation with guidebook providers and tourism journals

At present, only few guidebooks on Ethiopia (in English or German language) are available on the market (cp. Fig. 38, annex 10.4) of which solely the Bradt Guidebook includes information on Bonga. The others do not mention the town or region at all. However, interestingly, an older edition of the Lonely Planet mentions Bonga as marvellous for hiking<sup>36</sup>. The attention of the guidebook authors has to be directed to the area, so that they are able to include some information in the upcoming editions of their guide books. Likewise, tourism journals should be addressed and fed with information on Kafa Biosphere Reserve (cp. annex 10.6). These measures will attract especially individual travellers to the region.

Suggested measures	Costs (€)*
Compile material which can be sent to guide books and tourism journals	€ 750,--
Distribute the material amongst guide books and tourism journals	€ 500,--

\* Costs other than personal costs (see calculation in chapter 6)

#### 5.4.3.3 Cooperation with (inter)national tour operators

Many national tour operators offer organised tours within Ethiopia, but so far only few of them guide visitors to the south-western region of Ethiopia (cp. annex 10.5.1). If they are heading westwards, they mainly visit places like Jimma and Gambela (e.g. Travel Ethiopia, Paradise Travel Ethiopia). Also international tour operators have not yet discovered the Kafa Zone (cp. Fig. 41, annex 0).

National and international tour operators should be invited to Kafa Biosphere Reserve, to show them around and discuss how to include the tourist attractions in the region in already existing tour packages, or rather how to develop new routes off the beaten track around western and southern Ethiopia (cp. suggestions given in annex 10.7). Besides, a contact could be established with the Ecotourism Association of Ethiopia (EAE). The information on tourist attractions in Kafa Biosphere Reserve could also be spread via the ASA newsletter. ASA is a German network of tour operators, information offices and hotel owners specialised on southern and eastern Africa<sup>37</sup>.

Suggested measures	Costs (€)*
Invite national and international tour operators to a visit of the biosphere reserve (thereby they only have to cover their travel expenses to and from Kafa Biosphere Reserve as well as their accommodation costs; the guided trip within the protected area, including catering, shall be for free)	€ 2.500,--
Establish contact within EAE	€ 0,--
Provide information for the ASA newsletter	€ 0,--

\* Costs other than personal costs (see calculation in chapter 6)

#### 5.4.3.4 Export products as communication medium

Information on tourist attractions in Kafa Biosphere Reserves should also be displayed on the packaging material of the products which are exported to and consumed in foreign countries (e.g. coffee ex-

<sup>36</sup> According to information given by NABU.

<sup>37</sup> Information on ASA at: <http://www.asa-africa.com/>

ported by Original Food, or honey exported by Apinec). There could be either a reference to the web address of Kafa Biosphere Reserve directly placed on the packaging material or some additional information (e.g. mini booklets) could be added to the respective products. The logo of the biosphere reserve should also be displayed on the respective products which demonstrably have been generated in the biosphere reserve.

Suggested measures	Costs (€)*
Discuss with Original Food and Apinec on how to include the logo of the biosphere reserve and promotional information (e.g. web address) on their products	€ 0,--
Redesign the labels of the packaging or provide mini booklets	€ 1.500,--

\* Costs other than personal costs (see calculation in chapter 6)

#### 5.4.3.5 (Inter)national expert meetings

In order to stimulate the interest of experts and scientists, the biosphere reserve management should organise technical conferences on topics which are relevant for the area. During the next AfriMAB meeting, which will take place in Addis, Ethiopia, it can be discussed which topics would be relevant for African biosphere reserve managers.

Suggested measures	Costs (€)*
Discuss with the Ethiopian Ministry of Technology and Science and other relevant stakeholders which topics would be relevant to discuss with respect to the advancement of UNESCO biosphere reserves in Ethiopia	€ 500,--
Organise (at least two) technical conferences in Kafa Biosphere Reserve	€ 2.000,--

\* Costs other than personal costs (see calculation in chapter 6)

## 5.5 Organisation of tourism in Kafa Biosphere Reserve

During the stakeholder workshop on tourism in March 2011 it was stated that at present there is no responsible party in Bonga to coordinate all activities related to tourism (e.g. there is no central tourist office as contact point for visitors). With the establishment and operation of the biosphere reserve, new actors arise who can play a fundamental role in the organisation of tourism, e.g.

- Kafa Biosphere Reserve information centre, which currently is constructed next to the National Coffee Museum in Bonga; once finalised it will take over the role as tourist office in Kafa Biosphere Reserve; it is planned to be the starting point where tourists can inform themselves, book tour packages, and hire guides (cp. chapter 5.1.1).
- Already 30 rangers have been employed who are financed until the end of NABU's climate project (October 2013); at least five of them shall work specifically in tourism.
- After an initial phase, local communities and organised user groups (e.g. coffee cooperatives) shall turn out to be the most important key players in (community based) eco-tourism activities in Kafa Biosphere Reserves; capacity building is necessary to empower the local people accordingly (cp. 5.3.2.1);
- Cooperating with private investors and local entrepreneurs is necessary in order to enlarge the accommodation facilities (inside and outside Bonga) and to improve the services and products offered to tourists (cp. 5.2.2.1 and 5.2.2.2).

### 5.5.1 Minimise impact on nature

Tourism is seen as an important measure to support the preservation of the remaining forests in Kafa Biosphere Reserve as it provides additional income for locals who formerly depended on the natural resources (e.g. cutting trees for making charcoal). But once the number of tourists starts growing, impacts of tourism on the environment might become evident. Therefore, measures to avoid negative

impacts have to be considered from the very beginning. Rules for the right behaviour have to be issued but it seems equally important to wisely guide visitors within the biosphere reserve, e.g.

- Strict closure of the core zones (and candidate core zones) for tourism infrastructure; however walking on already existing trails in the core zone might be allowed for controlled tourism (e.g. guided tours).
- Focus on guided tours within the biosphere reserve (instead of individual travellers searching their own way); we recommend abandoning sign posting at the starting points of hikes and marking of existing trails so that it will be difficult for individual travellers to find their way.
- Use as many eco-friendly and energy saving techniques as possible (e.g. for the construction of the model lodge, and by introducing MIRT oven in local communities).

Suggested measures	Costs (€)*
Define rules for ecofriendly behaviour of tourists and ask the rangers and guides to inform the visitors on those rules	€ 500,--

\* Costs other than personal costs (see calculation in chapter 6)

### 5.5.2 Minimise impact on culture

In 2007, President Girma Woldegiorgis stated that begging became a threat to the socio-economic development of Ethiopia<sup>38</sup>. In Bonga begging is still not common, but it might increase with an increasing numbers of visitors. Even nowadays, kids shout “you, you” to visitors and ask for plastic bottles and sometimes for money. For this reason it is important to imply strict rules of behaviour for tourists. These rules should be communicated widely (e.g. via tour operators, displayed in the hotels, displayed in the biosphere reserve information office etc.). We propose inviting representatives of relevant stakeholders in the biosphere reserve to discuss, define, and communicate such guidelines.

Suggested measures	Costs (€)*
Organise meeting with representatives of relevant stakeholders in the biosphere reserve in order to agree on rules for visitor behaviour	€ 500,--
Communicate and distribute those rules widely	€ 2.500,--

\* Costs other than personal costs (see calculation in chapter 6)

### 5.5.3 Providing benefits for local communities

Kafa Biosphere Reserve should provide maximum benefits for the local people. Thus, it is recommended to involve local people whenever possible (e.g. as man power in the construction of tourism facilities, as guide and staff of lodges and guesthouses, or as suppliers of edibles and local handicraft). For each tourism package, the expected benefits for local communities have been mentioned.

In order to generate additional income, we recommend focusing on direct payments from tourism to all communities who are involved in the proposed tourism activities (e.g. Dadiban Hot Spring, Barta Waterfall or Mankira). For each case, a defined fee paid for visiting these areas could be deposited in a fund which is supervised by the community itself (e.g. for a visit of Dadiban Hot Springs, international visitors have to pay 8 Euro per person; thereof 2 Euro are covering the costs for the guide, 6 Euro shall be transferred in the community fund; since the local people have been using the springs for many years and never had to pay, of course this group need not to be obliged to pay ). A selected board of trustees will be responsible for deciding which expenses will be covered (e.g. for health care, education etc.).

<sup>38</sup> [http://nazret.com/blog/index.php/2007/11/09/ethiopia\\_begging\\_becomes\\_serious\\_threat](http://nazret.com/blog/index.php/2007/11/09/ethiopia_begging_becomes_serious_threat)

The question came up if an entrance fee shall be imposed for visiting Kafa Biosphere Reserve. The Culture and Tourism Bureau of the Southern Nation, Nationalities & People's Regional State so far only defines how much entrance fee has to be charged for visiting national parks, crocodile ranches, and historical sites (cp. Fig. 29). UNESCO biosphere reserves are not yet covered by these regulations as this category was introduced not until June 2010. Shall entrance fees be introduced for Kafa Biosphere Reserve (or other, future biosphere reserves in Ethiopia)?

Arguments 'pro' entrance fees:

- Entrance fees are a good source of income which could be used for the management of the biosphere reserve (one of the strongest arguments as the long-term financing of the management is still not secured)
- Entrance fees allow for the personal contact with the visitors (information can be handed over, recommendations can be made)
- Entrance fees facilitate counting the number of visitors coming to the area.
- Entrance fees express a high valuation for the assets of the region.

Arguments 'contra' entrance fees:

- Entrance fees are not common for biosphere reserves; generally fees are charged for national parks outside of Europe; but the national park concept is quite different from the UNESCO concept of biosphere reserves; whereas national parks preserve outstanding natural assets, biosphere reserves are regarded as model regions for sustainable development, searching for innovative solutions of how to reconcile humans and nature in cooperation with local stakeholders; with respect to these conceptual differences, charging entrance fees is more comprehensible for national parks than for biosphere reserves; we know of no biosphere reserve worldwide (which is not at the same time a national park) which is charging an entrance fee for visitors<sup>39</sup>.
- Collecting entrance fees is quite complex as it means that controls have to be established at all entrance roads to the biosphere reserve; alternatively, visitors can be asked to pay their fee in the BR information centre but this would imply that control samples are being made in the field to check whether visitors in the area have paid their fee or not.
- If visitors are asked to pay twice, e.g. for the general entrance and for extra services (e.g. visit of the hot springs, Barta waterfall etc.) they might not be appreciative of that procedure.
- In addition it is difficult to decide who should pay. Do researchers count as visitors? Are Ethiopians, who visit their families, regarded as visitors who have to pay for entering Kafa Zone?

On the basis of these arguments, local stakeholders shall decide if general entrance fees shall be charged for the biosphere reserve or not. However, we recommend not charging any entrance fees.

Fees for	Foreigners	Resident foreigners	Ethiopians
Guiding services (24 h) for a group of			
- less than 4 visitors	50 ETB	30 ETB	10 ETB
- 4 and above visitors	70 ETB	50 ETB	20 ETB
Visiting historical sites	50 ETB	30 ETB	5 ETB
Lodging services at camp grounds			
- for tents having the capacity of 4	30 ETB	30 ETB	10 ETB
- for tents having the capacity > 4	40 ETB	40 ETB	20 ETB
Motor boat rental (1 h service)	300 ETB	200 ETB	100 ETB

Fig. 29: Overview on the visitor payment regulations (in Ethiopian Birr) as set by the Southern Nation, Nationalities & People's Regional State (SNNPRS) in 2001.

<sup>39</sup> Own experiences and information given by UNESCO office, Paris.

## 6 Financial overview – Business planning

### 6.1 Procedure, assumptions and validity

The precondition of the project is that touristic activities (on a long-term perspective) shall be self-sustaining and even be contributing to financing the management of the biosphere reserve. This implies that investments and costs need to be kept “slim”. For the calculation all infrastructures are estimated on a minimum bases.

Due to all costs are estimated and calculated in EUR so far a conversion of EUR into ETB or USD is possible but will create “non-round” numbers. This pretends “pseudo accuracy” and is therefore more confusing than helpful. The following table shows the exchange rates for ETB and USD into EUR that should make the dimensions visible.

EUR	Currency	Currency rate
1 EUR	23,6629 ETB	The EUR ETB currency rate as of 21 Oct 2011 at 11:07 AM. <a href="http://www.exchangerates.org.uk">http://www.exchangerates.org.uk</a>
1 EUR	1,3776 USD	The EUR USD currency rate as of 21 Oct 2011 at 11:07 AM. <a href="http://www.exchangerates.org.uk">http://www.exchangerates.org.uk</a>

Fig. 30: Exchange rates for ETB (Ethiopian Birr) and USD (US Dollar) into EUR.

The basic elements and assumptions for the calculation, the financial estimates and the forecast are presented in the table below. The table distinguishes between basic assumptions (in blue) and the secondary assumptions, being derived from the basic ones.

- Wages (costs per month): The basic assumptions for calculating personal costs are the monthly payments for a qualified expert (e.g. cook, craftsman, touristic guide, etc.) with an amount of € 400. Non qualified staff for support (e.g. kitchen, rooms, etc.) is calculated with a rate of 50 per cent (€ 200), management staff with a rate of 250 per cent (€ 1,000).
- Expenditures and prices for services: The costs for touristic services are estimated on the basis of recent prices in the country. So the costs for a (professionally) guided tour for one day are calculated with an amount of € 8, one good quality room with an amount of € 20, a high quality room with an amount of € 80, a good quality touristic meal with an amount of € 3 and high quality meal with € 6. There is no reliable data available on touristic expenses for additional goods and services (such as souvenirs, handicrafts, etc.) and personal expenses (such as cosmetics, sanitary products, etc.). Since the limiting factor in the Bonga region is the supply and not the demand, these expenditures are estimated with an amount of only € 10 for souvenirs and only € 5 for personal expenses.
- Guests: A number of 10,000 overnight stays form the basis of this calculation. This equals a number of 60 available (good quality) beds with an utilised capacity of 50 per cent. Despite of the fact that this is a conservative and plausible estimate, 10,000 overnight stays in Mankira Hotel, KDA Guesthouse and Coffeeland Hotel seem to be already optimistic. Surprisingly, no reliable records on overnight stays in the region are available. The derived assumption (50% of the guest would be willing to book an additional activity, such as a guided tour) shows up with a potential of some 5,000 activities additionally booked by guests.

General presumptions		Comments / assumptions
1.	Wages (costs per month)	
1.1.	Non qualified support (kitchen, rooms, etc.)	200 € 50% of qualified personal
1.2.	Qualified experts (cook, craftsman, touristic guide, etc.)	400 € Estimate, developed by discussion
1.3.	Manager, responsible persons	1.000 € 250% of qualified personal
2.	Prices	
1.1.	Guided tour (per person per day)	8 € Estimate, developed by discussion
1.2.	Good quality room (per person)	20 € Recent situation in region (foreign guest)
1.3.	High quality room (per person)	80 € 4 times the price of standard quality
1.4.	Good quality touristic meal (per person)	3 € Recent situation in region
1.5.	High quality touristic meal (per person)	6 € 2 time the price of standard quality
3.	Expenditures	
3.1.	Souvenirs, merchandising (per person, per day)	10 € Estimate, developed by discussion
3.2.	Personal expenses (per person, per day)	5 €
4.	Guests	
4.1.	Number of overnight stays (1 person 1 night and one day)	10.000 Estimate (optimistic)
4.2.	Number of activities booked	5.000 50% of guest book an additional activity

Fig. 31: Calculation of wages, prices for services, expenditures of guests, number of overnight stays and booked activities.

These aspects are to be taken into consideration:

- The assumptions and the calculation in the business plan shall give an overview, the ‘big picture’, and therefore shall serve as a basis for a discussion; however, it is expected that in the detailed implementation planning phase deviations will occur.
- The financial dimensions as presented in both calculations (model lodge, see chapter 6.3 and financial plan, see chapter 6.4) are valid enough to draw on overall picture of the situation and to base the recommendations (see chapter 7). The calculation cannot substitute a detailed assessment of incomes and costs on the project level (e.g. model lodge).

## 6.2 Calculation of infrastructures

As presented below, the infrastructures for touristic packages and interpretive trails are calculated on bases of material costs. These are estimated following interviews and discussions in the project’s region.

- Campground: € 3,580.-
- 10 Tents and storage: € 2,700.-
- Picnic / rest area, roofed: € 2,550.-
- Picnic area, simple: € 1,050.-
- Watch-tower: € 1,350.-
- Sign-board: € 475.-

Intentionally, all these infrastructures shall be kept simple and cheap. So the maintenance will also be simple and cheap. As indicated in the previous chapters, the staff (well trained and accredited professionals) will play the most important role in the packages. The infrastructure will only play a supporting role.

	Cost category	Unit	Nr.	Cost	Comments
1.	<i>Campground</i>			<b>-3.580 €</b>	
1.1.	Adaptation of place	-500 €	1,00	-500 €	
1.2.	Toilet (compost)	-120 €	4,00	-480 €	
1.3.	Shower / sanitary facilities	-350 €	4,00	-1.400 €	
1.4.	Water purification / solar	-120 €	10,00	-1.200 €	
2.	<i>Tents</i>			<b>-2.700 €</b>	
2.1.	Tents	-220 €	10,00	-2.200 €	
2.2.	Storage	-500 €	1,00	-500 €	
3.	<i>Picnic / rest area, roofed</i>			<b>-2.550 €</b>	
3.1.	Banks, tables (materials)	-100 €	3,00	-300 €	wood
3.2.	Roof (materials)	-750 €	1,00	-750 €	wood
3.3.	Barbecue, fireplace	-250 €	1,00	-250 €	
3.4.	Fundaments	-1.250 €	1,00	-1.250 €	
4.	<i>Picnic area, simple</i>			<b>-1.050 €</b>	
4.1.	Banks, tables (materials)	-100 €	3,00	-300 €	wood
4.2.	Roof (materials)	-750 €	1,00	-750 €	wood
5.	<i>Watch tower</i>			<b>-1.350 €</b>	
5.1.	Materials	-750 €	1,00	-750 €	wood
5.2.	Fundament	-600 €	1,00	-600 €	
6.	<i>Signboard</i>			<b>-475 €</b>	
6.1.	Sign	-400 €	1,00	-400 €	
6.2.	Stand	-25 €	1,00	-25 €	
6.3.	Fundament	-50 €	1,00	-50 €	

Fig. 32: Calculation of costs for infrastructure (Costs other than personal costs).

These costs for the infrastructure are integrated systematically into the costs for the investments (cp. Fig. 34).

### 6.3 Calculation of model lodge

The calculation of the model lodge shall give an estimate on the investments and the ongoing costs of a model lodge as described in chapter 5.2.1. Major questions, such as management, ownership and location, are not yet clarified, but the calculation shall give a sketch of the financial dimension.

The frame of the calculation is given by the recent NABU project: The costs for constructing the lodge (50,000) are provided by the project and shall cover the basic investment. The ongoing costs shall be self-sustaining.

These assumptions are the basis for the calculation:

- Investment: The investment for building is estimated with a minimum of € 50,000. In comparison with the expectations towards standard and functions of the lodge this investment seems underestimated. Additionally, planning costs (architect, technical planning, garden) cannot be less than five per cent (= € 2,500), the ongoing management of the construction (financial management, technical supervision, coordination of craftsman, etc.) cannot be less than 12.5 per cent (= € 6,250). The overall investment for the building sums up to € 60,000; this allows only including a minimum of facilities, but not any 'additional' features such as garden or pool.
- Ongoing costs, housing: The yearly costs for maintenance on average amount to three per cent of the construction costs. However, these costs will be less in the first years and higher after some five to ten years. Insurance costs are assumed to be some 0.5 per cent of the investment costs; for purchasing and maintaining equipment (furniture, sanitary facilities, etc.) another 2.5 per cent of the first investment is calculated. The costs for renting the ground are not yet calculated, since the conditions could not be clarified in advance. So the yearly costs for housing sum up to some € 3,000.
- Ongoing costs, personal: The costs for the personnel are described in chapter 6.1. The estimate assumes that the model lodge will need a minimum staff of one manager (overall responsibility)

ity, customer relationship, financial management, etc.), at least two qualified experts (kitchen, service) and four staff members for support (kitchen, rooms, maintenance). The staff costs sum up to some € 31,200, so that the personnel costs are the major component of the ongoing costs.

- Ongoing costs, other: The other costs (materials, electricity, communication, marketing, public relation and food / breakfast) are assumed to sum up to some € 10,000. A tourism community fee is proposed (1 € / overnight stay), for the breakeven (see below) this fee would sum up to € 2,300.
- Income / breakeven: Given a price of € 20 for a good quality room per night (including breakfast) the model lodge will need a minimum of 2,300 overnight stays to cover the ongoing costs. This number is achievable, but will require an intensive promotion work. Furthermore it is not realistic that this number can already be achieved in the first one or two years. An additional income of some € 2,300 is assumed to be possible by selling souvenirs, handicrafts and gifts.

	Cost category	Unit	Costs	Comments / assumptions
<b>1.</b>	<b>Investments</b>		-58.750 €	
1.1.	Planning		-2.500 €	
1.2.	Construction		-50.000 €	
1.3.	Management		-6.250 €	
<b>2.</b>	<b>Ongoing costs (yearly bases)</b>		-46.450 €	
2.1.	Housing			
2.1.1.	Rental of ground		0 €	provided by community
2.1.2.	Maintenance		-1.500 €	
2.1.3.	Insurances and similar		-250 €	
2.1.4.	Equipment		-1.250 €	
2.2.	Personnel			
2.2.1.	Manager	1	-12.000 €	
2.2.2.	Qualified experts	2	-9.600 €	
2.2.3.	Non qualified support	4	-9.600 €	
2.2.4.	Materials, electricity, communication		-1.500 €	
2.2.5.	Marketing, public relation		-5.000 €	
2.2.6.	Food (breakfast)		-3.450 €	
2.2.7.	Tourism community fee		-2.300 €	
<b>3.</b>	<b>Income</b>		48.300 €	
3.1.	Number of overnight stays	2.300	46.000 €	
3.2.	Profit from souvenirs / merchandising		2.300 €	
<b>4.</b>	<b>Loss / profit</b>			
4.1.	On basis of ongoing costs only		1.850 €	
4.2.	Including investment (30 years, interest rate 5%)		-108 €	Attention: no interests calculated

Fig. 33: Calculation of the model lodge.

Summarising, the rough estimates and the figures indicate that a very efficient management will be necessary to cover the costs and to attract and process 2,300 overnight stays. These are the absolute minimum requirements to run the lodge. The investment, as provided by the NABU project, is obviously underestimated to cover the starting costs. It is strongly recommended not to start this project without an additional (private) investment. Also the ownership needs to be clarified in advance. Another option would be to develop existing lodges, such as the KDA Guesthouse.

#### 6.4 General financial plan

One of the major tasks of the project is to establish touristic activities and structures that are 'self-sustaining'. In some optimistic considerations touristic revenues should even support the management of the biosphere reserve.

Generally three ways of generating income for regional touristic activities can be taken into consideration:

- Community fees / tax: The hotels pay a certain amount of their income to improve the structures in tourism. Usually, fees like these are directly connected to the number of overnight stays in the hotel. The system has several advantages: The direct beneficiary of regional touristic activities, the individual hotel / company / lodge, pays directly for the services. The contri-

bution is not visible to the guest. Last, but not least, this fee is easily collected and controlled. A positive side-effect will be to obtain regular information on the touristic situation in the region. In this particular case, the financial planning deals with an amount of € 1 per night per guest. Given that the target of some 10,000 overnight stays can be reached, a yearly income of some € 10,000 can be generated on the regional level.

- Fee for services (products): The estimation of potential fees for services is based on an assumed willingness to pay. € 8 for a whole-day guided tour seems to be a plausible estimate and was verified in several discussions with (potential) guests. The ratio between these prices and the real costs can generate attractive revenues, if the services, the organisation and the use of the money are set up properly and transparent. However, a turnover of some € 40,000, as presented in the financial plan, is an optimistic, but realistic dimension.
- Entrance fees: As discussed in chapter 5.5.3 the income generation by entrance fees has a lot of 'pros' and 'cons'. For this planning, no entrance fees are taken into consideration. Somehow these fees are 'hidden' in the community fee / tax and the price for the services. Even if entrance fee shall be collected, no additional revenues can be generated.

For the financial plan the intended infrastructures and foreseen investments are summarised. Most easily it can be seen that on a long-term perspective these costs of some € 173,000 are less relevant than the ongoing costs of some € 90,000. The calculation of the ongoing costs is based on the following assumptions:

- The maintenance of outdoor infrastructures is estimated with yearly costs of five per cent of the investment (ca. € 2,500). Additionally, costs for insurances or similar expenses amounting to some € 500 are to be taken into consideration.
- 'Soft' measures like marketing, promotion but also ongoing training sum up to some € 21,000.
- The minimum requirements for staffing consist of one responsible manager, eight qualified staff members (in particular: guides) and four persons of support staff without particular qualifications. However, the position of individual staff members may be shared (e.g. more guide are available, but provide services by request), but the costs should be taken into consideration.

Given that the investment and the costs for the ongoing activities are slim and effective the financial plan clearly indicates that the development of touristic infrastructures and activities will need an ongoing support for the next years.

	Cost category	Unit	Cost	Comments
1.	Investments / starting costs			
1.1.	Infrastructures		-178.260 €	
1.1.1.	National Coffee Museum		0 €	to be treated separately
1.1.2.	Sales room for local products		0 €	to be treated separately
1.1.3.	Open air Museum on Kafa Kingdom		0 €	to be treated separately
1.1.4.	Model lodge		-63.000 €	options: see separate calculation
1.1.5.	Improving existing accommodation facilities		-750 €	see description in chapter 5.2.2
1.2.	Trails, attractions and packages			
1.2.1.	Coffee tour 1: National Coffee Museum		0 €	to be treated separately
1.2.2.	Coffee tour 2: Keja Araba coffee cooperative		-3.250 €	see description in chapter 5.1.5
1.2.3.	Coffee tour 3: Coffee hike in Komba forest		-4.850 €	see description in chapter 5.1.5
1.2.4.	Coffee tour 4: Two days hike in Mankira forest		-14.730 €	see description in chapter 5.1.5
1.2.5.	Wildlife tour 1: Watching monkeys in Boginda forest		-9.830 €	see description in chapter 5.1.5
1.2.6.	Wildlife tour 2: Bird watching in Gojeb wetland		0 €	see description in chapter 5.1.5
1.2.7.	Cultural tour 1: Experiencing past of Kafa Kingdom		0 €	see description in chapter 5.1.5
1.2.8.	Cultural tour 2: Barta Waterfall		-5.700 €	see description in chapter 5.1.5
1.2.9.	Cultural tour 3: Honey production at Apinec's site		0 €	see description in chapter 5.1.5
1.2.10.	Cultural tour 4: Religious live in Kafa BR		0 €	see description in chapter 5.1.5
1.2.11.	Cultural tour 5: Experiencing Dadiban Hot Spring		-11.650 €	see description in chapter 5.1.5
1.3.	Capacity building			see description in chapter 5.3.
1.3.1.	Information and training programmes for rangers		-13.750 €	see description in chapter 5.3.1.
1.3.2.	Training for local guides and communities		-1.250 €	see description in chapter 5.3.2.
1.3.3.	Cooperation with and training for local entrepreneurs		-1.750 €	see description in chapter 5.3.2.
1.4.	Promotional materials, activities, fairs			see description in chapter 5.4.
1.4.1.	Unique selling proposition		-500 €	see description in chapter 5.4.1.
1.4.2.	Website		-5.000 €	see description in chapter 5.4.2.
1.4.3.	Printed promotion material		-2.500 €	see description in chapter 5.4.2.
1.4.4.	Song contest		-7.500 €	see description in chapter 5.4.2.
1.4.5.	Fairs		-21.000 €	see description in chapter 5.4.3.
1.4.6.	Cooperation guidebook providers and tourism journals		-1.250 €	see description in chapter 5.4.3.
1.4.7.	Cooperation with (inter)national tour operators		-2.500 €	see description in chapter 5.4.3.
1.4.8.	Export products as communication medium		-1.500 €	see description in chapter 5.4.3.
1.4.9.	(Inter)national expert meetings		-2.500 €	see description in chapter 5.4.3.
1.5.	Minimising negative impacts			see description in chapter 5.5.
1.5.1.	Minimise impact on nature		-500 €	see description in chapter 5.5.1.
1.5.2.	Minimise impact on culture		-3.000 €	see description in chapter 5.5.2.
2.	<b>Ongoing costs (yearly bases)</b>		<b>-89.001 €</b>	
2.1.	Maintenance of infrastructure		-2.501 €	trails and outdoor infrastructures only
2.2.	Insurances or similar		-500 €	
2.3.	Promotional materials, activities, fairs		-15.000 €	
2.4.	Trainings (ongoing)		-6.000 €	
2.5.	Personal costs			
2.5.1.	Manager	1	-12.000 €	
2.5.2.	Qualified staff (in particular: guides)	8	-38.400 €	
2.5.3.	Non qualified staff	4	-9.600 €	
2.6.	Contingencies		-5.000 €	
3.	<b>Income (yearly bases)</b>		<b>50.000 €</b>	
3.1.	Number of activities booked	5.000	40.000 €	positive estimate (!)
3.2.	Tourism community fee	10.000	10.000 €	positive estimate (!)
4.	<b>Loss / profit</b>			
4.1.	On bases of ongoing costs only		-39.001 €	
4.2.	Including investment (30 year, interest rate 5%)		-44.943 €	(No interests calculated)

Fig. 34: General financial plan.

## 7 Overview on tourist facilities and activities

### 7.1 What to expect from Kafa Biosphere Reserve?

- For people with particular interest in coffee:

Kafa Biosphere Reserve is the birth place of coffee; wild coffee is still growing abundantly in natural forests. For all people who are really interested in the history of the coffee bean and the ecology of the coffee tree, it is a must to come to Kafa to experience the last remnants of natural coffee forests. They can start with a visit of the National Coffee Museum (coffee tour 1, once the museum is finalised) and then proceed with an excursion to one of the coffee forest areas within Kafa Biosphere Reserve. For those who only have little time or who are not willing to do a lot of hiking, it is recommended to visit the impressive old coffee trees in Keja Araba Cooperative close to Bonga (coffee tour 2, half day activity). Those who like to do some physical exercise could do a hike in Komba forest and visit a beautifully located village which makes a living from harvesting coffee beans (coffee tour 3, almost one day activity). The adventurous ones can book an overnight tour to Mankira, which is considered to be the birth place of coffee, a great hike through Afromontane forest which passes a natural bridge and several rivers, and gives the opportunity to watch monkeys and birds on the way. A flat meadow in Mankira provides ideal preconditions for staying overnight in tents and experience the forest during sunset and sunrise. The local community will provide catering and share their stories around a campfire (coffee tour 4, 1.5 day trip). All those activities could be combined with a visit of the Coffee Tasting Centre in Bonga which checks the quality of the coffee beans which have been harvested by the local farmers.

- For nature lovers and people who are interested in wildlife:

In Kafa Biosphere, a total of 294 animal species has been recorded in the forests. Generally, the density of big mammal species is quite low but primates are abundant and can easily be observed by the visitors. Kafa Biosphere Reserve also offers excellent opportunities for bird watching. Nature lovers are advised to explore the northern part of the biosphere reserve. A trip to Boginda forest (wildlife tour 1, monkey watching) can easily be combined with bird watching at Gojeb wetland (wildlife tour 2) if visitors stay overnight at the campground which shall be installed at Saja. If combined with a hike to the Dadiban Hot Spring (cultural tour 5), which is located quite close to Boginda forest, this makes an impressive 1.5 day trip (start with hike to Dadiban, proceed to Saja, stay overnight and proceed next day early in the morning to Gojeb; after watching the birds go back to Bonga; on your way you may also stop in Alemgono wetland for more bird watching).

- For people with particular interest in culture:

In Kafa Biosphere Reserve, culturally interested visitors will have the opportunity to explore the historical past of Kafa Kingdom in an open air museum which is something unique in Ethiopia (cultural tour 1; the museum still has to be finalised). The traditional lifestyle of the people can be experienced during a walk to an outstanding waterfall, which is located closely to the centre of Bonga. Signboards shall explain different features of the daily life in Kafa Biosphere Reserve (cultural tour 2, half day excursion). Besides coffee, the production of honey forms a substantial part of the livelihood of the local people. The difference between the traditional and the modern way to produce honey in Ethiopia can be experienced at Apinec honey production site. Honey tasting shall complete this tour (cultural tour 3). People who are interested in the religious life within Kafa Biosphere Reserve are advised to visit Gedam Church and Tongela Mosque (cultural tour 4). Combining with a visit of the honey production site and a hike to Gurgutto Natural Bridge (included in coffee tour 4) this makes a multifaceted one day trip. Another impressive experience is a hike to Dadiban Hot Spring, a spiritual site which is considered to have healing power. During their hike to the hot springs, visitors get an impression of the forests and the wildlife living in it (cultural tour 5, half day trip, which can be combined with the wildlife tours).

## 7.2 When to visit?

Generally, Ethiopia is a tourist destination which can be visited year-round. In Kafa Biosphere Reserve, however, a visit is more advisable during the dry season from October / November to April / May. During the rainy season, when 40 per cent of the rainfall occurs, roads may become very slippery or even impassable.

The best time for a visit seems to be either end of October until December when the coffee is harvested and processed by the farmers, or in February / March when the wild coffee trees are in flower. The white flowers beautifully contrast with the green forest cover (cp. also image in Fig. 16).

In September / October, colourful festivals can be experienced by the visitors, such as the New Year celebrations on September 11, Meskal on September 27, and Eid-al-Fitr, the Muslim festival at the end of Ramadan, which normally falls in September or October. Additionally, January is good month for joining local celebrations, such as Christmas on January 7 and Timkat on January 19. All dates are listed are in the Gregorian calendar.

Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Dry season					Rainy season				Dry season		
	Wild coffee flowering								Coffee harvest		

*Fig. 35: Overview on the best time to visit Kafa Biosphere Reserve: the rainy season (from May/June to September/October, marked in orange) should be avoided as many routes are difficult to access; the best time for a visit is during the dry season (marked in green); festival months are in particular September/October and January (marked in grey with white font).*

## 8 Recommendations and further perspectives

This study presents the high potential for the development of eco-tourism in the Kafa Biosphere Reserve. Obstacles, constraints and problems are identified. In a concluding statement the authors want to highlight some recommendations and personal statements for the future development.

- **NGO as promoter of ecotourism:** By supporting the tourism development in Kafa Biosphere Reserve, the NABU, an internationally active NGO, shows its commitment and responsibility for the sustainable development of a region in south west Ethiopia. The institution is not driven by any profit-making intentions or political interests. Hence, an NGO is considered to be a good partner for the biosphere reserve who provides a substantial support for a scientifically and ethically based development on a long-term perspective.
- **Investment in people:** Summarising the results of this study and considering many discussions, observations, information and personal meetings with stakeholders, the authors are convinced that any investment in people (training, organisational development, capacity building, education, empowerment, knowledge management) is more likely to support the development in the region than large investments in infrastructure. Therefore all infrastructural investments in this concept are kept very 'slim'. A well trained guide will connect much better to the needs of guests than any sophisticated infrastructure would be able to do.
- **New concept for the model lodge:** The financial forecast clearly indicates that the long-term sustainability of the model lodge cannot be guaranteed. Therefore the authors recommend revising the concept. Either an additional investor with an entrepreneurial spirit can be attracted or the money should be invested in the 'upgrade' of an existing lodge or hotel. The KDA Guesthouse seems to be the most appropriate object for creating a model lodge. The location is outstandingly attractive, but the infrastructure and services clearly need to be improved.
- **Sustainable financing of the biosphere reserve:** The estimate of costs and incomes in tourism on the regional level give a clear indication that tourism activities cannot be used to fund the management of the biosphere reserve. It is most unlikely that the touristic activities will be able to cover their own costs, thus a contribution to the management of the biosphere reserve is out of reach in the next years. Thereby, it also has to be taken into account that tourism is restricted to a very short season, namely the dry season from October/November to April/May. Generally, the management of a protected area is a public obligation of a nation and cannot be sustainably financed by income generation only. The revenue generated by tourism shall primarily be beneficial for local communities and stakeholders (e.g. from the suggested fee amounting to eight Euros per person per day for a whole day excursion, six Euro shall be paid into a community fund).
- **Clear guidelines for guests:** In Kafa Biosphere Reserve, the development of international tourism almost starts at zero, but has a large potential to develop continuously. This gives the chance to prevent negative social impacts (prostitution, venereal diseases, begging, etc.) as they are known from other destinations in Africa. The guests must be given a clear guidance what to expect and how to behave. And also the local communities should be prepared for receiving visitors. Additionally, the regional stakeholders should be given the opportunity to regularly reflect and shape the future challenges in touristic development.
- **Duration of stay:** The suggested tour offers currently allow for an eventful stay of about one week in the Kafa Biosphere Reserve. However, in particular in this initial phase of tourism development, it is more likely that visitors will stay not more than a few days in the region. In a first step, tour operators (which are already guiding tourists to southern Ethiopia) shall be convinced to include a stop in Kafa Biosphere Reserve in their programmes. Once tourism is successfully established in Kafa Biosphere Reserve, in a second step, it shall be intended to attract

visitor groups to a longer stay in the region. It shall not be underestimated that tourism development takes a lot of time. It has to start on a small scale in order to grow successfully in the course of the years.

- **Co-operation as major challenge:** In order to strengthen tourism development in the Kafa Biosphere Reserve it is necessary to closely cooperate with different economic sectors, but also with educational institutions, craftsmen, artists and scientist. Cross-sectoral co-operations should be seen as an integral part of all management activities.
- **Carrying capacities to be respected:** The ecological, social and cultural carrying capacities for development shall be given an absolute priority. Some of the sites (e.g. Dadiban Hot Springs) will have to be treated with a particular emphasis on the issue, whereas other locations might be less vulnerable and therefore provide opportunity for a more intensive touristic development and use. There is no defined threshold for defining the carrying capacity. It has to be defined individually for each site. Besides ecological aspects (e.g. disturbance of wildlife, erosion, pollution etc.), social aspects (e.g. changes of the traditional lifestyle of the people, conflicts in communities etc.) shall also be taken into account.
- **Community involvement:** The study focuses on participation processes with local communities and stakeholders. Despite this, the individual packages as presented in the study are not yet discussed in detail with the local stakeholder groups. For instance, the development of small touristic offers such as a provision of a campground or a possibility to buy fruits and beverages provides opportunities to connect to the communities and to integrate these into the larger development perspective as presented in the study. The community involvement needs to be adjusted to the communities' structures (e.g. size, leadership, etc.) and also has to consider their willingness and interest for getting involved in processes like these. Thereby, the processes shall focus on empowering particularly disadvantaged or marginalised groups (ethnic and gender aspects, income level, etc.). In order to know whom to involve in the respective communities and how to properly address the different stakeholders it is necessary to be an integral part of the local people in Kafa Biosphere Reserve and to enjoy the confidence of the different tribes and community leaders. Thus it is not recommendable to outsource such a task to outsiders or foreigners.
- **Monitoring:** An efficient monitoring scheme shall help to document, analyse and discuss the future development of tourism in Kafa Biosphere Reserve. Ideas which have already been developed in the BRIM (Biosphere Reserve Integrated Monitoring) process shall be taken into consideration.

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## 10 Annex

### 10.1 Bird species found in Kafa Biosphere Reserve

Long-tailed Cormorant	Speckled Pigeon	Cassin's Honeyguide
Cattle Egret	African Olive Pigeon (Rameron Pigeon)	Scaly-throated Honeyguide
Green-backed (Straited)Heron	Lemon Dove	Greater Honeyguide
Great White Egret	Dusky (Pink-breasted) Turtle Dove	Red-throated Wryneck
Grey Heron	Red-eyed Dove	Nubian Woodpecker
Black-headed Heron	Blue-spotted Wood Dove	Abyssinian Woodpecker
Hamerkop	Emeraled-spotted Wood Dove	Cardinal Woodpecker
Abdim's Stork	Tambourine Dove	Bearded Woodpecker
Wooly-necked stork	Bruce's Green Pigeon	Grey-headed Woodpecker
White Stork	African Green Pigeon	Black Saw-wing
Hadada Ibis	Black-winged Love Bird	African Sand Martin
Wattled Ibis	Yellow-fronted Parrot	Grey-rumped Swallow
Egyptian Goose	White-cheeked Turaco	Mosque Swallow
African Black Duck	Striped Crested/Levaillant's Cuckoo	Lesser Striped Swallow
European Honey Buzzard	Red-chested Cuckoo	Red-rumped Swallow
Bat Hawk	African Emerald Cuckoo	African Rock Martin
Yellow-billed Kite	Klaas's Cuckoo	Wire-tailed Swallow
African Fish Eagle	Yellowbill/ Green Coucal	Barn Swallow
Hooded Vulture	Blue-headed Coucal	House Martin
White-backed Vulture	Senegal Coucal	Yellow Wagtail
Ruppell's Vulture	Verreaux's Eagle Owl	Grey Wagtail
Lappet-faced Vulture	African Wood Owl	Mountain Wagtail
Western Banded Snake Eagle	Speckled Mouse Bird	White Wagtail
Bateleur	Narina Trogon	African Pied Wagtail
African Harrier Hawk	Half-collard Kingfisher	African Grassland/ Richard's Pipit
Black / Great Sparrow-Hawk	Malachite Kingfisher	Abyssinian Longclaw
Red-breasted / Rufous-chested Sparrow hawk	Pygmy Kingfisher	Red-shouldered Cuckoo-shrike
Little Sparrow hawk	Woodland Kingfisher	Black Cuckoo-shrike
African Goshawk	Striped Kingfisher	Grey Cuckoo-shrike
Augur Buzzard	Pied Kingfisher	White-breasted Cuckoo-shrike
Lesser Spotted eagle	Little Bee-eater	Common Bulbul
Greater Spotted Eagle	Blue-breasted Bee-eater	Mountain/Olive Thrush
Tawny Eagle	Cinnamon-chested Bee-eater	African Thrush
Steppe Eagle	White-throated Bee-eater	Ground-scraper Thrush
Long-crested Eagle	European Bee-eater	Abyssinian Ground Thrush
Crowned Eagle	Broad-billed Roller	Ruppell's Robin-Chat
Grey Kestrel	Crowned Hornbill	White-browed Robin Chat
Scaly Francolin	Silvery-cheeked Hornbill	Snowy-crowned Robin-Chat
Chestnut-napped Francolin	Abyssinian Ground Hornbill	Stonechat (Ethiopian Race)
Black Crowned Crane	Yellow-fronted Tinkerbird	Whinchat
Rouget's Rail	Red -fronted Barbet	Northern Wheatear
African Finfoot	Black-billed Barbet	Pied Wheatear
Green Sandpiper	Banded Barbet	Isabelline Wheatear
Common Sandpiper	Double-toothed Barbet	Common Redstart
		Hill Chat

Cinnamon-bracken Warbler	African Hill Babbler	Sharp's Starling
Sedge Warbler	White-rumped Babbler	Violet-backed Starling
Dark-capped Yellow Warbler	Abyssinian Catbird	Red-billed Oxpecker
Upcher's Warbler	White-winged Black Tit	Swainson's Sparrow
Willow Warbler	Spotted Creeper	Baglafaecht Weaver
Chiffchaff	Olive Sunbird	Spectacled Weaver
Wood Warbler	Scarlet-chested Sunbird	Lesser Masked Weaver
Brown Woodland Warbler	Variable Sunbird	Village Weaver
Blackcap	Collared Sunbird	Red-headed Weaver
Croaking Cisticola	Coppery Sunbird	Red-billed Quelea
Stout Cisticola	Tacazze Sunbird	Fantailed Widowbird
Foxy Cisticola	Abyssinian White-eye	Red-collared Whydah
Red-faced Cisticola	Montane White-eye	Northern Red Bishop
Singing Cisticola	Abyssinian Black-headed Oriole	Thick-billed Weaver
Tawny-flanked Prinia	Fiscal Shrike	Abyssinian Crimsonwing
Buff-bellied Warbler	Northern Puffback	Red-billed Firefinch
Grey-backed Cameroptera	Tropical Boubou	Yellow-bellied Waxbill
Grey Flycatcher	Marsh Tchagra	Common Waxbill
Abyssinian Slaty Flycatcher	Black Crow	Bronze Manikin
Northern Black Flycatcher	Thick-billed Raven	Black-and-White Manikin
Dusky Flycatcher	Stuhlmann's Starling	Village Indigobird
Grey-headed Batis	Red-winged Starling	Pintailed Widow
Black-headed Batis	Slender-billed Starling	African Citril
Brown-throated Wattle-eye	Greater Blue-eared Starling	Brown-rumped Seed-eater
Paradise Flycatcher	Splendid Glossy Starling	Streaky Seed-eater

Fig. 36: List of birds which can be found in the Kafa Biosphere Reserve (provided by Mesfin Tekle on 24 May 2011).

In particular, the Alemgono Wetland System and its surrounding area is an important breeding habitat for the Wattled Crane (*Gruscarunculatus*), Black Crowned Crane (*Balearica pavonina*), Abyssinian Long-claw (*Macronyx flavicollis*) and Rouget's Rail (*Rougetius rougetti*) (Leykun 2008).

Further information on bird species in Kafa Biosphere Reserve can be obtained by Mengistu Wondafrash from the Ethiopian Wildlife and Natural History Society (EWNHS), NABU's BirdLife International Partner.

## 10.2 Hotels in and around Bonga

RN	Name	Year Established	Room Services				Additional Services		
			With private shower	With common shower	Without Shower	Total	Food	Bar	Hall
1	Mankira Hotel	2010	34	20	--	54	✓	✓	✓
2	Coffee Land Hotel	2009	24	8	--	32	✓	✓	✓
3	KDA Guesthouse	?	--	22	--	22	✓	--	--
4	Wushwush Guesthouse	?	6	16?	--	22?			
3	Selam Pension	2009	--	14	--	14	--	--	--
4	Liya Grocery	2010	8	3	--	11	✓	✓	--
5	Beherawi Hotel	1964	--	14	5	19	✓	✓	✓
6	Andenet Hotel	1990	--	--	8	8	✓	✓	--
7	Riyad Pension	2006	3	6	--	6	--	--	--
8	Nona Nona Hotel	2009	12	--	--	12	✓	✓	✓
9	Baher Dar Hotel	1988	--	19	--	19	✓	✓	

10	Getachew Grocery	2010	--	6	--	6	✓	✓	--
11	Alemtsehay Hotel	2002	4	11	--	15	✓	✓	--
12	Dewel Hotel	1999	--	--	13	13	--	✓	--
13	Green Land Grocery	2003	--	--	3	3	--	✓	--
14	Meserach Hotel	1987	--	10	7	17	✓	✓	--
15	Negadewoch Hotel	1990	--	--	6	6	✓	✓	--
16	Sport Hotel	1988	--	--	10	10	✓	✓	--
17	Fuafuataewoch Hotel	1993	--	--	5	5	✓	✓	--
18	Menaheria Hotel	2005	--	--	5	5	--	✓	--
19	Adanech Hotel	1992	--	--	13	13	✓	✓	--
20	Sport Pension	2007	--	15	--	15	--	--	--
21	Yimenu Begziabher Hotel	2004	8	--	5	13	--	✓	--
22	Ethiopia Hotel	2008	--	--	26	26	✓	✓	--
23	Sende Hotel	2008	--	--	4	4	--	✓	--
24	Yeshihareg Grocery	1988	--	--	4	4	--	✓	--
25	Sheferaw Pension	2008	--	--	10	10	--	✓	--
26	Melaku Pension	2009	--	6	--	6	--	--	--
27	Alemayehu Pension	2010	10	10	--	20	--	--	--
28	Bonga Hotel	1984	--	--	14	14	--	✓	--
29	Ajen Hotel	2002	10	--	--	10	✓	✓	✓
30	Biteno Hotel	2010	20	--	--	20	✓	✓	✓
31	Fekreselam Hotel	1994	--	--	16	16	--	✓	--
32	Dani Pension	2008	8	9	--	17	✓	✓	✓
33	Hapi Hotel	1993	--	--	7	7	--	✓	--
34	Zelege Hotel	2000	--	--	20	20	--	✓	--

Fig. 37: Overview on accommodation facilities in and around Bonga (compiled by Ayele Kebede during his field visit in February 2011). The hotels marked in green are mainly used by foreign visitors.

### 10.3 Exemplary criteria for partner companies of protected areas in Europe

Protected areas in Europe quite often have adopted the principle of partner companies. An enterprise (e.g. hotel, restaurant) is allowed to present itself as partner company of the protected areas if it fulfils defined criteria. Generally, those criteria are jointly developed between the protected areas management and the entrepreneurs. The compliance with the criteria is checked regularly. Examples for criteria are given below:

- Minimum criteria for partner companies of protected areas in Germany (national parks, nature parks & biosphere reserves); status 27 April 2011; available in German at: [http://www.nationale-naturlandschaften.de/dateien/partner/1104\\_Bundesweite\\_Mindestanforderungen\\_fuer\\_Kriterienkataloge.pdf](http://www.nationale-naturlandschaften.de/dateien/partner/1104_Bundesweite_Mindestanforderungen_fuer_Kriterienkataloge.pdf)
- Criteria for partner companies of Nature Park Zillertal, Austria; status 12 May 2011; available in German at: [http://www.naturpark-zillertal.at/fileadmin/naturpark/uploads/Partnerbetriebe/Kooperationsvereinbarung\\_Naturpark\\_Partnerbetriebe\\_2011.pdf](http://www.naturpark-zillertal.at/fileadmin/naturpark/uploads/Partnerbetriebe/Kooperationsvereinbarung_Naturpark_Partnerbetriebe_2011.pdf)
- Criteria for partner companies of Nature Park Ötztal, Austria; status 2009; available in German at: [http://www.naturpark-oetztal.at/fileadmin/PDF/kriterien\\_np\\_partnerbetriebe.pdf](http://www.naturpark-oetztal.at/fileadmin/PDF/kriterien_np_partnerbetriebe.pdf)
- The Green Tourism Business Scheme (GTBS) offers guidelines to tourism businesses on how to make their operations more sustainable while still delivering a high quality service: [http://www.green-business.co.uk/GreenBusiness\\_Criteria\\_Introduction.asp](http://www.green-business.co.uk/GreenBusiness_Criteria_Introduction.asp)

## 10.4 Guidebooks on Ethiopia

Title	Series	Author(s)	Year	Country	Information on Bonga
Ethiopia	Bradt Guides	Philip Briggs, updated by Brian Blatt	2009	USA	one page on Bonga / Kaffa Kingdom; mentioned is the local history museum (it was closed), the Bonga Forest Reserve (as opportunity to experience the last subtropical moist forests of significant size in Ethiopia), non-timber forest products (coffee, cardamom, forest pepper and honey), waterfalls, hot springs, monkeys and the avifauna; Kaffa is declared as being the origin of coffee, the legend of Kaldi is mentioned.
Ethiopia & Eritrea	Lonely Planet Guides	J-B. Carillet, Stuart Butler, Dean Starnes	2009 <i>expected in June 2013)</i>	Australia, USA, UK	no information given
Ethiopia	Culture Smart!	Sarah Howard	2010	UK	no information given
Äthiopien	Reise-Know-How Guides	Katrin Hildemann & Martin Fitzenreiter	2011	Germany	no information given
Äthiopien verstehen	Sympathie Magazin	Dietmar Herz	?	Germany	Not checked
Spectrum Guide to Ethiopia		Camerapix Publishers International	2001	Kenya	mentioned as the original home of coffee (e.g. page 202 and 276)

Fig. 38: Overview on the existing guidebooks on Ethiopia in English and German language (survey on guidebooks carried out by Sigrun Lange, status: end of March 2011).

## 10.5 Overview on tour operators working in Ethiopia

### 10.5.1 National tour operators

#### 10.5.1.1 National tour operators offering bird watching tours

Name of tour operator	Phone numbers	Email	Web site
Dinknesh Ethiopia Tour	+251-1-11567837 +251-1-11567840,41	<a href="mailto:mulutour@ethionet.et">mulutour@ethionet.et</a> <a href="mailto:mulugenet@ethionet.et">mulugenet@ethionet.et</a>	<a href="http://www.dinkneshethiopiatur.com">www.dinkneshethiopiatur.com</a>
Timeless Ethiopia Tour	+251-1-12556187 +251-1-12556187	<a href="mailto:habtamu@timelessethiopia.com">habtamu@timelessethiopia.com</a> <a href="mailto:tours@timelessethiopia.com">tours@timelessethiopia.com</a>	<a href="http://www.timelessethiopia.com">www.timelessethiopia.com</a>
Nurgi Birding Ethiopia	+251 -911-623171 +251- 913-736767	<a href="mailto:nurgibird@ethionet.et">nurgibird@ethionet.et</a>	<a href="http://www.nurgibirdingethiopia.com/">http://www.nurgibirdingethiopia.com/</a>
Nature Ethiopia	+251-11-663-1426/27	<a href="mailto:info@ethiopiabirdingandtrekking.com">info@ethiopiabirdingandtrekking.com</a>	<a href="http://ethiopiabirdingandtrekking.com/">http://ethiopiabirdingandtrekking.com/</a>
Amazing Ethiopian Tours	+251-1-16522507 +251-912-481022	<a href="mailto:info@amazingethiopia.com">info@amazingethiopia.com</a>	<a href="http://www.amazingethiopia.com">www.amazingethiopia.com</a>

Fig. 39: Examples for Ethiopian tour operators offering bird watching tours (as collected by Sigrun Lange).

#### 10.5.1.2 National tour operators with an regional focus on south west

Name of tour operator	Email	Web site	Focus
Kibran Tour & Travel	<a href="mailto:info@kibrantours.com">info@kibrantours.com</a> <a href="mailto:kibran@ethionet.et">kibran@ethionet.et</a>	<a href="http://www.kibrantour.com">http://www.kibrantour.com</a>	cooperation with German tour operator IC – Intercontact
Paradise Ethiopia Travel	<a href="mailto:pet@ethionet.et">pet@ethionet.et</a>	<a href="http://www.paradiseethiopia.com">www.paradiseethiopia.com</a>	Information on south west Ethiopia on their website
GreenLandTours	<a href="mailto:dario@greenlandethiopia.com">dario@greenlandethiopia.com</a>	<a href="http://www.greenlandethiopia.com">www.greenlandethiopia.com</a>	Tours to south west Ethiopia
Abyssinian Tours & Travel	<a href="mailto:abyssinian.tours@ethionet.et">abyssinian.tours@ethionet.et</a>	<a href="http://www.abyssiniantours.com">www.abyssiniantours.com</a>	Tours to south west Ethiopia

Fig. 40: Examples for Ethiopian tour operators with a regional focus on south west Ethiopia (as collected by Sigrun Lange).

## 10.5.2 International tour operators

### 10.5.2.1 General tours

Tour operator	Country	Web presence	Specialisation
Diamir Erlebnisreisen	Germany	<a href="http://www.diamir.de/index.php?location=reise&amp;id=648">http://www.diamir.de/index.php?location=reise&amp;id=648</a> ( <a href="http://www.aethiopien.de/">http://www.aethiopien.de/</a> )	Offer different routes within Ethiopia, amongst them a pilot expedition to the <b>coffee forests around Bonga; tour already carried out once in October 2010</b>
African Dreams (in cooperation with Iwanowski's Reisen)	Germany	<a href="http://www.afrika.de/aethiopien/reisen-aethiopien/aethiopien---die-wiege-des-kaffees.html">http://www.afrika.de/aethiopien/reisen-aethiopien/aethiopien---die-wiege-des-kaffees.html</a>	Offer coffee tour to the origin of coffee; route to the south west via Metu, Mizan Teferi, <b>Bonga</b> and Jimma; overnight stay in the KDA guesthouse;
African Dreams (in cooperation with Meiers Studienreisen)	Germany	<a href="http://www.african-dreams.biz/aethiopien-reisen/studienreisen-aethiopien/#studienreise-aethiopien-2">http://www.african-dreams.biz/aethiopien-reisen/studienreisen-aethiopien/#studienreise-aethiopien-2</a> <a href="http://www.studienreisen.de/studienreise-42074.html">http://www.studienreisen.de/studienreise-42074.html</a>	Offer coffee tour (14 days); route to the southwest from Addis via Weliso, Jimma, Mizan Teferi, <b>Bonga</b> , Arba Minch, Jirgalem, Langano and back to Addis;
IC - Intercontact	Germany	<a href="http://www.ic-gruppenreisen.de/aethiopien-gruppenreisen/kaffee_aethiopien.html">http://www.ic-gruppenreisen.de/aethiopien-gruppenreisen/kaffee_aethiopien.html</a>	Offer coffee tour, thereby passing Bonga; one day is reserved for visiting the surroundings of <b>Bonga; a hike to coffee forest is included</b> . Overnight stay in the KDA guesthouse; <b>tour newly offered; not booked yet</b> .
Horizont Tours	Germany	<a href="http://www.horizonttours.de">http://www.horizonttours.de</a>	Already provides trips to the home of coffee in Southwest Ethiopia (but so far only Jimma is covered)
Elangeni – African Adventures	Germany	<a href="http://www.elangeni.de">http://www.elangeni.de</a>	Specialised on Africa; offer trips to Ethiopia, mainly historical routes, Rift and Omo Valley; also offers “coffee tours” <sup>40</sup>
Oase Reisen	Germany	<a href="http://www.oasereisen.de">http://www.oasereisen.de</a>	Offer tours within Ethiopia, amongst them one “coffee route” towards Harar and the Rift Valley
Travel Beyond	Germany	<a href="http://www.travelbeyond.de">http://www.travelbeyond.de</a>	Charity Travels: tourists visit projects during their trip; currently trips organised to the rift valley (including visit of Sidamo coffee region)
travel-to-nature	Germany	<a href="http://www.travel-to-nature.de">http://www.travel-to-nature.de</a>	Currently focus on trips to Central America and India; but company supports initiatives of NABU (NABU Unternehmer-Initiative)
Wikinger Reisen	Germany	<a href="http://www.wikinger-reisen.de">http://www.wikinger-reisen.de</a>	Offer one route within Ethiopia
Nomad Reisen	Germany	<a href="http://www.nomad-reisen.de/">http://www.nomad-reisen.de/</a>	Offer route to northern Ethiopia
Roots Travel & Tours	Germany	<a href="http://www.rootstravel.de">http://www.rootstravel.de</a>	Offer different routes within Ethiopia
Hauser Exkursionen	Germany	<a href="http://www.hauser-exkursionen.de/afrika/aethiopien.html">http://www.hauser-exkursionen.de/afrika/aethiopien.html</a>	Offer different routes within Ethiopia
Adventure Associates of Washington	USA	<a href="http://www.adventureassociates.net/adventures/c_coffeeethiopia.html">http://www.adventureassociates.net/adventures/c_coffeeethiopia.html</a>	they organise coffee harvest tours to Ethiopia in cooperation with US based “Elan Organic Certified Coffees”
Water by Nature	USA	<a href="http://www.waterbynature.com/ethiopia/omo-river-rafting-kayaking.html">http://www.waterbynature.com/ethiopia/omo-river-rafting-kayaking.html</a>	Offer rafting tours along Omo River (currently on hold due to the GIBE III dam project)

Fig. 41: Examples for tour operators who are either specialised on the topic of coffee or on eco-friendly and community-based tourism (as collected by Sigrun Lange).

<sup>40</sup> The article „Rösten mit Abraham“ (Süddeutsche Zeitung, 11 November 2010) describes a coffee tour within Ethiopia.

### 10.5.2.2 Birding tours

Tour operator	Country	Web presence	Specialisation
Klüger Reisen	Germany	<a href="http://www.klueger-reisen.com">http://www.klueger-reisen.com</a>	Offer different routes within Ethiopia & one bird-watching tour in the Rift Valley
Sunbird tours	UK	<a href="http://www.sunbirdtours.co.uk">http://www.sunbirdtours.co.uk</a>	Bird watching the Bale Moutains
Rainbow tours	UK	<a href="http://www.rainbowtours.co.uk">http://www.rainbowtours.co.uk</a>	Bird watching tour to the Rift Valley and the Bale Mountains National Park
Birding Africa	South Africa	<a href="http://www.birdingafrica.com">http://www.birdingafrica.com</a>	Bird watching tour to the Rift Valley and the central highlands

Fig. 42: Examples for bird watching tours to Ethiopia (as collected by Sigrun Lange).

### 10.6 Selection of tourism journals

Name of the journal	Language	Web address
Abenteuer und Reisen	German	<a href="http://www.abenteuer-reisen.de/magazin/2011/7">http://www.abenteuer-reisen.de/magazin/2011/7</a>
Merian	German	<a href="http://www.merian.de/">http://www.merian.de/</a>
Reisemagazin.com	German	<a href="http://www.reisemagazin.com">http://www.reisemagazin.com</a>
Fernweh.de	German	<a href="http://www.fernweh.de/">http://www.fernweh.de/</a>
Schwarzaufweiss	German	<a href="http://www.schwarzaufweiss.de/">http://www.schwarzaufweiss.de/</a>
Travel Magazine	English	<a href="http://www.thetravelmagazine.net/">http://www.thetravelmagazine.net/</a>
Travel and Leisure Magazine	English	<a href="http://www.travelandleisure.com/">http://www.travelandleisure.com/</a>
National Geographic Travel Magazine	English	<a href="http://travel.nationalgeographic.com/travel/traveler-magazine/">http://travel.nationalgeographic.com/travel/traveler-magazine/</a>
Travel 50 and beyond magazine	English	<a href="http://travel50andbeyond.com/">http://travel50andbeyond.com/</a>
Budget Travel	English	<a href="http://www.budgettravel.com/">http://www.budgettravel.com/</a>

Fig. 43: Overview on tourism journals (as collected by Sigrun Lange).

### 10.7 Connecting Kafa Biosphere Reserve to other attractions

So far, Bonga and the Kafa Zone received only little visitors. For a long time, the access was difficult (until recently the road from Jimma to Bonga was unpaved), the potential tourist attractions have not been promoted (e.g. Bonga is not mentioned in most of the guidebooks existing for Ethiopia), and there is still only little infrastructure available for tourism. Moreover it is still difficult proceeding from Bonga to other interesting tourist destinations (e.g. to Omo National Park in the south or to Gambella National Park in the west) as the roads and the attractions themselves are only poorly developed.

However, the situation will change in the near future. In 2011, the road between Jimma, Bonga and Mizan Teferi is in the process of being asphalted and the Ethiopian Airports Enterprise (EAE) plans an upgrade of Jimma Airport to international standards. But even today, visitors can proceed from Addis to Jimma via a national flight. Once the accessibility of the south-western region has been improved, it will be more attractive to connect Kafa Biosphere Reserve to other attractive destinations within the country. The following tourist routes (including Kafa Biosphere Reserve) might be of interest for international tour operators:

#### ➤ The south-western route

Omo National Park, situated on the west bank of the Omo River in the lower Omo valley, is considered being the best site in Ethiopia to see wild animals<sup>41</sup>. Besides, in this region the traditional lifestyles of the different tribes are still maintained. Access to the park is difficult, but possible from the west via Bonga and the Wacha-Maji road which is currently being upgraded with loans from the African Devel-

<sup>41</sup> Information of SNNPRS: <http://www.southtourism.gov.et/Home/Nature/NationalParks/Omo.html> (accessed on 18 May 2011)

opment Bank<sup>42</sup>. Due to a lack of a bridge over the Omo River, for a long time, it was impossible to cross the river by car to Mago National Park and proceed via the Rift Valley. Since 2005, efforts are made to build a bridge over the Omo River but as of July 2011 connecting Bonga with the Rift Valley via Omo and Mago National Park was not yet possible. However, in the medium-term this option will be quite interesting for tourism. Furthermore, the cluster composed of Omo and Mago National Parks, as well as Tama and Chew Bhar Wildlife Reserves is proposed as potential future “Omo Biosphere Reserve” (Dennis Moss Partnership 2011).

So far, a potential route to south-western Ethiopia leading from Bonga to the Rift Valley lakes via the Omo and Mago National Parks (cp. Fig. 44) is still quite adventurous and requires a boat for crossing the Omo River and reaching Mago National Park.

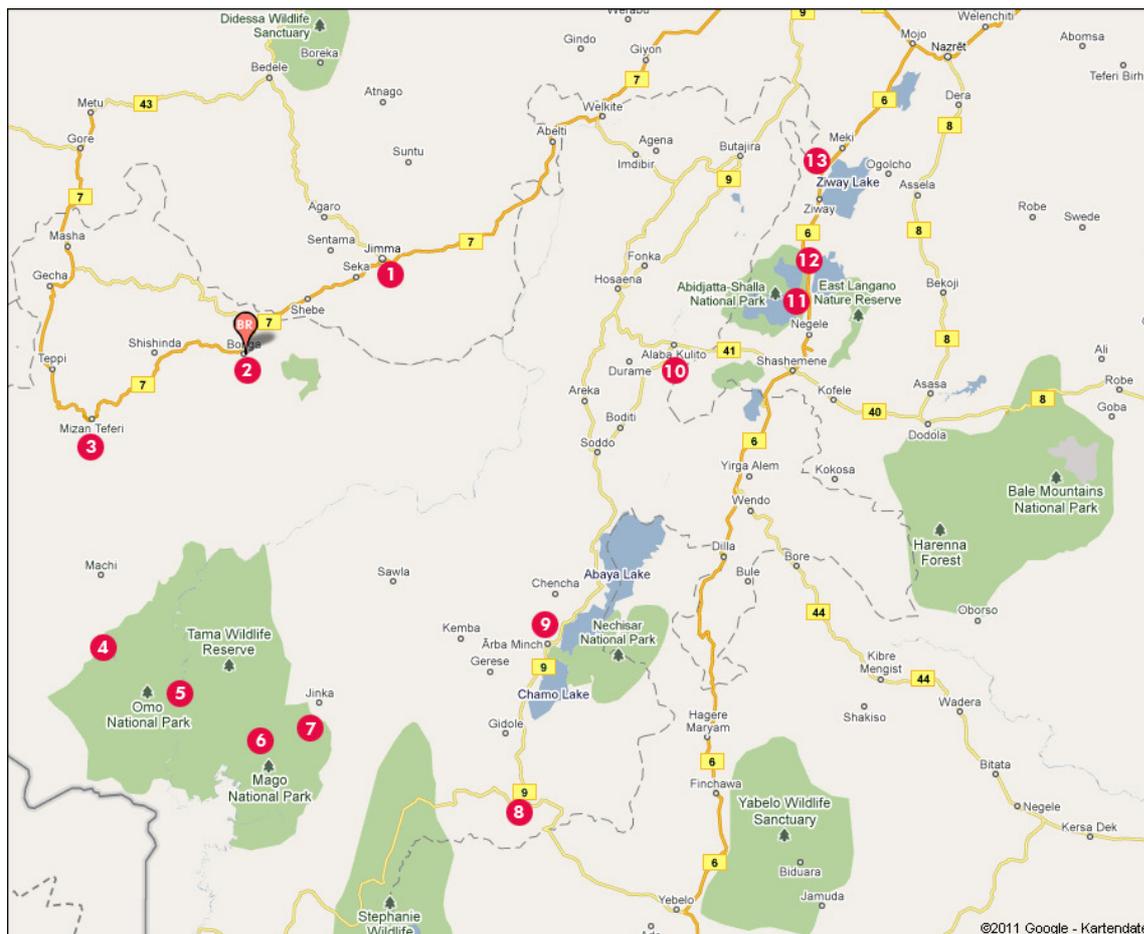


Fig. 44: Authors suggestion for a route to south-western Ethiopia (draft of map based on google maps).

- 1 Start in Jimma (arrival via international airport)
- 2 Kafa Biosphere Reserve
- 3 Bebekka Coffee Plantation south of Mizan Teferi
- 4 Kibish is the starting point for excursions in the western half of South Omo Valley; this region is still largely unaffected from tourism; according to the Bradt Guidebook on Ethiopia it is possible to do a five or six days hike from Kibish to the Omo River (overnight stays at traditional villages);
- 5 crossing of the Omo River by boat (the bridge over the river has been washed away); a vehicle has to be organised to be picked up on the other side of the river in order to proceed to Mago National Park and the Rift Valley

<sup>42</sup> African Development Bank Project: <http://www.afdb.org/en/projects-and-operations/project-portfolio/project/p-et-d00-002/> (accessed on 18 May 2011)

- 6 Wildlife at Mago National Park
- 7 Mursi and the traditional tribes of the Lower Omo Valley
- 8 Architecturally inspiring villages of Konso people
- 9 Arba Minch and Nechisar National Park (most scenic but least visited parks in Ethiopia)
- 10 Wildlife at Senkele Wildlife Sanctuary
- 11 Lake Abiata-Shala National Park, birdwatching and hot springs
- 12 Birdwatching at Lake Langano
- 13 Birdwatching and Hippo spotting at Lake Ziway

➤ The western route

On 11 December 2010, the Ethiopian Wildlife Conservation Authority (EWCA) organised a workshop on the re-demarcation and sound management of Gambella National Park<sup>43</sup>. The park borders on Boma National Park in Sudan. Each year in May, animals such as the White-Eared Kob, the Tiang, and the Mongalla Gazelle, move from the north (Ethiopia) to the south (Sudan). Despite of the 25-year Sudan war, huge herds still exist (Dennis Moss Partnership 2011). This wildlife migration could be of great interest for visitors coming to Ethiopia. The current (still internal) draft of the Ethiopian MAB Strategy suggests establishing a biosphere reserve in this trans-border region. Any improvement of the situation of Gambella National Park with respect to conservation and management makes the western regions of Ethiopia more interesting for tour operators. A route to western Ethiopia could lead from Addis to Ambo, Bedele, Metu, Gambella, Tepi, Mizan Teferi, Bonga (Kafa BR), Jimma and back to Addis.

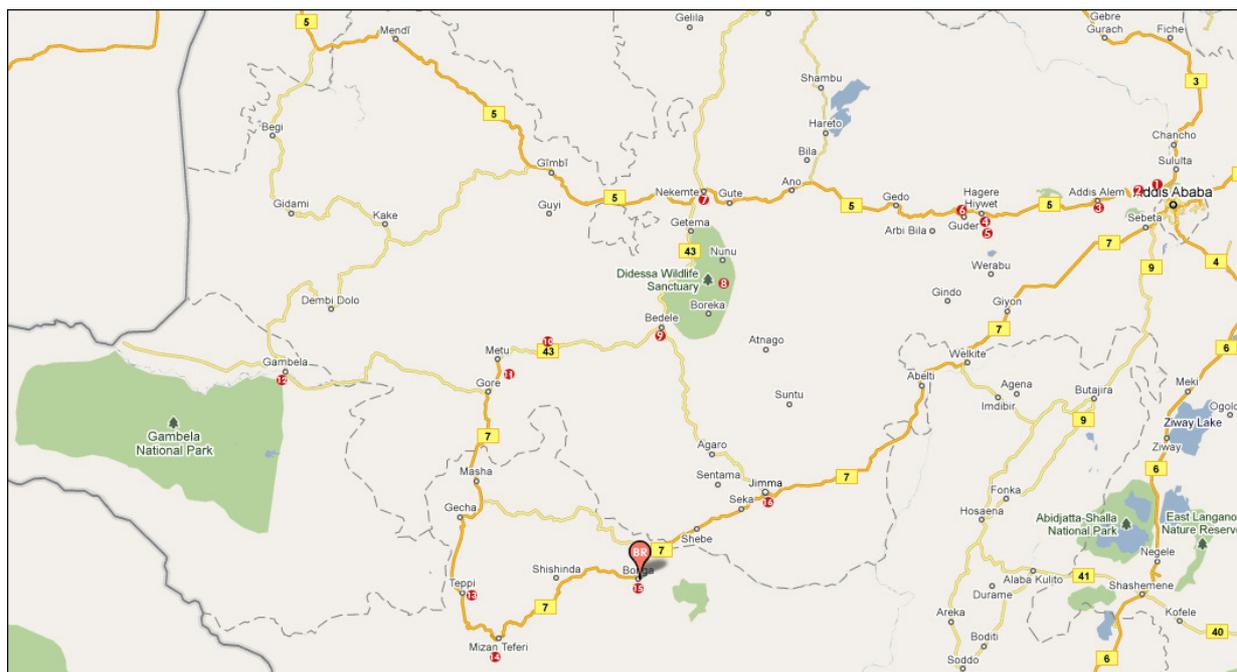


Fig. 45: Authors suggestion for a route to western Ethiopia (draft of map based on google maps).

- 1 Birdwatching at Gefersa Reservoir
- 2 Hiking in the Menagesha National Forest (one is even leading up to the summit of Wuchacha)
- 3 St. Maryam Church with murals in the exterior and interior of the basilica
- 4 Factory of the mineral water of Ambo, swimming in the hot springs
- 5 Caldera of Mt. Wenchi; visit of monastery Wenchi Chirkos on an island within the crater lake
- 6 Guder Falls (worthwhile mainly in the rainy season), wine growing region
- 7 Wolega Museum in Nekemete (ethnographic museum with Oromo artefacts)

<sup>43</sup> Information available at EWCA website: <http://www.ewca.gov.et/node/190> (accessed on 18 May 2011).

- 8 Didessa Wildlife Sanctuary (no access; just views from the road possible)
- 9 Ethiopian beer factory in Bedele
- 10 Yayu Biosphere Reserve
- 11 Sor River waterfall (one of the most beautiful falls in Ethiopia)
- 12 Gambela and Gambela National Park (
- 13 State-owned coffee plantation in Teppi
- 14 Bebeka Coffee Plantation south of Mizan Teferi
- 15 Kafa Biosphere Reserve
- 16 Jimma, from there back to Addis