Climate Protection & Preservation of Primary Forest: A Management Model using the Wild Coffee Forests in Ethiopia as an Example

Kafa Biosphere Reserve: Stakeholders’ Capacity Building & Ecotourism Infrastructure Development

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Structure of Presentation

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3. Ecotourism Infrastructure Development

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1. Introduction

1.1 Involvement of EWNHS

- EWNHS has been commissioned by NABU to undertake the implementation of Stakeholders’ Capacity Building & Ecotourism Infrastructure Development
- Due to delays related to various external factors, it has not been possible to accomplish the task on due date
- No-cost extension offered by NABU to end of December 2013
- This presentation is a summary report of the main achievements on the assignment of EWNHS
1. Introduction . . .

1.2 Scoping of Project Partners

• Initiated dialogue and working relationship with NABU Project Offices in Ethiopia
• Introduced the Ecotourism project component to key stakeholders in the Kafa Zone
• Identified the Zonal Culture, Tourism & Gov’t Communication Dept as Key Partner to work with
• The Department Assigned a Counterpart to work with EWNHS
• The Department wrote Official Letters of Introduction to:
  – Administration and Tourism Offices in 5 Districts
• The 5 Districts wrote Introduction Letters to 15 Kebeles (lower Administrative Units)
• Through the 15 Kebeles, it was possible to reach the wider local communities to introduced the project concept at public gatherings
2. Stakeholders’ Capacity Building

2.1 Enhancing Awareness

Organized General Awareness-raising Workshop for two days

Stakeholders

• Relevant Government Stakeholders in the Kafa Zone
• Relevant Government Stakeholders in 5 Districts
• Private Sectors:
  - Owners of Hotels, Restaurants and Cafeterias
  - Food and beverages Service Providers
  - Tour Guides (Cultural, Nature & Wildlife)
  - Crafts and Souvenir Producers
  - Horse Trekking Service Providers
• Invitation Extended to 153 stakeholders
• 116 (76%) stakeholders attended the Workshop
2.1 Enhancing Awareness . . .

**Purpose**

- To foster support from Government on sustainable management of KBR
- To make use of the KBR as an opportunity (through Ecotourism) for livelihoods & poverty alleviation
- To Enhance Services and Provision of Satisfaction to Tourists
2.1 Enhancing Awareness

Themes

1. Background History & Rationale for Designation of the KBR

2. The Biodiversity Resource Base of KBR and its Conservation

3. Potential of KBR for Ecotourism and Poverty Alleviation

4. Roles of Government in the Sustainable Management of KBR
2.2 Training

Hotels, Restaurants and Cafeteria Owners

• 33 participants
• Customer Care
• Quality Customer Service
• Hospitality
• Personality grooming & Hygiene
• Communication with Customers
• Complaints Resolution
2.2 Training . . .

Cultural Food and Beverage Service Providers

- 16 Participants
- Different food and beverage service outlets
- Qualities of food and beverage services,
- Personnel hygiene, grooming, sanitation
- Food and beverage service equipment, handling and staring,
2.2 Training . . .

Cultural Food and Beverage Service Providers . . .

• Pre-service preparation (polishing, table setting, table manners, table linen, table service, etc.),

• Service sequence,

• Customer handling,

• Basic beverage service
2.2 Training . . .

Tour Guides

- 20 Participants for 7 days
- General introduction to tourism industry,
- Tour guiding profession, principles and techniques,
- Designing quality service for tourists,
- Practical knowledge of managing and conducting tours,
2.2 Training . . .

Tour Guides . . .

• Guiding techniques,
• Code of conduct,
• Communications Techniques
• Dealing with tourists,
• Risk management and first aid
• Culture & History of Kaficho People
2.2 Training . . .

Horse Trekking Service Providers

• 20 Participants
• Training Conducted for 6 days
• Horse Basics and Safety
• Mule Basics, Safety and Stocks Potential
• Approaching and Leading
• Catching and Haltering
• Saddling and Grooming
• Mounting and Riding
2.2 Training . . .

Horse Trekking Service Providers . . .

• Packsaddles and Tack
• Tying Loads, Loading and Leading Strings
• Horse Care
• Understanding Tourist Needs
• Design of Tours
• Building Business Relationship
# Training – Summary

<table>
<thead>
<tr>
<th>Training Types</th>
<th>Frequency</th>
<th>No. of Participants</th>
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<tbody>
<tr>
<td>Tour Guides</td>
<td>3 times</td>
<td>20</td>
</tr>
<tr>
<td>Hotel, Restaurant &amp; Café</td>
<td>Twice</td>
<td>40</td>
</tr>
<tr>
<td>Cultural Food &amp; Beverage</td>
<td>Twice</td>
<td>15</td>
</tr>
<tr>
<td>Horse Handlers</td>
<td>Twice</td>
<td>20</td>
</tr>
<tr>
<td>Handcrafts</td>
<td>once</td>
<td>15</td>
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</tbody>
</table>

- **Trainers Involved:**
  - Catering and Tourism Training Institute (CTTI) - 4
  - USA peace corpse - 2
  - ESTA handcraft specialist - 1
  - NABU Bonga Office - 1
  - Kafa Zone Culture, Tourism and Gov’t Communication Department - 1
  - EWNHS Senior Experts - 2
2.3 Supporting Ecotourism Related Business Initiatives

- Established Ecotourism Business Initiatives Screening Committee Drawn from:
  - NABU
  - EWNHS
  - Culture, Tourism and Gov’t Communication Department
  - Micro and Small Enterprise (Zone and Bonga Town Admin)

- Developed Business Initiatives Selection Criteria
- Call Announced for Submission of Business Plan Proposals
- Screened Potential Business Initiatives (Existing and New)
- Got the Business Initiatives endorsed by NABU HQ
- Empowered and Provided Technical Assistance
  - Legally registered with government
  - Opened official Bank Accounts
- Prepared Funding Disbursement Agreement Template
- Ten Tripartite Funding Disbursement Agreements signed
- ETB750,000.00 has been allocated for beneficiaries, of which ETB472,000.00 has already been approved
- ETB236,000.00 disbursed as a first 50% payment
3. Ecotourism Infrastructure Development

- Infrastructures developed include:

<table>
<thead>
<tr>
<th>Structures</th>
<th>Planned</th>
<th>Delivered</th>
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<tbody>
<tr>
<td>Hiking Trails</td>
<td>6</td>
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<tr>
<td>Coffee Exp. Trails</td>
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<td>3</td>
</tr>
<tr>
<td>Observation Towers</td>
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<td>6</td>
</tr>
<tr>
<td>Camp/Picnic Sites</td>
<td>3</td>
<td>2 / 7</td>
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<tr>
<td>Information &amp; Sign Boards</td>
<td>?</td>
<td>34</td>
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</table>

- Developed an overview map (Scale 1:200000) and detailed tourist maps showing the different tourism infrastructures (scale 1:25,0000)
Sign Board

Overview Map
4. Challenges Encountered

• Land accusation problems for construction of Ecotourism Infrastructures
• Difficulty of securing time of Government Stakeholders due to busy schedules
• Difficulty of getting time of local community to be involved in infrastructural development
• Inadequate Understanding of Tourism Businesses
• Time frame allocated has not been enough to win the Feeling of Ownership of Constructed Ecotourism Infrastructures
Danke schön!

Ameseginalehu!