Stakeholders' Involvement in Tourism Development for Poverty Alleviation: The Case of Suba Forest, Ethiopia

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Abstract: Despite divergent involvement of stakeholders in development of tourism, tourism has been seen as a fresh and risk of free profitable business. Additionally, the stakeholder involvement contributes excessively to the development of the tourism industry. But, a lack of understanding various involvements of the stakeholders in development of tourism is hindering the sectors development. So, this study assessed stakeholders' involvement in development of tourism for poverty alleviation, in the case of Suba forest, Oromia, Ethiopia. A qualitative with descriptive research design was employed to conduct this study. The population of the study was local community representatives (eight local community leaders) and government sectors (three Oromia forest and wildlife enterprise employees, one Walmara district land administration employee, two Walmara district culture and tourism office employees, two Walmara district administration employees, and two media employees). Purposive with snowball sampling technique was used and primary (interview) as well as secondary (documents) data sources were castoff. Collected information was analyzed qualitatively via thematic analysis. The finding of the study reveals that; Lists of government sectors are involved in tourism development via cultural studying, marketing and allocating resources, and offering capacity building training while, the local communities are involved through providing lodging as well as services for tourists and working as an employee in tourism related offices. Besides, factors that influence stakeholders' involvement were; lack of awareness, lack of trust, political issues, and lack of infrastructural service & facilities. Accordingly, the researcher recommended that, concerned bodies should focus on; the ways that make local communities get involved in and benefit from tourism development, and also shou ld solve problems that make stakeholders not to involve in the tourism development of the study area.

Keywords: Stakeholder, Stakeholders' Involvement, Tourism Development, Poverty Alleviation, Suba

1. Introduction

1.1. Background of Tourism Development

The World Travel & Tourism Council estimates that the tourism industry grew by 48.6 percent in 2018, the highest growth rate of any nation in the world. This has significantly exceeded the 3.9 percent rate of world growth, the 5.6 percent rate of African growth, and the 4.5 percent GDP contribution of the South African tourism industry. The sector presently contributes 9.4% of Ethiopia's overall economy after the country's economy increased by $7.4 billion [28]. Ethiopia's travel and tourism economy has grown by 48.6% in 2018, the greatest rate of any nation in the world, according to the World Travel & Tourism Council's annual assessment of the industry's economic effect and social value

Travel and tourism contributed ETB202 billion (US$7.4 billion) to the country's economy in 2018, up from ETB59 billion (US$2.2 billion) in 2017. Additionally, the sector at that time accounts for 9.4% of Ethiopia's entire economy [29]. The World Travel and Tourism Council also took into account how much tourism contributes to Ethiopia's GDP, which shows a steadily growing contribution.

In the Ethiopian sustainable tourism master plan, which was launched in 2015, product development is afforded an emphasis as one of the pillars of the plan. The strategies include maintaining or improving the standard of the current tourist products as well as the creation of new ones [26]. But the stakeholder's involvement has not received much emphasis. So far, the involvement of stakeholders in tourism development for poverty alleviation is an effective and essential tool in any country's tourism development process [18].

Oromia Regional State, which spans the center of Ethiopia, is endowed with a wealth of naturally occurring resources and cultural assets that are highly valuable to tourists. With landscapes ranging from semi-desert steppe to afro-alpine highlands rising to heights of 4377 (Tullu Dimtu) meters, it is a land of spectacular natural beauties [1]. The area has a wealth of tourism resources, and the west Shewa zone, where Suba forest is located, is one of the regions' zones with the greatest abundance of natural tourism resources. Similar strategies are used by Suba forest and other regions to boost tourism and reduce poverty in the area. Even though there are many causes contributing to this low level of tourism development, Ethiopia and the study area in particular, lack of awareness of stakeholders' involvement are a key issue [1].

Various studies have been carried out by academics on stakeholder involvement. Alike, Ademe, 2019, conducted research on stakeholders' involvement on the trends, difficulties, and prospects of domestic tourism development in Ethiopia in an effort to understand these factors. The alternative livelihood option for the Gich local community's perspective on sustainable tourism development in the case of Semien Mountain National Park (SMNP) has. Some scholars also had done on the stakeholder collaboration for sustainable tourism development [4, 15]. However, the researchers' distinct areas of interest were limited to alternative livelihood possibilities and stakeholder involvement of the SMNP.

In addition, [3] looked into the role of key stakeholders in the development of tourism in the Bale zone, while [14] investigated sustainable tourism in one of Africa's oldest conservation zones with a focus on consumer preferences for the industry. The focus of the studies, however, was on the part/the role of stakeholders in Bale mountain national park. However, this study focuses on investigating the stakeholders' involvement in tourism development for poverty alleviation in the case of Suba forest as well as to identifying the factors that affect their involvement.

Subsequently, stakeholder's involvement on tourism development for poverty alleviation of this study was conducted on multi-stakeholder involvement by qualitative research approach with descriptive research design. As it acknowledges the necessity to recognize tourism development for poverty reduction from a distinct stakeholder involvement, it also notes a vacuum in the literature. So, the topics are a critical issue for the study area's tourism development. Thus, taking into consideration the above research gap, in light of the aforementioned issues, the study was focused on the following objectives: -

1) To investigate the stakeholder's involvement in MSSF tourism development for poverty alleviation.
2) To identify, factors that influence stakeholders' involvement in MSSF tourism development for poverty alleviation.

1.2. Description of the Study Area

Suba forest is situated in the Finfinne Special Zone, Walmara District, of Oromia Regional State. The Park is located on the southwest slope of the mountain Wechecha, some 40 kilometers south-west of Addis Abeba. The 3530 acres state forest is reachable through roads from Sebeta and Holeta town. Eight separate kebeles are used to demarcate the territory, which is located between 8057 and 8059 North Latitude and 38031 and 38033 East Longitude. The oldest park in Africa is Suba forest. According to history, Emperor Zera Yacob (1434–1468) was the first to designate the area as a "crown forest." At that time, juniper saplings from the "Wef - Washa" forest in the small towns of Ankober and Debre Sina, located about 200 kilometers north of Addis Abeba, were planted in the area [12].
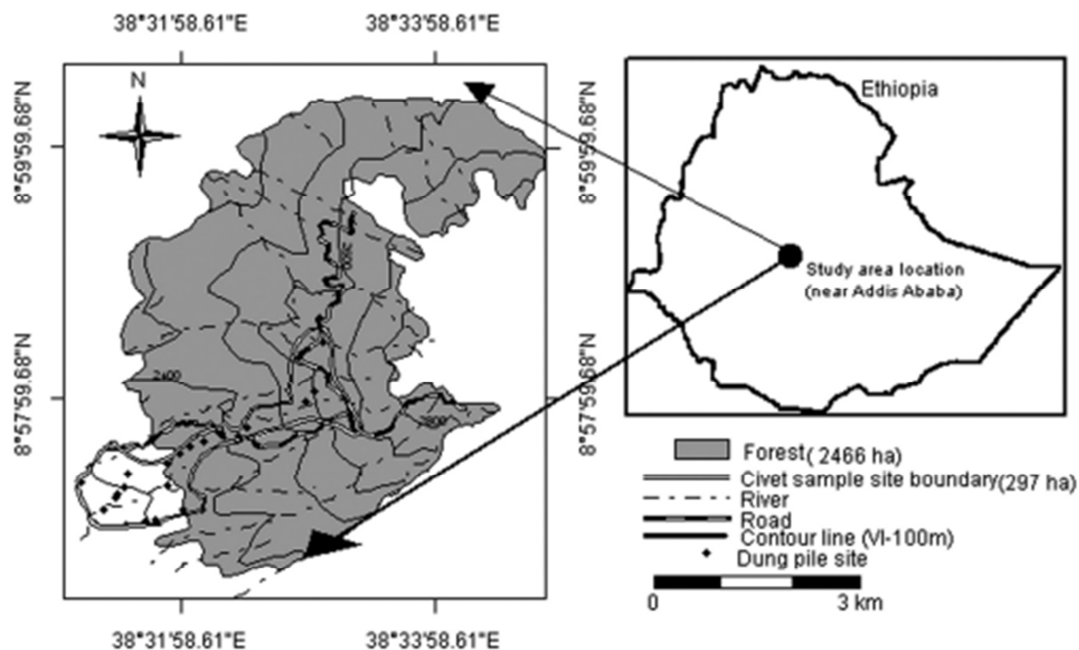

Figure 1. Map of MSSF (Bekele Tsegaye, 2008).

1.2.1. Temperature

The park receives about 1100 mm of rain year, with the most of it falling from June to September. The ambient temperature is 16°C, with mean maximum and lowest temperatures of 22.5°C and 9.5°C, respectively. The average temperature in the upper areas of the forest is cooler overall, at 11°C. According to MOARD, 2002 referenced by Welde, frost is common on the peak outside of the forest [27].

1.2.2. Tourism Resources and Activity

Tourism has been present in the park for ten years. Visitors no longer have to endure long flights or arduous drives to distant areas of Ethiopia to see some of the rare creatures that have made that country famous throughout the world. For an experience that is based on the presence of wild life, related flora, and the picturesque environment, visitors travel to Suba forest. Visitors engage in a variety of activities, including walking through the forest, hiking, watching birds, and viewing wildlife. The mountain is the source of a number of rivers, notably the Akaki River, which flows through Addis Abeba. Old trees can reach heights of over 50 meters and have diameters of eight meters. The African Pencil Cedar, also called as Tid trees locally, predominates in the upper forest at the Menagesha - Suba State Forest. The tallest trees can reach heights of nearly 50 meters and have trunks that are two meters wide. The African Podo and Red Stink wood or Iron wood trees are two larger, old trees that have had lengthy lives in this area of the forest. Other young trees have also substantially improved the park's natural attractiveness. Along with the old trees in the park, there is also a variety of fauna that draws people there [24].

A survey conducted in 2001 revealed the presence of 186 species of birds and 32 species of mammals in the forest, with two endemic wild animals and four endemic bird species. In the region of Ethiopia's capital city, Addis Abeba, the area is a perfect site for recreation and even a captivating miss-not-area that is nearly impossible to think in. White-footed rats and Menelik's Bushbuck are the endemic mammals. The Abyssinian Catbird (Parophasma galinieri), Abyssinian Woodpecker (Dendropicos abyssinicus), Black-headed Siskin (Spinus notata), and Yellow-fronted Parrot (Poicephalus flavifrons) are endemic birds that are drawing crowds of tourists into the jungle [24].

Other intriguing birds exist as well, although they are only found in Ethiopia and Eritrea's bordering country. Other bird species live in the forest as well, but they are not endemic, and their surroundings greatly add to the sightseeing and the music of the old existence in the alive forest of the past. Three members of the cat family, the Caracal (Felis caracal), the Leopard (Panthera pardus), and the Serval Cat (Leptailurus serval), are among the other wild species that can be discovered in the den. Other five fascinating animals, including the Klipspringer (Oreotra oreotragus), Abyssinian Hare (Lepus habessinicus), Abyssinian Pig (Potamochoerus larvatus), Abyssinian Hare (Melaenornis chocolatinus), and White Colobus (Colobus), are also among those frequently seen by visitors, according to Hans Larson 2007, cited by [24].

1.2.3. Current Status

Despite having been around for a very long time—it first appeared in the 17th century—the Suba forest is still carefully protected and kept today. The actual forest has "responsibly" served as a refuge for all types of wildlife, including the rarest ones. Amazingly, the forest is still home to a variety of animals, including rare species that are unheard of in the area around Addis Abeba [24].

Despite these historical facts, the level of conservation being provided to this forest is occasionally deteriorating. As the park is located only a few kilometers from the capital Addis Abeba, one of the causes for the weakening of the conservation status is thought to be the growth of towns, which has led to a loss of cultural values associated with the forest and trees. However, the forest is taking part in various efforts to protect and improve the infrastructure needed to build a simple entrance gate. For the preservation and transformation of the park within the community and in relation to visitor traffic to the area, production, conservation, and anthropogenic categories are in good hands.

As a result, the Suba forest is only just beginning to build its tourism industry. The infrastructure for tourism services and facilities is currently of inadequate quality. Even though the forest is close to Addis Abeba, the lack of public transportation and the gravel roads that lead there are some barriers to simple access. Only one guest house and no information centers are present in the forest. Additionally, the park is not adequately promoted as a destination for tourists, which discourages more travelers from coming to the area. The number of tourists to Suba forest peaked at 5830 in 2012, but recently has decreased due to subpar amenities and local political upheaval [14].

2. Related Literature Review

2.1. Stakeholders' Theory

Freeman is widely regarded as the first to conceptualize the concept of stakeholder theory and management, which has become an important factor in organizational sustainability by focusing more on satisfying the needs and expectations of stakeholders [10]. Stakeholders are, according to Freeman, cited by Gledwell, "any group or individual who can affect or is affected by the achievement of the organization's objectives" [11]. Moreover according to Garvare and Johansson 2010 cited by Gledwell, in a tourism context, these are those who can or may be affected by tourism development in a given area, such as consumers, coworkers, or any other pressure group [11].

According to Clarkson, stakeholders are primary stakeholders or active participants (whose participation is critical to development success) and secondary or passive stakeholders (who may affect or be affected by development, but are not integral to the success) [8]. Accordingly, primary stakeholders are the government offices, tourists, local

community, private and voluntary groups, whereas secondary stakeholders are local politicians, competitors, transport and local companies in which the development is taking place and who remain uninvolved in the tourism development. They could be classified as tertiary stakeholders because they are neither active participant nor live in close proximity to the study area under investigation and would only be affected indirectly.

This does not imply that all stakeholders must be equally involved in decision-making processes; however, it is critical that all stakeholders' needs are well understood, as failure to do so may result in the entire process failing [9]. Hence, obtaining community support and stakeholder involvement is regarded as one of the most important aspects of tourism development in the debate.

However, stakeholders in this study were those who are active participants only (primary stakeholders) whose involvement is critical for tourism development, as well as those who mainly impacted by it. Those are only government offices, and local community, the reason behind their limitation to two of them is, because of unreachability of the other stakeholders do to the current Corona Virus (Covid-19) disease.

2.2. Contribution of Tourism for Poverty Alleviation

2.2.1. Tourism for Poverty Alleviation at Global Context

The topics of tourism and poverty alleviation have been studied primarily as case studies and comparative studies between two or more destinations or countries in several contexts, such as destination management [23], Socio-economic impact, pro-poor tourism benefits, tourism policy and planning [8], and so on, as evidenced by the large literature database available on the internet and science research magazines.

Various methods have been used to study and evaluate/measure the impact of tourism on poverty as part of a broader component of applied tourism studies, sustainable tourism development, and tourism linkages to the agriculture sector [20]. Only a few points of view are considered significant in this literature, and they will be developed in the literature review to gain a better understanding of the subject. But first, in terms of poverty reduction, I'd like to talk about tourism.

2.2.2. Tourism for Poverty Alleviation in Developing Countries

Tourism is the largest source of foreign exchange revenue for developing countries, making it the most important service sector in which they can sustain a trade surplus and a healthy balance of payments. Furthermore, governments, development agencies, non-governmental organizations (NGOs), and the private sector believe that tourism can reduce poverty and improve livelihoods, especially in rural areas and developing countries [23].

Tourists visit impoverished areas of the world for a variety of reasons, and they spend money on transportation, accommodation, excursions, food, drinks, and shopping.

Giving the poor a chance to benefit from some of this spending by providing employment and, most likely, by supplying the tourism industry and visitors with the goods and/or services they need, as well as demonstrating that foreign tourists are much better at spending money in poor countries than developing agencies. Tourism contributes to the growth of developing countries, as shown by tourists spending US$ 295 billion in developing countries in 2007, almost three times the amount of official development assistance [16].

In addition, this makes tourism the largest voluntary change of wealth from rich people to poor people in the world. The common idea, therefore, is that once the region becomes richer, there will be some kind of spin-off effect that will ultimately benefit the poor. But concrete evidence that the poor have gained from tourism is difficult to demonstrate, so there is some kind of skepticism as to whether or not it actually has any impact. Because of the positive mindset, the potential of tourism has led to tourism-based poverty alleviation initiatives. Similarly, tourism as a medium for economic growth in developed countries has been the focus of tourism research since the 1970s.

However, only a few scholars have focused on poverty alleviation in the tourism industry, and it is mostly case study based and focused on realistic aspects [22]. This may be due to the multifaceted nature of poverty (economic, sociopolitical, and cultural), which encompasses not only a lack of income and human development, but also insecurity and a lack of voice, influence, and representation.

2.3. Stakeholders' Involvement in Tourism Development to Poverty Alleviation

Researchers note that the development of tourism depends on stakeholders' participation, and this is impossible without responsible [5]. Therefore, a thorough understanding of the participation, encouragement, attitudes, and wishes of stakeholders is a crucial prerequisite for planning and managing tourism growth. Researchers advise involving stakeholders in the growth, planning, and management processes at all stages, and indicate that their involvement must be equitable, effective, and contribute information, wisdom, and stability [20].

Researchers have recorded differing viewpoints and discovered significant differences in their assessments of the effects amongst people, entrepreneurs, tourists, and government officials [19]. Thus, disagreements among stakeholder groups can result in conflicts because of varying priorities, perceptions of overall costs, and development advantages. The correct identification of stakeholders is one strategy that can assist to reduce conflict, even though comprehending stakeholder opinions is challenging and requires a lot of work [7]. Additionally, they recommended that tourism planners and developers consider the long-term interests of all stakeholder opinions and interests by incorporating stakeholder knowledge and perspectives.

Therefore, stakeholder support has evolved to be a recognized area as multiple stakeholder considerations and

viewpoints are valuable in making significant decision. A large variety of stakeholders have awareness, experience of everyday life and skills that can lead to the success of organizations.[7], also noted that support for stakeholders is also important at all levels, as during the implementation of the program they have the ability to illuminate challenges and needs.

According to Nazrin, Ahmed, and Jason, multiple methods are used to identify the stakeholders who are involved in various forms of tourism [17]. The tourism industry, environmental supporters, and the local community/government are the three groups that make up the World Tourism Organization's (WTO) list of stakeholders in the development of tourism. The role of the environment is to draw visitors to engage in activities based on local culture, nature, and architecture, while the role of the tourism industry is to provide opportunities for business, employment, income, and foreign currency exchange through the provision of tourism services including transportation, lodging, food, and beverages (man-made).

Last but not least, decision-making is primarily the responsibility of the local community or government, which comprises locals as well as corporations, organizations, and groups [17].

In addition to this, there are also stakeholders identified namely, The Poor (local people/ community), Government, Private Sector, Civil Society, Aid Donors and tourist. Although Zhao and Ritchie's, provides sufficient understanding about these stakeholders, I would like to enhancement the key points of the various stakeholders in the basis of the other available literature [22].

2.4. Factors Influence the Involvement of Stakeholders in Tourism Development

According to research, stakeholder involvement is built on stakeholder interest and has the potential to elevate participants from having low influence and low interest to crucial actors who have high influence and high interest [21]. As a result, the degree of stakeholder involvement and the importance of the stakeholder perspective rely on their interests, influences, and the amount of time they have to devote. What are their objectives and passions are other probing queries. How do these parties affect the growth of destinations? What kind of relationship exists between different stakeholders?

Based on the theories of "who" or "what" influences various stakeholder involvement in tourist development, the joint use of stakeholder notions on salience represents interest and capability. According to Freeman, a mix of stakeholder influence in tourist development is provided by power, legitimacy, and urgency (described below) [10]. There are several circumstances where it may be assumed that the local government has the authority to safeguard the social and economic interests of the host community and conserve natural resources [25].

It's likely that the government lacks the knowledge necessary to work with all relevant parties to promote tourism. Furthermore, it's possible that influential stakeholders won't be eager to invest their time and money. According to Byrd, effective and legitimate stakeholders have the knowledge, ability, and power to collaborate with other stakeholders to actualize tourist development [6].

3. Methodology

3.1. Research Design and Approach

To achieve the objectives of the study, the researcher used a qualitative research approach along with a descriptive research design. Thus, the design aids the researcher in describing the stakeholders' involvement in the development of tourism as well as the factors that influence it by describing the facts and the qualities of the individual and circumstance.

3.2. Sample Technique and Source of Data

Local community leaders and officials from government organizations (Oromia Forest and Wildlife Enterprise (OFWE), Walmara District Land Administration, Walmara District Culture and Tourism Bureau, Walmara District Administration, and Media) made up the study's population. They were chosen because of their connections to the development of tourism and because they are still around while this study is being conducted.

The non-probability (purposive & snowball) sampling technique was used. As a result, the government officials were purposefully chosen, and respondents from each organization were contacted using the snowball sampling technique. Thus, three respondents from eight employees of OFWE, two from nine employees of the Walmara district's administration, one from five employees of the district's land administration, two from seven employees of the district's culture & tourism, and two from six employees of the media responded. Additionally, 8 individuals from the local community (each a kebeles leader) were contacted using a purposive sampling technique.

Alvi and Mohsin argue that the researcher should predefine the criteria for including respondents in the study. Consequently, the selection criterion necessitated that respondent's work for a government organization with a connection to the industry [2]. Employees working in the government sector were thus the study's chosen respondents. Based on the saturation of the data and the extent to which it has been triangulated with the perspectives of various stakeholders, the size of the interviewers was decided.

The study were used both primary as well as secondary source of information. Primary data was collected from local communities and governmental sector, through semi-structured interview. And secondary data sources were collected from both reviewed published and unpublished documents such as, books, media, reports, thesis reports, journals, web pages and articles, those which are related to the topics. Similarly data collected were analyzed by thematic data analysis.

4. Results

Data from ten government sectors (three from OFWE, two from district administration, one from district land administration, two from district culture and tourism office, and two from media employees) as well as eight local community representatives were gathered in order to conduct this study (leaders). Thematic qualitative data analysis was employed to analyze the collected data. So, the following analysis was done on the study's findings:

4.1. Stakeholders' Involvement in Tourism Development for Poverty Alleviation

4.1.1. Government Sectors

The government sector recognizes that its involvement should preserve infrastructure as well as issues like customer care, fair trade, protection, and health. The policy is linked to the primary area of government sector involvement in the development of tourism. Consequently, it is crucial that the governing body, whether it be at the national or provincial level, agree on the entire policy.

This should be supported by a framework plan or guidelines. The following describes some key government-controlled actors and their involvement in the development of MSSF tourism for poverty reduction.

(i). Walmara District Culture, and Tourism Office

According to (MoCT, 2018) the Ethiopian Ministry of Culture and Tourism is mandated by proclamation No. 471/2005, article 30, to conduct research on, preserve, develop, and promote Ethiopian culture and tourist destinations both domestically and abroad [13]. The ministry is in charge of creating a framework for tourism activity across the nation. Its involvement involves locating potential tourism destinations, recognizing them as such, and creating the infrastructure needed to make them accessible to tourists while maintaining their originality. In addition, it establishes standards for and permits the establishments of tourist facilities, including hotels and tour operators.

Accordingly, the Walmara District Culture and Tourism Department is in charge of the district's tourism-related operations. It is the district's highest level of government organization for the tourism industry. As a result, it manages the district's comprehensive tourism operations on behalf of the government. The main activities of their agency, according to an employee, are dedicated to controlling general culture, tourism, and the growth of service providers. The office also does supervision tasks. It oversees all tourism-related activities carried out in the area with the greatest conservation standards.

The office has ultimate responsibility for tourism in the district, comprising culture, tourism, and service providers, according to the office report and manager researcher interviewed regarding their bureau's involvement in tourism development. The study of culture and history, which were once marginalized, is the subject of cultural studies. They conduct various studies on all facets of culture, including the arts, music, languages, and history. Additionally, it studies and records the plays, musical performances, proverbs, and films produced in the neighborhood. In order to develop tourism and lower poverty in the study region, the Walmara District Culture and Tourism Bureau is involved in the following areas: -

Marketing and promotion activities; - The district's department of culture and tourism is involved in marketing the region's tourism products and selling various tourist attractions. In this context, Oromia Broadcasting Network (OBN) TV is used in the office. Additionally, the district culture and tourism bureau advertises through printing and distributing office promotional materials, brochures, and newsletters for tourists and other audiences.

Culture study: - One of the main activities of the office is researching the history and culture of the populace while also helping the community. The office researches, records, and disseminates information on the locals' history, art, music, folklore, and other cultural elements.

Awareness creation: - The Walmara District Culture and Tourist Bureau also attempt to educate the general public about the contribution that tourism growth makes to the fight against poverty.

Tourism activities and tourist information center: - The district's bureau of culture and tourism is involved in discovering, capturing, and documenting the district's tourist attractions. The office has made more efforts to investigate the district's tourist hotspots. Additionally, the office provides information to travelers. It provides details on the locations of the attractions and offers suggestions for where to stay, how to travel, safety measures, and other acts that promote tranquility and security.

Offer capacity building training: - The office has undertaken efforts in order to increase sector capacity. The Walmara district cultural and tourism office thus offers trainings to the local populace.

Conservation of the tourism resources: - The district culture and tourism bureau also plays vital role on conservation of both natural as well as cultural tourism resources and increases their touristic value.

Implementation, monitoring and evaluation: - The Walmara district culture and tourist bureau engages in monitoring the conduct of other stakeholders. For reviewing the execution of plans and the involvement of stakeholders, the office creates checklists. It then makes improvements to the implementation processes using the evaluation's findings and comments.

Coordination: - It is the duty of the district culture and tourist bureau to coordinate the activities of all stakeholders and place them under one roof. The office is required to raise stakeholders' awareness via a variety of channels. The office is in charge of bringing together various tourist stakeholders by setting up venues including training sessions, seminars, workshops, and meetings.

(ii). Oromia Forest and Wildlife Enterprise (OFWE)

The federal democratic republic of Ethiopia's Oromia State

Council founded the government-owned Oromia Forest and Wildlife Enterprise in 2009. Eight of the organization's branch forest companies (Arsi, Wallaga, Finfinne, Illu-abbabor, Borana, Jimma, Bale, and Hararghe) are located in the area where the forest resources were located, and the organization is headquartered in Addis Abeba (Egeza Business Guide).

According to the researcher respondent, who has interviewed from management department, replays the following, regarding their office involvement in tourism development:-

Our office manages a variety of tourism-related tasks, including: protecting the forest, promoting the growth and use of forest and wildlife resources in its concessions with the help of the local community, supplying wood products by advancing the forest industry, and making donations to social-economic development initiatives in the province and rural areas.

(iii). Walmara District Administration

The primary role of their office in tourism development, according to female employees of the Walmara district administration who were interviewed by the researcher, is to oversee and provide the district's performance. Thus, the bureau is in charge of regulating all economic activities in the district, including tourism. The District Administration Bureau is responsible for taking district-level decisions and serves a variety of functions, including providing a wide range of services related to roads, traffic, planning, economic and community development, health, environment, recreation, and amenity services.

According to the speech of another worker of Walmara district administrative bureau, said that:

The Walmara district administration oversees all district projects, and we have jurisdiction over all district sectors. Enforcement of all district laws, management of district operations, oversight of the conduct of all officers and department supervisors authorized by law, management of day-to-day operations and long-term planning strategies of the district, and recommendation of legislative actions when issues arise in any sector are all responsibilities of the office.

Along with the aforementioned general involvement, the bureau and mayor of the district also have several particular involvements that directly affect the growth of the local tourism industry. These consist of:

Peacekeeper of the district: - By selecting and managing the peace and security professionals, who collaborate closely with the police and fire chiefs to reduce crime and create policies that protect the community's health and welfare, it keeps the streets secure. Tourist traffic may increase as more people choose to travel to safe areas when peace and security are maintained in the community.

Supporting public facilities; - Public amenities like electricity, health care, schools, and telecommunications are very important for destination development because visitors depend on them to stay longer in the area. The district

administration office works with the district government to support and maintain these facilities.

Resource allocation: - The district must balance its usage of resources. The district must manage and fairly distribute the two most crucial resources—the budget and the people. As a result, in coordination with the district administration, one of the key responsibilities of the administration office is to allot adequate funding for the development of the infrastructure around the tourist attractions and other facilities.

(iv). Walmara District Land Administration

In many places, including Ethiopia, there are competing tourism offerings, such as traditional tourist attractions. Tourism's current market demand could not be sufficient to support all future tourism expansion. As a result, it became crucial to distribute the country's tourism potential across its popular tourist spots while maintaining the natural allocation of resources. Therefore, special consideration should be given to the creation of tourist sites that can be connected to attractive tourist routes.

Similarly, Walmara district land administration has own involvement in tourism development. According to interview held with the district land administration employee, the office is involved in tourism development through the following things.

Land-use planning: - Walmara district land administration, as office get involved in planning their district land for the use of tourism activity and also as whole for all sectors.

Destination planning: - Walmara district land administration, also plans the tourist destination place in their district.

Encourage tourism infrastructural service and facilities: - The district land administration also get involved in tourism development of the area through encouraging and also facilitating the tourism service and facilities like road construction, giving permission and making the area comfortable for the investors especially hoteliers.

(v). Media

Oromia Broadcasting Network (OBN) TV: - The promotion of tourist attractions, the discovery and promotion of new attractions, and event-based holidays are some of the works related to tourism done by respondents from the administrative class of the OBN TV. To air their programs, they make appearances during various holidays and tourism-related events. The media has a big impact on how tourists behave and how people become aware of issues like poverty reduction and tourism development.

One of the respondents from promotional class of OBN TV stated that: -

The importance that the media plays is expanding daily in all areas, particularly in those involving social interaction, culture, and education. The media has a significant role in promoting and activating tourist attractions in the tourism sector.

The respondent from the promotional class added that most media outlets concentrate on community development

programs by monitoring the advancement of the initiatives. They become aware of local complaints and communicate them to the government through the media. Additionally, they stated that they have a program for the future that would actively support the local culture of the community's art and culture.

And also the informant from OBN also narrated that:

The best instrument for the tourism business is the media, and we've worked on programs with other stakeholders. Right now, we're collaborating with them on marketing and promoting tourist attractions both inside and outside the district. We have started promoting some of the region's most popular tourist destinations as well as others in the neighborhood.

The study area's tourist sector, as well as that of the region, is generally involved in the ways listed below. Create educational and awareness programs that will make people aware of the issues surrounding the development of tourism for poverty reduction, programs that reflect and respect the character of a region, that provide adequate information about the destination area, that raise awareness of social issues and local government policies, and alternative guides that cover the majority of the destinations rather than just the well-known tourist destinations, all in the hopes of enhancing the region's reputation.

4.1.2. Local Community

According to Hardy as cited by Mesfin, Amane & Tadesse, amongst the various tourism stakeholders, local community are seen as the important resources in specially sustaining the resources, and also willingly or unwillingly in case of providing the locations for tourism activities as its functions on their lands [15].

The involvement of local community is assorted in nature as some can be poor people, who are seen to be less educated and defenseless, while others play the role of the local private sector, via providing the lodgings and services to the tourists, working as employee at tourism related positions. The local community's entrepreneurship nature and commitment of society have resulted interaction with tourists and NGO's.

Regarding his work in the promotion of tourism, the local community representative the researcher spoke with reported that:

Occasionally, I sell vegetables, crops, woods, charcoal, and other items to hotels as well as the market." Additionally, some tourists assist me as they subject me to these hardships. They also gave me some advice on how to improve myself and find employment at Suba forest. The traveler also showed us how our local community might improve our lives rather than carrying things like this wood into town.

The local community also lacks the resources, even they don't have any kind of committee that encourages them to involve in tourism development of the area. Other respondents from local community representative also express he's opinion regarding the issue by saying:-

We have our own life to take care of as we fight every day to feed ourselves and our families, so we seldom have the opportunity to contemplate the local community development. First and foremost, I believe, we should consider how to maintain our daily life. Then, we should consider the issues facing our society and how to address them. Communities in this area must do more because they are poor. Additionally, we spend a lot of time on religious activities. We need education because we have no idea how to contribute to the growth of the community and ourselves.

Another respondent from the local community, who felt that participation in the study area's tourism development was necessary, narrated it as follows:-

We shouldn't be so reliant on the tourism sector, in my opinion. We should establish the market so that we can exchange our locally produced goods for money. Additionally, this will reduce the cost of the goods. Currently, everything is expensive because we bring food (often inexpensive food) and goods from the seller, even when we already have food at home that we could sell and buy instead of brewing alcoholic beverages and getting wasted.

Despite the fact that the local community also recognizes their involvement in Suba forest tourism development, underlines the involvement of local community feel that they can give better and cheaper services, while this will likewise assist individuals with changing their way of life. When neighborhood individuals see that they can acquire more my selling their crops as instead of consuming by themselves, they will actually want to advance.

4.2. Factor Influence Stakeholder's Involvement in Tourism Development for Poverty Alleviation

The stakeholders, researcher reached out and interviewed are kept their influential factors hinder them to not involve in the tourism development of Suba forest for poverty alleviation. From local community (local community representatives), from government office (OFWE, district administration, district culture and tourism bureau, and district land administration) and media are interviewed.

(1) Lack of awareness

Stakeholders are not sufficiently aware of the significance of tourism industry in terms of reducing poverty. As concerns from the stakeholder interview show, one of the major barriers to local populations' involvement in the tourism development of the research region is a lack of knowledge. The respondents' knowledge of the nature of tourism also seems to be underdeveloped, in addition to their low degree of awareness of the significance of tourism development. The stakeholders in the tourism industry in Ethiopia and the study area appear to have little comprehension of the nature of tourism.

According to the respondent from the media, the following information was provided:

Due to the fact that we are governed by people who have no experience of tourism, our organization has a problem of its own because the workers (we) didn't permit doing

what is expected from the media. The manager was unaware of how tourism benefited the local area and played a significant influence in lowering unemployment rates both nationally and in the study area. We might worry that if we cooperate, our managers will let us go. Therefore, our organization has poor management.

Due to their manager's worry about losing their jobs, the majority of people in that company do not want to take part in activities that promote tourism.

Additionally, there is a lack of understanding of tourism growth in the local community. Additionally, they avoid engaging in tourism. The representative of local communities was interviewed, and the results show that:

Local communities do not participate in any form of tourism development process and do not view tourism as a sector for economic development. On the other hand, the sector has received less attention and even the top officials in the local community (the administrations) in the study region do not have a clear understanding of tourism.

(2) Lack of educated manpower

While this study is conducted, from government bodies (district culture and tourism bureau) are not managed by tourism professionals. Since they aren't professionals of the industry, they are even not expected to do something good about the industry. Some of the interviewees are historians, linguists, marketing professionals, or even hold a degree in public administration. The stakeholders appear to be misinformed about the value of professionalism in the tourism industry due to a lack of knowledge.

Regarding to this, according to the response from the local community representative:-

People just believe that the tourist industry is one in which you can easily make money and expand very quickly even if you have no expertise of tourism; professionalism is not valued in this industry. The visitors are sent to this location (Suba forest) with their guides by the tour businesses in Addis Abeba., These tour guides may be fluent in English or other languages, but they frequently lack knowledge of the area's resources, history, and tourism industry.

(3) Lack of capital

capital is needed to facilitate infrastructural service and facilities. But all areas of stakeholders agree that one of the biggest obstacles to being involved in tourism development to fight poverty in the study area, MSSF, is a lack of financial resources. Thus, lack of enough capital hinders the tourism stakeholders not to involve in tourism development.

(4) Lack of trust

Some stakeholders loss trust that involving in tourism development may affect them, and also, they don't trust other employees except from their clans/relatives. According to the study's findings drawn from participant interviews with stakeholders, a lack of expertise and professionalism among those involved is a contributing factor to the issue of stakeholder trust.

(5) Governance and management problem

The working relationship between the government and the local community in Suba forest has been significantly impacted by governance and management issues in the tourism industry. Different stakeholders in the research provided a variety of replies regarding how the governance and management of tourism affected their willingness to work toward tourism development, which is crucial to the eradication and alleviation of poverty.

The majority of local community respondents stated that there is only loose and partial oversight of the actions of the tourism stakeholders, with leaders and governors only overseeing and monitoring the operations of some stakeholders.

From the replies given above, it is clear that the centralized form of governance and the leadership style, which appears ad hoc, are having an impact on stakeholders' willingness to work for the advancement of the tourism industry and the reduction of poverty.

(6) Political instability in the area

Political stability is well acknowledged to play a significant effect in an area's tourism growth. Some local community leaders have summed up their quotes as follows: - Tourism is politically sensitive by nature; when there is peace and security, tourist numbers rise, and vice versa. On the other hand, the majority of respondents said that the political climate is not conductive to inviting the parties involved in tourism development.

For stakeholders to decide to work in tourism development there needs to be a comfortable, stable political environment. Regarding this, rather than the usual work towards tourism development, the majority of government work is concentrated on bringing peace and security.

To sum up, there are lots influential factors hindering tourism stakeholders to not involve in tourism development of the study area. This influential factor includes; lack of capital, lack of adequate manpower, lack of trust among employees, governance and management problem, and political instability in the area. Because of those factors, the tourism stakeholders are not involving in the tourism development of the study area.

5. Conclusion

Stakeholder's involvement has excessive contribution in the tourism development. However, lack of knowing stakeholders' involvement towards tourism development preventing tourism development. Thus, research entitled, stakeholders' involvement in tourism development for poverty alleviation, in case of Suba forest has been conducted. The study's objectives include investigating stakeholders' involvement in the development of tourism and the reduction of poverty in the Suba forest in Oromia, Ethiopia, and identifying the factors that influence stakeholders' involvement. Government sector (Walmara district administration, Walmara district land administration, Walmara district culture and tourism and media) and local community (local community leaders) were participated in this study.

The finding of the study reveals that, stakeholder's involvement in tourism development for poverty alleviation at the study area varies among stakeholders. Thus, local community involved through offering selling vegetables, crops, woods, charcoal, and their products to hotels and serving as guide for local/domestic tourist. So, local community doesn't have any involvement in tourism development of the study area, than doing the above activities. From government office, OFWE has involved in conserving and protecting the area, sustaining the development and the use of forest as well as wildlife, supplying the forest products to provincial and countrywide socio-economic activities. Walmara district culture and tourism department involvements are regulating in general culture, tourism and service providers, cultural study, awareness creation, offer capacity building training, conservation of tourism resources, coordinating the stakeholders, marketing and promotion activities, and coordinating local stakeholders. And the office, Walmara district administration involves through performing supervision tasks. It oversees all tourism-related activities carried out in the area with the greatest conservation standards. in addition to providing a wide range of services related to roads, traffic, planning, economic and community development, health, environment, recreation, and amenity services, also in charge of conducting district-level measures.

The district land administration also involved in tourism development, though planning land use for tourism activities, destination planning, and encouraging tourism infrastructures and service. The media are also involved in promoting tourist attractions, identifying and promoting new attractions, and event-based holidays. They also provide adequate information about the destination area, raise awareness of social issues and local government policies, act as alternative guides that cover most destinations rather than just the well-known tourist destinations, and promote the destination by airing various programs and documentaries. Lack of knowledge, a lack of skilled labor, a lack of funding, and a lack of trust, issues with governance and management, and political unrest in the region were all factors that affected stakeholders' involvement in the development of the tourism in the study area for poverty alleviation.

Generally, the following general recommendations are made to promote tourism development in the study area in accordance with the study's aims and findings.

One barrier to tourism development in the studied area is unawareness. More efforts are therefore required to raise awareness among all stakeholders. The media should inform interested parties about other nearby institutions, like as Ambo University, Addis Abeba University, and the Walmara district culture and tourism department. Government agencies in the Walmara district ought to raise community knowledge of tourism and the district's resources. In order to increase their sense of pride in their culture and sense of ownership and to engage them in the development of the tourism industry, it is necessary to cultivate positive images in their minds.

Before being involved in tourism development, the Walmara District Culture and Tourism Bureau should specify exactly stakeholders would be involved. One must be fully aware of their involvement in the area. Last but not least, government should provide channels of contact with stakeholders to inform and foster a secure atmosphere for discussing programme implementation and assessing difficulties.

Acknowledgements

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