

Potential Tourism Resources in Kaffa, Ethiopia

Tekleab Bulo Bushi¹, Sanjeev Kumar²

¹(Research scholar, Haryana school of Business, GJUS&T, Hisar, Haryana, India,
tekcoffee@gmail.com, +919306690081)

²(Professor, Haryana school of Business, GJUS&T, Hisar, Haryana, India,
sanjeev.aseem@gmail.com, +919466175055)

Abstract

Tourism as a sector is playing significant role in changing the lives of human beings in the world. Ethiopia is endowed with massive and amazing potential tourism resources ideal for nature, cultural, history, coffee and heritage tourisms. Though tourism business is tremendously increasing with the moto "Land of origin" in Ethiopia, heavenly destinations like Kaffa kept neglected. The main purpose of this study is to identify the potential tourism resources of Kaffa, Ethiopia. Descriptive and exploratory research designs were applied for attaining the objective. Qualitative and quantitative research approaches were applied. Key informant interview, focus group discussion and field observation were used as primary data collection methods. Totally 121 respondents were selected and participated purposely from Kaffa zone, 12 districts, 2 city administrations, 2 educational institutions, NGO, tour operators and 14 kebele villages. Moreover, secondary data were analyzed. Accordingly, the study revealed that Kaffa is endowed with enormous potential tourism resources. Flora, fauna, Kaffa biosphere reserve, cultural attractions (food, song, ritual practice, fortune telling, religion), water tourism resources (waterfalls, hot springs, rivers), landscapes (mountains, valleys, caves, natural bridges), heritages (kings grave yards, cultural villages, underground war tunnels, crown and seat of kings), Museums (National coffee museum and Open-Air museum), Ancient city of Bonga in hilly area, handicrafts and coffee tourism resources (coffee history, ceremony and investment) are among attention-grabbing tourism resources of Kaffa. The detail investigation and promotion of potential tourism resources in the study area as well as naturally gifted southwestern Ethiopia is highly recommended.

Key words: Destination, Ethiopia, Kaffa, Tourism resource.

1. Introduction

Based on the definition of UNWTO (2013), Tourism encompasses actions of people to travel and stay in unusual destinations for leisure and business reasons at least for a day and at most for a year.



According to Mathieson et.al., (1982), Any destinations' component with capacity of attracting people to it are Tourism resources. Generally, Natural and Historical tourist attractions are the two broad categories of Tourism resources.

Currently, Tourism plays a great role in Economic development of the nations and in building superior social and human connection (Sochdeva,S., & Ganci,I.A.,2018)

Tourism as a sector is rising progressively and becoming vital for economic development of Universal and Local nations in capturing the attention of people for visiting as well as for living, working and investing in the specific destination. Additionally, tourism plays key role in improving economy; in creating social inclusiveness; in utilization of resources& protecting environment; in conserving heritage, cultural values & diversity and in creating safety, common sympathetic and peace. (UNWTO & UNDP,2017)

Next to Manufacturing, Travel & Tourism sector become the 2nd dominant growing sector in 2018 universally. Travel & Tourism sector had global economic contribution of 8.8 trillion US Dollar (10% of global GDP); Created jobs for more than 319 million people (10% of all employment) globally, Recorded the growth rate of 3.9% (higher than world economic growth rate of 3.2%) and built strong socio-cultural relationship universally in 2018. In 2018 Asia-Pacific and Africa were the two fastest growing regions regarding GDP contribution of Travel and Tourism. In 2018 taking GDP contribution of Travel& Tourism in to consideration, the fastest developing countries were developing and emerging nations. Accordingly, Ethiopia (+48.6%) as developing country was leader in global Travel & Tourism GDP growth in 2018 (WTTC, 2019).

According to Binayew and Yiheyis (2016) Ethiopia as country is rich in different tourism resources. Among these Ethiopian gifted potential tourism resources eye-catching topography, incredible biodiversity, homegrown artifacts and arts, unique culture, diversified ethnicity, manmade and natural heritages are exemplary.

Different heritages, Biosphere reserves, Attention grabbing cultures, Amazing landscapes, Rivers, Waterfalls, lakes, mountains, valleys, flora and fauna, exceptional biodiversity compositions etc make Ethiopia home of Natural and manmade tourism resources (Fakana, S.T., et.al., 2019).

Among many fauna tourist attractions of Ethiopia, 918 species of birds, 320 species of mammals, 240 species of reptiles, 172 species of fishes, 71 species of Amphibians and more than 1225 species of insects are best examples. More specifically 19 bird species, 39 mammal species, 16 reptile species, 30 Amphibian species, 38 Fish species, 7 insect species are endemic to Ethiopia. Additionally, Ethiopia is home for more than 6500 species of plants (625 are endemic to Ethiopia) ranking the country 5th largest floral country in tropical Africa (Amare, 2015; Vreugdenhil D., 2012).

Besides these five biosphere reserves (Kaffa coffee forest biosphere reserve, Lake Tana biosphere reserve, Sheka forest biosphere reserve, Majang forest biosphere reserve, and Yayu coffee forest biosphere reserve) are registered from Ethiopia in UNESCO as world natural resources (Selemon et.al., 2019).

52% of Kaffa's land coverage (551,142 hectares) is covered by closed and disturbed natural forests. This forest covered land is center for genetic diversity of Coffee Arabica and playing major role in global carbon cycle and ecosystem service (Ministry of Environment, Forest and Climate change, 2018). Kaffa is gifted as home for different flora & fauna, amazing cultures, Coffee, diversified heritages and many more tourism resources (Bender S., & Tekle M., 2019).

2. Research Gap

Ethiopia is Endowed with different tourism potential resources like cultures, heritages, flora& fauna, manmade and natural tourist attractions in different parts of the country. According to Mulugeta F. (2012), there are two main reasons for underdevelopment of tourism industry in Ethiopia. The development of tourism infrastructure (hospitality and transportation sector) is not sufficient and Massive potential tourism resources in different corners of Ethiopia kept unexplored. Although huge potential tourism resources are available in different parts of Ethiopia, the country is dependent on few tourist attracting destinations recognized internationally. Kaffa is among unexplored Ethiopian destinations with untapped potential tourism resources. Against this background, this study attempts to explore the potential tourism resources in Kaffa, Ethiopia.

3. Research Methodology

3.1. Description of study area

The research was conducted in Kaffa which is 465 km to southwestern part of Ethiopia from Addis Ababa, the capital city of Ethiopia. Kaffa is exactly located between 07°8'-07°26'N and 35°53'-36°36'E. The total land coverage of Kaffa is 1,328,923 ha with 19.5°C mean annual temperature and 1800mm mean annual rainfall. There are 12 Weredas (districts) and 2 city administrations in Kaffa. Kaffa is the known as the birth place of Coffee Arabica and owns UNESCO registered forest coffee biosphere reserve (Berghofer, A., 2013; Berhan, L.A.,2008). The investigation time of this study was from July 2018-June 2019.



Fig1: Map of study area (Kaffa zone gov't communication, 2018)



3.2. Research design and approach

Descriptive and exploratory research design were applied in order to explore, identify and describe the potential tourism resources of Kaffa in this study. Both qualitative and quantitative research approaches were applied as means of primary data (focus group discussion, key informant interview, field observation and questionnaire) and secondary data (published and unpublished documents related with the issue).

3.3. Sample and sampling technique

In order to identify the sample for this study non-random sampling method was applied so as to find substantial information from concerned bodies. Therefore, key informants from Kaffa zone (n=10), from 12 woredas or districts (n=60), NGOs or NABU (n=3), from tour operators or guides (n=5), from education institution (Bonga University and Bonga college of teachers education) (n=5), from 14 kebele villages (village leaders and elders) (n=28) and from 2 city administrations (n=10); totally 121 samples were identified and selected purposely. The in-depth understanding and experience of respondents to the tourism sector, the positions they represent in different offices, the proximity and nearby familiarity of respondents with tourism resources in their community, being senior expert and generally being crucial individual or institution for the subject matter are considered as the main criteria for the selection.

3.4. Data collection methods

Since 1 zone, 12 woredas /districts/, 2 city administrations, 14 kebelles/villages/ are parts of this study, 5 data collectors were used for easily managing such broad clusters. These 5 recruited data collectors were trained and oriented by researchers before they started data collection. Individuals involved in data collection were tourism professionals, had understanding on tourism potential of the region and can easily communicate with the community.

During data collection nearby supervision, cross checking and confirmation were done in order to ensure the quality or reliability of data. Based on the proposed schedule, 3 focus group discussions were made with different officials, professionals and experts. Accordingly, data related with nature-based tourism resources, cultural tourism resources and coffee tourism resources were obtained through thorough focus group discussions. Additionally, key informant interviews were conducted with purposely selected tour operators, village officials, elders, NGOs, educational institutions and professionals in order to obtain information related with potential tourism resources of Kaffa through detail and open-ended questions. Moreover, photo capturing, note taking, video recording, Audio recording etc by means of field observation were made to have additional information on the tourism potential of the area. Finally, secondary sources of data which would support primary data were collected from annual reports of Kaffa zone and districts, brochures, books, archives, articles etc having direct link with tourism potential of the area.

3.5. Method of data analysis

All the collected data were edited, grouped, transcribed, organized and coded before filling in the software and starting analysis. The quantitative data were analysed by descriptive statistics (percentage, frequency and tables) with the help of SPSS version 25. Qualitative data collected through Focus group discussion, key informant interview and field observation were analysed by text explanation, description and content analysis to summarization and applicable interpretation.

4. Results and Discussions

Through detail review of secondary data, extensive field observation, In-depth key informant interview and thorough focus group discussions the eye-catching tourism resources of Kaffa were assessed and documented. The attractions identified through widespread field observations to different parts of Kaffa and different data collections methods are documented, analyzed and discussed in different tourism resource categories as follows.

Table 1: Potential tourism resources of Kaffa

		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Total
Flora and fauna	Frequency	78	42	1	0	0	121
	Percent	64.5	34.7	0.8	0	0	100
Kaffa Biosphere Reserve	Frequency	86	35	0	0	0	121
	Percent	71	29	0	0	0	100
Cultural tourism resources	Frequency	53	64	4	0	0	121
	Percent	43.8	52.9	3.3	0	0	100
Water tourism resources	Frequency	37	69	11	4	0	121
	Percent	30.6	57	9.1	3.3	0	100
Topography or landscape as tourism resources	Frequency	48	71	2	0	0	121
	Percent	39.7	58.7	1.6	0	0	100
Heritages as tourism resources	Frequency	39	80	1	1	0	121
	Percent	32.2	66.2	0.8	0.8	0	100
Coffee tourism resources	Frequency	60	58	1	2	0	121
	Percent	49.6	48	0.8	1.6	0	100
Museums	Frequency	35	69	9	7	1	121
	Percent	29	57	7.4	5.8	0.8	100
Handicrafts	Frequency	49	65	6	1	0	121
	Percent	40.5	53.7	5	0.8	0	100
Ancient city of Bonga	Frequency	27	89	5	0	0	121
	Percent	22.3	73.6	4.1	0	0	100

Source: Own survey (2019)

The above table 1 shows the ideal potential tourism resources of Kaffa. Accordingly, 78 (64.5%) of respondents strongly agree and 42 (34.7%) of them agree that Flora and fauna can be potential tourism resource of Kaffa. Additionally, 86(71%) of respondents strongly agree



and 35(29%) of them agree that Kaffa biosphere reserve can be potential tourism resource of Kaffa. Moreover, 53 (43.8%) of respondents strongly agree and 64(52.9%) of them agree that there are cultural tourism resources in Kaffa. In addition to this, 69(57%) of the respondents agree and 37(30.6%) of them strongly agree that Kaffa is rich in water tourism resources; 71 (58.7%) of them agree and 48 (39.7%) of them strongly agree that Kaffa is rich in eye-catching landscapes; 80 (66.2%) of them agree and 39 (32.2%) of them strongly agree that Kaffa is rich in heritages. Furthermore, 60 (49.6%) of respondents strongly agree and 58 (48%) of them agree that Coffee; 69 (57%) of them agree and 35 (29%) of them strongly agree that Museums; 65 (53.7%) of them agree and 49 (40.5%) of them strongly agree that Handicrafts; 89 (73.6%) of them agree and 27 (22.3%) of them strongly agree that ancient city of Bonga can be ideal potential tourism resources of Kaffa. Therefore, majority of the respondents agree that Flora and fauna, Kaffa Biosphere Reserve, Cultural tourism resources, Water tourism resources, eye-catching landscape, Heritages, Coffee tourism resources, Museums, and Handicrafts and ancient city of Bonga are ideal tourism resources of Kaffa.

4.1. Flora and fauna

The Indigenous plant and wildlife of a geographical region are Flora and fauna respectively. Therefore, Flora refers to groups of plant specific to a region or a time period whereas Fauna is group of wildlife specific to a region or a time period. Accordingly, there are different attention-grabbing plant and wildlife species are identified and documented in the study area or Kaffa. Regarding Plants, Kaffa is endowed with many species of plants characterized by dense forests, huge and long trees, many endemic species, edible and medicinal plants. Bamboo forests (found in Adiyio, Gesha and Saylem woredas or districts of Kaffa), Forest Coffee (found in Mankira, Decha woreda or district of Kaffa), Afromontane forests (dense forests found in Decha, Bitu, Tello, Gimbo, Chena, Adiyio, Saylem, Gesha, Gewata, Cheta woredas or districts of Kaffa), Grass lands (found in many districts of Kaffa), Enset (found in many districts of Kaffa) make Kaffa home for more than 25% of plant species (30% endemic) in Ethiopia. In the land of Kaffa, Woody plants (20 epidemic), many broad leaf trees, Tallest trees like Aningeria, Straight vertical growing trees like Parasol trees, Popular house plants for Pink flower like Corn plants, Maytenus tree, Palm tree, Succulent cactus, Tree ferns, White Stinkwood etc capture the attention of the people through their tall woody, beautiful flowers and leaves, stunning colours, edible fruits, traditional medicinal value.

Regarding Fauna or animals, Naturally Kaffa is bestowed with different varieties of Mammals, Birds, Amphibians, Reptiles and Primates. Mammals Like Leopard, Hippopotamus, Buffalo, Rabbit, Eland, Bushbuck, Lion, Hyena, Civet, jackal, wild cats, Honey Badger, Bush-Pig and wild cats are dominant in the land of Kaffa. Black crowned crane, Silvery/cheeked Hornbill, White-cheeked turaco, Hadad Ibis and Yellow fronted parrot are among the beautiful and endemic birds found in Kaffa. There are different types of eye-catching primates like De Brazza's monkey, Grivet Monkey, Olive Baboon, Colobus monkeys and Vervet Monkey identified in Kaffa. Moreover, Kaffa is endowed with diversified Reptiles (Montane Chameleon, African Python, House Gecko), Amphibians and Invertebrates.

Collectively, all these attention-grabbing flora and fauna of Kaffa are ideal tourism resources for tourism activities like Adventure tourism, eco-trekking, jungle tourism, Wildlife Night-

spotting, Bird watching, Shock tourism or Extreme tourism (mountains, jungles, caves) and animal watching.

Fig2: Dense forests of Decha



Source: field observation (2019)

Fig3: Lion in Kaffa



Source: Kaffa zone tourism office

4.2.Kaffa Biosphere Reserve

Considering Kaffa as home for different varieties of Plants, animals and coffee, UNESCO recognized Kaffa as world biosphere reserve in 2010 (UNESCO,2010). Kaffa Biosphere reserve is heavenly home for different plant species, Coffee varieties and animal species (mammals, birds, reptiles and amphibians). In Kaffa biosphere reserve 250 plant species recorded. Among these 17 species of plants are endemic or only found in Kaffa. Bamboo, African red wood, False cardamom, Cordia Africana, forest rothmannia, syzygium guineense and dragon trees are among the dense forest compositions of Kaffa Biosphere Reserve. 5000 varieties of coffee are among plant species making Kaffa biosphere reserve unique. Additionally, Kaffa Biosphere reserve is endowed with 300 species of mammals and more than 300 species of birds (11 are endemic to Kaffa). Kaffa forest's well-known and visually appealing resident colobus monkey; People friendly hippopotamus; Buffaloes, Lions, Antelopes, Leopards and Bushbucks are among the dominant mammalian compositions of Kaffa Biosphere Reserve. Moreover, the blue-headed coucal, the scarlet-chested sunbird wattled ibis, Yellow-Fronted Parrots and the long-crested eagle are unique bird species in Kaffa Biosphere Reserve (NABU, 2017).

Therefore, with this beautiful and breath-taking plant and animal species Kaffa biosphere reserve can be perfect tourism resource for trekking in dense forests, Bird watching, wildlife spotting, experience tourism, shock tourism (mountains, jungles, caves), camping and ecotourism activities.

Fig4: Colombos-Monkey



Source: field observation (2019)

Fig5: Dense forests in Gewata



Source: field observation (2019)

4.3.Cultural tourism resources

Kaffa as a destination and Kaffacho as a people are gifted with unique and beautiful cultures. Among these astonishing cultures of Kaffa the researchers identified and recorded some of unique cultures with the ability of attracting visitors based on the proposed methodology.

Cultural foods: In Kaffa there are many and unique cultural foods prepared from plants and animals. Delicious cultural foods are easily available for Vegetarians and non-vegetarians in Kaffa. “Kocho” is indigenous Kaffacho people food prepared from a plant said to be first discovered and cultivated in Kaffa called “Uto” or “Enset” or False banana. Currently, “Kocho” becomes popular food in different parts of Ethiopia and preferred by different visitors. “Etino”, “Bacuro”, “Koche-Nofito”, “Buuto” and “Koche-teko” are among the “Kocho” category cultural foods readily available for visitors in Kaffa. Additionally, “Baka Tambo” made from chicken; “Kapo” made from meat; “Kanee-Kosho” made from maize corn; “Kibo” made from meat, “Moko” made from cheese; “Nofito” made from grains and “Shoko” alcoholic edible food made from Teff grain are popular and delicious cultural foods in Kaffa.

Cultural drinks: There are different and healthy cultural drinks identified and recorded by researchers in Kaffa as ideal tourism resource.

“Bitoo”: The brewed alcoholic drink made from honey; “Bitaabito”: High quality culturally brewed alcoholic drink made from quality and organic honey; “Shoko”: traditional alcoholic drink made from grains like teff; “Dooco”: cultural drink made from different grains; “Dofiyoo”: Medicinal Honey collected from under soil bees and “Eeyoo”: Culturally cultivated honey from formal bees are among cultural drinks of Kaffa.

“Eqqo” or Fortune-teller: It is indigenous belief in some part of Kaffa that there are gods who are considered to be fortune-tellers. These people believe that their fortune or the happening in their life in the future can be predicted by gods called “Eqqo”. The best



example is Ibeda-Goda in Adiyu woreda or district. The fortune telling ceremony, the gathering of different people from different districts to fortune-teller, the cultural handicrafts and materials used in Fortune-teller compound are unique and attractive.

Qoollee Deejjoo Ritual practice: It is the practice of thanksgiving sacrifice ceremony to Qoolloo or forest spirit when the new or seasonal grains or animal products are harvested. The Qoolloo parishioners believe that it is because of Qoolloo or the forest spirit living in the dense forest and huge trees they are harvesting different crops, grains, animals and animal products seasonally. Moreover, they believe that their survival depends on the will of Qoolloo or forest spirit. During Qoollee deejjoo ritual practice, activities like slaughtering animals to forest spirit; sacrificing fresh foods made from crops, grains and animal products to forest spirit; Gatherings of different people; Thanks giving ceremony; Thanks giving music and Traditional conflict resolution are unique and attention-grabbing.

“Eepi Qoco” or Weeping ceremony: Based on the collected data, the people of Kafecho living in Kaffa have unique practice of sorrow or condolences expression during the death of people. Such Indigenous practice is called “Eepi qoco” or Weeping ceremony. “Hichoo” and “Gommo”: the sorrow expressing music by males and females; “Shoosho”: the grief expression poems by family and relatives; “Eefo”: deep crying; burial ceremony and the gathering activities are unusual and attention-grabbing to guests or visitors.

“Gaaree Qoco” or Wedding ceremony: As researchers identified and recorded the wedding ceremony of Kafecho people called “Gaaree Qoco”, there are unique, unusual and beautiful activities and happenings during the event. Cultural foods and drinks prepared; Music and Musical instruments used; “Mishiracho” musical ceremony during Virginity taking; cultural ceremonies in Male (bridegroom) and female (bride) families house; and the cultural dance competitions among “Miyaaateena’o” (bridesmaid and groomsmen) are special and unique activities during wedding ceremony called “Gaaree Qoco”.

“Dumree Duubo”: As identified through researchers’ data, when evil things or happenings occur in the life of Kafecho people almost all the matured females of the community come together and participate in “Dumree Duubo” which is music of praying god to not repeat such evil things in the life of the society. “Dumree Duubo” event possess unique and amazing activities such as collecting different medicinal plants leaves for the event; different musical lyrics and melody; Eye-catching cultural dancing; dropping medicinal plant leaves in huge river out of their boundary and gatherings.

“Duubo and Shaattoo”: “Duubo” is cultural music of Kafecho whereas Shaattoo is cultural musician in Kaffa. In Kaffa, people use music as instrument for expressing their feeling. There are different and unique cultural music categories like wedding music, weeping music, working together music, war music, heroic music, love music, holiday music, religious music and occasional or event-based music in Kafecho people. Additionally, there are unique cultural musical instruments like ‘Kambo’, ‘Shameto’, ‘Tiimboo’, ‘Kingingo’, ‘Ximboo’ etc used during music in Kaffa. Moreover, “Shaattoo” is the known Kafecho cultural musician with deep and matured music poems, lyrics, melody and musical instrument usage. Hence, different cultural music of Kaffa, amazing cultural musical instruments and unusual cultural musician “Shaattoo” in Kaffa are attention-grabbing.

All these untapped cultural tourism resources in Kaffa can be used for Experience tourism (authentic cultures), historical tourism (to have cultural history of the people), Culinary tourism (for cultural food tour), Rural tourism (to have local people experience) and music tourism (to experience and enjoy with cultural music).

Fig6: Cultural Food



Fig7: Cultural Drink



Fig8: cultural Music



Source: field observation (2019) Source: field observation (2019) Source: field observation (2019)

4.4. Water tourism resources

The data collected from different stakeholders indicated that there are astonishing water tourism resources identified in Kaffa. Waterfalls, Rivers and Hot springs are among exemplary water tourism resources identified.

Waterfalls: Kaffa is gifted with huge, unique and eye-catching waterfalls in different districts or Woredas. The graceful waterfalls found and identified in Kaffa are “Barta” waterfall located in Bonga; ‘Elelo’ waterfall situated in Gesha district or woreda; ‘Shako’ waterfall situated in Saylem district or woreda; ‘Faci-guudo’ waterfall found in Saylem district or woreda; ‘Adiyo’ waterfall situated in Adiyo district or woreda, ‘Medi’ waterfall in Bita district or woreda and ‘Woshi’ waterfall located in Shishoinde district or woreda.

Rivers: Many huge and impressing rivers found in Kaffa are reason for heavenly ecosystem of the study area. Gojeb river, Gumi river, Dinha river, Woshi river, Gichi river, Bitino river, Sherma river, Meni river, Mahe-dabi river, Beko river, Shinati mineral water, Shupa lake and Gedefo river are among huge and eye-catching rivers found in Kaffa.

Hot springs: Kaffa is also home for amazing natural hot springs. ‘Dadiben’ hot spring in Gimbo district, ‘Kechi’ hot spring in Decha district and ‘Gora’ hot spring in Decha district are among naturally gifted hot springs of Kaffa.

Considering the rich water tourism resources, Kaffa is perfect destination for experience tourism (swimming, physical therapeutic and fishing), Extreme tourism (in waterfalls), watching, enjoying and nature tourism.

Fig9: Elelo Waterfall



Fig10: Barta Waterfall



Fig11: Gojeb River



Source: field observation (2019) Source: field observation (2019) Source: field observation (2019)

4.5. Topography and environmental attractions as tourism resources

The data collected through field observations, focus group discussions, key informant interviews and secondary data shows that the nature of the environment and topography of Kaffa are eye-catching and beautiful. Among these beautiful attractions:

Mountains: The breath-taking mountainous topography is among the unique features of Kaffa. ‘Billaayi’ mountain in Cheta district, ‘Shiittera’ mountain in Telo district, ‘Rosha’ mountain in Adiyo district, ‘Shoota’ mountain in Adiyo district, ‘Guuchi’ mountain in Bita district, ‘Ketoona-qofe’ mountain in Bita are among the top mountains in Kaffa. All these mountains heights above 3165 masl.

Rift valleys: Rift valleys are among beautiful topographies of Kaffa identified during data collection. ‘Booshi’ valley, ‘Shooshi’ valley, ‘Gawowa’ valley and ‘Kooch-aachi’ valley located in Bita, Cheta, Gewata and Telo districts are amazing valleys in Kaffa.

Natural Caves: There are unique natural caves identified in Kaffa. ‘Qeejjet’ cave in Bita district, ‘Ciiribambi’ cave in Bita district, ‘Gotebechi’ cave in Bita district, ‘Koshera’ cave in Telo district, ‘Boreti’ cave in Telo district, ‘Ekeru’ cave in Gimbo district, ‘Yumeya’ cave in Adiyo, ‘Abegippi’ cave in Cheta district, ‘Shako’ cave in Saylem district, ‘Dosha-Xuga’ cave in Chena district and ‘Kumali’ cave in Telo district are among naturally gifted caves of Kaffa.

Natural (God’s bridge): Kaffa is also heavenly destination for naturally built bridges without human intervention. ‘Guriguto’ natural bridge in Decha district, ‘Yofira’ (Dada) natural bridge in Bonga town and ‘Shaada’ ear of Earth in Telo district are exceptional and amazing natural gifts identified in Kaffa.

Since Kaffa is home for wonderful topography and breath-taking landscape, it is heavenly destination for Extreme tourism or shock tourism (mountains, valleys, caves), mountain trekking, adventure tourism, visiting and crossing natural bridges.

Fig12: ‘Guriguto’ God’s bridge



Source: field observation (2019)

Fig13: Topography of Gewata



Source: field observation (2019)

4.6. Heritages as tourism resources

Shoosha Moogo: is special graveyard of Kings of Kafecho people. Shoosha mogo graveyard was used for burial ground for 18 Kafa kings who continuously led their people from 1390-1897 for 507 years. This grave yard is located in Tello district or woreda.

Hiriyo and Kuripo: The underground war tunnel and the deep holes for horse war called ‘Hiriyo’ and ‘Kuripo’ built by kingdom of Kaffa found in Gimbo district are among historical heritages of the people.

Ancient churches and Mosques: Andiracha St. Medihanealem church (the palace of Kaffa king was destroyed and replaced by church in 1898), Kuti St. Michael church built in 1529 in Decha district, Tongola mosque in Decha district, Baha St. George church built in 1529 in Decha district, Shapa St. Gebriel church built in 1532 in Decha district

Shaaka cultural village: It is ancient traditional and cultural village in Kaffa serving as fortune telling spiritual village starting from 13th century. Many people visit this village for spiritual purpose and thousands of people gather together in this village for annual ceremony called ‘Shaashee kayo’.

Crown and seat of ancient kingdom of Kaffa: After the defeat of the kingdom of Kaffa said to be strongest kingdom in east Africa, the gold crown and luxury seat of the kings is steal found in museum.

These all authentic heritage tourism resources of Kaffa can be used for history tourism (researching and understanding heritages of the people), Religious tourism (visiting and worshipping in ancient religious institutions) and experiencing authentic culture of the people.

4.7.Coffee tourism resources:

Birth place of coffee: Based on archaeological and historical documents, the birth place of coffee is Buni village, Kaffa, Ethiopia. The coffee was said to be discovered in Kaffa in 3rd century. The mother coffee (oldest coffee tree in the world) and dense coffee forests of Buni Makira in Decha district fully captured the attentions of visitors and researchers.

Coffee investment: There are huge coffee agricultural investments in Kaffa. Woshi Green coffee agroindustry in Shishoinde district, Mulege coffee investment in Bita districts, Sabanesh coffee investment in Bita districts, Lewi coffee investment in Bita districts, Coffee investments in Decha district, Gewata district, Gimbo district, Chena district and Telo districts are among attention-grabbing huge coffee investments in Kaffa. Coffee planting, coffee treatment, coffee collection and coffee post-harvesting activities requires many people and captures the attention of visitors.

Cultural coffee ceremony: Coffee ceremony in Kaffa is truly cultural and unique. Each and every coffee making process and coffee making materials are truly cultural. Coffee roasting requires ‘Midaadoo’ made from pottery; coffee grinding requires ‘Bunee-bottoo’ made from wood; coffee making requires ‘Bunee-qondoo’ made from pottery and coffee drinking requires ‘Bunee-doolloo’ made from bamboo. The roasted coffee aroma will be delivered to elders and guests to smell to bless their community; The praying and blessing ceremony made by elders before and after drinking coffee; The gathering of many people from the village to drink coffee and discuss on common matters; Measuring the quality of bride by her coffee making quality are among unique activities of coffee ceremony.

Kaffa can be heavenly destination for coffee tourism through cultural tourism (colourful cultural coffee ceremony), history tourism (Kaffa as birth place of coffee), experience tourism (coffee collection and coffee making) and Business tourism (coffee marketing).

Fig14: Coffee ceremony Fig15: Red cherry coffee Fig16: Coffee before collection



Source: field observation (2019)



Source: field observation (2019)



Source: field observation (2019)

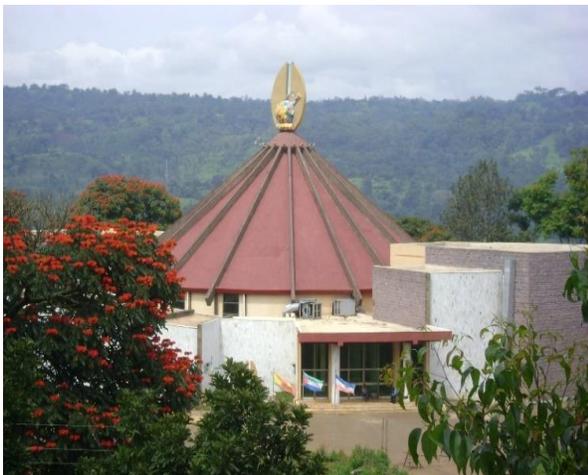
4.8. Museums

Bonga national coffee museum and Open-air museum are the two known museums in Kaffa.

Bonga national coffee museum: is the only national coffee museum in Ethiopia. This museum serves as permanent and temporary exhibition of different coffee varieties, cultural coffee materials, coffee harvesting and processing, different heritages and handicrafts of people of Kaffa, historical and scientific documents of coffee, coffee quality tasting and various aspects of precious plant.

Open-Air museum: The rebirth of history of Kaffa took place in its Open-Air museum during their new year celebration called Yebeene-shaddeeyoo on September 24 every year. The exhibitions, preaching, acting and gatherings took place on mountainous place with eye-catching view over Bonga town and valley. The palace of the last king of Kaffa, Gakisharoch was rebuilt in the heart of Open-Air museum called 'Boonge-shambetoo'. Material culture and Visualization of ancient Kaffa kings and their people took place in this Open-Air museum. Since Kaffa owns two unique museums in Ethiopia, it can be ideal destination for History tourism (history of coffee), visiting heritages in Bonga national coffee museum, visiting palace of king Gakisharescho, visiting exhibitions and unique events in Open-Air museum, experience tourism (preaching and visualization of culture) and trekking to 'Boongee-shambeto' for eye-catching view over Bonga town.

Fig17: Bonga National Coffee Museum



Source: field observation (2019)

Fig18: Open-Air Museum



Source: field observation (2019)

4.9. Handicrafts

People of Kaffa are known for their handicraft's skill for a long period of time. Currently the most dominant handicrafts in Kaffa are pottery (cultural cooking, roasting and drinking materials), tannery (cultural leather products), blacksmithing (indigenous metal products like



materials for war, agriculture, hunting and construction), wood work (cultural chair, table, bed, coffee cups and plates), weaving (cultural wear of Kaffa, Cara and Nao people), pillow, mattress, hat and mat from different materials. These rich Handicraft tourism resources of Kaffa are attention-grabbing for cultural tourism, buying handicrafts, watching handicrafts and rural tourism (to have local people experience).

4.10. Ancient city of Bonga

Bonga is among the oldest cities in Ethiopia emerged in 1565 during king Boonge of Kaffa. Bonga was built in hilly area covered by amazing forests. Bonga is ideal destination for cultural tourism, history tourism, culinary tourism, bird watching, event tourism and business tourism.

Conclusion

Tourism as a sector is playing a great role in changing the lives of human beings in the world. Ethiopia is endowed with amazing nature, culture, history, coffee and heritage tourism resources. Even though tourism business is tremendously increasing with the moto “Land of origin” in Ethiopia, heavenly destinations like Kaffa with immense tourism resources are neglected. Accordingly, this study attempted to identify and document potential tourism resources in Kaffa.

Results of this study revealed that Kaffa is endowed with immense potential tourism resources to grab the attention of nature-based tourists, excursionists, cultural tourists, researchers, business tourists, environmentalists and other categories of tourists. Kaffa is rich in flora and fauna (immense plant and animal species with endemic), UNESCO registered Kaffa biosphere reserve (with endemic plant, mammal, bird and coffee species), water tourism resources (waterfalls, hot springs, rivers) and landscapes (mountains, valleys, natural caves, natural bridges etc) as natural tourism potentials. Additionally, cultural tourism resources (foods, drinks, ‘qoollee deejjoo’ ritual practice, ‘Eqqo’ fortune telling, wedding ceremony, weeping ceremony, ‘dumme buubo’, ‘Shaattoo’ music etc), heritages (kings grave yards, underground war tunnels, ancient churches and mosques, cultural villages, crown and seat of kings etc), coffee tourism resources (coffee history, colorful ceremony, investment etc), museums (Bonga national coffee museum and Open-Air museum), handicrafts, artifacts, ancient city of Bonga etc are manmade and historical tourism resources. Kaffa as home of enormous potential tourism resources can be heavenly destination for adventure tourism, eco-tourism, history tourism, cultural tourism, culinary tourism (cultural food tour), rural tourism (to have local people experience), extreme (shock) tourism (mountains, valley, cave), birds and animals watching, wild life spotting, eco-trekking, experience tourism etc.

This study is delimited on identifying and recording potential tourism resources of Kaffa. Accordingly, further and detail study is recommended to identify, inventory, document and promote additional potential tourism resources in Kaffa. Furthermore, apart from Kaffa southwestern part of Ethiopia like Sheka, Bench-sheko, West-Omo, Dawuro, Konta, Jimma and Illuababor are rich in natural tourism potentials. Therefore, further study is suggested to identify and document potential tourism resources of these destinations and to expand tourism market of southwestern part of Ethiopia.



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