

THE CHINESE UNIVERSITY OF HONG KONG  
DEPARTMENT OF GEOGRAPHY AND RESOURCE MANAGEMENT  
SEMINAR

CO-ORGANISED WITH MSSC PROGRAMME IN SUSTAINABLE TOURISM



**Dr. Amare  
Wondirad**

Assistant Professor,  
Sol International School,  
Woosong University

## Stakeholder Collaboration as a Major Factor for Sustainable Ecotourism Development in Southern Ethiopia

### ABSTRACT

Ecotourism has been championed as a vehicle for sustainable development despite its effectiveness becomes under scrutiny in recent years. Of the various factors discussed in the current literature as hindrances to the success of ecotourism, a lack of stakeholder collaboration is discussed. Drawing upon stakeholder and collaboration theories and on triple-bottom-line principles, this research aims to investigate the contributions of effective stakeholder collaboration to sustainable ecotourism. The study adopts an exploratory research design and conducts in-depth interviews and focus group discussions with pertinent stakeholders. Research findings revealed poor interactions and collaborations amongst ecotourism stakeholders. Consequently, ecotourism in southern Ethiopia accelerates the degradation of natural resources, by overlooking communities while benefiting other ecotourism stakeholders. Therefore, in poorly resourced and remote destinations, failure to empower and participate communities does not only undermine the sustainable development of ecotourism but also jeopardizes the natural ecosystem and thereby the survival of communities themselves.

### LANGUAGE

English

### DATE

7 Oct 2020 (Wed)

### TIME

2:30 – 4:15 pm

### ZOOM MEETING

ID: 973 6037 5790

<https://cuhk.zoom.us/j/97360375790>

(no password required)

### ABOUT THE SPEAKER

Dr. Amare Wondirad is an Assistant Professor at Sol International Hospitality Management (SIHOM), Sol International School, Woosong University. He has also served as a Lecturer and an Assistant Professor at The University of Gondar and Hawassa University respectively. Dr. Wondirad completed his Ph.D. at The School of Hotel and Tourism Management, The Hong Kong Polytechnic University in 2018. His research interests lie in the broader area of sustainable tourism, which comprises ecotourism, tourism policy and planning, community-based tourism, and small-scale tourism business development in addition to some other research areas such as tourist satisfaction, cruise tourism, and culinary tourism. He has published his research findings on top-tier journals such as *Tourism Management*, *Journal of Destination Marketing & Management*, *Tourism Recreation Research*, *Land Use Policy*, and *Marine Policy* among others, and has been receiving substantial financial awards (2018-2020) from Woosong University for consistently publishing on high-quality journals.

For inquiries, please contact Prof. Calvin Chung (Tel: +852 3943 9791; Email: [calvin.chung@cuhk.edu.hk](mailto:calvin.chung@cuhk.edu.hk))

