matewos-kebrabe-2019-03-20.mp4

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Kebrabe Matewos [00:00:10] Yeah, I do tour guiding business, because my passion and my education and my experience is in tourism management. I stayed in tourism in Uganda. Then I worked for different companies, as tour guide and tour operator. So my ambitions to approach, to appreciating my guided enhance, or give encouragement, to open my companies and to work on different tours. Additionally with the fishing tour.

Kebrabe Matewos [00:01:08] Yeah. The Bale Mountains which is found in the south eastern side of the country, which is endowed with different wildlife and birds. It has quite impressive crater lakes in those crater lakes are some fish so most people are working on trekking or watching. The area has much potential for fishing. So some local guides they practice fishing over there with clients. That is part of my intention to engage on this activity of fishing.

Kebrabe Matewos [00:01:19] Yeah, but yeah, because it the Bale Mountains is a destination for is already a tourist destination. We use like a more sustainable way which is more environmentally friendly way to take tourist besides having activities like bird watching (unintelligible) and trekking. and then we also offer fishing which is part of the tour That gives the visitor more satisfactions. If they are interested to also tailer the tour more on fishing, but is still possible for other tourist who really want to engage to (unintelligibale) thier activites they can engage in fishing too.

James Thull [00:01:32] So the tours are very much about being in nature as well as fishing

Kebrabe Matewos [00:01:51] Fishing yeah because The Bale Mountians it is like 3500 meter above sea level to 4577 meter which is on the top the second highest mountian (unintelligible) it can have different langscapes and wildlifes and have very scenic landscapes.

Kebrabe Matewos [00:02:56] The Bale Mountians is one of the best kept secrets (unintelligible). It is the southeastern part which is like 350 kilometers where the head office is found. Which is more a mountian lanscape there are many forests and indiginous (unintelligible). We can find different wild animals like the warthog and (unintelligible) different birds.(unintelligible) and the water birds. The Bale Mountian we can divide it into three parts like in the northern parts we call it (Ethiopian) where is from 3500 or 3600 we can have more forests we can see many wildlifes. And as you go to the southern parts it become more higher maybe 4000 meters and above there is a highway that goes to the south part of Egypt and we call it highest road in Africa road as you drive at 4000 meters above sea level also we have (unintelligible) and we have the 2nd highest mountian (unintelligible) which is 4377 meters then the south part is down from (unintelligible) the forest the (unintelligible) forest where the landscapes slowly or gently down to the lower valley there is a big forest area where I suppose we have lions also but you need to be fortunate or lucky to see the lions. And also we have the Bale Mountian and the wild Korfu's also so is nice area to see the landscapes. Bale Mountian which is (unintelligible)

forest together so is possible to do a trek from (unintelligible) to (unintelligible) forest, which takes 6-8 days trekking so possible to explore what the Bale Mountian has. So trekking is the best way to see. But it needs more (unintelligible) from the tourists.

Kebrabe Matewos [00:05:33] Fishing is practiced in Ethiopia, especially in the Great Rift Valley. Many lakes we have. So people practice fishing because it is their daily livelihood. (unintelligible) And there are fishers usually late in the afternoon they set their nets then early in the morning they take them full of fish. They supply for projects for the households. So it's part of the economy nowadays but is also for the government I see especially in my homeland (unintelligible) there are rules. There are regulations make the fishermen not to take the very young fish also in the south (unintelligible) fishing is practiced but it is based on the associations not alot for individuals to go and fish. so people fish all the year but the consumption of fish is high during the fasting season we fast for two months for Easter. That is the highest consumption. Now we are what you call it the main fasting season. So we have more consumption of fish.

Kebrabe Matewos [00:07:21] Yeah for this I have some [audio cuts out], but the organization, which is accountable for this with Fish and Wildlife Conservation Authority, which is under the Ministry of Culture in Tourism. So they do their main jobs are conserving the National Parks and Wildlife. So is depend on their budget and in their communication with the tribes that live around the national parks. Sometimes in a drought they the cull the animials. Getting food processed for the animals and looking for water. So it's standard practice what the government is working, as far as I know, still were not. Competitive with our neighbors, country like Kenya, Tanzania, Uganda for wildlife tourism. Because they have more camps. The big five here (unintelligible) national park which is in the south there are a lot of wild animals there. But the access is questionable. So we do the tours for wildlife, but not like not Kenya and Tanzania and Uganda. So though we have the wildlife we are not the same as our neighbors.

Kebrabe Matewos [00:08:36] My mission is to be like smaller choice but those who pay more where we offer also good service but to keep the small number. (unintelligible) The Ministry of Tourism has changed like in 2020. One of their targets is to receive 2.5 million tourists. Now we have nearly 1 million the last fiscal year and in 2025 there may be 5 million tourists. That is questionable to target that number but we are still working. The government are under orders to increase the number of tourists. But still we have a smaller number in Africa. Tourist arrival. My wish is to be more sustainable. We need to grow sustainably. We need to grow our destinations grow in a sense like we have the destination have accommodations and good facilities like swimming pools and wifi to there are alot of options, like guide service, we need to work on our growth first then after we grow we develop our destinations and keep the sustainability rather than booming the numbers the number of arrivals better to regulate the number of tourists. To engage more highly class tourist who spend more and small in number but respect more to have what we experience now high season and low season [unintelligible] better to have moderate number throughout the year then we can have more sustainable activities.