The Simien Mountains National Park (SMNP) in Ethiopia is well-known the world over for its breathtaking landscape, biotic diversity, and endemism, and has a huge unutilized potential for ecotourism development. Full utilization of this resource potential could make a significant contribution to improving the livelihoods of the local communities and to the region at large. At present, ecotourism development is constrained by inadequate tourist facilities, infrastructure, and population settlement. The existing tourism products are also far below what is possible given the resources of the park. Development of infrastructure has the effect of initiating economic activities, which directly or indirectly support the tourism industry. A scheme of benefit sharing needs to be introduced. With a view to fostering environmentally friendly and sustainable ecotourism development, a GIS overlay analysis was employed to develop a zoning scheme based on identification of major wildlife habitats, the panoramic view of various landscape units, suitability of areas for development of tourist facilities and products, and the existing land use. Four major zones were identified – strictly protected zone, ecotourism zone, development zone, and wildlife corridor zone – together with a set of activities to be undertaken in each zone, as a framework for master plan implementation.