ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

COLLEGE OF DEVELOPMENT STUDIES

SOCIO ECONOMIC BENEFITS OF TOURISM FOR LOCAL COMMUNITY; Case Study in Bahir Dar City

A Thesis Submitted to School of Graduate Studies of Addis Ababa University in Partial Fulfillment of the Requirement for the Degree of Master of Arts in Tourism Development and Management

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Socio-economic Benefits of Tourism for Local community;

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This is to certify that the thesis prepared by Mulu Yirdaw, entitled: Socio-economic benefits of tourism for local Community and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Management and Development complies with the regulations of the University and meets the accepted standard with respect to originality.

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Chair of Department or Graduate Program Coordinator

DECLARATION

I have declared that this thesis is my original own work. The thesis has been prepared to conduct a research on socio economic benefits of tourism for local community in Bahir Dar city. For the partial fulfillment of the requirements for the degree of Master of Tourism Management and Development.

The thesis has been submitted to College of Development Studies: Center for Environment, Tourism Management and Development Program in Addis Ababa University.

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List of Acronyms & Abbreviations

ETB	Ethiopian Birr
EC	Ethiopian calendar
GDP	Gross Domestic Product
GNP	Growth National Product
GTP	Growth and Transformation Plan
SPSS	Statistical package for Social Sciences
UNESCO	United Nations Educational, Scientific and Cultural Organization
USD	United Stat Dollar
WTO	World Tourism Organization
WTTC	World Tourism and Travel Council

Abstract

The main purpose of this study is focus on the assessment of socio economic benefits of tourism for the local community in Bahir Dar city by employing descriptive and independent sample t-test. The data collected from 125 tourism business participants of Bahir Dar city by using Primary data through five Point Likert-Scale questionnaires. The study was used stratified as well as simple random sampling techniques in selecting the samples for analyze the data of the study. Statistical package for social science studies (SPSS) version 21 was used to analyze data collected through the close ended questionnaire. The analysis of the descriptive statistic was done using the score value of mean and standard deviation for the dependent and independent variables. The descriptive statistics result revealed that the mean value of social, cultural and economic benefits were fair or reasonable which indicated that tourism business participants in general less benefited from tourism business activities. Moreover, the findings of the independent samples t-test revealed that between genders, there is no significance difference between male and female in terms of their knowledge and perception on the social, cultural and economic benefits of tourism. On Age and education level difference, there is also not a significance difference among respondents in terms of their knowledge and perception on social benefits of tourism. But based on their age and educational level difference, there is a significance difference among respondents in terms of their knowledge and perception on cultural and economic benefits of tourism. In general, it is better that the government and other stakeholders should encourage tourism sector for the social, cultural and economic benefits of the local community.

Keywords: community, cultural, economic, Social and Tourism,

CHAPTER ONE

1. Introduction

1.1 Background of the study

In many countries, tourism is a fast growing industry and a valuable sector. Tourism contributes significantly to the countries' economy. Moreover, tourism plays an increasingly important role in the development of communities. The benefits of tourism include both tangible (e.g. job creation, state and local tax revenue, etc.) and less tangible (e.g. social structure, quality-of-life, etc.). In addition, tourism can, and often does, result in less desirable effects on the socio-economic (Aref & Redzuan, 2009). These benefits and costs provide ample opportunity for creative public policy debate (Yamauchi and Lee, 1999). In other words, tourism affects the socio economy and lives of communities. There are real and perceived fears that are sometimes attributed to tourism. These impacts of tourism on socio-economic could influence the communities' effort to develop the industry. Tourism helps to "increase employment opportunities and associated employment income, which may be of prime economic importance to local populations" (Cukier, 1998:51). Through employment, local people can increase their income and living standards, which leads to a better quality of life. Tourism promotes local community development and poverty reduction.

In Ethiopia, tourism is one of the focal sectors of five years development plan. The long term vision of the government is to make of Ethiopia is as one of the top 10 tourist destinations in Africa by the year 2020 (GTP 2010). There was growing recognition that for tourism to achieve major development impact, volumes of tourists and levels of tourist spending need to increase and that to ensure tourism growth brings the desired development impact or benefit, industry structure must be created and stronger linkage to the local community must be established (Mason, 2003). He also commented that tourism must involve local communities in terms of economic benefits and decision making.

Amhara region is blessed more with abundance and diversified natural and cultural attractions. It has more of the tourist attraction locations within its boundary. The region is one of the states in

the county with the highest tourism potential. Some of the features which make Amhara incredibly attractive tourism resources include historical and cultural endowments, varied and impressive natural sceneries, unique monolithic churches, archeological sites, the people's traditional songs and dances, religious ceremony and rituals. Bahir Dar is one of the leading tourist destinations in Amhara region, with a variety of attractions in the nearby Lake Tana and Blue Nile River. The city is known for its wide avenues lined with palm trees and a variety of colorful flowers. In Ethiopia tourism sector currently role in expanding socio economic opportunity but less benefitting the majority of the local people from tourism industry.

1.2. Statement of the problem

Tourism promotes development and fair distribution of wealth in a country. The income generated from tourism is supposed to improve the socio-economic benefits of the local community. Bahir Dar has the opportunity to be benefited from tourism because of its tourist destination site, strategic location, and entry point to visit the Amhara region different historical, cultural and natural tourist attractions. Currently tourism scholars have introduced the concept of tourism in the country as well as in Amhara region. Some of the scholars that have conducted tourism study area researches and literatures in Amhara region related to community based tourism and community participation in tourism development rather than socio-economic benefits of tourism. Like(Gebyaw Ambelu, 2011) studied about the challenges opportunities and practices of community based tourism in Amhara region south wolo zone Meket Wereda but he didn't mentioned the socio economic benefits of local community. And also (Moges Gebreegziabher Woldu 2018) assessed community based tourism in Lake Tana, he focus on the national policy principles and community based tourism practices. Additionally, (Dagnachew, 2013) studied the community participation in the tourism sector business activities and people participating in tourism planning and decision making process in Amhara region, particularly Lalibela area. But he does not view the benefits that receive by the local community through tourism.

Even though most of the researchers focused on the community based tourism study areas in the region, the researcher also find out some literatures which focus on the impacts of tourism like (Yenesew Alene Belew 2017) he stated about the socio cultural impacts of tourism in Amhara region Gondar city, but he focused negative socio cultural impacts of tourism on society he didn't

see more about the employment generation, income improvement, infrastructure development, and cultural exchange. Generally, the above listed researchers didn't study the positive social, cultural and economic benefits of tourism to the society.

Based on these gaps, this study is, therefore conducted to investigate the socio economic benefits of tourism on local community in Bahir Dar city administration.

1.3. Objectives of the study

1.3.1. General objective of the study

The main objectives of the study are to investigate socio economic benefits of tourism activities for local community in Bahir Dar city administration.

1.3.2. Specific objectives of the study

- To identify major tourism business activities in the Bahir Dar city
- To examine social benefits of tourism for local community in the Bahir Dar city
- To examine economic benefits of tourism for local community in the Bahir Dar city

1.4. Research Questions

Based on the objectives of the study this research was formulated the following Research Questions

1. What are the major tourism business activities undertaken by the people who live in Bahir Dar city administration?
2. What are the social benefits of tourism sector for local community in the Bahir Dar city?
3. What are the economic benefits of tourism sector for local community?

1.5 Research Hypothesis

Hypothesis 1: There is a significance difference between male and female in terms of their Knowledge and perception on the social, cultural and economic benefits of tourism

Hypothesis 2: There is a significance difference among respondents in terms of their knowledge and perception on social, cultural and economic benefits of tourism based on their age level.

Hypothesis 3: There is a significance difference among respondents in terms of their knowledge and perception on social, cultural and economic benefits of tourism based on their educational level.

1.6. Scope

The purpose of this research is to assess social, cultural and economic benefits of tourism for local community who lives in particular area directly or indirectly participates in tourism related business such as souvenir shop, tour guide, boat owner, traditional hand craft producer, car renter, travel agent and tour operator and limited to Bahir Dar city administration.

1.7. Significance of the Study

The findings of this study to help the government, non-government organizations, and the public, academia and policy makers to design more effective tourism policies and plans to realize the full social and economic potential of the tourism industry. The study informs policy makers on the kind of tourism activities undertaken by local people and the impacts led by tourist in economic and social benefits of the Bahir Dar city people.

More specifically, this study was conducted to the benefit of various tourism stakeholders. like

Local communities/residents: This study can help to the communities to be benefited from the tourism sector economy directly since they are a part of tourism development in the study area and create awareness to the community on what tourism has contributed to their quality of life .

Local, Zonal and regional governments: This study results will assist policy formulation and amendments so as to promote tourism development and well being of local people in the study area. The study findings will help to arrange effective strategic plans in tourism sector development which will ensure that the sector socio economic benefits for local people.

Local and international Visitors: Tourists visiting Bahir Dar city and surrounding tourist attractions can get organized tourist facilities and also they will be treated by the local communities.

Researchers: Finally, this study can also serve as reference to researchers conducting related issues or further studies in the area as well as in the sectors.

1.8. Limitations of the study

The researcher was faced a number of challenges during data collection process. The first challenge was some respondents not volunteer and were not dedicated enough to respond the questionnaires, rather they leave the question not answered. Secondly, the another challenge for collecting available data and lack of well documented materials on the research area. Finally, the study focused only one of the areas in tourism sector specifically in travel and souvenir, and it does not intend to see other hotel services and entertainment.

1.9. Organization of the thesis

This study has five chapters. The first chapter is introduction part which consists of; the background of the study, statement of the problem, objective of the study, research hypothesis, significant of the study, scope, and limitation of the study. The second chapter introduced in the literature review part, the detail research methodology part of the study show in chapter three, the data analysis part of this thesis covered under chapter four and the final part of the conclusion, recommendation and suggestion for further researcher's part of this thesis covered in chapter five.

DEFINITIONS OF TERMS

Tourism; There is no single definition of tourism that is universally accepted The UNWTO defines tourism as activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourist: Visitor staying at least 24 hours in the country visited and the purpose of whose journey leisure recreation, holiday, health, study, religion, and sports) business, family, mission, meeting.

Domestic tourist: is a tourist involving residents of one country traveling only with that country. Tourists as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose.

International tourist: Traveler without the country of residence. Tourists as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose

Tour operator: a person or company which creates and/or markets inclusive tours and subcontracts with suppliers to create a package. Most tour operators sell through travel agents and/or directly to clients.

Travel agent: a person or firm whose job it is to arrange travel for end clients(individuals, groups, corporations) on behalf of suppliers (hotels, airlines, car, rentals, railways, travel insurance, package tours).

Souvenir shop: is a store primarily selling souvenirs relating to a particular local community tradition handcraft products. The items sold often include cultural dress, cultural shoes, t-shirts, postcards, handmade collections and other souvenirs. Gift shops are normally found in areas visited by many tourists.

Handicrafts: are activities such as embroidery and pottery which involves making things with your hands in skillful way.

CHAPTER TWO

2. Literature review

In this chapter, a review of relevant literature is undertaken to establish what research exists on tourism concept and contribution to development. More specifically, this section reviews research on s socio-economic positive impacts/benefits of tourism.

2.1. Definition and concepts

2.1.1. Tourism

Different authors defined tourism in many different ways. According to the World Tourism Organization (WTO, 1997:2), tourism is defined as the activity of people traveling to and staying in places outside their environment for not more than a year for leisure, business, conference, and other purposes in addition , WTO (2002) defined tourism as one of the contemporary leading economic activity in the world, an industry characterized by the movement of people from place to place, for a given period of time and with varying reasons for the purpose of visiting. Today, many researchers believe that tourism is recognized as one of the world's huge industries that influence economic, cultural, social and environmental sections of human life. For example, Chris et.al, (1990) proved that travel and tourism currently account for more than USD 3 trillion in spending annually and creating source of revenue for about 7.6% of the world's total employment. Likewise, the United Nations World Tourism Organization (2008) forecasts that international travel will double by 2020 and it is changing rapidly when nature, heritage, and recreational destinations become more important and as conventional tourism is forced to meet tougher environmental requirements.

2.1.2. Local Communities

According to Glenn (2001), community is one component for understanding community development for tourism development, but it is also important to appreciate how community affects local tourism development where local communities have a key role in tourism development as they are crucial in providing a good environmental condition for tourists. It is so because local communities are the focal point for the supply of accommodation, creating,

information transport, facilities and services for tourism development. Community as a specific geographic meaning with a clearly defined spatial boundary and area where a cost refers to groups of people with a common interest from this geographical definition it is clear that geographical definition of community is essential to understand how community development is linked to the ability of the community to improve sustainable truism development.

Community is defined as a situation where by a member of the community who lives in particular area directly or indirectly participates in tourism related business or works in tourism as an individual or group.

2.2. World Tourism Development

Many study shows tourism is high labor intensive and income generate sector in the world. According to (Richards, and Hall, 2000) now a day's tourism is the largest and fastest growing business creating new jobs both in urban and rural areas. This is because the industry does not require long term trainings. Timotity (2003) proved that because of the increasing and fast growing of tourism, currently, there are more than 650 million international tourism arrivals in the world which will be more than 1,600 million by the year 2020 Likewise, (Ashley and Mitchell, 2007 p.1) found that now a days, at local and national level, it is being seen as a generator of foreign exchange but also considered as a tool for poverty reduction that is included in the poverty reduction strategies of more than 80% of the low income countries. According WTTC report (2018) travel and tourism creates jobs, drives exports, and generates prosperity across the world. In global economic impact of Travel and Tourism, the sector is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017.

2.3 Tourism in Africa

WTO (2002) predicts tourism will produce 7.5 percent of total employment in sub-Saharan Africa in the next decade. Even though Africa is the world's poorest region, with almost fifty percent of its population living with less than 1 USD per day. WTO added that Africa is recognized by its huge potentials for tourism development, especially in rural areas. WTO argues that even though there is an existing potential for developing tourism in Africa, there is no adequate facilities and services for infrastructures in many place, which hampers the full use of exploiting the potential of tourism. Moreover, WTO (2002) proved that there exists an

opportunity for Africa to have a fairer distribution of tourist flows across the world, with the purpose of contributing the alleviation of poverty in the continent. According to WTO, (2006) the number of international tourist arrival will reach 77 million by 2020 that represents an average annual growth rate of 5.5 percent for the period 1995-2020, which is an increase of a one and half percent above the expected forecasted rate of 3.6 percent worldwide arrivals in 1995. WTO proved that tourism is one of the main sources of foreign exchange for the majority of African countries and is very significant in 27 Africa countries that can contributes to over 2 percent of gross domestic product and 5 percent of exports to the economy. According to a study on tourism in Africa conducted by World Bank (2006) net foreign exchange earnings range increased from 50 percent of gross expenditure to as much as 90 percent in more advanced economies.

2.4 Tourism in Ethiopia

Ethiopia is a land of wide variety of flora and fauna species some of which are not found anywhere else in the world. Because of its mountain ranges and the relationship of these to the sources of great rivers, the names "Roof of Africa" and "Water Tower of Africa" have both been attributed to Ethiopia (K.A Cherian, 1974; Ayalew Sisay, 1998:38) Ethiopia is also fortunate in having a number of fascinating cultural, historical and archaeological heritages which are considered to be the most significant assets for tourism development. Those heritages that reflect the culture and history of the country include music, dance, literature, handicrafts, museums, paintings, churches, mosques and any other places of worship (Ayalew Sisay, 1995:32) Regardless of the country's rich potential for tourism, tourism as a source of economy is not well developed and tourist attraction resources are not utilized properly. It is, therefore, viable to highlight the major efforts, challenges and prospects that obstruct tourism development (Yiheyis 2015).

Ethiopia has an enormous potential as a tourism destination with rich collection of historic and natural attraction sites that distinguishes it from most of its neighbors. According to Ayalew (1992), the numbers of tourists flow can estimate regarding to the economic and social affairs, the effects of tourism in Ethiopia, and the amount of money received from international visitors and the effect of tourism can be measured thorough the expenditures of tourist that have impact

on gross domestic product (GDP) or the overall income and earnings from the tourism sectors such as job opportunities and services.

2.4.1. Tourism in the Amhara Region

Amhara region is blessed more with abundance and diversify natural environment than other regions in Ethiopia. It has more of the tourist attraction locations within it boundary. The major tourist attraction locations have been grouped into four according to Bureau of culture and tourism in Amhara region (Tourism Commision, 2005) as follows

Simen Mountain National Park is the most marvelous of Ethiopian landscapes lying mainly to the north east of Gondar Town. As one of the major Mountain massifs of East Africa, it has many summits that rise up to more than 4000 meters above sea level. Ras Dashen is the highest peak which is 4620 meters above sea level, the highest in Ethiopia and the fourth in Africa. Simen National Park is blessed with diverse fauna and flora apart from the marvelous mountain scenery, these include Ethiopian Red Fox called Simen Fox, Chilada Baboons, Wild goat (Walia Ibex); birds like Eagles, Vulture and several plant species.

Rock-Hewn Churches of Lalibela listed as one of the World's heritage by UNESCO. It has eleven ancient churches some of which dated back to between 6th and 11th century.

Fassil- Gebbi Castles of Gondar is another World's heritage site, 175 km from Bahir Dar..It has Old palaces of Emperors and Orthodox Churches where the ancient architectural designs and stone constructions are still preserved built around 17th and 18th century represents Ethiopian civilization.

Bahir Dar, the capital city of Amhara regional state serve as the gateway to the main attraction location in the region with several tourist sites which include: Lake Tana , Islands and Peninsular Monasteries, Blue Nile falls, Wanzaye Hot spring, Orthodox churches , cultural activities, Souvenirs and artifacts of silver, brass and gold.

Amhara region is the other major tourist center and gate for tourists who embark on tourism activities in the northern tourist circuit also known as the "historic route". Moreover, Bahir Dar is an entry point to visit and explore the lake's natural attractions and monasteries that houses various cultural and religious heritages (Sefrin, 2012:45-46). The Lake Environment and

terrestrial wetland in the lake's vicinity with more than 260 bird species and more than 180 woody plants species is recognized as one of the important hot tourist spot for its biodiversity. Tourists enjoy watching birds, hippopotamus and other natural attractions such as the natural forest of Zegé peninsula (Yabibal Mulualm, 2010:5; Sefrien, 2012:44).

Tourism in the Bahir Dar and surrounding contributes for the local economy by providing job opportunities and generating revenues for the region through tourist services providing institutions like hotel and restaurants, resorts, catering, accommodation and transportation services. As one of the region's the prime attraction and main gate to the historic circuit, Bahir Dar city, which administratively includes other tourist spots such as Zege peninsula and Tis Abay, has a high direct employment potential. Here direct employment refers to jobs directly related to provision of services to tourists which include among others, such service like accommodation, tour guiding, souvenir shopping and boat transport/riding service on Lake Tana (Ajala O.A, 2008:77).

Figure 2.1 Lake Tana and Blue Nile fall

Source: Bahir Dar Tourism Office 2018

2.5 Contributions of Tourism to Development

For least developed countries such as Ethiopia tourism is taken as an effective instrument for poverty alleviation and to its integration into the World economy (Ajala O.A, 2008:75). Tourism

can play a significant role in the economies, social and cultural developments of different countries. From the viewpoint of its economic importance, tourism is usually considered as an industry which enables a country to earn a considerable amount of foreign currency (G.Shirji, 1996:65) Apart from their expenditure for transportation, accommodation and catering, overseas visitors to Ethiopia want to buy national souvenirs and various kinds of local art and craft products. In this regard, the Ethiopian Tourist Trading Corporation is engaged, among other things, in the sale of Ethiopian articles and souvenir to foreign diplomatic residents and tourists. (Ethiopian Tourism Commission, 2002:40).

In this regard tourism contributes to national development by way of providing employment opportunity and by adding the Gross National Product (GNP) of a country through what is known as "Multiplier effect" on domestic productivity.(World Bank,2006:15) . Accordingly, it provides a stimulus for the growth and refinement of indigenous industries. This is better explained by Joseph Ouma's words as "resident and foreign tourism stimulate productivity to satisfy the demand of visitors who, while on the tour, do not produce goods or remunerative services. Tourism, therefore, keeps in productive employment of goods and service" (H.Robinson, 1976:126; Joseph Ouma, 1970:30) In terms of job creation, the fact that tourism is a labor intensive service industry makes it an invaluable source of employment, especially for less developed countries like Ethiopia. It invites a large number of people with a wide range of jobs from the unskilled to the highly specialized personnel to be tied up to the sector. Explaining this fact, Emmanuel de Kadt argues that, "the most obvious and immediate benefit of tourism is the creation of jobs and the opportunity for people to increase their income and standard of living" (Emmanuel de Kadt, 1976:11) In addition to the economic benefits, tourism also plays a significant role for the socio cultural developments of both visitors and the local inhabitants. Tourism brings into contact peoples of different nationals and social values which in turn enable different people to understand one with the other's way of life. Tourism offers the host community the opportunity to create friendship, to learn about the outside world, and it gives way to new perspectives. Experiencing different cultural practices increase insight and appreciation for different approaches to living. By learning more about others, difference among people of various ethnic groups becomes less threatening and more interesting. Moreover, the

interest of tourists in local culture and history provides opportunity to support the preservation of historical artifacts, and it encourages domestic tourism.

The coming of tourists to the destinations leads to the betterment of social services and social utilities, which is enjoyed by the local population. Regarding this issue, McIntosh has described that, "the highest purpose of tourism is to become better acquainted with people in other places which further understanding and appreciation."(Robert McIntosh, 1984:113) Experiences from many developing countries, including Ethiopia have shown that tourism is one of the major factors in stimulating the conservation of natural, cultural and historical heritages of an area. It also encourages the "revitalization" of traditional arts, crafts, dance, music and financial assistance for the maintenance of museums, cultural facilities and activities (Inskeep Edward, 1991:370). Moreover, more recently tourism has been playing a very significant role in changing the country's "bad image". As described in the preceding discussion, until the recent past Ethiopia was identified with bad fortunes like famine, war, drought and poverty. But nowadays, largely because of disclosure of its various attraction sites and tourism resources, Ethiopia is recognized by the European Council on Tourism and Trade as the "Perfect Cultural Destination" (Ethiopian Herald, Sunday July 19, 2015:7)

2.6 Tourism and Local Economic Development

Tourism has economic benefits for local economy and local community wellbeing's through create job. Improve infrastructures and social service facilities. (Blakely 1994) categorized the benefits of tourism at two levels; the first is macro and the second is national level. According this, at the first level, tourism is expected to speed economic growth by foreign exchange earnings and an increase in the state revenue at a second level that is helpful for the improvement of the well being of local community in areas through job creation, revenue distribution and to balance regional development.

Tourism is a labor intensive service industry that serves as significant source of employment especially for less developed countries like Ethiopia. It invites large number of people with a wide range of jobs from the unskilled to the highly specialized personnel to be tied up to the sector. As such tourism is source of revenue for government and local communities (Ajala O.A, 2008:75; Kumar Dube, 201:96). The contribution of tourism to the local economy can be viewed

in the form of three effects; balance of payment effects; employment effect and income effect. The latter two are often measured in terms of their economic multiplier effects, which results from the process by which tourist spending stimulates further spending and increased economic activity. As such economic multiplier effects of tourism can be categorized in to three as direct effect, indirect effect and induced effect (World Bank, 2006:24)

2.7. Tourism Impacts

Tourism impacts can contribute to economic, environmental, political and socio-cultural benefits of local communities where tourism sites and attractions occur. The following sections include reviews of Survey of related literature on economic and socio cultural positive impacts of tourism.

2.7.1. Economic Positive impacts (Economic benefits of tourism)

Tourism generates different types of income for a community business income, wage earnings, share earnings, rates and levies. Direct spending by visitors has a positive impact on business profitability and employment growth.

Glenn Kreag (2001) Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry-level to high-paying professional positions in management and technical fields, generate income and raise standards of living. Particularly in rural areas, the diversification created by tourism helps communities that are possibly dependent on only one industry. As tourism grows, additional opportunities are created for investment, development, and infrastructure spending. Tourism often induces improvements in public utilities such as water, sewer, sidewalks, lighting, parking, public restrooms, litter control, and landscaping. Such improvements benefit tourists and residents alike. Likewise, tourism encourages improvements in transport infrastructure resulting in upgraded roads, airports, public transportation, and non-traditional transportation (e.g., trails). Tourism encourages new elements to join the retail mix, increasing opportunities for shopping and adding healthy competitiveness. It often increases a community's tax revenues. Lodging and sales taxes most notably increase but additional tax revenues include air travel and other transportation taxes, business taxes, and fuel taxes. New jobs generate more income tax revenues.

Economic Positive impacts or economic benefits of tourism, such as, Contributes to income and standard of living, Improves local economy , Increases employment opportunities, Improves, investment, development, and infrastructure spending, Increases tax revenues, Improves public utilities infrastructure ,Improves transport infrastructure, Increases opportunities for shopping, Economic impact (direct, indirect, induced spending) is widespread in the community, Creates new business opportunities (Glenn Kreag 2001).

The benefits and costs generated by the tourism activity should be viewed from three sides: tourists, local community and authorities. On the tourists side, who pay to enjoy a certain form of tourism. On the local community side who enjoy the benefits (mainly financial) from the tourism activity. At the same time, they are the ones who have to face the hidden costs tourists leave behind. On the government and the local authorities side. For them, tourism generates revenues through taxes, the creation of jobs and contribution to the balance of payments (Goeldner and Ritchie, 2012, Lickorish and Jenkins, 1997; Saarinen, 2007). If we go further into details, we can talk about a fourth side: investors. From their perspective, the benefits are solely financial, based on the incomes of the businesses they have set up in the host region. Regarding the costs, investors are immune to any other cost, than the financial one. The tourism industry seems to be the most efficient branch of the economy in generating jobs and income in less developed, peripheral countries / regions, where development opportunities are limited. In these regions, the economic impact of tourism is felt most strongly. People from these regions are generally farmers or fishermen and the involvement in tourism activity can substantially increase their household income. Also an increase in the local tourism industry can provide an incentive for related activities (agricultural products or souvenirs that could be used for the accommodation and catering). According to some authors (Archer et. al., 2005), the introduction of tourism industry in these regions may have a greater effect on the welfare of the resident population, compared to a more developed region in the same country. For such a development of tourism in an emerging country or region the following are need: basic infrastructure (access roads, drinking water etc.), lodging (hotels, pensions, etc.) and other facilities and services necessary for tourism (catering, transport, etc.).

2.7.1.1 Positive Impact of Tourism on Income Creation

One of the important economic features of the tourism industry is that an income earned in places of residence is spent in places visited (Holloway & Robinson, 1995). Tourism is an instrument in transferring a vast sum of money from income generating countries to income receiving countries. The money spent by tourist does tend to percolate through many levels.

Tourism as a source of income is not easy to measure at least with any degree of accuracy. However, the most common method for estimating the income generated from tourism is to determine the multiplier effect in a destination. The flow of money generated by tourists by tourist spending, multiples, as it passes through various segments of the economy. A tourist makes an initial expenditure into the society, which is received as income by local tour operators, shopkeepers, hotels, taxi drivers etc (Ajala O.A 2008).

Thus, money spent by tourists generates income in multiple times than the original spending. This is called multiplier effect. Tourism; particularly international tourism helps the economy of a country with a number of multiple of the tourist's original dollar. The multiplier effect of tourism can be measured by the following aspects: Sales multiplier, Output multiplier, Income multiplier and Employment multiplier.

2.7.1.2 Employment Generation of The Tourism

Another major direct economic effect of tourism relates to employment (Inskeep, 1991). The unemployment impact of tourism is diffused widely over the economy affecting almost all parts of the services and other sectors.

The tourism industry is highly labor intensive service industry and hence, it is a valuable source of employment. It provides employment several times more than normal manufacturing industries. Several type of business firms such as hotels, motels, restaurants, transport agencies, travel agents, tour operators, gift shops, car and rickshaw drivers, guide etc, flourish from tourism.

It employs large number of people and provides a wide range of jobs, which are intended from unskilled to highly specialized one. Then, there are other supporting industries, small and large, which in turn, cater to the needs of tourism industries directly, or indirectly providing and supplying the requirement of the tourists. The following list ranks various businesses, with the highest employer at the top: Food service, Entertainment, Accommodation, Automobile transportations, Public transportations and Travel arrangers.

2.7.1.3 Infrastructure Development and Tourism

Tourism necessities help in creation of infrastructure utilities and amenities, which are not only used by the visitors but become valuable to the local population as well. The economic importance of tourism in national economy can be appreciated with reference to its contribution in infrastructure development (Mathieson & Wall, 1982).

Tourist arrivals in a country increase effective demand for the infrastructure facilities. The government must encourage the private sector to put up tourist infrastructure. An attempt must be made to develop infrastructure in a planned manner so as to avoid congestion, overcrowding and damage to the environment. That is where the role of the government is important.

2.7.2. Social and Cultural Positive impacts

Social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like water facility, road, shopping, electric service, recreation center schools, libraries, health care institutions, internet cafes, and so on. Glenn Kreag (2001) the social and cultural ramifications of tourism warrant careful consideration, as impacts can either become assets or detriments to communities. Influxes of tourists bring diverse values to the community and influence behaviors and family life. Individuals and the collective community might try to please tourists or adopt tourist behaviors. Interactions between residents and tourists can impact creative expression by providing new opportunities (positive) or by stifling individuality with new restrictions (negative). Increased tourism can push a community to adopt a different moral conduct such as improved understanding between sexes (positive) or increased illicit drug use (negative). Safety and health facilities and staffing tend to increase at the same time safety problems such as crime and accidents increase traditional ceremonies may be renewed and revived by tourist interest or lost in alternative activities. Community organizations can be invigorated by facing the opportunities of tourism or overwhelmed by its associated problems. Calamities such as natural disasters, energy shortages, terrorism, political upheaval, disease outbreak, a chemical spill, or even widespread negative publicity could shut down tourism abruptly but sometimes can attract curious visitors. Tourism can improve the quality of life in an area by increasing the number of

attractions, recreational opportunities, and services. Tourism offers residents' opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. Experiencing different cultural practices enriches experiences, broadens horizons, and increases insight and appreciation for different approaches to living. Often, dwindling interest in host cultures is revived by reawakening cultural heritage as part of tourism development, which increases demand for historical and cultural exhibits. This interest by tourists in local culture and history provide opportunities to support preservation of historical artifacts and architecture. By learning more about others, their differences become less threatening and more interesting. At the same time, tourism often promotes higher levels of psychological satisfaction from opportunities created by tourism development and through interactions with travelers. Such as, Improves quality of life ,Facilitates meeting visitors (educational experience) ,Positive changes in values and customs Promotes cultural exchange ,Improves understanding of different communities ,Preserves cultural identity of host population , Increases demand for historical and cultural exhibits and also Greater tolerance of social differences was Satisfaction of psychological needs.

Tourism has often been associated with the contact between cultures, behaviors, values and traditions. Tourism is considered a framework where hosts and tourists can learn better about from each other, through direct interaction. Also, tourism requires host communities to be more responsive and educated to provide quality services to tourists. In addition, interactions between locals and tourists generate the emergence of new ideas, values and motivations for social and economic progress (Brown 1998; Nyaupane et al. 2006). Tourism can revitalize a community's cultural life, as art and traditions are an attraction for foreign visitors (Mason 2003). According to (Fennel 2007) the attitude of local people on tourism crosses four stages

• Euphoria – tourists are welcomed by the community, without control or planning;

• Apathy – tourists are considered a given by the community, and the tourists – locals relationship becomes formal and commercial;

• Discomfort – reaching saturation with the tourism industry, the community starts to change its attitude towards tourism. Decision makers further develop infrastructure instead of limiting growth;

• Antagonism – locals show their irritation with tourism and tourists. Planning should be the remedy, but increased promotional activity is contracted to change the deteriorating image and reputation of the village.

2.8. Conceptual framework of the study

The conceptual framework in Figure 2.1 demonstrates that in order for tourism (independent variable) to yield benefits (dependent variable) in the local community. Tourism has positive impacts to the wellbeing of local community (i.e. Bahir Dar people). The possible impacts of tourism on wellbeing improvement which can be include in the study area improves income and standard of living, increases employment opportunities, improves public utilities infrastructures, improves transport infrastructures, increases opportunities for shopping, creates new business opportunities and enhances traditional hand craft products, increase investment ,increase cultural exchange and learn new language.

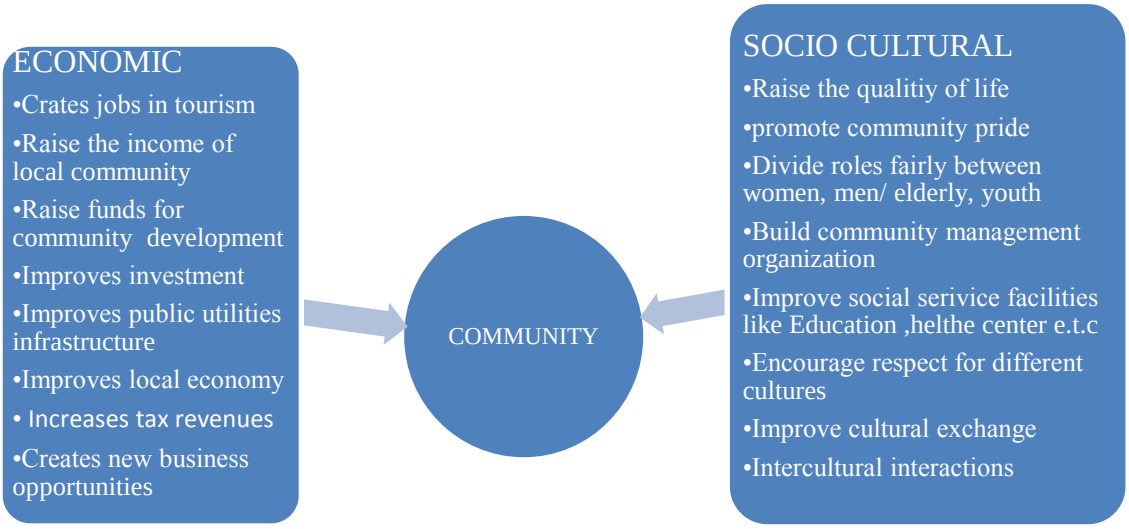


Figure 1: Socio Economic Contribution of tourism in Community.

source: Adapted and modified from Fariborz Aref, Sarjit S Gill & Farshid Aref (2010)

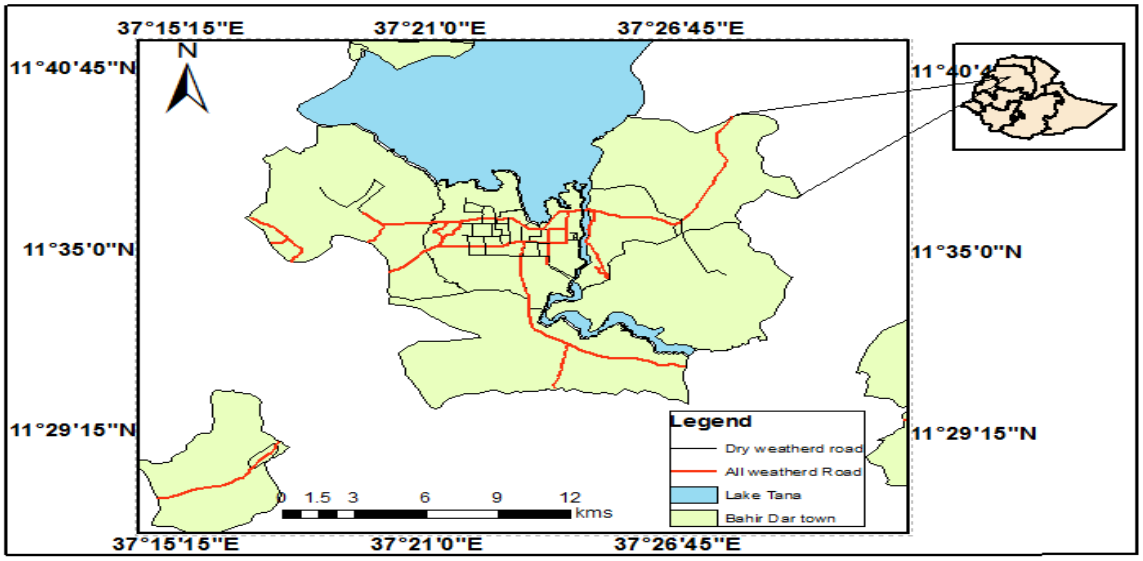
CHAPTER THREE

3. Research Methodology

3.1. Description of the study area

Bahir Dar is one of the leading tourist destinations in Ethiopia, with a variety of attractions in the nearby Lake Tana and Blue Nile river. Bahir Dar a city of tremendous attraction and gratification lies at the southern edge of Lake Tana and at the outlet of the Great Blue Nile River. Having the wide palm-lined boulevards, and located on the stunning shore of Lake Tana, and doorstep of Lake Tana's mystical monasteries and the Blue Nile falls ('Tis Abay' in Amharic) where water of the Nile plunge over a cliff that is 50 meters long and 400 meters wide, the beautiful city-Bahir Dar -ranked one of Ethiopia's best tourist attraction. Bahir Dar is a home of people having diverse ethno-religious backgrounds. Although the city has long been known for its tourist attraction, it is also becoming a booming business center. There are many traditional restaurants, hotels, tour guide association, tour and travel agencies, tourist information center, souvenir shops around the attractions that provide service for the tourists. The town is 563 kms far from Addis Ababa, the capital city of Ethiopia and it takes about 40 minutes Air flight to arrive at Bahir Dar from Addis Abeba (Tourist guide book 2015).

Figure 3.1 map of study area



source: Abel markos (2012)

3.1.1 Traditional church school

Following the advent of Christianity in to Ethiopia in the 4th c , traditional church education has been wide spread. The institution has become the dominant center education consequently has acted today as a guardian and preserver of the traditional Ethiopian culture. The medium of instruction in traditional church school is Geez language. In time when the church had a prominent power in the government, Geez was the Lingua Francua of Ethiopia. The student are locally called yekolo temari (students feeding fried corn) for they usually eat fried corn. Most of the churches in the region have such schools. In Bahir Dar st, gorge and kidane mihrete church can be glimpse about church school life (Tourist guide book 2015).

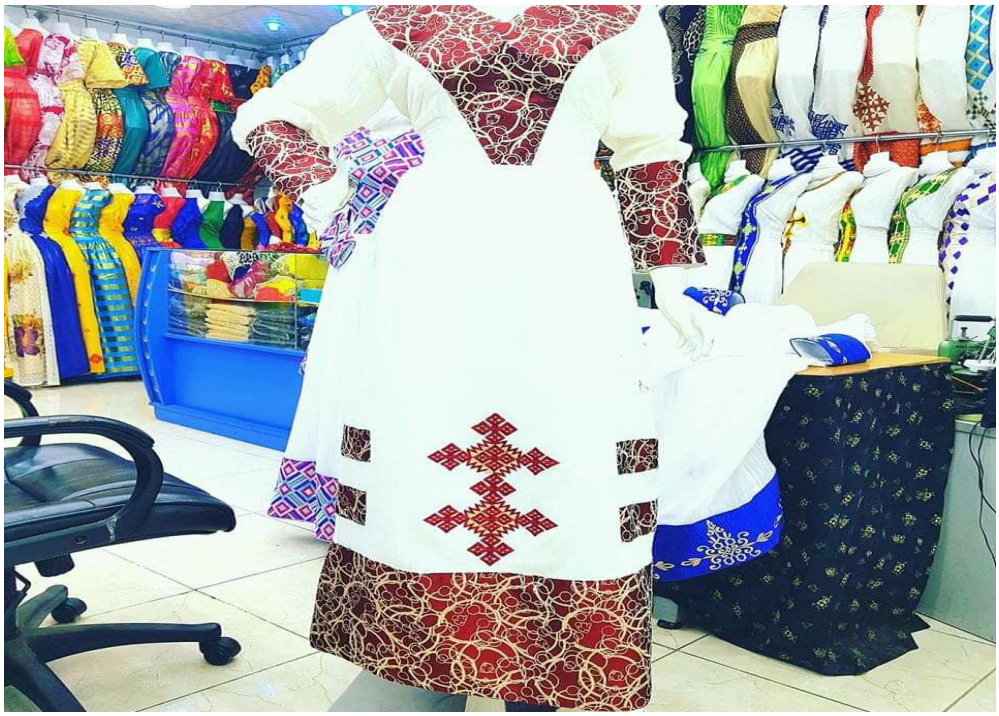
Figure 3.2 Traditional church school

Source: Bahir Dar cultur and Tourism Office 2018

3.1.2 The open-air market

The open air market is the other enthralling site in Bahir Dar. As with so many large Ethiopian towns, the juxtaposition between urban modernity and rural traditionalism is a striking feature of Bahir Dar, no more so than in the bustling daily central market which ranks as one of the finest in the country and well worth a couple of hours. The goat skin injera-holder called an agelgil, tradition used by herds' menas a 'picnic basket', makes for unusual and inexpensive souvenir. In addition to this the locally produced shema, the white cotton national dress, and the colorful scarves are the other not to be missed in the souvenirs in Bahir Dar (Tourist guide book 2015).

Figure 3.3 traditional clothes



Source: Barcon tourism and event organizer 2018

3.1.3 Bezawit Hill Top and the Blue Nile Outlet

Bezawit hill is located five kilometers away on the eastern outskirts of the town of Bahir Dar. To reach the site, one can walk, cycle or catch a charter taxi. The site offers a spectacular view of the surrounding, the town of Bahir Dar, the island of Lake Tana and Blue Nile outlet. In the area there is a palace of Emperor Haile Selassie built in 1960s. The wider river in the area provides ideal condition for hippopotamus from the foothill of Bezawit into the deep water of the Blue Nile River (Tourist guide book 2015).

Foreign and domestic Tourist flows in Bahir Dar city

3.1 Number of Foreign and domestic Tourist Arrivals in Bahir Dar and Generated Income

Year	Domestic tourist		Foreign tourist		Total income
	Number of tourist	Income from tourist	Number of foreign tourist	Income from tourist	
2000	26,710	25,154158	11,774	28,292,314	53,446,472
2001	28,542	26,867,515	12,613	30,300,373	57,167,88
2002	22,880	21,534,739	14,286	34,314,028	55,848,767
2003	33,989	31,968,175	18,347	44,086,957	76,055,132
2004	42,930	40,444,151	25,721	61,882746	102,326,897
2005	88,899	107,065,952	45,731	181,021,922	288,087,874
2006	108,120	117,552,952	41,146	163,966,810	281,519,762
2007	226,444	185,620,278	43,045	190,101,942	375,722,220
2008	278,228	232,632,293	45,959	197,142,621	429,774,914
2009	275,712	421,348,816	17393	164,071,596	585,420,412

Source: Bahir Dar culture and Tourism Office 2018

3.2. Research Design

Descriptive survey research design is used in the study to assess the socio economic benefits of tourism for local communities. The reason for using this design was that it enables to describe the socio economic benefits of tourism for local community at Bahir Dar city administration. The researcher used both qualitative and quantitative research methods in order to augment and enhance the study.

3.3. Population, Sample size and Sampling Techniques

The total population of the tourism sector in Bahir Dar city has 220 tourism business participants; out of which 74 local tour guide, 38 souvenir shop & traditional handcraft producers, 12 car rent & travel agents, and 96 boats owners.

The researcher has been used both stratified and simple random sampling techniques in selecting the research subjects. Used stratified random sampling techniques to get proportionate sample in all tourism business activities and to ensure that subgroups (strata) of a given population are each adequately represented within the whole sample population of a research study. Then appropriate number of respondents were allocated and selected from each stratum by using simple random sampling technique.

The researcher gets the sample size from tourism business activities by using a simplified formula to calculate sample sizes. Yamane (1967:886) this formula used to calculate the sample sizes in the targeted population. Assumptions a 95% of confidence level and e =±5%

$$n = \frac{N}{1 + N(e)2} \qquad n = \frac{220}{1+220(0.05)2} = 142$$

Where n= sample size

N=targeted population

e = error term

Based on Yamane (1967:886) this formula used to calculate the sample sizes in the total targeted population of 220 to select 142 sample sizes of tourism business participants to get proportionate

sample in all tourism business activities. Such as, 48(34%) tourism business participants from tour guide, 25(18%) tourism business participants from souvenir shop & traditional handcraft producers, 8(6%) tourism business participants from car rent & travel agents, 61(42%) tourism business participants from boats owners.

Accordingly the sample size 142 tourism business participants was selected. The distributions of sample size across the tourism business activities were proportionally selected based on their size of participants. Accordingly 48, 25,8 and 61 sample tourism business participants were taken from tour guide, souvenir shop & traditional handcraft producers, car rent & travel agents, and boats owners respectively.

Table 3.1 List of sample types of tourism activities

Sample types of tourism activities	Total population	Total sample of the population
Local tour guide	74	48
Souvenir shop & traditional handcraft producers	38	25
Car rent & travel agents	12	8
Boats owners	96	61
Total	220	142

Source: Bahir Dar city administration culture and tourism office 2018

Finally, after determine the sample size the researcher was used simple random sampling to distribute questionnaires for the respondents.

3.4. Sources of data and data collection instrument

This research used both primary and secondary data as a source of information. Primary data was collected by questionnaires survey. In terms of secondary data, important documents from relevant offices or bureaus and literature review made. It also include archival research from books, journals, magazines, pamphlets, manuals, newspapers, reports, articles, internet materials and individual writing exercises related to the study.

The researcher promoted the respondents to answer close ended and Likert Scale questions. The researcher was administered the questionnaires for tourism business participants around in Bahir Dar city administration.

3.5. Reliability of Research Instruments

Reliability is a measure of the degree to which a research instrument yields consistent results. To test reliability of the questionnaire the researcher used Cronbach's alpha (α) internal consistency indicator. The questionnaire which is made up of questions was distributed and answered by respondents. Each question had a set of responses and then the researcher calculates the Cronbach's alpha (α) for the sum of all answers to the questionnaire. To carry out the reliability analysis, Cronbach's alpha (α) is the most common measure of scale reliability, which is a value greater than 0.600 is acceptable and reliability value greater than 0.700 is very acceptable, according to Cronbach's (1951), (Field, 2009; cohen and savag, 2010).

3.6. Method of Data Analysis

The data collected from primary and secondary sources were tabulated and analyzed through descriptive statistical tools (frequencies, percentages, mean) and independent sample t-test. Quantitative data analyzed with the help of Statistical Package for Social Science (SPSS version 21). This computerized statistical analysis used to compute descriptive statistics measures (frequencies, percentages and mean), and independent sample t-test. Finally, the collected data from the survey questionnaire was transformed in to useful information by SPSS.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

INTRODUCTION

This chapter discussed the main findings from the descriptive on social, cultural and economic benefits of tourism on the local community. The primary data were organized through data collection methods of the questionnaire. The data gathered through questionnaires from different tourism business participants are tabulated and presented under this section. As discussed in chapter three, the data were collected from 125 tourism business participants using stratified and simple random sampling methods. From the 142 questionnaires distributed to different tourism business participants 125 were collected successfully (i.e. 88% response rate), remain 17 (12%) questionnaires were not returned.

The completed questionnaires were coded and the quantitative data were analyzed by using the Statistical Package for Social Sciences (SPSS), Version 21 computer software. Respondents were requested to rate their quantitative responses on a 5 point Liker scale where 1= very low/ significantly worse/ very poor, 2 = low/ worse/ poor, 3 = moderate, 4 = high/ improved/ good, and 5= very high/ significantly improved/ very good. The highest the mean score shows that the idea was strongly supported or accepted by the respondents while the lowest the mean score is vice versa. That is, the idea is supported by many respondents and opposed by many respondents. The analysis of the data from the SPSS produced frequencies, percentages, means and independent sample t test. The mean and the standard deviation were calculated in order to get the statistical quantitative out puts.

4.1 General characteristics of respondents

This chapter has three sections; the first section describes respondents‟ characteristics in terms of gender, age, marital status and education level. The second section presents the descriptive statistics with respect to the social, cultural exchange and economic benefits of tourism. The third section describes the hypothesis test of independent sample t-test.

Table. 4.1 Demographic characteristics of respondent's frequency and percentage

Demographic characteristics		Frequency	Percent
Sex	Male	96	76.8
	Female	29	23.2
	Total	125	100.0
Age	18-30 years	63	50.4
	31-40 years	54	43.2
	41-50 years	8	6.4
	Above 50 years	-	-
	Total	125	100
Marital status	single	58	46.4
	Married	67	53.6
	Total	125	100
Educational background	Primary (1-8)	1	0.8
	Secondary	43	34.4
	Diploma	25	20.0
	Degree	50	40.0
	Masters degree	6	4.8
	Total	125	100.0

Source: Own Survey 2019

The above table indicates that 29(23.2%) of the respondents were females while 96(76.8%) respondents were males. This implies that most tourism business services are offered by males.

From the above table 4:1 the age demographic indicates that 50.4% respondents were 18 up to 30 years old, 43.2% of the respondents were 31 up to 40 years old, and 6.4% of the respondents

were 41 up to 50 years old. This implies that most of tourism business activities offered by the youngest people. Therefore, this result shows that the majority of tourism business participants were young.

From the above table indicates that 67(53.6%) respondents were married while 58(46.4%) respondents were single. Therefore, married individuals were actively participate in tourism business activities. This implies that the majority of the respondents can have a tendency towards generating additional income to their households because married ones are expected to be more responsible to their family members than single ones.

The other demographic elements of the respondent were education level as table indicates that 50(40%) of the respondents have first degree, 43(34.4%) of the respondent completed secondary education certificates, 25(20%) of the respondent have diploma certificates, 6(4.8%) of the respondents have masters degree. and the others 1(0.8%) of the respondents were primary school. This implies that most of tourism business participants are educated and tourism can create job opportunity for with lower and middle level educated local community.

4.2. Tourism Activities undertaken by Bhir Dar people

This section focuses on identifying main types of tourism activities which are practices by Bahir Dar people.. To meet this, the respondents were asked to choose what types of tourism related business practices in the study area. The respondents chose the appropriate practices of business in the tourism industry based on the survey questions. The result is presented on Table below.

Table. 4.2 Distribution of respondents in terms of Type of tourism activity they practice

Type of tourism activity	Frequency	Percent
Local tour guide	43	34.4
Tour operator companies	1	0.8
Travel agent	1	0.8
Souvenir shop	17	13.6
Boat Capitan	53	42.4
Traditional hand craft producer	5	4.0
car rent	5	4.0
Total	125	100

Source: Own Survey 2019

Based on the table 4.2, boat Capitan (42.4%), local tour guide (34.4%) and souvenir shop (13.6%) are the main tourism activities practice by people in the study area. The other local peoples involved in (4%) car rental service, (4%) traditional handcraft producers, and also tour operator and travel agent (0.8%) of each of them. This implies that the most people are involved boat Capitan and local tour guide tourism business activities in Bahir Dar city.

Generally, the three most important socio-economic tourism business activities emanated from tourism business activities are Boat Capitan, local tour guide, and souvenir shop in study area.

4.3 Incomes of tourism business participants

This section focuses on the levels of income in the tourism related business participating. To meet this, the respondents were asked to chose how much earn money in tourism related business practices in the study area. The respondents chose the appropriate income in the tourism related business activities based on the survey questions. The result is presented on Table 4.3.

Table. 4.3 How much you earn a day in birr from tourism activities?

How much you earn a day in birr from tourism activities?	Frequency	Percent
Less than 500 birr	89	71.2
501-1000 birr	30	24.0
1001-1500 birr	2	1.6
1501-2000 birr	2	1.6
Above 2001 birr	2	1.6
Total	125	100

Source: Own Survey 2019

From the above table 4.6, indicates that 89(71.2%) of respondents replied that tourism business activity participants that they earn less than 500 birr per day, with 30(24%) earn 501 birr up to 1000 birr, 2(1.6%) of respondents replied that tourism business activity participants that they earn 1001 birr up to 1500 birr, 2(1.6%) were earn 1501 birr up to 2000 birr and 2(1.6%) earn above 2001 birr per day.

Therefore, the above table indicated that 71.2% of the respondents sampled tourism business activity participants that they earn 500 Birr and below per day, followed by 24% of the respondents replying that their daily earns were in the range of 501-1000 Birr per day, 1.6% respondents of reported that their earns were in the range of 1001-1500 Birr per day, 1.6% respondents they earn from the range of 1501 up to 2000 birr per day and , while the remaining respondents of 1.6% tourist participants their earn above 2000 birr per day. This implies that the most tourism business participants were less benefited from the tourism business activities for the local community.

4.4. Length of Stay of Tourists in Bahir Dar

The length of tourist stay in the tourism destination areas can be the sources of tourism benefit in the study area.

Table.4.4 Distribution of respondents in terms of international tourists stays in Bahir Dar city

The length of tourists to stay in Bahir Dar city	Frequency	Percent
1-3 days	65	52
4-7 days	38	30.4
8-10 days	17	13.6
above 10 days	5	4
Total	125	100

Source: Own Survey 2019

The length of tourists to stay can be a source of tourism socio-economic benefits to the local community in Bahir Dar city. The study findings that, demonstrate most of respondents (52%) were answered that international tourists stay in 1 up to 3 days, (30.4%) international tourists to stay 4 up to 7 days, (13.6%) were to stay 8 up to 10 days and (4%) of respondents replied that international tourists to keep on the city was above 10 days. This result implies that international tourists stay in Bahir Dar city a short time when they visit destination sites. Staying short time for tourists may reduce the income which might be generated by hotels, gust houses, entertainment centers, transport and restaurants operated especially by Bahir Dar people. The link of local people to the tourists can be a source of socio economic benefits to the societies.

Table. 4.5 Distribution of respondents in terms of domestic tourists stays in Bahir Dar city

Domestic tourists stay in Bahir Dar city	Frequency	Percent
1-3 days	79	63.2
4-7 days	40	32.0
8-10 days	3	2.4
above 10 days	3	2.4
Total	125	100

Source: Own Survey 2019

The length of stay that denotes the amount of time that tourist spends at a given destination, whereas the duration of a tourism trip refers to the length of time between departure from and return to home. The length of stay of tourists can be a source of tourism socio-economic benefits to the local community in Bahir Dar city. The study findings (Table 4.5), demonstrate that most of respondents (63.2%) domestic tourists stay 1 up to 3 days to, with (32%) domestic tourists were staying 4 up to 7 days, (2.4%) of respondents responded that domestic tourists to stay 8 up to 10 days and (2.4%) of respondents responded that domestic tourists stay above 10 days to stay in study area, That realized tourists stay in a short time when they visit destination sites. Staying short time for tourists may reduce the income which might be generated by hotels, gust houses, entertainment centers, transport and restaurants operated especially by Bahir Dar people. This implies that tourism business activities of the local people that tourists can be a source of socio economic benefits to the societies of the community.

The findings of this study showed that domestic and international tourists were stay a short period of time when they visit destination sites in Bahir Dar city, this is may the reason of less benefited from tourism to get local community.

4.5. Social. Cultural and economic benefit of tourism on Bahir Dar people

The analysis of this study was done using descriptive statistic or through using central tendency, from these the researcher used the mean scores of each variable. The main reason of using this measurement was to demonstrate the average responses of respondents for each question that was included under each dimensions of the predictor variable and to reach the grand mean of each dimension.

Finally, the interpretation is made through using the grand mean of each independent dimension for the aim of achieving partial research objectives of the study. The interpretation was made based on the following measurement scale intervals or range. Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair (reasonable) and 1.00-1.50 is poor (Poonlar Btawee:1987). The highest the mean score shows that the idea was strongly supported or accepted by the respondents while the lowest the mean score is vice versa. That is, the idea is supported by many respondents and opposed by many respondents. The analysis of the data from the SPSS produced frequencies, percentages, means and independent sample t test. The mean and the standard deviation were calculated in order to get the statistical quantitative out puts.

4.5.1. Social benefits of tourism on local community

The following table presents results on tourism social benefits of tourism for local community in Bahir Dare city.

Table.4.6. distribution of Mean and standard deviation for social benefits of Tourism

Social benefits of tourism	N	Minimum	Maximum	Mean	Std. Deviation
Tourism has Improved living standard of community	125	1.00	4.00	2.00	0.898
Tourism has improved public social services provisions such as health, water, education and services.	125	1.00	3.00	1.74	0.706
Tourism has promoted the historical and cultural artifacts in and around Bahir Dar	125	1.00	4.00	2.28	0.848

city					
Tourism has positively changed the residents' behaviors and attitudes towards non Ethiopians	125	1.00	4.00	2.31	0.962
Grand mean			2.08		

Source: Own Survey 2019

According to table.4.6, the descriptive statistical analysis shows that the range 1.51-2.50 is fair. Based on the data analysis the grand mean score of with the value of 2.08 implies that social benefits of tourism for the local community aspect is fair or reasonable. As the result shows from the above table, the highest mean for this dimension fourth item, implies that tourism has positively changed the residents' behaviors and attitudes towards non Ethiopians, with the mean score= 2.31 and standard deviation =0.962 that indicates the positive change of resident's behaviors and attitudes is reasonable. The second highest mean comes from 3rd items; with the mean score= 2.28 and standard deviation= 0.848 which implies that tourism has promoted the historical and cultural artifacts in Bahir Dar city. That means tourism has promoted the historical and cultural artifacts dimension is fair or reasonable. Item first with the mean score= 2.00 and standard deviation =0.898 shows tourism has improved living standard of community. This implies tourism has improved living standard of community of dimension fair, according to (poonlar btawee:1987). The lowest mean score=1.74 and standard deviation =0.706 which shows tourism has improved public social services provisions such as health, water, education and services is fair.

Therefore, the researcher conclude that social benefits of tourism is fair or reasonable for the local communities of Bahir Dar city which is one of the best tourist attraction site in Ethiopia, but still needs enough encouragement of tourism sector for the social benefits of the local community in Bahir Dar city.

4.5.2. Cultural exchange benefits of tourism on local community

The following table presents results on tourism cultural exchange benefits of tourism for local community in Bahir Dare city.

Table.4.7. Mean and standard deviation for cultural exchange benefits of Tourism

Cultural exchange benefits of tourism	N	Minimum	Maximum	Mean	Std. Deviation
Tourism has the local residents to be cognizant on the important of modern life style	125	1.00	4.00	1.78	0.829
Tourism has created more sense of security and stability as a residential city.	125	1.00	4.00	2.10	0.905
Tourism has encouraged the residents in Bahir Dar city to learn new languages and skills	125	1.00	4.00	2.04	0.936
Grand mean				1.98	

Source: Own Survey 2019

According to the above table, the descriptive statistical analysis shows that the range 1.51-2.50 fair (reasonable) that indicated the cultural exchange benefits of tourism is fair. Based on the data analysis of cultural exchange grand mean score with the value of 1.98 implies that cultural exchange benefits of tourism aspect is fair or reasonable.

As shown the above table, the highest mean for this dimension second item that implies tourism has created more sense of security and stability as a residential city, with the mean score= 2.10 and standard deviation =0.905, that indicates the security and stability of residents is fair. The second highest mean comes from third items; with the mean score= 2.04 and standard deviation= 0.936 which implies that tourism has encouraged the residents in Bahir Dar city to learn new languages and skills. That means tourism has encouraged the residents in Bahir Dar city to learn new languages and skills dimension is fair, according to (poonlar btawee:1987). The lowest

mean score=1.78 and standard deviation =0.829 which shows tourism has improved public social services provisions such as health, water, education and services is fair.

Therefore, the researcher conclude that, in terms cultural exchange benefits of tourism is fair or reasonable, but still needs enough encouragement of tourism sector for the cultural exchange benefits of the local community in Bahir Dar city.

4.5.3. Economic benefits of tourism on local community

The following table presents results on tourism economic benefits of tourism for local community in Bahir Dare city.

Table.4.8. Mean and standard deviation for economic benefits of Tourism

Economic benefits	N	Minimum	Maximum	Mean	Std. Deviation
Tourism can create more jobs	125	1.00	5.00	2.384	0.99826
Tourism created new business opportunities.	125	1.00	5.00	2.248	0.98091
Tourism improved income of local people	15	1.00	4.00	2.088	0.81336
Increase of investment to the area	125	1.00	4.00	2.280	0.91228
Handcraft products are more enhanced	125	1.00	5.00	2.600	0.95038
Grand mean				2.32	

Source: Own Survey 2019

As show the above table, the highest mean for this dimension fifth item that implies tourism has handcraft products are more enhanced with the mean score =2.600 and standard deviation =0.9504, that indicates tourism handcraft products are more enhanced is moderate or average. The second highest mean score comes from the first item; with the mean score =2.384 and standard deviation =0.99826 shows that tourism can create more jobs to the local community is fair. The other mean score =2.248 and standard deviation =0.98091 shows that tourism created new business opportunities this implies the dimension is fair. Item fourth with the mean score= 2.28 and standard deviation =0.9123 shows tourism increase of investment to the study area.

This implies that tourism increase of investment to the area is fair or reasonable, according to (poonlar btawee: 1987). In general grand mean score value =2.28 shows that economic benefits of tourism dimension is fair. Therefore the researcher conclude that, in terms economic benefits of tourism is fair or reasonable but still needs enough encouragement and attention of tourism sector for economic benefits of the local community in Bahir Dar city.

4.6. Means of social, cultural and economic benefit of tourism

This section focuses on the three dimension means of social, cultural exchange and economic benefits of tourism for local community.

Table.4.9. Mean and standard deviation for socio economic benefits of Tourism

Independent variables	Mean	Std. Deviation	Cronbach's Alpha
Social services benefit: Mean score of 4 items	2.08	0.651	0.754
Cultural exchange: Mean score of 3 items	1.97	0.746	0.785
Economic benefits: Mean score of 5 items	2.32	0.687	0.788
Grand mean	2.123		

Source: Own Survey 2019

As shown the above table, the highest mean for this dimension third item that implies the economic benefits of mean score of five items, with the mean score= 2.32 and standard deviation =0.68627 that indicates the economic benefits is fair. The second highest mean comes from first items; with the mean score= 2.08 and standard deviation= 0.651 which implies social services benefits fair. The lowest mean score=1.97 and standard deviation =0.746 which shows cultural exchange mean score of three items is fair. In general grand mean score value = 2.123 shows that social, economic and cultural exchange benefits of tourism dimension is fair. Moreover, the above Cronbach's alpha (α) results revealed that the reliability of the three dimensions of tourism benefits such as social, cultural and economic benefits are very acceptable. Since reliability value greater than 0.700 (Field, 2009; cohen and savag, 2010).

Therefore the researcher conclude that, in terms social, economic and cultural exchange benefits of tourism is fair but it still needs enough encouragement of tourism sector for the socio cultural exchanges and economic benefits of the local community in Bahir Bar city.

4.7. Independent samples t-test

The formulated hypotheses were tested by using statistical techniques, namely independent t-test. According to Pallant (2010), an independent-samples t-test tells us whether there is a statistically significant difference in the mean scores for two different groups (e.g. male versus female) on the measured dependent variable(s). For instance, whether male and female differ significantly in terms of their knowledge and perception on benefits of tourism. Thus, this study was used an independent-samples t-test because this technique an appropriate for this types of categorical independent variable that helps to answers the research questions, for instance, "is there a significance difference in the mean scores for male and female in terms of their knowledge and perception on the socio economic benefits of tourism.

According to Pallant (2010), two variables, one categorical independent variable (e.g. males/females) and one continuous, dependent variable, are needed for the use of an independent samples t-test. It should be recalled that in this study first, it was hypothesized that there is a significance difference between male and female on their knowledge and perception on the socio economic benefits of tourism.

Testing Hypotheses

There are two hypotheses setting in this study to test the significant of independent variables for the purpose of my interpretation that is the null hypothesis (denoted by H0) and the alternative hypothesis (denoted by H1)

Hypothesis 1

H_0: is there is not a significance difference between male and female in terms of their knowledge and perception on the social, cultural and economic benefits of tourism

H_1: is there a significance difference between male and female in terms of their knowledge and perception on the social, cultural and economic benefits of tourism

Hypothesis 2

H_0: is there no a significance difference among respondents in terms of their knowledge and perception on social, cultural and economic benefits of tourism based on their age level.

H_1: is there a significance difference among respondents in terms of their knowledge and perception on social, cultural and economic benefits of tourism

Hypothesis 3

H_0: is there not a significance difference among respondents in terms of their knowledge and perception on social, cultural and economic benefits of tourism based on their educational level.

H_1: is there a significance difference among respondents in terms of their knowledge and perception on social, cultural and economic benefits of tourism based on their educational level

Table 4.10. An independent-samples t-test result for gender, age and education level

	Sex		***Age***		***Education Level***	
Dependent variables	***t-value***	***p-value***	***t-value***	***p-value***	***t-value***	***p-value***
Social services benefits	2.486	0.117	1.915	0.169	1.021	0.314
Cultural exchange benefits	0.000	0.992	17.285	0.000	14.430	0.000
Economic benefits	0.269	0.605	15.169	0.000	6.460	0.012

Source: Own Survey 2019

The analysis of this study is based on Levene's Test for Equality of Variances of the independent samples t-test. In table 4.10, the independent-samples t-test result for gender revealed that there is no statistical significant for the three dimensions of tourism benefits since the p-value is greater than 0.05 at conventional/critical level of significant. Based on my hypothesis setting, this result indicates we accept the null hypothesis and reject the alternative one. This implies that there is no significance difference between male and female in terms of their knowledge and perception on the social, cultural and economic benefits of tourism in this study.

On the other one, the independent-samples t-test result for age reveals that there is statistical significant among age difference for perception on cultural exchange and economic benefits since the t-value greater than 1.96 or the p-value is less than 0.05 at conventional level of significant. This indicated that there is a significance difference among respondents in terms of their knowledge and perception on only the two dimensions of cultural and economic benefits of tourism based on their age level. Whereas, there is not a significance difference among respondents in terms of their knowledge and perception on social benefits of tourism based on their age level because of the result reveals that at age difference for perception on social is not statistical significant(p-value=0.169).

On education level, the Levene's Test for Equality of Variances of the independent samples t-test result shows there is statistical significant among the level of education difference for

perception on Cultural exchange and Economic benefits since the t-value greater than 1.96 or the p-value is less than 0.05 at conventional level of significant. this indicted that we accept my hypothesis of the study that is a significance difference among respondents in terms of their knowledge and perception on cultural and economic benefits of tourism based on their educational level while the other dimension of tourism benefit (social) on the level education difference is not statistical significant since the p-value is greater than 0.05 at conventional level of significant. Meaning that, we accept the null hypothesis and reject the alternative one that indicates there is not a significance difference among respondents in terms of their knowledge and perception on social benefits of tourism based on their educational level.

In general the findings of the independent samples t-test revealed that between gender, there is no a significance difference between male and female in terms of their knowledge and perception on the social, cultural and economic benefits of tourism in this study. In addition to this, among age and education level difference, there is not a significance difference among respondents in terms of their knowledge and perception on social benefits of tourism based on their age level and educational level respectively. On the other hand, age and education level difference on cultural and economic benefits, there is a significance difference among respondents in terms of their knowledge and perception on cultural and economic benefits of tourism based on their age and educational level respectively.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the conclusion and recommendations part based on the findings of the study. The main purpose of the study was to assess the social, cultural and economic benefits of tourism from tourism business participants' perspective of Bahir Dar city. To achieve the objective of the study, relevant literature was reviewed; quantitative and qualitative data were collected through questionnaire filled by tourism business participants' respondents. The data collected through questionnaire were presented, analyzed, interpreted and discussed using statistical package for social science (SPSS) version 21. Thus, based on the analysis the following findings were written, conclusions drawn, and recommendations forwarded for the practitioners of the social, cultural and economic benefits in Bahir Dar city.

5.1 Summary of Findings

Primary data was gathered by using structured questionnaire. A total of 142 structured questionnaires were distributed to tourism business participants in Bahir Dar city through simple random sampling was used followed by stratified random sampling to select the samples. Qualitative and Quantitative descriptions were applied on the data gathered to analyze the information obtained. By undertaking a detailed analysis of the situation, the following findings were obtained. The findings of this study showed that domestic and international tourists were stay a short period of time when they visit destination sites in Bahir Dar city, and also the research finding, the social, cultural and economic benefits of tourism mean score were 2.08, 1.98 and 2.32 respectively is fair or reasonable for the local communities of Bahir Dar city. The findings of the independent samples t-test shows that between gender, there is no a significance difference between male and female in terms of their mean score on social, cultural and economic benefits of tourism in this study. In addition to this, among age and education level difference, there is not a significance difference among respondents in terms of their mean score on social benefits of tourism. On the other hand, age and education level difference on cultural and economic benefits, there is a significance difference among respondents in terms of their mean score on cultural and economic benefits of tourism.

5.2 Conclusions

The thesis was conducted to assess and analyses the socio-economic benefits of tourism in study area. During the analysis the researcher used both descriptive and testing hypothesis of independent sample t-test. Based on the results of the descriptive statistics and independent sample t-test the following conclusions were made:

The research result revealed that the most tourism business participants are involved in the three important tourism business activities such as, Boat Capitan, local tour guide and souvenir shop in Bahir Dar City.

The findings of this study showed that domestic and international tourists were stay a short period of time when they visit destination sites in Bahir Dar city. Staying short time for tourists may reduce the income which might be generated by tour guides, boat owner, transport and hand craft sellers' restaurants operated by Bahir Dar people. So that the government and other stakeholders should facilitate tourist events, tour package, and recreational and entertainment activities that helps tourist to stay a long period of time.

According to the research finding, the social, cultural and economic benefits of tourism mean score were 2.08, 1.98 and 2.32 respectively is fair or reasonable for the local communities of Bahir Dar city, but still needs enough encouragement of tourism sector for the social, cultural and economic benefits of the local community in order to bring peoples of different nationals and social values enable different people to understand one with the other's way of life, offers the host community the opportunity to create friendship, to learn about the outside world, and experiencing different cultural practices increase insight, appreciation for different approaches to living. And also to improve standard of living, increase employment opportunities and improve transport infrastructure.

The research results indicates that 71.2% of tourism business participants earn less than 500 birr per day .This result revealed that the most tourism business participants were less benefited from the tourism business activities of the local community. In general, tourism business participants have less economic benefited of tourism in terms of improve income and living standard , market linkage opportunities, develop infrastructure, and improving opportunities for shopping of the local community. In order to increase the contribution of tourism as a means of

employment creation and income generating, to establish training programs for the local people and tourism business participants in order to benefit from various tourism businesses. This would be realized by the collaboration of the government, tourism businesses participants and other concerned stakeholders.

In general the findings of the independent samples t-test shows that between gender, there is no a significance difference between male and female in terms of their knowledge and perception on the three dimensions of social, cultural and economic benefits of tourism in this study. In addition to this, among age and education level difference, there is not a significance difference among respondents in terms of their knowledge and perception on social benefits of tourism based on their age and educational level respectively. On the other hand, age and education level difference on cultural and economic benefits, there is a significance difference among respondents in terms of their knowledge and perception on cultural and economic benefits of tourism based on their age and educational level.

5.3. Recommendations

From the data presented in chapter four and the researcher conveyed the following recommendations:

- Culture and tourism office should create awareness or promote that hand craft products which produced by tourism business participants in order to get market opportunities from international and domestic tourists.
- The government should be sketching new tourism projects to participate the local communities that assure the local people would be the beneficiaries of the tourism business activities.
- Culture and tourism office should give training for tourism business participants who will have belongingness of tourism industry.
- From tourism destination, the government should be improved social services provisions such as health, water, education and encourages improvements in transport infrastructure resulting in upgraded roads, public transportation, and non-traditional transportation services in order to increase the number of tourists in the city.
- The government, stakeholders, and tourism business participants should encourage that the residents to learn new languages and skills, make friendships, learn about the world, and expose themselves to new perspectives, experiencing different cultural practices enriches experiences, increases insight and appreciation for different approaches to living.
- In order to increase the contribution of tourism as a means of employment creation and income generating, it requires establishing training programs for the local people will be employed in various tourism businesses. This would be realized by the collaboration of the government, tourism businesses participants and other concerned stakeholders.
- As the results of the research indicated that domestic and international tourists were stay for short time when they visit destination sites of Bahir Dar city. So the government and other stakeholders should facilitate tourist events, tour package, and recreational and entertainment activities that helps tourist to stay a long period of time.

- Tourism business participants are advised to attend trainings on hospitality and tourism related business if they are deciding to use tourism as their means of income generation, capacity building on ethics and hospitality to the local tour guides is recommended so that they can be skilled enough to effectively link the local community with tourists.

5.3 Suggestions for Further studies

This study is conducted only on data collected from Boat Capitan, local tour guide, car rent, and souvenir shop. However, the essence of other tourism sectors like, hotel services, entertainment center and event organizers, will be need to researched all types of tourism activities in order to help the local community. The future researchers should investigate the factors that affecting tourism sector, which the local community less benefited from social, cultural and economic in tourism business activity.

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Annexes

Annex I

Addis Ababa University

School of Graduate Student

College of Development Studies

Tourism Development and Management

Survey questionnaire for socio economic benefits of tourism for local communities in Bahir Dar city

Dear respondent

My name is Mulu Yirdaw; I am a graduate student at Addis Ababa University College of Development Studies. Currently, I am conducting a research titled "socio economic benefits of tourism for local communities in Bahir Dar city administration" in partial fulfillment to obtain a Master's Degree in Tourism Development and Management. This questionnaire is intended to gather information about the benefits of tourism for local communities in Bahir Dar. Hence, your participation in this study is crucial for the success of the study. I, therefore, kindly request your to spend some minutes of your time by filing out this survey questionnaire. I assure you that any information that you provide in this questionnaire will be kept confidential. Your genuine response is highly important for the success of the study. If you have any question, I can be reached by the contact address below.

Thank you for your time, opinion and comments.

Mulu Yirdaw

Contact *+251-9-66-93-06-46*
Email : *muluyirdaw33@gmail.com*

1. Back ground information

Instruction -Each of the questions is provided with possible answers and you are requested to circle the number of your best choice.

1.1	Sex	1. Male
		2. Female
1.2	Age	1. 18-30 years
		2. 31-40 years
		3. 41-50 years
		4. 51-60 years
		5. Above 60 years
1.3	Marital status	1. Single
		2. Married
		3. Divorced
		4. Others ----------
1.4	What is the highest level of education you attend ?	1. No formal education attend
		2. Primary education(1-8)
		3. Secondary education
		4. Diploma
		5. Degree
		6. Masters degree
		7. Other, please specify----------

2. Questions related to Tourism activity

Instruction -Each of the questions is provided with possible answers and a box in front of it. You are requested to put a tock mark " √ " in the boxes.

2.1. Please mention the type of tourism activity you have been practicing? (More than one answer is possible)

a) Local tour guides ☐

b) Tour operator companies ☐

c) Travel agent ☐

d) Souvenir shop ☐

e) Boat Capitan ☐

f) Traditional hand craft producer ☐

g) car rent ☐

h) Other (specify).....

2.2. From your own experience**,** how long do international tourists stay in Bahir dar city?

a) 1-3 days ☐ b) 4-7 days ☐

c) 8-10 days ☐ d) above 10 days ☐

2.3.From your own experience**,** how long do domestic tourists stay in Bahir dar city?

a) 1-3 days ☐ b) 4-7 days ☐

c) 8-10 days ☐ d) above 10 days ☐

2.4. How much you earn a day in birr from tourism activities?

a) Less than 500 birr ☐

b) 501-1000 birr ☐

c) 1001-1500 birr ☐

d) 1501-2000 birr ☐

e) Above 2001 birr ☐

Questions related to social benefits of Tourism to local community

3. The questions under this section focus on the social benefits of tourism activities in Bahir Dar for local residents? To what extent do you agree with the listed social benefits in the table below? Please rate each statement by using the following rating scale and with a tick mark " √ " in the appropriate space.

Scale: 1- Very low 3 - Moderate

2 - Low 4 - High 5- Very high

No	social benefits of tourism	Scale				
		1	2	3	4	5
3.1	Tourism has Improved living standard of community.					
3.2	Tourism has improved public social services provisions such as health, water, education and services.					
3.3	Tourism has encouraged positive cultural exchanges between hosts and guests					
3.4	Tourism has promoted the historical and cultural artifacts in and around Bahir dar city					
3.5	Tourism has positively changed the residents' behaviors and attitudes towards non Ethiopians					
3.6	Tourism has made residents to be proud of their city					
3.7	Tourism has the local residents to be cognizant on the important of modern life style					
3.8	Tourism has created more sense of security and stability as a residential city					
3.9	Tourism has reduced the out migration of the locals to other					

	places					
3.10	Tourism has encouraged the residents in Bahir dar city to learn new languages and skills					

Questions related to economic benefits of Tourism on local community

4. . The questions under this section focus on the economic benefits of tourism activities in Bahir Dar for local residents? To what extent do you agree with the listed social benefits in the table below? Please rate each statement by using the following rating scale and with a tick mark " √ " in the appropriate space.

1- Very low 3 - Moderate

2 - Low 4 - High 5- Very high

No	economic benefits of tourism	Scale				
		1	2	3	4	5
4.1	Tourism can create more jobs					
4.2	Tourism improved public infrastructures such as roads. telecommunication. internet access					
4.3	Tourism created new business opportunities					
4.4	Tourism increased opportunities for shopping to the local community					
4.5	Tourism improved income of local people					
4.6	Increase of investment to the area					
4.7	Handcraft products are more enhanced					

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የሀገር ልማት ጥናት ኮሌጅ

የቱሪዝም ልማት እና አመራር ክፍል

በባህር ዳር ከተማ አካባቢ ማህበረሰብ የቱሪዝም ማህበረ- ኢኮኖሚያዊ ጥቅም የዳሰሳ ጥናት መጠይቅ

ዉድ መላሼ፡-

ሙሉ ይርዳው እባላለሁ፣ በአዲስ አበባ ዩኒቨርሲቲ፣ የሀገር ልማት ጥናት ኮሌጅ ድህረ ምረቃ ተማሪ ነኝ፡፡ በአሁኑ ሰዓት "ለባህር ዳር ከተማ አስተዳዳር የአካባቢ ማህበረሰብ የቱሪዝም ማህበረ ኢኮኖሚያዊ ጥቅም " በሚል ርዕስ በቱሪዝም ልማት እና አስተዳደር ለሁለተኛ ዲግሪ ማሟያ ጥናት እያካሄድኩ ነው፡፡ ይህ መጠይቅ በባህር ዳር ከተማ አስተዳደር ያለውን የቱሪዝም ጥቅም መረጃ ለመሰብሰብ የታሰበው ነው፡፡ ስለሆነም የእርስዎ በዚህ ጥናት መሳተፍ ለዚህ ጥናት ስኬት ወሳኝ ነው፡፡ በመሆኑም ይህንን የዳሰሳ መጠይቅ በመሙላት የተወሰኑ የደቂቃ ጊዜዎትን ይሰጡኝ ዘንድ በትህትና እጠይቃለሁ፡፡ በዚህ መጠይቅ የሚሰጡኝን መረጃ በሚስጥር እንደሚያዙም ላረጋግጥልዎ እፈልጋለሁ፡፡ የሚሰጡን ቅን ምላሽ ለዚህ ጥናት ስኬት ከፍተኛ አስፈላጊነት አለው፡፡ ማንኛውም ጥያቄ ቢኖርዎ በሚከተሉት አድራሻዎች መገኘት እችላለሁ፡፡

ለጊዜዎ፣ አስተያየትዎ እና ማስተካከያዎ አመሰግናለሁ!!

ሙሉ ይርዳው

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ኢሜይል፣ *muluyirdaw33@gmail.com*

1. መረጃ ዳራ

ትዕዛዝ - እያንዳንዱ ጥያቄ መልስ ሊሆኑ የሚችሉ ዝርዝሮች ተሰጥቷቸዋል፡፡ ስለሆነም ለእርስዎ የመጨረሻ ምርጫዎ የሆነውን ቁጥር እንዲያከቡ ይጠየቃሉ፡፡

1.1	ፆታ	1. ወንድ
		2. ሴት
1.2	እድሜ	1.ከ18 - 30 ዓመት
		2. 31 - 40 ዓመት
		3. 41 - 50 ዓመት
		4. 51 - 60 ዓመት
		5. ከ 60 ዓመት በላይ
1.3	የጋብቻ ሁኔታ	1. ያላገቡ
		2. ያገቡ
		3. የተፋቱ/ የተለያዩ
		4. ሌላ----------
1.4	የደረሱበት ከፍተኛ የትምህርት ደረጃ ምንድን ነው	1. መደበኛ ያልሆነ ትምህርት
		2. 1ኛ ደረጃ ትምህርት (1 - 8)
		3. ሁለተኛ ደረጃ ትምህርት
		4. ዲፕሎማ
		5. ዲግሪ
		6. ሁለተኛ ዲግሪ
		7. ሌላ፣ እባክዎ ይጥቀሱ————————

2. ከቱሪዝም እንቅስቃሴ ጋር የተያያዙ ጥቄዎች

ትዕዛዝ- እያንዳንዱ ጥያቄ መልስ ሊሆኑ የሚችሉ አማራጮች እና ከፊት ለፊት ሳጥኖች ተሰጥተዋቸዋል፡፡ በመልስ ትይዩ ባሉ ሳጥኖች ላይ የራይት ምልክት "✓" እንዲያደርጉ ይጠየቃሉ፡፡

2.1 እባክዎ የሚሳተፉበትን የቱሪዝም እንቅስቃሴ ይጥቀሱ? (ከአንድ በላይ ምላሽ ይቻላል፡፡)

ሀ/ የአካባቢ አስጐብኝ ☐

ለ/ የቱሪዝም አስጐብኝ ድርጅት ☐

ሐ/ የጉዞ ወኪል ☐

መ/ የስጦታ እቃቆች ሱቅ ☐

ሠ/ የጀልባ ቀዛፊ ☐

ረ/ የባህል እደ ጥበብ አምራች ☐

ሰ/ የመኪና ኪራይ ☐

ሸ/ ሌላ (ይጠቀስ) ☐

2.2 ካለዎት ልምድ ፣ ዓለም አቀፍ ጐብኝዎች ምን ያህል ጊዜ ባህር ዳር ይቆያሉ?

ሀ/ ከ1 - 3 ቀናት ☐ ሐ/ ከ8-10 ቀናት ☐

ለ/ ከ4 - 7 ቀናት ☐ ሠ/ ከ10 ቀናት በላይ ☐

2.3 ካለዎት ልምድ፣ የሀገር ወስጥ ጐብኝዎች ምን ያህል ጊዜ ባህር ዳር ይቆያሉ?

ሀ/ ከ1 - 3 ቀናት ☐ ሐ/ ከ8-10 ቀናት ☐

ለ/ ከ4 - 7 ቀናት ☐ ሠ/ ከ10 ቀናት በላይ ☐

2.4 ከቱሪዘም እንቅስቃሴ በቀን ምን ያህል ብር ያገኛሉ?

ሀ/ ከ500 ብር በታች ☐

ለ/ ከ501 - 1000 ብር ☐

ሐ/ ከ1001 - 1500 ብር ☐

መ/ ከ1501 - 2000 ብር ☐

ሠ/ ከ2001 ብር በላይ ☐

ቱሪዝም ለአካባቢው ማህበረሰብ ካስገኘው ማህበራዊ ጥቅም ጋር የተያያዙ ጥያቄዎች

3. በዚህ ክፍል ስር ያሉ ጥያቄዎች የሚያተኩሩት በባህር ዳር ነዋሪዎች ላይ የቱሪዝም ማህበራዊ ጥቅሞች ላይ ነው፡፡ ከዚህ በታች በሠንጠረዥ በተዘረዘሩት ማህበራዊ ጥቅሞች በምን ያህል ደረጃ ይስማማሉ? እባክዎትን እያንዳንዱን ዓረፍተ-ነገር በሚከተሉት የደረጃ ማስቀመጫ በተገቢው ቦታ የራይት ምልክት "✓" በማድረግ ይመድቡ፡፡

ምደባ 1- በጣም ዝቅተኛ 3. መካከለኛ

2. ዝቅተኛ 4. ከፍተኛ 5. በጣም ከፍተኛ

ተ.ቁ	ማህበራዊ ጥቅሞች	ምደባ/መለኪያ				
		1	2	3	4	5
3.1	ቱሪዝም የማህበረሰቡን የህይወት ደረጃ አሻሽሏል፡፡					
3.2	ቱሪዝም እንደ ጤና፣ ውኃ፣ ትምህርት የህዝብ ማህበራዊ አገልግሎቶችን አሻሽሏል					
3.3	ቱሪዝም በእንግዶች እና ተቀባዮች መካከል አዎንታዊ የባህል ልውውጥ አበረታቷል					
3.4	ቱሪዝም በባህር ዳር እና አካባቢዋ ታሪካዊ እና ባህላዊ የጥበብ ላይ እድገት አምጥቷል					
3.5	ቱሪዝም የነዋሪዎችን ባህሪ እና አመለካከት ኢትዮጵያዊያን ባልሆኑ ላይ አዎንታዊ ለውጥ አምጥቷል					
3.6	ቱሪዝም ነዋሪዎችን በከተማቸውና ባህላቸው እንዲኮሩ አድርጓል					
3.7	ቱሪዝም የአካባቢውን ነዋሪዎች በዘመናዊ የህይወት አኗኗር ዘይቤ አስፈላጊነት ላይ እውቅና እንዲኖራቸው አድርጓል					
3.8	ቱሪዝም በከተማው ነዋሪዎች ላይ የደህንነትና እና መረጋጋት ስሜት ፈጥሯል					
3.9	ቱሪዝም በከተማዋ ነዋሪዎች ከከተማዋ ወጥተው እንዳይሰደዱ አድርጓል					
3.10	ቱሪዝም ለባህል ጥበቃ እና እንክብካቤ አስዋፅኦ አድርጓል					

3.11	ቱሪዝም ለባህር ዳር ነዋሪዎች አዳዲስ ቋንቋዎችና ክህሎት እንዲማሩ አበረታቷል					

ቱሪዝም ለአካባቢው ማህበረሰብ ካስገኘው ኢኮኖሚያዊ ጥቅም ጋር የተያያዙ ጥያቄዎች

4. በዚህ ክፍል ስር ያሉ ጥያቄዎች የሚያተኩሩት በባህር ዳር ነዋሪዎች ላይ የቱሪዝም ኢኮኖሚያዊ ጥቅሞች ላይ ነው፡፡ ከዚህ በታች በሠንጠረዥ በተዘረዘሩት ኢኮኖሚያዊ ጥቅሞች በምን ያህል ደረጃ ይስማማሉ? እባክዎትን እያንዳንዱን ዓረፍተ-ነገር በሚከተሉት የደረጃ ማስቀመጫ በተገቢው ቦታ የራይት ምልክት "✓" በማድረግ ይመድቡ፡፡

ምደባ 1- በጣም ዝቅተኛ 3. መካከለኛ

2. ዝቅተኛ 4. ከፍተኛ 5. በጣም ከፍተኛ

ተ.ቁ	ኢኮኖሚያዊ ጥቅሞች	ምደባ/መለኪያ				
		1	2	3	4	5
4.1	ቱሪዝም ተጨማሪ ስራዎችን መፍጠር ችሏል					
4.2	ቱሪዝም እንደ መንገድ፣ ቴሌኮሚኒኬሽን፣ኢንተርኔት ያሉ መሰረተ ልማቶችን አሻሽሏል					
4.3	ቱሪዝም አዳዲስ የንግድ እጋጣሚዎችን ፈጥሯል					
4.4	ቱሪዝም ለአካባቢው ማህበረሰብ የገበያ እድል ጨምሯል					
4.5	ቱሪዝም የአካባቢውን ማህበረሰብ ገቢ አሻሽሏል					
4.6	ቱሪዝም ለአካባቢው የመዋዕለ ንዋይ ጨምሯል					
4.7	የእድ ጥበብ ውጤቶች ምርት እንዲጨምሩ አድርጓል					

Annex II

Pictures of Tourist Attraction in Bahir Dar

st.Georg Bahir Da

Source: Bahir Dar Tourism Office

Tayitu Recreation center

Source: Bahir Dar Tourism Office

Pilcans

Source: Bahir Dar Tourism Office