



**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF DEVELOPMENT STUDIES**  
**CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES**

**ASSESSING THE PERCEPTIONS OF LOCAL COMMUNITIES ON THE  
EFFECTS OF TOURISM IN AKSUM CITY, ETHIOPIA**

**BY:**  
**HAILAY KIROS**

**ADDIS ABABA, ETHIOPIA**

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**By:**

**Hailay Kiros**

**A Thesis Submitted to the College of Development Studies, Addis Ababa  
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**Advisor:**

**Tesfaye Zeleke (Ph.D.)**

**Addis Ababa, Ethiopia**

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**College of Development Studies**

**Center for Environment and Development Studies**

This is to certify that the thesis prepared by **Hailay Kiros** entitled *“Assessing the Perceptions of Local Community’s on the Effects Tourism, in Aksum City”* submitted in partial fulfillment of the requirements for the Degree of Master of Arts in **Tourism Development and Management** complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

Submitted by:

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Name	Signature	Date
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**Signed by Examining Committee**

Examiner \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Examiner \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

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## **Lists of Acronym**

<b>CBET</b>	Community Based Eco-Tourism
<b>CSA</b>	Central Statistics Agency
<b>ECTT</b>	European Council On Tourism And Trade
<b>GDP</b>	Gross Domestic Product
<b>MOCT</b>	Ministry Of Cultural And Tourism
<b>QOL</b>	Quality of Life
<b>SET</b>	Social Exchange Theory
<b>UNEP</b>	United Nation Environmental Program
<b>UNESCO</b>	United Nation Educational Scientific Cultural Organization
<b>UNWTO</b>	United Nation World Tourism Organization
<b>VFR</b>	Visit To Friends And Relatives
<b>WTO</b>	World Trade Organization

## **ABSTRACT**

*The study tried an attempt to assess the perception of local community in Aksum city towards the effects of tourism, sociocultural, economic and environmental. Closed-ended questionnaires and open-ended interview were developed, and distributed close ended questionnaires to three hundred sixteen residents of the city. The methodological approach of the study was described as a case study of Aksum within the qualitative and quantitative descriptive survey domains. It was relied on both primary and secondary data. Simple random sampling and purposive sampling procedures were used. Qualitative and quantitative data analysis methods were employed. Results from the study finding indicated that tourism development is significantly affected by residents' perception and there is perception difference among the local communities. Based on the result, negative impacts were less known by the residents. Moreover, there is a link between support of tourism development and perception. Furthermore, there is perception difference across the socio-demographic factors of income, residents' attachment to tourism, education status, marital status, age, occupation status and sex. In addition, respondents perceived economic impacts of tourism favorably, followed by environmental impacts and socio-cultural impacts. Majority of the local community replied “Agree” for the effect questions. In addition, there is a strong relationship between residents' perception of tourism effect with sustainable tourism development. Creating awareness through training programs, seminars and workshops; and inclusion of tourism concepts in primary and secondary school books were recommended in order to shape and improve the perceptions of the local community.*

**Key Words: Perception, Tourism Effects, Local Community**

# CHAPTER ONE

## 1 INTRODUCTION

### 1.1 Background of the Study

This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors from construction to agriculture or telecommunications. The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets. As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality (UNWTO, 2017).

1.5 billion International tourist arrivals were recorded in 2019, globally. A 4% increase on the previous year which is also forecast for 2020, confirming tourism as a leading and resilient economic sector, especially in view of current uncertainties. By the same token, this call for such growth to be managed responsibly so as to best seize the opportunities tourism can generate for communities around the world. According to the first comprehensive report on global tourism numbers and trends of the new decade, the latest UNWTO World Tourism Barometer, this represents the tenth consecutive year of growth. (WTTC, 2020)

All regions saw a rise in international arrivals in 2019. However, uncertainty surrounding Brexit, the collapse of Thomas Cook, geopolitical and social tensions and the global economic slowdown all contributed to a slower growth in 2019, when compared to the exceptional rates of 2017 and 2018. This slowdown affected mainly advanced economies and particularly Europe and Asia and the Pacific. Looking ahead, growth of 3% to 4% is predicted for 2020, an outlook reflected in the latest UNWTO Confidence Index which shows a cautious optimism: 47% of participants believe tourism will perform better and 43% at the same level of 2019. Major sporting events, including the Tokyo Olympics, and cultural events such as Expo 2020 Dubai are expected to have a positive impact on the sector. (WTTC 2020).

Tourism is one of the most important industries in Africa and contributed 8.5% (or \$194.2bn) of the continent's gross domestic product (GDP) in 2018, according to the World Travel & Tourism Council (WTTC). Africa was also the second-fastest growing tourism region with 5.6% growth in 2018 against a global average growth rate of 3.9%. The WTTC research found that tourism in Africa was mainly (71%) leisure-driven, with the remainder (29%) being business-driven. Domestic tourism contributed 56% with international tourism contributing 44% to Africa's tourism industry. Africa received around 5% of the estimated 1.4 billion international tourist arrivals in 2018 according to the United Nations World Tourism Organization (UNWTO). North Africa, consisting of Algeria, Morocco, Sudan and Tunisia received around 2% of the international tourist arrivals. Egypt is classified as being part of the Middle East by the UNWTO. Sub-Saharan Africa consisting of the remaining African countries received around 3% of the international tourist arrivals since 2018. (ATTA, 2019)

The potential of Africa's tourism industry is demonstrated when comparing the top tourism destinations in the world. Top tourism destinations in Africa are Morocco with around 11 million tourist arrivals per annum and South Africa with around 10 million tourist arrivals per annum. The top tourism destinations in the World are France with around 87 million tourist arrivals per annum and Spain with around 82 million tourist arrivals per annum. (ATTA, 2019).

As Ethiopia is among these developing countries the above mentioned effects directly or indirectly influence especially the main tourist destination of the country such as Aksum, Gander, Lalibela, Bahir Dar and other tourist destinations areas of Ethiopia. Ethiopia recorded a total of 518,000 tourists in 2020, ranking 126th in the world in absolute terms. The fact that larger countries regularly perform better in a comparison of the absolute number of guests is obvious. By putting the tourist numbers in relation to the population of Ethiopia, the result is much more comparable picture: With 0.0045 tourists per resident, Ethiopia ranked 194th in the world. Ethiopia generated around 2.28 billion US Dollar in the tourism sector alone. This corresponds to 2.1 percent of its gross domestic product and approximately 54 percent of all international tourism receipts in Eastern Africa (world Data.info, 2020).

Therefore the researcher wants to study the perceptions of local communities towards tourism effects in order to minimize the negative effects and upgrade the positive effects by creating

favorable environment for the sector in order to become economically, socially, culturally, environmentally and politically, friendly and sustainable.

## **1.2 Statement of the Problem**

At present Aksum is one of the top tourist sites in Ethiopia due to this reason the numbers of tourists visiting Aksum is increasing from time to time. For instance, the numbers of tourists both the international and domestic tourists in years (2010) tourists increased to 18,032 and 22,359 respectively so, with the rising number of tourists in the area, various socio-economic and environmental as well as the political effect of tourism is expected to increase too. For instances, loss of cultural identity, aggravating prostitution and heritage degradation is a common problem in the area at present (Gebreaninya, 2010). So, it is important assessing the perception of local communities about the social, cultural economic, environmental and political effects of tourism is very crucial to indicate the possible suggestions. This perception assessment is also useful to identify the costs and benefits of tourism, identifying these effects leads us to formulate strategies in order to reduce the costs and maximize the benefits of tourism.

Meanwhile, a study by authors such Chon (2000) indicate that people who have an economic gain from tourism perceive a more positive effect from it. In this study, it is assumed that local community perception towards tourism effect does have a considerable effect on the level of community capacity building in tourism development. Many local communities recognize that tourism can stimulate change in social, cultural, environmental and Economic dimensions, where tourism activities have had a close connection with the local communities (Beeton, 2006; Richards & Hall, 2000). Understanding and assessing tourism effects in local communities is important in order to maintain sustainability and long-term Success of the tourism industry (Diedrich&García-Buades, 2008). A major reason for rising interest in the area has been the evidence that tourism leads not only to be positive but also has the potential for negative, outcomes at the local level (Lankford &Howard, 1994). It is generally felt that community perceptions toward tourism effects are likely to be an important planning and policy consideration for successful tourism development (AP, 1992).

During the literature review, the researcher found that research works conducted in the study area focus on aspects other than the perception of local communities towards tourism effects. For instance, M.A. thesis by Yamane (2012) entitled "Community Based Ecotourism in Tigray: The

case of Aksum" is mainly focused on exploring the potentials for ecotourism and understand how ecotourism can serve as a livelihood option in Aksum district. Another M.A thesis by Brhan Teka, entitled "Archeological inventory of the megalithic sites of Aksum vicinity and shire area, June 2010" is focused on making an inventory of megalithic sites in the study area. Another M.A thesis is by Ephrem (2012), entitled " Enhancing domestic tourism development: The case of Aksum, northern Ethiopia" it emphasize on examine the problems, challenges and opportunities facing the domestic tourism development in the Aksum city. The last one is M.A thesis by gebreaninya (2010) entitled "a study on socio-economic effects of tourism in Aksum town, Tigray regional state, Ethiopia "It deals with the role of tourism in achieving of the Millennium Development and the major challenges which hinders the development of tourism in Aksum city. The results of these researches will be an input for this study but can't replace the present study as it has a different dimension which demands a different area of study. Hence, the conduct of this study is rational in view of filling this gap.

Aksum city is highly endowed with various tourist attractions such as the monolithic obelisks, St. Mary of Zion church compound is believed to contain the original Arc of the convent, the open-air Museums, king Ezana Park, king Bazen, Kaleb and Gebremeskels tombs, different churches and ruins etc. Despite such huge potentials, the city failed to fully utilize these resources this may be due to various numbers of socio-cultural and environmental problems that seriously affect tourism in the area. So the researcher motivated to study the perception of local communities to coin out the existing problems in the city. Hence the researcher tries to examine and study community perceptions toward tourism effects in the city of Aksum for the first time.

### **1.3. Research Questions**

The research basically was answered the following questions: -

- What are the sociocultural effects of tourism on Aksum city?
- What are the economic effects of tourism in the city?
- What are the local community's perceptions of towards environmental effects of tourism?

## **1.4. Objectives of the Study**

### **1.4.1. General Objective**

The general objective of the thesis was to assess the perception of local communities on tourism effects in Aksum city.

### **1.4.2. Specific Objectives**

The specific objectives of this study were: -

- 1 To identify the attitude of the local community towards socio-cultural effects of tourism in the city
- 2 To examine the perception of the local community on the economic effects of tourism in the city
- 3 To analyze the perceptions of the local community towards the environmental effects of tourism in the city.

## **1.5. Scope of the Study**

Researches have their own scope from the beginning to end. So, this study had its own scope.

**Thematic:** In assessing the perception of local communities on the effects of tourism, the study was cover tourism and its negative and positive effects and the perception of local communities towards tourism.

**Spatial:** In geographic coverage, the study was covered by the city of Aksum. This found in the central zone of Tigray regional state.

**Target:** The study target groups were the local community, administrators, tourism bureau of the city, municipality bureau, Aksum university institute of tourism and archaeology, tour guide office, hotel managers

**Time:** The study timeline extends from April – June.

## **1.6. Significance of the Study**

Research is undertaken to provide a solution to the problem identified. And research is an input for academic, policy and development significance.

**Academic significance:** For the academic purpose, it provides information for investigators and researchers who study the Perceptions and attitudes of local communities towards tourism. In addition to this, it also contributes to the academic understanding of the social and environmental effects of tourism in the host community.

**Policy significance:** It also uses as input for practitioners' tourism developers and planners, local authorities to study on the issue of perceptions of the local community towards the negative and positive effects of tourism.

**Development significance:** The finding of the research will help to the city in economic, social, environmental development. It may bring tourism investment and the spread of tourism infrastructures. So this research it will be a good possibility to raise the role of tourism in the overall regional and local development.

## **CHAPTER-TWO**

### **2. LITERATURE REVIEW**

#### **2.1 Conceptual Literature**

##### **2.1.1 Perception**

Perception covers functional aspects of normal and abnormal perception and its underlying processes, whether from a psychophysical, neuroscience, developmental, comparative or applied perspective. It welcomes articles on all the sensory modalities, on multimodal and cross-modal studies, and empirical studies related to sensory-motor relations, perception in the arts, and conscious vs unconscious aspects of perception ( Richard Gregory, 2020).

##### **2.1.2 Local Communities**

There are several definitions of community. In understanding the meaning of community involvement and participation in tourism development, the study needs to be clear first about the definition of the term "community" itself. The term community can have specific geographic meaning with a clearly defined spatial boundary and area and also refers to groups of people with a common interest (Chapman & Kirk, 20001). According to Bradshaw (2008:6), the community has historically shared one's geography of residence. For the purpose of this study, the community is defined as a group of individuals living or working within the same geographic area with some shared cultures or common interests. This geographical definition of a community is essential to understand how community development is linked to the ability of the community to improve tourism development.

A local community is a group of interacting people sharing an environment. In human communities, intent, belief, resources, preferences, needs, risks, and a number of other conditions may be present and common, affecting the identity of the participants and their degree of cohesiveness (Maryc, 2021).

## **2.2 Empirical Literature**

### **2.2.1 Tourism Effects**

Tourism is a common strategy used to popularize a destination. In other words, tourism can attract tourists and bring benefits, such as improvements to the local economy as a result of additional profit. Although increased profits are one of the most common and well-known effects of tourism on the general public, tourism is known to have other effects (García, Vázquez&Macías, 2015). The effects of tourism can be divided into three main categories: economic, socio-cultural and environmental (Andereck, Valentine, Knopf & Vogt, 2005).

Although there are three defined categories, benefits may fall into more than one of the categories. In all cases, there are both positive and negative effects as a result of tourism. The effects are also very important aspects of tourism planning and management in a destination (Mason, 2008).

Tourism effects are influenced by (Mason, 2008, pp. 39-40):

- ✚ Type of the destination and where it is located
- ✚ Number of tourists
- ✚ Type of tourists
- ✚ Activities the tourists are interested in
- ✚ Infrastructure
- ✚ Destination area life cycle
- ✚ Time/seasonality

#### **2.2.1.1 Economic Effects**

One of the most obvious effects of tourism is the economic effect. The effects of tourism are very important not only for the local or regional economy but also for the national economy and its inhabitants (Mason, 2008).

One of the positive economic outcomes of tourism is increased employment possibilities, which means more income opportunities for the residents (Andereck&Nyupane, 2011). Nevertheless,

when it comes to tourism, destinations typically have to deal with the problem of seasonality. Although tourism creates new job opportunities, it is often only for one season. As a result, residents have to split income between both seasons or the residents are forced to find different jobs during the off-season (Bujosa & Rosselló, 2007).

Another positive outcome of tourism is the effect on local businesses, infrastructure, and public facilities. As a result of tourism, infrastructure and public facilities are improved, which leads to the overall enhancement of the living standards in the destination (Andereck & Vogt, 2000; Haralambopoulos & Pizam, 1996). In the same regard, tourism also helps the overall regional development of infrastructure and public facilities (Mason, 2008).

Although tourism may be a way to increase the income of the destination, it could also cause problems. For example, inflation is often a by-product of tourism development, which causes prices to generally increase at the destination (Mason, 2008). As goods, services, and housing become more expensive, the cost of living increases more than it would without tourism in the destination (Haralambopoulos & Pizam, 1996). Additionally, some destinations, mainly smaller ones, tend to be overly dependent on tourism, as the majority of residents end up working in the tourism industry (Mason, 2008). The problem here is that destinations, which are overly dependent on tourism, may face an economic crisis if trends change and tourists prioritize other destinations.

Additionally, the positive and negative effects of tourism are more noticeable in developing countries. This can be shown in the case of the Indonesian island of Bali. After the 1960s, tourism in Bali started growing, which created a lot of job opportunities. People worked in all parts of the tourism industry, including accommodation, service, activities offerings and souvenir selling (Mason, 1995), but would not want to work in different industries, since they could see the higher income opportunity in jobs related to tourism (Cukier & Wall, 1994).

The negative effect of tourism showed up in a way of inflation. The prices of houses and land in some places grew by more than 100%. Since Bali is very dependent on tourism, a lot of money is used to improve the tourism industry. Sometimes this money would have better use in preserving nature, forests and the whole environment. Bali's dependency on tourism became apparent after the terrorist attacks in 2002 and 2005. The inbound tourism decreased a lot, mainly after the second attack in 2005 not only in Bali but in all of Indonesia. The destination needed time after

the attacks to recover and to attract the tourists back to the island. When such events happen, not only the economic situation of the residents is negatively affected, but also the overall economic situation of the destination as a whole and its connected industries, such as airline industry (Mason, 1995).

### **2.2.1.2 Socio-Cultural Effects**

Tourism is also known to have a socio-cultural effect, which affects mainly the society and culture of a destination. Tourism affects the main elements of the culture, such as the customs, beliefs, and values (García et al., 2015), as well as language, art, education, clothing, architecture and religion (Ritchie & Zins, 1978). Tourism also positively affects the community services and extends the range of leisure activities (Andereck & Vogt, 2000). Since travelers often visit historic sites in different destinations, it also gives more emphasis to these sites and the chance to protect these historical buildings and monuments (Andereck et al., 2005). There are many organizations helping to protect the environment, such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) with its World Heritage List (Hall & Lew, 2009).

The local residents and society are a very important part of the destination, which is very much affected by tourism. People are often in daily contact with tourists and this contact can have a positive or negative influence on the residents. One possible outcome of the encounters between the local residents and the tourists is the demonstration effect. The demonstration effect occurs when hosts meet the travelers and the hosts adapt their behaviors or appearance. For example, the demonstration effect may be seen in the way of new eating habits or different clothing. Ultimately, these adaptations to behavior or appearance could be viewed as good or bad. Mainly young people are inclined to make these changes (Hall & Lew, 2009).

If the demonstration effect shows its negative side, the hosts could be desperate because it is not possible for them to live lives as the tourists do. The residents are not able to purchase the same goods as the tourists (Burns & Holden, 1995). On the other hand, the demonstration effect could, for example, enhance the intercultural communication. However, this was more likely to happen earlier in history, when tourism was not so common. In recent years, people are more accustomed to meeting tourists from all around the world (Hall & Lew, 2009).

Tourism also has a number of negative effects on the society and culture of a destination and there are few that should be mentioned. One of the most important aspects is traffic congestion (Bujosa & Rosselló, 2007) and overcrowding. These effects are not only environmental but also socio-cultural since they could negatively influence the everyday life of the local residents. Tourism could also result in increased vandalism, delinquency or serious crime (Haralambopoulos & Pizam, 1996; Brunt & Courtney, 1999; Andereck et al., 2005).

### **2.2.1.3 Environmental Effects**

The last indicated category is the environmental effect, which is also very important for the destination itself and the rest of the world. The environment includes both the geographical aspects, which includes mountains, beaches, wildlife, natural resources, and the farmed environment, such as animal farms or man-made forests and the built environment, such as villages or reservoirs (Swarbrooke, 1999).

Tourism and the environment should be in a balanced relationship, in which both parties benefit from each other, but unfortunately, that is not the case with the introduction of mass tourism (Mason, 2008).

The environmental effects depend on the characteristics of the destination, such as if the destination is urban or rural. Urban areas would be probably less susceptible to the environmental effects of tourism than rural areas (Williams, 1998). Also, the activities tourists take part in while traveling is important. The tourism offerings can significantly affect the way in which the tourists affect the local environment. For example, offering fishing as a tourist activity would increase the resource consumption, which could result in putting some species anomic resources or a justification to protect certain species (Hall & Lew, 2009). Since natural sights are often the main reason for tourist visits, seasonality also plays an important role. For example, skiing areas need enough time after the end of the season to recover if the mountains are overloaded during the winter season (Krippendorf, 1987).

The positive effects of tourism include increased effort to protect the natural resources and to improve public spaces as well as the destination as a whole (Andereck et al., 2005). Tourism is a good means of raising money, for example, to maintain the natural environment or historical

buildings and villages. Not only is the money important and useful, but tourism also helps promote and raise awareness about the parks, environment and natural resources (Mason, 2008).

As mentioned above, there are also negative effects of tourism on the environment. Among them are increased pollution and litter. The most popular destinations also face the problem of overcrowding, which is very unpleasant for the local residents, who try to avoid these places especially during the high season (Andereck et al., 2005; Brunt & Courtney, 1999). Tourists and tourism also endanger the wildlife habitats (Mason, 2008). On one hand, tourism is important for them because of economic effects and job creation. On the other hand, it is important for the inhabitants to protect the natural environment, in order to prevent tourists from damaging it and allow natural environment time to recover (Mason, 2008)

### **2.2.2 Residents Perception towards Tourism Effects**

The local people are one of the main and most important aspects of any destination since they help construct the image of the destination and how visitors perceive the destination.

As previously mentioned, tourism may have positive and negative effects on a destination; these can influence the residents' quality of life (QOL), which can ultimately influence the residents' opinion of tourism. QOL is obstructed by many aspects of people's everyday life, such as safety, happiness, family, friendships, work, health, financial situation or education (Andereck & Nyupane, 2011). How the local residents see tourism depends not only on the tourism or the visitors but also on the residents themselves and their knowledge.

Williams and Lawson (2001) compiled a list of possible aspects that affect the residents' opinions. Possible factors influencing the resident's opinion on tourism are as follows (Williams & Law-son, 2001, p. 271):

- ❖ The distance of the respondent's home from the tourism center – This factor shows that the opinion could be influenced, for example, by the position of the resident's home in relation to the tourism center. Previous studies have shown that this can work both ways, meaning that the further the resident lives the more negative or positive attitude she/he might have.
- ❖ Heavy tourism concentration – The more tourism is concentrated in a specific place, the more likely the residents will be affected and influenced.

- ❖ The greater the length of residency in the community – The longer the person is a part of the community the more she/he can see the differences and effects of tourism.
- ❖ Native-born status – People born in different countries and have different cultural backgrounds are used to different habits and traditions and this can influence their opinion of tourism.
- ❖ Personal economic reliance on tourism – Residents whose income is closely dependent on tourism can have different attitudes towards tourism than residents who work in different fields and whose income is not dependent on tourism.
- ❖ Ethnicity – People from different ethnic groups are used to different things and as a result can also have a different opinion about tourism.
- ❖ Retail activity attributable to tourism – If a big part of the overall retail activity of the residents, the community or the destination is related to tourism, it could influence the residents' lives and opinions.
- ❖ Stage in destination Area Life Cycle – The residents' opinions could also be influenced by the stage in which the destination is in the destination life cycle.
- ❖ Level of knowledge about tourism and the local economy – The more people know about the effects of tourism and the economic benefits of tourism, the more understanding and supportive they are.
- ❖ Level of contact with tourists – Residents who are in frequent contact with tourists may have different opinions about tourism than those who are in rare contact with tourist.
- ❖ Perceived effect on local recreation opportunities – The residents could form their opinions according to changes in the recreation opportunities, which are there for both residents and tourists. Residents' opinions can be, for example, negatively influenced if these areas, such as parks, are overcrowded.
- ❖ Gender – Men and women can have different opinions about tourism.

It is very important for a destination to be supported by local residents, in order to follow a successful development process. A possible explanation for why resident support tourism is the social exchange theory (SET) (Nunkoo & Ramkisson, 2011). SET is based on an exchange of

resources between people. In this case, residents engage in an exchange with tourists, if it means that there are some benefits for them and the negative effects are not too high. With benefits, residents are more likely to support the tourism development process (Ap, 1992; Dyer, Gursoy, Sharma & Carter, 2007).

The main parts of tourism and aspects of the travel experience are the interaction with different people from different countries and cultures. These interactions can influence not only the tourists' experience but also residents' attitudes towards tourism itself. The encounters between the hosts and guests are in a certain way very special. These encounters are either forced in shops, restaurants or other business related places or are spontaneous interactions, for example, on the street where tourists and residents do not need to talk to each other (Sharpley, 2014). A very important point is that the encounter does not always need to be truthful. As the authors (Reisinger, Kozak, and Visser 2013) indicated in their study, residents could already have negative attitudes towards tourists from a certain country, but, nevertheless, behave differently during an interaction with these tourists, in order to have a successful business and more profit. In cases such as this, it is not always easy to recognize these attitudes.

### **2.2.3. Sustainability and Perceived Tourism effects**

The concept of "sustainable tourism" has been viewed as a means to address and mitigate the negative effects of tourism development (Butler, 1991). Similarly, sustainable tourism emphasizes the participation of local residents, or the host community in the planning process, as they are who often have clear ideas regarding the current situation and strong opinions on what is likely to be acceptable in the future (WTO, 2004). In addition, Williams (2004) suggested that a possible way to prevent the negative effects of tourism is to promote and invest in sustainable tourism. Moreover, the balance of residents' perception on the costs and benefits of tourism is a major factor for sustainable tourism, and therefore, vital for the success of the tourism industry (Jafari, 2001). According to Shaw & Williams (2004) it is possible to prevent negative outcomes and promote positive outcomes through sustainable tourism.

Sustainable tourism should make optimal use of environmental resources, respect the socio-cultural authenticity of host communities, and ensure the economic viability of tourism is maintained in the long-term, providing benefits to all stakeholders (WTO, 2004). One main key to the success and implementation of sustainable tourism development in a community is the

support of stakeholders. Therefore their perception is strongly imperative for the sustainable tourism development. In order to achieve sustainable tourism development, we have to be ensured that tourism does not adversely effect on the culture and social structure of a host community.

### **2.3. Theoretical frame work**

Another significant difficulty that is frequently faced in attempting to make generalization in terms of resident perception is a lack of theoretical models. The theoretical orientation to study resident perception poses problem to develop a conceptual framework. The well-known models to study the effects of tourism are Doxey's Irridex, Butler's, and social exchange theory (SET) which give valuable information regarding the perception of residents (Ratz & Pucz6, 2002).

#### **2.3.1. Social Exchange Theory (SET)**

It is believed that social exchange theory is a valid indicator to explain both positive and negative attitudes of a host population towards tourism. AP (1990) suggests that social exchange theory is the most appropriate method to examine resident's perception. According to the Social Exchange Theory, residents are involved in a series of exchanges with regard to tourism and the outcome of these exchanges will determine their satisfaction (Andriotis & Vaughan, 2003). If they perceive themselves to have benefited from tourism exchanges they should have positive perceptions, but tend to have negative perceptions if they perceive tourism to be associated with negative effects.

The social exchange theory articulates that residents will be inclined to exchange their resources with tourists if they can acquire some benefits without incurring unacceptable costs. In other words, if residents perceive more benefits through the exchange process, they will tend to more loyally support their community tourism (Allen, Hafer, Long & Perdue, 1994). On the other hand, Rlitz & Pucz6 (2002) mentioned that, according to social exchange theory, the only important factor in determining the residents' perception of and attitude towards tourism is that of the value of the outcome. Moreover, Zafirovski (2005) further explained that Social exchange theory involves an exchange of resources among parties seeking mutual benefit from the exchange relationship. Residents' are inclined to be involved in the exchange and, thus, support future tourism development in their community when locals perceive that the benefits are greater than the costs, COursoy & Rutherford, 2004).

### **2.3.2. Doxey's Irridex Index Model**

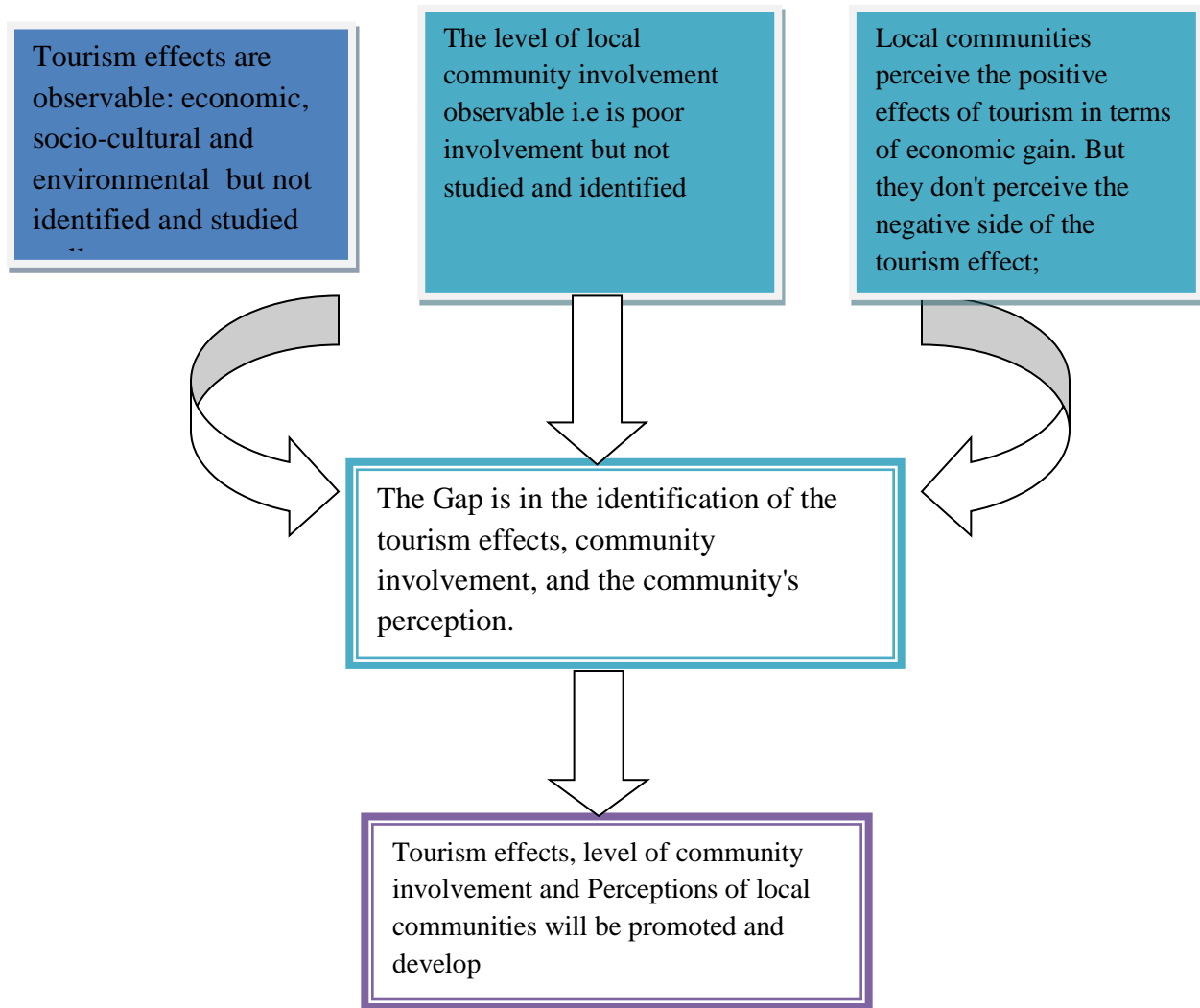
Doxey's Irridex model shows how attitudes change towards tourism in a host area as the industry develops (Ratz & Puczko 2002). On the other hand, as described by Harrill (2004) the Irridex model is a four stage theoretical model that attempts to explain the host community response to tourism development. The model recognizes that unfavorable effect of tourism development might lead to irritation in the community. Such irritation is determined by the incompatibility between of tourists and hosts. As described by Cordero (2008) the model suggest that with the increase in number of tourists and tourism development at the destination, residents perception vary from euphoria (feeling of happiness or comfort), to apathy, and finally to antagonism (hostile reactions against tourism).

### **2.3.3. Butler's Tourism Destination Lifecycle Model**

According to Cordero (2008), the model suggests that every tourist destination experiences similar stages of development: exploration, involvement, development, consolidation, stagnation, decline and/or rejuvenation. According to butler's tourism destination life cycle model suggests that tourism follow a similar evolution pattern and tourist areas evolve and change over time based upon the product life cycle concept. Butler's model describes attitude and behavior are different inside the groups at the same destination which might cause social tension between different groups. In his study, Juan (2008) found out that distinct attitude differences among administrators, business persons and residents in English tourist centers.

Butler's model suggested the potential for a community simultaneously to hold positive and negative attitudes. Additionally, Butler's model represents the difference between residents' attitudes and behavior. For example, local people can take part in the tourism development, resist or accept it or oppose it. The combination of all these responses can exist in the local society at the same time because of the continuous change in the attitudes and behavior (Ryan, 2003.)

## 2.4 Conceptual Framework



**Figure 2. 1: Conceptual Framework**

**Source: Own Formulation**

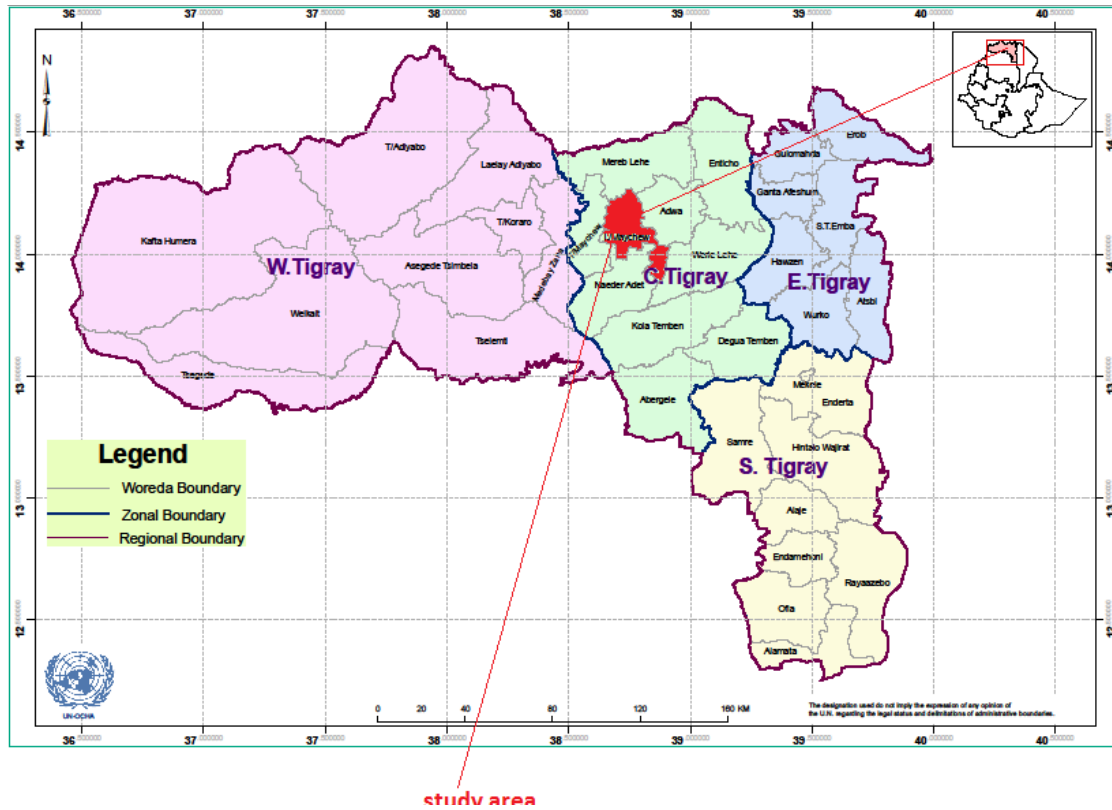
## CHAPTER THREE

### 3. METHODOLOGY

#### 3.1 Study Area Description

Aksum is situated in the central administrative zone of Tigray in the high land of the Tigray regional national state in the northern tip of the Ethiopian Plateau at 14° 07' North latitude and 38° 44' East Longitude at an altitude of 2100M above sea level. In terms of relative location, Aksum is located west of Adwa, East of WukroMaray, and North of *EdagaSelusand* south of Roma. And 1041 Km distance from Addis Ababa. Regarding the Climatic conduction it is conducive for all activities which are "*Weynadega*" with mean annual temperature ranges' between 9.3° C and 29.8°C whereas the mean annual rainfall ranges between 85.9 ML and 428.1ML (Metrological service agency Mekelle branch) sited in Aksum media and Information developmental planning 2010) and According to the census obtained from the Central Statistics of Ethiopia (2010), the population of Aksum is 48, 246 (22,409 males and 25,837 females). Aksum covers an area of 171.29 square kilometres.

It is one of the highest tourist attraction areas and UNESCO registered the site in Ethiopia. It is also the place of great religious importance to the Ethiopian Orthodox Church. During the first Seven centuries A.D, it occupied a preeminent position as the metropolis and probably also the political capital of a major civilization whose influence extended beyond its homeland, Ethiopia. Aksum has ancient importance, as illustrated by the spectacular monuments which still survive, combined with its continuity sanctity in attracting numerous visitors from all over the world. The tourism resources available in the study area, in particular, the ancient monuments, as well as its, being a place of great religious importance to the Ethiopian Orthodox Church, make this area more popular area than any other place in the region. The ancient monuments of Aksum have featured prominently to the town's traditional culture ever since their erection.



**Figure 3. 1 Map of The Study Area**

Source: Gebreaninya(2010)

### 3.1.1 Historical development of Aksum

The exact time when Aksum emerged as a centre of the state is not certain because of the lack of sources. But based on some pieces of evidence of scholars assumption the origin of this state has been emerging in the middle of second century BC. This assumption was mainly based on the document known as the periplus of the Eritrean Sea which was written around 50 AD, Temesegen et- al (2005). In the beginning, it seems that the Aksumite state was dominated by landowners who derived much of their income from agriculture. But later on the Aksumaite economy become highly dependent on the income from the Red Sea trade, which it monopolized. On the Red Sea coast, there was an ancient port of Adulis, through which several foreign merchants came to Aksum. This port rendered shipping services, for which the merchants have to pay. From this port, very important trade route also stretched to the interior of Aksum. So, the Aksumaite state controlled both the internal and external trade and became very

much prosperous, particularly, when Aksum took over the control of the port of Adulis, its prosperity become reaching highest peak. The local and international trade contributed very much to the development of important towns including Aksum itself. Aksumaite kings further promoted the trade by issuing coins of Gold, Silver and Bronze, which bear their images. It seems that they were using these coins for an international trade. This trade brought an immense wealth and prosperity to Aksum. With this income the Aksumite kings built magnificent stales, places and churches, which are sign of the advanced technology of Aksumaite civilization, know which are serve as center of tourism in Ethiopia today. To protect these lucrative trade and trade routes from rivals, the Aksumaite rulers built a strong military force using the income from the Red Sea trade. Moreover, they began to expand their territories in different directions by the use of this army (ARCCH, 2006).

In this hey days Aksum's territorial extent came to include the whole region between the Red Sea coast in the East, the highland region overlooking the Blue Nile (Abbay) river in the west, the northern tip of Eritrea in the North and Northern Shawa in the south. Later in the middle of the four century, during the reign of king Ezana Christianity was introduced to Aksum this further reinforced the exposure of Aksum to outside world and Aksum becomes reaches its highest pick in this period but after this period its prosperity became declined gradually. The prosperity and growth of Aksum was directly related to its control of the Red Sea trade.

Similarly, the Aksumite state and civilization began to decline when its Red Sea trade faced serious competition from south Arabians rebellion against king Kaleb (r500-533 AD) broke out. Kaleb had once controlled south Arabia in 525 AD. But the south Arabians finally expelled Aksumaite governors and soldiers from their region between 580 and 590 AD. Thus Aksum lost its control of the other side of the Red Sea trade. (Ibid, 2005). The rise of Islam in the 7th century AD and other subsequent creations of a vast Muslim empire led to intensive rivalry between Aksum and Muslim Arabs over the Red Sea trade. The port of Adulis was destroyed by the Arabs in the early eighth century AD. The loss of revenues from the port and the Red Sea trade resulted in the military weakness of Aksum. Without strong military power, Aksum could not check external invasions and internal rebellions from the Beja and other people. These external and internal pressures led to the gradual shift of the political centre of the Aksum state to the

south. Finally, the Aksumite power declined and its kings lost their power to a new dynasty known as the Zagwe in the mid-level of 12th century AD (Temesgen et-al, 2005)

### **3.1.2. Socioeconomic features**

The source of livelihood and backbone of Aksum's economy are Agriculture, Tourism and trade respectively. Although the tourism sector ranked secondly, it is difficult to say the sector is exploited and benefits the community as its potential due to several socio-economic problems, until now Aksum has not enough asphalted road it also has not enough water supply. The good thing in the area has relatively enough financial institutions among the available financial institutions are Ethiopian Commercial Bank, Wegagen Bank, Anbesa International Bank, Abisinyia Bank, Oromia International Bank Nib international bank and *Dedebit* credit and saving institutions with convenience visa card, Credit card and ATM which helps to satisfy the domestic and foreign tourists.

According to (Salamta, 2019) tourism infrastructures in Aksum.

#### **Accommodation**

Yeha Hotel, Part of the government-run Ghion Chain

Aksum, c/o Ethiopian Hotel and Spaas Corporation (EHC), Africa, close to bus stand have safe parking for cars and motorcycles.

#### **Restaurant**

The Bazen, Kaleb, Ghenet and Africa hotels all have a bar and restaurant. There is also plenty of basic 1-star cafe in town. The Mini Pastry next door to the Kaleb Hotel has a courtyard.

Getting There and Away

#### **Air**

Ethiopian Airways daily flight from Addis Ababa the Airport is located very close to town, within walking distance. If you are visiting other cities, there are special round trip excursions.

#### **Tour and Travel Agents**

Galaxy Tours office is based at the Yeha Hotel

Experience Ethiopia Tours office is based at the Aksum Hotel

### **3.1.3 Tourist sites of Aksum**

For a large number of years in ancient time, Aksum had been served as the apolitical and religious centre of Ethiopia. It was the capital of the Aksumite kingdom and considered as the first well known permanent capital in the history of the country. It has still a considerable symbolic role for the Ethiopian church and state. During its long history, Aksum greatly contributed too many human developments. It has been are a repository of tremendous archaeological and historical treasures including the stale, the rock tombs, temples, the palaces, churches, the stone thrones and other. Let see those tourist attraction sites one by one.

#### **3.1.3.1. The stelae park**

This occupies the northeast of the town on the foot of *Bete Giorgis*. The park comprises seven monolithic stale with which Aksum is identified but now only the three are visible. Three of the steles are unmatched examples of ancient architecture, and the most eye-catching relics. One of these measures over 33 meters and weighs over 500 tons, this stale fell at some remote period in the past and now lies in broken segments on the ground close to the standing stele. It is believed that this stale fell during the attempt to erect it. It represents a tall and slender building of 13 storeys and all sides are decorated. The second-largest stelae looted by the Italian fascists in 1937 and were erected in Rome facing the headquarter of the UNFAO, but returned back to its home in April 2005 after a series of efforts by successive Ethiopian governments, since the time of Emperor Haile Selassie I.

The third one measuring 23 meters, still stands in Aksum. All these giant stale were executed with great precision and depict multi-storied buildings with windows and doors. The technology by which these massive monoliths, the largest single piece of stone erected anywhere in the world, were moved several kilometres from the quarry and then erected is still not understood (Mengistu, 2008)



**figure 3. 2 the image of the ancient Aksum stelae**



**Figure 3. 3 The Image of the Stelea Park**

### 3.1.3.2. The church compound

It is located opposite to the stelae park within the compound; there are remains of the base of the original church, the old rectangular and the new circular churches, the Ark sanctuary and the treasure house.



**Figure 3. 4the Image of Virgin Merry Zion Church**



**Figure 3. 5 The Image of Saint Merry Zion Church and House of the Ark of the Covenant**

### 3.1.3.3 Mai-Shum (Queen of Sheba's Bath)

On the foot of *Mai Qoho* hill, there is a huge water reservoir hewn out of the solid rock, known as queen Sheba's bath, which forms a focal point of the annual ceremony of *timket* or Epiphany which takes place mostly on 19 January. Access to the water is either from the hillside or by roughly hewn steps at the foot of the reservoir. It was supposed to have supplied water to the early city for large irrigation systems but now it serves as a tourist attraction site.



**Figure 3. 6** Mai-Shum (Queen of Sheba's Bath)

### 3.1.3.4. Tombs of Aksumite kings

The tombs include Romhay, Bazen, Kaleb and his son Gebremeskel. The tomb of Romhay is situated within the stele park in that area there are a massive constructions known in the archaeological literature as the tomb of the false door lies to the left of the tallest standing stele. The tomb was built on a massive stone slab placed horizontally. The structure, which is stone roofed, consists of an ante-chamber and inner chamber. The floor is approached down a flight of steps from a paved entrance court. The tomb of Kaleb and his son Gebremeskel is located northeast of the stele park, on the valley between *MaiqQoho* and *Bete Giorgis* hills, appears a series of historic remains. Generally, it is difficult to describe and list all Aksum tourist attractions for catching some information the above listed as birds' eye view is enough.



**Figure 3.7 The Tomb of King Gebremeskel**



**Figure 3.8 The Tomb of Emperor Kaleb**

### 3.1.3.5. King Ezana's park

It is a plot of triangular land covered with cedar trees. Few stelae are standing which were erected in the 4th century to record the victories of king Ezana. In the enclosure is a stone bearing an inscription which describes the military campaign conducted by king Ezana against his enemies and those who rebelled against his rule. The inscription was written in three ancient scripts (Sabean, Ge-ez and Greek).see (figure3.9) below:



**Figure 3. 9 The Image of King Ezana Park in the Centre of the City**

## **3.2 Study Design**

This study was used a mixed-methods research approach. Creswell (2009) indicates that mixed methods research is an approach to inquiry that combines or associates both qualitative and quantitative forms whereby the qualitative and quantitative data can be merged into one large database or the results can be used side by side to reinforce each other where the qualitative material supports the quantitative results. The three general strategies used in mixed methods research are sequential, concurrent and transformative mixed methods. In this study, a concurrent triangulation strategy was used where the two databases were compared "to determine if there is convergence, differences, or some combination" (Creswell, 2009: 213).

Questionnaires provide a means to gather and record information on the incidence of attitudes, meanings and perceptions in a population and they are also a good means of capturing a complete picture of a person's patterns of participation in tourism activities (Veal, 2006).

## **3.3 Data Sources**

The main sources of data for the study were both primary and secondary data.

### **3.3.1 Primary data**

First-hand information was collected to understand the perception of local communities towards tourism effects through a questionnaire, key informant interview.

#### **3.3.1.1 Questionnaire**

To get important data from the local communities about their perception towards tourism effects the researcher prepared and distributes 316 close-ended questionnaires. Whose major source is the researcher's personal experience, results of a primary survey, and reviewed literature was prepared and administered. Originally the questionnaires were prepared in English. However because of the fact that majority of the respondents are Ethiopian; due to this reason, it was translated to Amharic languages. The questionnaires were translated by the researcher himself.

### 3.3.1.2 Key Informant Interview

After identifying which individuals are parts of the study, Key informant interview used to get information about the local community perception of towards tourism, to know the major effects of tourism and local community involvement in tourism.

**Table 1: List of Interviewees**

<b>Name of organizations and tourism business</b>	<b>Total number of interviewees</b>
Kebelle administration	2
Culture and tourism bureau	2
Tour guide office	1
Aksum administration office	1
Hotels representatives	4
<b>Total</b>	<b>10</b>

### 3.3.2 Secondary Data

The secondary sources previous works done as a Master's thesis and PhD dissertations, books as well as other related publications, seminar papers and all relevant documents and reports on the effects of tourism.

### 3.4 Data Collection Tools

The main tools for data collection in this study the researcher were used; questionnaires and interview to generate primary data.

### 3.5 Sampling Size and Sample procedure

The study area (Aksum city) is administratively structured into four kebeles. Those kebeles are Hawelti, kindya, Hayelom and Meabel with a total population of 46,887 out of this number 21,778 and 25,108 are males and females respectively. With the total HHs of 13,790 out of this number of total HHs 6,405 and 7,385 are meals and females respectively, (Aksum Media and

Information Development Planning, 2010). Accordingly, the researcher has selected one kebele of Hawelti purposively as a sample of the study. Because of proximity in location to the major historical sites and tourism business areas. The total number of household population of Kebelle Hawelti is 1525.so, to determine the sample size the researcher was used the following formula.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{1525}{1 + 1525(0.05)^2}$$

$$n = 316$$

n =sample size

N = population size

e = sample error (005)

The key informant will be selected purposely by the researcher; as a result, they were selected based on their knowledge and responsibility of the individuals about the study area.

### **3.6 Methods of Data Analysis**

The collected data through closed-ended questionnaire from the local communities were analyzed by quantitative analysis method. The data obtained from the questionnaire survey method for the perceptions of the local communities were processed with the use of statistical package for social science (SPSS) version 15. In analyzing quantitative data, both descriptive and inferential statistics were employed. Frequency, percentage and average mean are taken from descriptive statistics, and data presented, organized and analyzed by using frequency and cross-tabulation tables. The Likert scale perception effect statements as dependent variables. The survey questions measured each attribute on a five-point Likert type scale ranging from 1- Strongly agree, 2-agree, 3-neutral, 4- disagree , and 5 Strongly disagree. Quantitative results were interpreted based on this average value. and the level of significant difference is at a = 0.05, which is the level of 95% confidence interval (2-tailed). Accordingly, the value less than 0.05 (p

< 0.05) confirms the existence of a statistical difference between the response of respondents, and if below 0.05 shows no statistical difference. The qualitative data collected from the local community through open-ended questions were analyzed qualitatively. The content of the qualitative was analyzed through descriptive and interpretative methods. The collected data were analyzed for the purposes of classification and summarization. Besides, content analysis was also employed to triangulate results with quantitative and interpretive findings.

## CHAPTER FOUR

### 4. DATA ANALYSIS AND INTERPRETATIONS

#### 4.1. Introduction

Data analysis is the final part of the research paper. It involves making sense of text and image data. Qualitative and quantitative data analyses as well as descriptive statistical tools are considered in this section. Thus, this section mainly includes descriptive statistics primarily displays the perception of local communities on the effects of tourism in different dimensions namely positive socio-cultural effect, negative socio-cultural effects, positive economic effects of tourism, negative economic effects of tourism, positive environmental effects of tourism and negative environmental effects of tourism. Therefore, descriptive statistics tools such as frequencies, percentage, mean, and standard deviation are employed in this regard. And the second one is Qualitative analysis is developed using data which have been collected using the interview.

#### 4.2. Descriptive Statistics Results

In this section, the perception of local communities on the effects of tourism namely positive socio-cultural effect, negative socio-cultural effects, positive economic effects of tourism, negative economic effects of tourism, positive environmental effects of tourism and negative environmental effects of tourism are described using various statistical tools. Regarding the descriptive interpretations for variables or dimensions used on Likert scale; the measurement was used on the basis of the survey; **1 = Strongly agree; 2 = Agree; 3 = Neutral; 4 = Disagree; 5 = Strongly disagree**. The mean level of agreement between the group or of the group is categorized on the scale; **SA = Strongly Agree (4.51 or greater); A = Agree (3.51 – 4.50); N = Neutral (2.51 – 3.50); D = Disagree (1.51 – 2.50); and, SD = Strongly Disagree (1.49 or less)**. (Dane B. 2007).

### **4.3. General Respondents' Characteristics**

Based on the sampling technique and procedure described in chapter three, totally Three hundred sixteen copies of questionnaires were distributed to the respondents of the Study and only three hundred six have been filled up properly and valid Appears to be 96.8 percentages.

#### **4.3.1 Demographic characteristic of respondents**

To provide a supportive framework for the data analysis results, it is essential to present the characteristics of the respondents being investigated in the study. A detailed description of the profile of the respondents was crucial for the interpretation and understanding of resident perceived effects of tourism. The socio-demographic characteristics will also be employed as independent variables to test the research questions

**Table 2 Local Communities' Socio-Demographic Profile**

Socio-demographic variables	Variable group	Frequency	Percentage
Sex	Male	223	72.9
	Female	83	27.1
Age	18-28	42	13.7
	29-38	106	34.6
	39-48	787	25.5
	49-58	43	14.1
	59-69	26	8.5
	Above 70	11	3.6
Marital status	Married	207	67.6
	Single	85	27.8
	Widow	4	1.3
	Separated	10	3.3
Educational status	No formal education	19	6.2
	Primary school	49	16
	High school	97	31.7
	Diploma	96	31.4
	Degree	41	13.4
	Masters and above	4	1.3
Occupation	Student	24	7.8
	Tour guide	6	2
	Civil servant	119	38.9
	Self-employed	136	44.4
	Souvenir shop worker	21	6.9
Total		306	100

(Sources: The researcher's survey, 2019/2020)

As it can be seen from the above table 1, among the selected three hundred six sample respondents from kebele hawelti residents 223 (72.9%) were male respondents whereas 83

(27.1%) were females. This shows that the number of females who went to hawelti kebele smaller than male respondents. These results suggest that young female, as well as males in the investigated area, tend to be interested in knowing the potential and actual effects of tourism since they were willing to fill the provided questionnaires.

Regarding the age of the respondents from 306 total respondents 42 (13.7%) of them found at the age range from 18-28, and 106 (34.6%) of them grouped at the age range from 29-38, whereas 78 (25.5%) of the respondents were at the age 39-48, and 43 (14.1%) of them found at the age range 49-58; whereas 26 (8.5%) of the respondents grouped 59-69; finally 11 (3.6%) of the respondents were at the age above 70. This shows that except at the first row of age the number of respondents significantly decreased by an increase in age. The occurrence of the youth group's respondents indicated the willingness of the youth to respond to the questionnaires. However, the adult and old aged respondents were conservatives anyhow their number was less compare to youth. Among the 306 questionnaires gathered from hawelti kebele majority of the respondent 207(67.6%) of them have been married and 85 (27.8%) were single whereas 10 (3.3%) of the respondents were separated. Finally 4 (1.3%) of the respondents were a widow. This indicated that the number of married respondents is high rather the separated and widow respondents is low.

With regards to respondents educational status, there is a higher concentration of high school and diploma holders statically 97 (31.4%) and 96 (31.4%) respectively. Followed by primary completed 49 (16%), whereas 41 (13.4%) of the residents were bachelor degree holders and 4(1.3%) of the residents had masters and above .whereas 19 (6.2%) of the respondents have no formal education in their entire life. Therefore the analysis of the finding indicated the majority of the respondents could fill the questionnaire by themselves. Furthermore regarding the occupation of the respondent, self-employed 136 (44.4%), civil servant 119 (38.9%) were the main occupations of the respondents, whereas 24 (7.8%) of the respondent's occupation were students. For the surprise, the directly related tourism occupation in hawelti kebele respondents only 27 (8.9%) among the directly related tourism respondents were souvenir shop worker consists 21 (6.9%) and tour guides 6 (2%).

#### **4.4. Local communities Perception of the Economic, Environmental and Socio-cultural effect of Tourism**

Perception of the tourism effect measurement scale was created using a combination of appropriate items modified from previous resident attitude studies and new items derived from literature on the effects of tourism. Within this section, particular attention is given to examining the perceptions of the respondents towards the potential economic, environmental and socio-cultural effects of tourism.

According to (Andereck & Nyupane, 2011) the local people are one of the main and most important aspects of any destination since they help construct the image of the destination and how visitors perceive the destination. As previously mentioned, tourism may have positive and negative effects on a destination; these can influence the residents' quality of life (QOL), which can ultimately influence the residents' opinion of tourism. QOL is obstructed by many aspects of people's everyday life, such as safety, happiness, family, friendships, work, health, financial situation or education. How the residents see tourism depends not only on the tourism or the visitors but also on the residents themselves and their knowledge.

##### **4.1.1. Local Communities Perception on the socio-cultural Effects of Tourism.**

The motive to study the effects of tourism is that it affects local communities' Perception towards tourism; as a result, it affects sustainable tourism development.

According to (García et al., 2015) Tourism is known to have a socio-cultural effect, which affects mainly the society and culture of a destination. And according to (Ritchie & Zins, 1978) Tourism affects the main elements of the culture, such as the customs, beliefs, and values), as well as language, art, education, clothing, architecture and religion. Tourism also positively affects the community services and extends the range of leisure activities (Andereck & Vogt, 2000). Since travellers often visit historic sites in different destinations, it also gives more emphasis to these sites and the chance to protect these historical buildings and monuments (Andereck et al., 2005). Therefore the perception of Aksum residents towards the positive and negative tourism socio-cultural effect is described by the following tables.

**Table 3 Local Communities Perception towards positive socio-cultural effects of Tourism**

<b>Positive socio-cultural effects of tourism</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1. Tourism can serve as a bridge in creating harmony co-existence between the host and guest (tourists).	306	3.95	1.034
2. Spending time with tourists has a valuable experience increases knowledge about other cultures	306	3.90	.839
3. Being hot tourism activity in the area improves the standard of living of the local community.	306	3.72	.952
4. Local people pay great attention to the preservation, protection and restoration of cultural values.	306	3.80	.959
5. Tourism encourages and promotes cultural activities of the residents like crafts, arts, music and facilitate the revival of forgotten or dying heritages	306	3.80	.931
6. Tourism plays a vital role in strengthening and reinforcing residents' cultural identity.	306	3.85	.865

**(Sources: The researcher's survey, 2019)**

As indicated the above table row 1 local community agreed by the statement tourism can serve as a bridge in create harmony co-existence between the host and guest because the mean value is (**M= 3.95, std= 1.034**) furthermore row2 the above table the local communities agreed (**M = 3.90, std= 0.839**) by spending time with tourist has a valuable expense increases knowledge about other cultures. The same to the above the local community also agree (**M= 3.72, std= 0.952**) local community pay a great attention to the preservation, protection and restoration of cultures value. Triangulated date from self-employed respondent said.

*We protect and preserve our stelae from human and physical problems because the steal makes us civilized people in the world. And it is our source of income. Due to this, we protect the attractions attentively.*

According to the above table row, 5 with (**M = 3.50, std = 0.931**) tourism encourages and promotes cultural activities of the residents like crafts, arts, music and facilitate the revival of forgotten or dying heritages. Also, tourism plays a vital role in strengthening and reinforcing residents cultural identity agreed by the local with a mean (**M = 3.85, std= 0.865**).

**Table 4. Local Communities Perception towards negative socio-cultural effects of Tourism**

<b>Negative socio-cultural effects of tourism</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.Imitation of outsiders' behaviors like language and wearing style is the result of tourism	306	3.93	.798
2. Aksumite marvelous relic and other church artefacts have been plundered by the name of tourism.	306	3.84	.859
3.Abnormal phenomena such as crime, alcoholism, drug abuse and gambling are observed because of tourism	306	3.73	.941
4. Tourism service providers care about tourist satisfaction rather than local community culture.	306	3.93	.772
5. Tourists are the source of negative change in the area and I am not happy to meet tourists.	306	3.89	.925

**(Sources: The researcher's survey, 2019/2020)**

According to the above table row, 1 the local community agreed with the statement imitation of outsider's behaviours like language and wearing style is the result of tourism because the mean value is (**M= 3.93, std = 0.798**) the same to row 1 the local communities are agreed by the statement Aksumite marvelous relic and other church artefacts have been plundered by the name of tourism because the mean value indicates (**M=3.84, std = 0.859**). according to the row 3, the local community agreed by the statement Abnormal phenomena such as crime, alcoholism, drug abuse and gambling are observed because of tourism as mean value indicates(M= 3.73 std= 0.941). As shown in the above table row 4 mean value (**M= 3.93, std=0.772**) the local community aware of Tourism service providers care about tourist satisfaction rather than local community culture. As shown the mean value of the last row of the above table (M=3.89 std=0.925) the local community agreed Tourists are the source of negative change in the area and I am not happy to meet tourists.

### **4.1.2 Local Communities Perception on the Economic Effects of Tourism**

According to (Mason, 2008) one of the most obvious effects of tourism is the economic effect. The effects of tourism are very important not only for the local or regional economy but also for the national economy and its inhabitants. On the other hand, according to (Andereck & Nyupane, 2011) One of the positive economic outcomes of tourism is increased employment possibilities, which means more income opportunities for the residents Nevertheless, when it comes to tourism, destinations typically have to deal with the problem of seasonality. Although tourism creates new job opportunities, it is often only for one season. As a result, residents have to split income between both seasons or the residents are forced to find different jobs during the off-season (Bujosa&Rosselló, 2007).

Another positive outcome of tourism is the effect on local businesses, infrastructure, and public facilities. As a result of tourism, infrastructure and public facilities are improved, which leads to the overall enhancement of the living standards in the destination ( Andereck& Vogt, 2000; Haralambopoulos & Pizam, 1996).

The negative effect of tourism showed up in a way of inflation. The prices of houses and land in some places grew by more than 100%. Since Bali is very dependent on tourism, a lot of money is used to improve the tourism industry. Sometimes this money would have better use in preserving nature, forests and the whole environment. Bali's dependency on tourism became apparent after the terrorist attacks in 2002 and 2005. The inbound tourism decreased a lot, mainly after the second attack in 2005 not only in Bali but in all of Indonesia. The destination needed time after the attacks to recover and to attract the tourists back to the island. When such events happen, not only the economic situation of the residents is negatively affected, but also the overall economic situation of the destination as a whole and its connected industries, such as airline industry (Mason, 1995).

**Table 5 Local Communities Perception Towards The Positive Economic Effects Of Tourism**

<b>Positive economic effects of tourism</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1. Tourism gives economic benefits to local people by promoting small business activities.	306	3.78	.948
2. Tourism creates abundant employment opportunities for the local community	306	3.80	.907
3. Opening of souvenir shop increasing income from tourism	306	3.74	1.009
4. Tourism brings high opportunity cost to other development (multi-player effects)	306	3.67	1.021
5. Tourism stimulates investors to invest their wealth in the sector.	306	3.67	1.014

**(Sources: The researcher's survey, 2019/2020)**

As it can be seen from row 1 of the above table means value (**M= 3.78, std = 0.948**) the local community is agreed in the statement tourism gives economic benefits to local people by promoting small business activities. According to row 2, the above table the local communities agreed in tourism creates abundant employment opportunities for the local community because the mean value is (**M= 3.80, std= 0.907**), and they believe that tourism stimulates employment opportunity in that sector of the economy. In addition, tourism guide said as follows.

*When we came to the southern Ethiopia (Omo valley) route due to tourism almost all the tribes start to give up their original way of life and involved in tourism, for example when tourism visit Hamar tribe you must pay 200 birr per person, and it also must pay 5 birr per photo, due to this all villages wait for tourists rather than herding their cattle's and farming cereals.*

As shown in row 3 the above table the mean value is (**M=3.74, std= 1.009**) the local community of enabling & able agreed in opening souvenir shop increasing income from tourism. On the other hand, triangulated data resulted from souvenir sealer revealed as follows.

*"Ethiopia has numerous artefacts and handicrafts. Especially the artefacts are shown in Aksum abundantly. So opening souvenir shop is profitable because the number of tourists needs to buy Ethiopian artefacts."*

According to the above table row, 4 tourism brings high opportunities cost to other development statement agreed by the local community become the mean value is (**M=3.67 std= 1.021**). Additionally form triangulated data from the professional tourism guiders said as follow

*After I engaged in tourism business I gained/ obtained 100,000 birrs in two years. Now by the gained money, I opened a small restaurant in the city. So tourism can create a multiplayer effect on the economy.*

**Table 6 Local Communities Perception towards the negative economic effects of Tourism**

<b>Negative economic effects of tourism</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1. Tourism activity causes increases in prices of land, houses and food.	306	3.59	1.077
2. Tourism is a seasonal economic activity so, it creates temporary unemployment.	306	3.67	.994
3. Tourism benefits exclusively for a small number of residents	306	3.66	1.019
4. The presence of tourism activity in the area leads to more spending	306	3.71	.954

**(Sources: The researcher's survey, 2019/2020)**

As shown in the above table row 1 mean value (**M= 3.59, std= 1.077**) the local community aware about tourism activities cause an increase in the price of land, house and food. Even in row 2 the local community agreed in the statement of tourism is a seasonal economic activity so, it creates a temporary unemployment problem because the mean value is (**M= 3.67, std = 0.994**). Similarly, row 3 and row 4 above table the local community agreed in the statements. The mean value (**M= 3.66, std= 1.019**) and (**M=3.71, std= 0.954**) respectively. The first statement is tourism benefits exclusively for a small number of residents and the second the presence of

tourism activities in the area leads to more spending. Finally triangulated data from concerned bodies and selected local communities

*In our kebele economic effects of tourism is high. Because it creates inflation in our day to day economic life. For instance, the price of goods and services is high when compared with other neighbor cities. Due to the presence of tourism in the city"*

#### **4.1.3. Local Communities Perception on the Environmental Effects of Tourism**

The environmental effects depend on the characteristics of the destination, such as if the destination is urban or rural. Urban areas would be probably less susceptible to the environmental effects of tourism than rural areas (Williams, 1998). Also, the activities tourists take part in while travelling is important. Tourism offerings can significantly affect how tourists affect the local environment. For example, offering fishing as a tourist activity would increase resource consumption, which could result in putting some species anomic resources or a justification to protect certain species (Hall & Lew, 2009). Since natural sights are often the main reason for tourist visits, seasonality also plays an important role. For example, skiing areas need enough time after the end of the season to recover if the mountains are overloaded during the winter season (Krippendorf, 1987).

As mentioned above, there are also negative effects of tourism on the environment. Among them are increased pollution and litter. The most popular destinations also face the problem of overcrowding, which is very unpleasant for the residents, who try to avoid these places especially during the high season (Andereck et al., 2005)

**Table 7 Local Communities Perception towards positive environmental effects of Tourism**

<b>Positive environmental effects of tourism</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1. Being ecological based tourism activity in the area improves environmental protection	306	3.69	.943
2. Tourism provides an incentive for the restoration of natural heritages such as ancient olives	306	3.38	1.188
3. The presence of tourism improves infrastructure ( clean water, green area etc)	306	3.43	1.172
4. Tourism increases awareness of environmental stewardship	306	3.46	1.113

**(Sources: The researcher's survey, 2019/2020)**

The mean response from the above table indicates that there is a perception difference among local communities towards the environmental effects of tourism. The mean average (**M= 3.69, std 0.943**) shows that local communities are agreed in the statement of being ecological based tourism activities in the area improves environmental protection. The other statement agreed by the local community tourism provides an incentive for the restoration of natural heritages such as ancient olives with a mean average of (**M=3.39, std= 1.188**). On the other hand in row 3 and 4 indicated that the local community are not aware or do not know about the presence of tourism improves infrastructure (clean water, green area) and tourism increase awareness of environmental stewardship the mean value is (**M= 3.43, std = 1.172**) and (**M = 3.46, and std = 1.113**) respectively. Triangulated result from the tourism bureau of Aksum city”

*Conserving and preserving of the natural environment for tourism purpose is unusual" because the local community don't have an awareness about the environment effects of tourism the same to that even government bodies don't emphasize on conserving the environment they only care about the income gained from tourism.*

**Table 8. Local Communities Perception towards negative environmental effects of Tourism**

<b>Negative environmental effects of tourism</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.The construction of hotels and other tourist facilities makes the destination vulnerable to land, sound, visual and air pollution	306	3.44	1.107
2. Tourism causes erosion which caused by the result of trampling by visitors' feet, and extreme weight of numbers.	306	3.56	1.004
3. Because of tourism, crowded public places and traffic congestion can be seen which make worse the environment.	306	3.41	1.083
4.Our attractions are threatened by the untreated sewage waste caused by the disposal from tourist facilities	306	3.51	1.031

**(Sources: The researcher's survey, 2019/2020)**

Regarding the negative environmental effects of tourism, the above table shows that majority of the respondents are unaware about the constriction of hotels and other tourism facilities makes the destination vulnerable to land, sound, visual and air pollution (**M = 3.44, std= 1.107**) furthermore in the above table row 3 respondents unaware that because of tourism, crowded public places and traffic congestion can be the seed which makes worse the environmental with (**M = 3.41, std = 1.083**).

According to the above table row 2 the local community agreed with statement tourism courses erosion which caused by the result of trampling by visitors fact, and extreme weight of numbers with mean value (**M = 3.56, std = 1.004**) furthermore in row 4 of the statement of our attraction are threatened by the untreated sewage coursed by the disposal from tourist asperities with mean value (**M=3.51 std=1.031**) the descriptive result obtained from the table shows the local community perceived and negatively for the statements. But they haven't aware about the effects of tourism.

## **CHAPTER-FIVE**

### **5. CONCLUSION AND RECOMMENDATIONS**

#### **5.1. Conclusion**

The study was tried to assess the perception of the local community towards the sociocultural, environmental and economic effects of tourism in Aksum city by using both quantitative and qualitative analysis. The results of the descriptive analysis show that there is a significant difference between the perceptions of the respondents towards tourism socio-cultural and economic effects. The study has found that the residents perceived the economic aspects of tourism effect most favorably. The results from this study clearly revealed that the majority of community residents felt positive about the potential socio-cultural, economic effects, and the majority of the local communities believed that the positive socio-cultural, economic and environmental effects outweigh the negative economic effects. Based on the study result the majority of the local communities unaware mainly on the negative tourism effects and have a better awareness towards the positive tourism effects. The study generally suggested that negative effects are less known and not fully accepted by the residents. In general, the study has found that the residents perceived the positive aspects of tourism effect most favorably.

The qualitatively interpreted result shows that majority of the local community were obsessed about the positive environmental effects. In general, the residents were found to have expressed doubts or uncertainty about the occurrence of most of the negative environmental effects or the negative environmental effects were unrecognized by the residents.

#### **5.2. Recommendations**

The findings of this study clearly show that majority of the residents were unaware about the positive and negative tourism effects. Moreover, they believed that the benefits of tourism greater than the costs without clearly understand the two sides of tourism. Therefore, valuable recommendations were forwarded in order to shape and improve the perception of the residents:

- ❖ The Ministry of Tourism should provide intense pieces of training for local communities on the positive but mainly on the negative economic, environmental and socio-cultural effects of tourism through the woreda tourism offices.
- ❖ The ministry tourism should publicize the economic contribution of tourism quarterly
- ❖ The ministry tourism should launch seminars, panel discussions and workshops on the positive but mainly on the negative economic, environmental and socio-cultural effects of tourism to enlighten tourism stakeholders
- ❖ The local woreda tourism and culture offices should launch an awareness creation campaign through drama and music festivals
- ❖ The Ministry of Tourism should provide short term on job training regarding tourism effect local community on the positive but mainly on the negative economic, environmental and socio-cultural effects of tourism
- ❖ Mass media should instruct the residents about the economic, environmental and socio-cultural effects of tourism through formal and informal channels such as newspapers, magazines, a yearbook, leaflets, TV, etc.
- ❖ The Ministry of Tourism should work in collaboration with the ministry of education to intensify tourism education: incorporating the concept of tourism effects into primary and secondary school books;
- ❖ The ministry should encourage the residents to be able to participate in domestic tourism
- ❖ The Ministry of Tourism should strive hard to balance the perception of the residents to get support and participation of the residents for a tourism venture
- ❖ Community-Based Ecotourism has to be practiced (CBET)
- ❖ The benefit of tourism should be distributed to every local community.
- ❖ Tourism development projects should be planned considering three factors (Triple-bottom-line approach) (I) Economic aspects; (II) Environmental aspects(effect assessment); and (III) Socio-cultural aspects
- ❖ Unacceptable behaviors of the tourist should be strictly monitored like devising a code of conduct.
- ❖ Enhancing peace and security,

- ❖ Residents should use locally produced products, and tourist amenities should be owned by local people in order to reduce tourism leakage.
- ❖ There should be Sustainable preservation of resources,
- ❖ Encourage visitors to participate in green travel, and orient visitors on how they can be responsible tourists,
- ❖ Environmental tax should be charged on tourists
- ❖ Employing carrying capacity
- ❖ Reducing the seasonality of tourism jobs by identifying and diversifying additional tourism products, and increase tourists length of stay
- ❖ Producing skilled manpower to reach the level of professionalism and upgrading the quality of tourism education
- ❖ Coached the community to respect and love their culture,
- ❖ Continuous marketing, inspection and award should be made by the ministry.

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**Appendix A**  
**Addis Ababa University**

**Collage of Development Studies**

**Department of Tourism Development and Management**

The purpose of this questionnaire is to study the perception of local communities on the effects of tourism in Axum city. The information you provide will be used as part of a master thesis being conducted by Hailay Kiros supervised by Tesfaye Zeleke (PhD) college of development study Addis Ababa University.

**Dear respondent:** you are kindly requested to provide genuine information, since the successful completion of this study depends on your humble cooperation for provision of information. The information gathered will be used only for academic purpose and the information you provide is highly confidential.

## Part I: Profile of the respondent

1. Nationality: \_\_\_\_\_

2. Sex: male  female

3. Age: 18-28  29-38  39-48  49-58

59-69  above 70

4. Marital status: single  separated  divorce  widowed

5. Educational qualification: no formal education  primary school   
High school  diploma  degree  MA/MSc and above

6. Occupation: student  tour guide  civil servant   
Self-employed  hotel service provider  servant who  
works in tourism government office  souvenir shop worker

**Part II: Effect statement Questionnaires**

STRONGLY AGREE        AGREEE     NEUTRAL   

DISAGREE        STRONGLY DISAGREE   

**Please tick (X) the most suitable response to the statements on the respective spaces.**

No	perceptions of local community towards socio cultural effects of tourism	1	2	3	4	5
	<b>Positive socio-cultural effects of tourism</b>					
1	Tourism can serve as a bridge in creating harmony co-existence between the host and guest (tourists).					
2	Spending time with tourists has a valuable experience increases knowledge about other cultures					
3	Being hot tourism activity in the area improves standard of living of the local community.					
4	Local people pay great attention to the preservation, protection and restoration of cultural values.					
5	Tourism encourages and promotes cultural activities of the residents like crafts, arts, music and facilitate the revival of forgotten or dying heritages					
6	Tourism plays a vital role in strengthen and reinforcing residents' cultural identity.					
	<b>Negative socio-cultural effects of tourism</b>					
1	Imitation of outsiders' behaviors like language and wearing style is the result of tourism					
2	Aksumite marvelous relic and other church artifacts have been plundered by the name of tourism.					
3	Abnormal phenomena such as crime, alcoholism, drug abuse and gambling are observed because of tourism					
4	Tourism service providers care about tourist satisfaction rather than local community culture.					
5	Tourists are the source of negative change in the area and I am not happy to meet tourists.					

No	<b>perceptions of local community towards economic effects of tourism</b>	1	2	3	4	5
	<b>Positive economic effects of tourism</b>					
1	Tourism gives economic benefits to local people by promoting small business activities.					
2	Tourism creates abundant employment opportunities for the local community					
3	Opening of souvenir shop increasing income from tourism					
4	Tourism brings high opportunity cost to other development(multi-player effects)					
5	Tourism stimulates investors in order to invest their wealth in the sector.					
	<b>Negative environmental effects of tourism</b>					
1	Tourism activity causes increases in prices of land, houses and food.					
2	Tourism is a seasonal economic activity so, it creates temporary unemployment.					
3	Tourism benefits exclusively for a small numbers of residents					
4	The presence of tourism activity in the area leads to more spending					

No	<b>perceptions of local community towards environmental effects of tourism</b>	1	2	3	4	5
	<b>Positive environmental effects of tourism</b>					
1	Being ecological based tourism activity in the area improves environmental protection					
2	Tourism provides an incentive for restoration of natural heritages such as ancient olives					
3	The presence of tourism improves infrastructure (clean water, green area etc.)					
4	Tourism increases awareness of environmental stewardship					
	<b>Negative environmental effects of tourism</b>					
1	The construction of hotels and other tourist facilities makes the destination vulnerable to land, sound, visual and air pollution					
2	Tourism causes erosion which caused by the result of trampling by visitors' feet, and extreme weight of numbers.					
3	Because of tourism, crowded public places and traffic congestion can be seen which make worse the environment.					
4	Our attractions are threatened by the untreated sewage waste caused by the disposal from tourist facilities					

**Appendix B**  
**አዲስ አበባ ዩኒቨርሲቲ**

**የልማት ጥናቶች ኮሌጅ**

**የቱሪዝም ልማትና አስተዳደር መምሪያ**

የዚህ መጠይቅ ዓላማ በአከባቢው ማህበረሰቦች በአክሱም ከተማ በቱሪዝም ውጤቶች ላይ ያላቸውን ግንዛቤ ማጥናት ነው ። ያቀረቡት መረጃ በተስፋዬ ዘለቀ (ፒኤችዲ) የልማት ጥናት ኮሌጅ አዲስ አበባ ዩኒቨርሲቲ ቁጥጥር ስር በሆነው በሀይሌ ኪሮስ እየተመራ ያለው ማስተር ትምህርት አካል ሆኖ ያገለግላል

ውድ ተጠሪ- የዚህ ጥናት በተሳካ ሁኔታ መጠናቀቁ መረጃን ለማቅረብ በትህትናዎ ትብብር ላይ በመመርኮዝ እውነተኛ መረጃ እንዲያቀርቡ በደግነት ተጠይቀዋል የተሰበሰበው መረጃ ለአካዳሚክ ዓላማ ብቻ የሚያገለግል ሲሆን እርስዎ የሰጡት መረጃ በጣም ሚስጥራዊ ነው ።

**ክፍል አንድ-የተጠሪ መገለጫ**

1. ዜግነት \_\_\_\_\_

2. ፆታ: ወንድ  ሴት

3. ዕድሜ: 18-28  29-38  39- 48   
 39-58  59-69  above70

4. የጋብቻ ሁኔታ: ነጠላ  ተለያይቷል  ባል የሞተባት

5. የትምህርት ብቃት: መደበኛ ትምህርት የለም  የመጀመሪያ ደረጃ   
 ትምህርት  ዲፕሎማዲግሪ   
 ሁለተኛ ደረጃ ትምህርት

MA / MSC እና ከዚያ በላይ

6. ሥራ: ተማሪ  አስጎብኝ  መንግስት ሰራተኛ   
 በራስ ሥራ የሚተዳደር  የሆኑ አገልግሎት ሰጪ   
 የመታሰቢያ ሱቅ ሰራተኛ

**ክፍል II: የውጤት መገለጫ መጠይቆች**  
 በጥብቅ እስማማለሁ  እስማማለሁ  ገለልተኛ   
 አልስማማም  1  2  3   
 4  በጥብቅ አልስማማም  5

**በሚመለከታቸው ቦታዎች ላይ ለሚሰጡት መገለጫዎች እባክዎን በጣም ተስማሚ የሆነውን ምላሽን (x) ያድርጉ ::**

ተራ ቁጥር	የአክባቢው ማህበረሰብ ስለ ቱሪዝም ማህበራዊ ባህላዊ ተፅእኖዎች ያለው ግንዛቤ	1	2	3	4	5
	የቱሪዝም አዎንታዊ ማህበራዊና ባህላዊ ውጤቶች					
1	በአስተናጋጁ እና በእንግዶች (ቱሪስቶች) መካከል መግባባት አብሮ መኖርን ለመፍጠር ቱሪዝም እንደ ድልድይ ሊያገለግል ይችላል ::					

2	ከቱሪስቶች ጋር ጊዜ ማሳለፍ ጠቃሚ ተሞክሮ አለው ስለ ሌሎች ባህሎች ዕውቀት ይጨምራል					
3	በአካባቢው ሞቃታማ የቱሪዝም እንቅስቃሴ መሆን የአካባቢውን ማህበረሰብ የኑሮ ደረጃ ያሻሽላል ::					
4	የአካባቢው ሰዎች ባህላዊ እሴቶችን ለመጠበቅ ፣ ለመጠበቅ እና ለማደስ ከፍተኛ ትኩረት ይሰጣሉ ::					
5	ቱሪዝም የነዋሪዎችን ባህላዊ እድ-ጥበባት ፣ ስነ-ጥበባት ፣ ሙዚቃን ያበረታታል እንዲሁም የተረሱ ወይም እየሞቱ ያሉ ቅርሶችን መልሶ ማነቃነቅን ያመቻቻል					
6	ቱሪዝም የነዋሪዎችን ባህላዊ ማንነት ለማጠናከር እና ለማጠናከር ወሳኝ ሚና ይጫወታል :: የቱሪዝም አሉታዊ ማህበራዊ-ባህላዊ ውጤቶች					
1	እንደ ቋንቋ እና የአለባበስ ዘይቤ ያሉ የውጭ ሰዎችን ባህሪ መኮረጅ የቱሪዝም ውጤት ነው					
2	የአክሱማይት ድንቅ ቅርሶች እና ሌሎች የቤተክርስቲያን ቅርሶች በቱሪዝም ስም ተዘርፈዋል ::					
3	እንደ ወንጀል ፣ አልኮል ሰብኝነት ፣ አደንዛኝ ዕፅ አላግባብ መጠቀም እና ቁማር ያሉ ያልተለመዱ ክስተቶች በቱሪዝም ምክንያት ይታያሉ					
4	የቱሪዝም አገልግሎት ሰጭዎች ከአካባቢው ማህበረሰብ ባህል ይልቅ የቱሪስት እርካታን ይመለከታሉ ::					
5	በአካባቢው ቱሪስቶች ለአሉታዊ ለውጥ ምንጭ ሲሆኑ ጎብኝዎችን በማግኘቱ ደስተኛ አይደለሁም ::					

ተራ ቁጥር	የአካባቢው ማህበረሰብ ስለ ቱሪዝም ኢኮኖሚያዊ ተፅዕኖዎች ያለው ግንዛቤ	1	2	3	4	5
	የቱሪዝም አዎንታዊ ኢኮኖሚያዊ ውጤቶች					
1	ቱሪዝም አነስተኛ የንግድ ሥራዎችን በማስተዋወቅ ለአካባቢው ሰዎች ኢኮኖሚያዊ ጠቀሜታ ይሰጣል ::					
2	ቱሪዝም ለአካባቢው ማህበረሰብ ሰፊ የስራ እድል ይፈጥራል					
3	የቅርስ መሸጫ ሱቅ መከፈት ከቱሪዝም ገቢን ይጨምራል					
4	ቱሪዝም ለሌሎች ዕድገቶች ከፍተኛ ዕድልን ያስገኛል (ብዙ ተጫዋቾች ውጤቶች)					
5	ቱሪዝም ሀብታቸውን በዘርፉ ለማፍሰስ ባለሀብቶችን ያነቃቃል					
	የቱሪዝም አሉታዊ ኢኮኖሚያዊ ተጽዕኖዎች					
1	የቱሪዝም እንቅስቃሴ በመሬት ፣ በቤቶች እና በምግብ ዋጋዎች ላይ ጭማሪ ያስከትላል ::					
2	ቱሪዝም ወቅታዊ ኢኮኖሚያዊ እንቅስቃሴ ነው ስለሆነም ጊዜያዊ ሥራ አጥነትን ይፈጥራል					
3	ቱሪዝም ለጥቂቶች ነዋሪዎች ብቻ ጥቅም ይሰጣል					
4	በአካባቢው የቱሪዝም እንቅስቃሴ መኖሩ የበለጠ ወጭ ያስከትላል					

ተራ ቁጥር	የአካባቢው ማህበረሰብ ስለ ቱሪዝም አካባቢያዊ ተፅእኖዎች ያለው ግንዛቤ	1	2	3	4	5
	<b>የቱሪዝም አዎንታዊ የአካባቢ ውጤቶች</b>					
1	በአካባቢው ሥነ ምህዳራዊ መሠረት ያለው የቱሪዝም እንቅስቃሴ መሆን የአካባቢ ጥበቃን ያሻሽላል					
2	ቱሪዝም እንደ ጥንታዊ የወይራ ፍሬዎች ያሉ የተፈጥሮ ቅርሶችን መልሶ ለማቋቋም ማበረታቻ ይሰጣል					
3	የቱሪዝም መኖር መሰረተ ልማትን ያሻሽላል (ንፁህ ውሃ ፣ አረንጓዴ አካባቢ ወዘተ)					
4	ቱሪዝም ስለ የአካባቢ ጥበቃ ሥራ ግንዛቤን ይጨምራል					
	<b>የቱሪዝም አሉታዊ የአካባቢ ተጽዕኖዎች</b>					
1	የሆቴሎች እና ሌሎች የቱሪስት ተቋማት ግንባታ መድረሻውን ለመሬት ፣ ለድምጽ ፣ ለአይን እና ለአየር ብክለት ተጋላጭ ያደርገዋል					
2	ቱሪዝም የኅብኝዎች እግር በመርገጥ እና የቁጥሮች ከፍተኛ ክብደት ምክንያት የሆነውን የአፈር መሸርሸርን ያስከትላል					
3	በቱሪዝም ምክንያት የተጨናነቁ የህዝብ ቦታዎች እና የትራፊክ መጨናነቅ አካባቢን የበለጠ የሚያባብሱ ሆነው ይታያሉ ፡፡					
4	የቱሪስት ተቋማትን በማስወገድ ምክንያት ባልታከመው የፍሳሽ ቆሻሻ ምክንያት መስህቦቻችን አደጋ ላይ ናቸው					

## **Appendix C**

### **Question Schedule for Local Community to Address Economic effects**

1. How long have you been working in the tourism industry?
2. What economic impacts does tourism bring into your life?
3. What economic opportunities did tourism create for local community?
4. What is your opinion about tourism impact on the livelihood of people involved in tourism?
5. How advantageous are the impacts of tourism on your family?
6. Has tourism been a strain or a benefit for you?
7. Are you economically benefited from tourism activities?
8. Are you happy about the benefits you are getting from tourism?

### **Questions to Address Local community to address Socio-cultural effects tourism**

1. What effects tourism has on social and personal life?
2. Do these effects have changed your lifestyle?
3. Does tourism improve the standard of living?
4. What do you consider to be the main impacts of tourists on the traditional values of your community?
5. What are the tourism impacts on cultural activities such as arts, music and historical places?

Appendix D

**ለአካባቢያዊ ማህበረሰብ ኢኮኖሚያዊ ተፅዕኖዎችን ለመፍታት የጥያቄ መርሃግብር**

1. በቱሪዝም አንዳዲስነት ውስጥ ምን ያህል ጊዜ ሰርተዋል?
2. ቱሪዝም በሕይወትዎ ውስጥ ምን ዓይነት ኢኮኖሚያዊ ተፅዕኖዎችን ያመጣል?
3. ቱሪዝም ለአካባቢው ማህበረሰብ ምን ኢኮኖሚያዊ ዕድሎችን ፈጠረ?
4. በቱሪዝም ውስጥ በተሳተፉ ሰዎች የኑሮ ሁኔታ ላይ የቱሪዝም ተፅዕኖ ምን አስተያየት አለዎት?
5. የቱሪዝም ተፅዕኖ በቤተሰብዎ ላይ ምን ያህል ጠቀሜታ አለው?
6. ቱሪዝም ለእርስዎ ውጥረት ወይም ጥቅም ሆኖልዎታል?
7. ከቱሪዝም እንቅስቃሴዎች በኢኮኖሚ ተጠቃሚ ነዎት?
8. ከቱሪዝም በሚያገኙት ጥቅም ደስተኛ ነዎት?

**ማህበራዊ-ባህላዊ ተፅዕኖዎችን ቱሪዝም ለመፍታት የአካባቢውን ማህበረሰብ ለማነጋገር ጥያቄዎች**

1. ቱሪዝም በማህበራዊ እና በግል ሕይወት ላይ ምን ተጽዕኖ ያሳድራል?
2. እነዚህ ተፅዕኖዎች የአኗኗር ዘይቤዎን ለውጠዋልን?
3. ቱሪዝም የኑሮ ደረጃን ያሻሽላል?
4. ቱሪስቶች በማህበረሰብዎ ባህላዊ እሴቶች ላይ ዋነኞቹ ተጽዕኖዎች ናቸው ብለው ያስባሉ?
5. እንደ ጥበባት ፣ ሙዚቃ እና ታሪካዊ ቦታዎች ባሉ ባህላዊ እንቅስቃሴዎች ላይ የቱሪዝም ተጽዕኖዎች ምንድናቸው?