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**COLLEGE OF DEVELOPMENT STUDIES
CENTER FOR ENVIRONMENT AND SUSTAINABLE DEVELOPMENT
TOURISM AND MANAGEMENT**

**Urban Tourism and Its Development: Bishoftu Town Residents'
Perspective**

**THESIS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
DEGREE OF MASTERS IN TOURISM AND MANAGEMENT**

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This is to certify that the thesis prepared by Genet Abera, entitled “**Urban Tourism and Its Development: Bishoftu Town Residents’ Perspective**” in partial fulfillment of the requirement for the degree of Master of Arts in Tourism and Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Abstract

The main purpose of this study was to explore the perception of Bishoftu town residents' on the impacts of urban tourism and its development. Both qualitative and quantitative research methods were employed to achieve the objective of the study. In order to make the perception of residents' more representative; random sampling procedure was used for selection of respondents from the residents. To check the validity and reliability of questionnaire, a pilot test using 20 respondents was also conducted and the result of Cronbach Alpha coefficient 0.806 higher than 0.7, which showed that research tool, was reliable. The questionnaire survey was employed on a sample size of 400 residents. However, 394 questionnaires were returned with important information. In addition, the unstructured questionnaire and interview were also used to collect other relevant data and to argument the survey. Descriptive and inferential statistics such as frequency, percentage, factor analysis, multivariate analysis of variance (MANOVA) and correspondence analysis were used to analyze data. The result of factor analysis showed that three factors named as economic impacts, socio-cultural impacts and environmental impacts were explained 53.24% of variation in the perceptions of residents. The study also showed that majority of local communities agreed on positive perception to economic, environmental and socio-cultural impacts of urban tourism. However, most of the local residents and stakeholders were unaware of negative impact of urban tourism. MANOVA analysis indicated that, there was no significant difference between the mean of underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism, and socio-demographic characteristics, whereas there was a significant difference between mean underlying dimensions and residents tourism attachment. In addition, the correspondence analysis result revealed that, most of the respondents who had positive perception on the overall impacts of tourism development were supporters of tourism development in Bishoftu town. Hence, development of tourism significantly contributes to town development. The concerned bodies and officials should take the issues into account while planning and device various measures such as giving training for tourism stake holders to create awareness on the overall negative impacts of urban tourism.

Keywords: urban tourism, residents' perception, tourism impacts, town development, Bishoftu town, Oromia, Ethiopia

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List of Acronyms

MANOVA:	Multivariate Analysis of Variance
UNWTO:	United Nations World Tourism Organization
WTO:	World Tourism Organization
EC:	European Commission
UNESCO:	United Nations Educational, Scientific and Cultural Organization
SPSS:	Statistical package for Social Sciences

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Chapter One

Introduction

1.1. Background of the Study

Tourism development renders various economic, socio-cultural and environmental changes on the host community's life, some more beneficial than others (Lee, 2013). It is seen by all those involved as having the potential to utilize local natural resources to diversify the local economy (Ajala, 2008; Horn and Tahiri, 2009). Tourism is widely perceived as an economic development tool for the local community, providing factors that may improve quality of life such as employment and investment opportunities, tax revenues, accommodation services, natural and cultural attractions, festivals, and outdoor recreation opportunities (Brida, Disegna & Osti, 2014).

Thus, the participation and support of local residents is imperative for the sustainability of the tourism industry at any destination (Gursoy, Chi & Dyer, 2010). However, although the increase of tourism offers many positives, it can also be the cause of a lot of problems in the local societies. It has been accused for negative environmental impacts, for increase of land's value, for being a threat of alteration of the local traditional culture, for undesirable changes in the family values, for the increase of criminality, pollution and traffic congestion and for uncontrolled building (Dimitriadis, Papadopoulos & Kaltsidou, 2013).

Tourism can have both positive and negative outcomes and that residents' support is essential for sustainable tourism growth (Chen, 2001; Ramchander, 2004; Andriotis, 2005). Because the positive attitude of residents is very important to create a hospitable and attractive environment for visitor satisfaction and repeat visitation, determining local residents' perception of tourism development and its impacts plays a vital role in the future success of a destination.

Many studies conducted so far on residents' attitudes toward and perceptions of urban tourism and its impacts have revealed that these aspects are predominantly based on and can be explained using the social exchange theory (Andriotis & Vaughan, 2003; McGehee & Andereck, 2004).

Recently, tourism scholars have begun to focus on the specific factors influencing residents' attitudes towards tourism impacts and its development. These factors were divided into internal and external factors that influenced attitude towards tourism (Sharpley, 2014). The external

factors included levels of tourism development (Lepp, 2008), tourist types and seasonality (Sharpley, 2014). The internal factors focused on the demographic characteristics of the residents (age, gender, length of residence, economic dependency and level of education), which are considered as significant factors that shape their attitudes and perceptions towards tourism development and its impact (Tosun, 2002). Harrill and Potts (2003) argue that women are more opposed to tourism than men. Zhang (2008) points out that older persons are more aware of the profits of tourism, because they have seen the improvement of the quality of life and the economy in their community, compared to the past. In contrast, Rastegar (2010) argues that younger residents of tourist destinations show high expectations of tourism, while older residents look at it with more doubt because of the cultural changes that may tourism bring to the area. As far as the level of education is concerned, the individuals with higher level of education had more positive attitude towards tourism (Haralambopoulos & Pizam, 1996).

Today tourism consumes substantial amounts of space within urban destinations; tourist-historic urban cores, especially museums of many kinds, urban waterfronts, theme parks and specialized precincts all contribute to this consumption. Major urban areas perform important functions within the workings of the overall tourism system: for example, they are key “gateways” for both international and domestic tourists. Nowadays in many countries permanent tourism especially urban tourism is considered as a symbol of cultural, natural and human identity and also as one of the main economical sections. Thus permanency in tourism would demand systematic attention to technical, cultural, political, economic, historical and ecological dimensions in moving toward using from tourism attractions adjusting to today’s needs and keeping and surviving these resources for future. Tourism takes form on the basis of tourist attraction existence and nowadays one of the most attractive places is city. On the other hand by reason of having good facilities and services, cities are the first destination of many tourists (Estelaji, Sadeghian & Beyhaghi, 2012).

Urban tourism is “the trips taken by travelers to urban areas places of high population density. One of the unique features of urban tourism is that attractions are distributed densely in the urban areas (Edward, Griffin & Hayllar, 2008).

Ethiopia is one of the developing countries in Africa that is endowed with various and immense tourist attraction sites. Those heritages that reflect the culture and history of the country include

music, dance, literature, handicrafts, museums, paintings, churches, mosques and any other places of worship (Yiheyis, 2015). These heritages resources and others play a paramount role in the development of the country through tourism industry. The socio cultural, economic and environmental impacts directly or indirectly influence the tourist attraction sites such as Bishoftu lakes, Dinsho Park, Sofumar Cave, Gonder castle, Axum Obelisk, Lalibela, Rock Hewn Churches, Dirre Sheik Hussein and so on.

In recent years, tourism has become one of the most important industries around the world. After years of tourism industry development and the exploitation of increasing numbers of new destinations, development of tourism presents benefits and challenges to a country's economy, environment and socio-cultural aspects (Yan, 2014). As such, it becomes important to assess residents' attitudes and perception of the economic, environmental and socio-cultural impacts of tourism and tourism development in different areas and to know whether residents support tourism development occurring or not and to know tourism's contribution for any town's development in the country.

Earlier researchers and scholars have suggested that despite the availability of some research on residents' perception toward tourism and its impacts (Tofik, 2012), it is necessary to conduct additional research on this topic in other geographical locations and in different times, in order not only to reinforce earlier findings but also to identify and explore other factors that may influence host residents' perceptions toward tourism, its impacts, and their support for tourism development (Cavus & Tanrisevdi, 2003; Kuvan & Akan, 2005). The current work is part of this attempt.

1.2. Statement of the Problem

Bishoftu is one of the tourist attraction sites in Ethiopia, National and international tourists visit it every year. The reason for tourists to visit the area is to enjoy the heritages, natural beauty of the areas, art gallery and societal culture. Many national tourists usually visit these areas during spring, autumn, winter and other public holiday called 'Irreecha'. International tourists also visit it in all seasons and tour operators mainly organize their visits. These tourists create income for the country in general and Bishoftu town in particular.

Abdella (2007) studied the perception of residents about socio-cultural effects of tourism. Under this study, he aimed to see the forms and modes of socio-cultural effect of tourism and finding out the relationship between tourists and the local community without taking into consideration the economic and environmental impacts. Some researches have been done relating to tourism in Bishoftu. Accordingly, Hiwot (2013) studied Challenges and Opportunities of sustainable tourism development the case of Bishoftu town. The result of study indicates that Bishoftu town has a promising future in tourism due to the availability of cultural and natural resources and the factors affecting sustainable development of tourism and its opportunities are identified. However, the bishoftu town residents' perceptions levels on urban tourism impacts and its development were not studied. Moreover, the study conducted by Fenet (2015) has assessed the local community involvement in tourism development in Oromia regional state by taking Bishoftu town as a case study. The study revealed that, the local community involvement in tourism development is hindered by negative attitudes of locals, community's limited knowledge and skills specific to tourism service, lack of coordination among stake holders, lack of appropriate policy and lack of financial resources without considering the detail perception of urban residents' toward tourism impact and urban tourism development.

Although there appears to be substantial researches on tourism activities in the town, no research has so far, dealt with Urban Tourism and its Development from the perspective of Bishoftu's Residents. The site selected, Bishoftu town, is therefore, despite its rich historical, cultural and natural heritages, the town lacks adequate, in-depth, inclusive and professional researches on perception of urban tourism impacts and its development.

The study is an investigation of urban tourism impacts and its development according to Bishoftu's residents' perspective. The major reason for studying urban residents' perception is to understand how these perceptions will affect the tourism development and how planning may best be proceed. Therefore, to better understand the benefits and costs derived from tourism development, various studies have centered on the issues related to residents' perceived impacts of tourism (Williams, McDonald, Riden & Uysal, 1995). The above studies suggested that the distinguishing of residents' perception on the impacts of tourism is to overcome a lack of understanding of development impacts for successful tourism planning indeed, the determinants affect residents' perceptions of tourism development (Uysal, Pomeroy & Potts, 1992).As shown

above, in Ethiopia only few studies are centered on urban residents' perception on tourism impacts using descriptive data analysis method. However, on this study, different methods of data analysis such as Cronbach alpha coefficient, factor analysis and multiple analysis of variance and correspondence analysis methods were employed. For these reasons, this research had an attempt to investigate urban residents' attitude towards urban tourism impacts and its development in case of Bishoftu town.

1.3. Objectives of the Study

1.3.1. General Objectives

The main objective of the study was to assess the perception of Bishoftu town residents' on the impacts of urban tourism and its development.

1.3.2. Specific Objectives

The specific objectives of this study were:

- to assess the Bishoftu town residents' perception on the economic, social, cultural and environmental impacts of tourism
- to identify the differences in perceived impacts among residents based on demographic differences and other different groups such as supporters and opponents.
- to examine the relationship between impacts of tourism and residents' support of tourism development in Bishoftu
- to investigate the attributes that influence the contribution of tourism to the sustainable development of the Bishoftu town

1.4. Research Questions

The major questions that this research is going to address were:

- ✓ What are the attitudes of urban residents on the impacts of tourism?
- ✓ Are there different underlying factors that explain urban residents' perception on tourism impacts?
- ✓ How do economic, social, cultural and environmental impacts of tourism contribute to the town development?

1.5. Significance of the Study

The findings of the study will serve as an original reference for various researchers and tourists who want to know about the area. It will also help policy makers and stake holders to get access to deep information about residents' perception of tourism impact. Additionally, it is an opportunity for Addis Ababa University through department of Tourism and Management to provide community service and other stakeholders. Finally this study will be helpful if hoped to serve as input for further investigations.

1.6. Scope and Limitation of the Study

The scope of the study is limited to investigate the perception of Bishoftu town residents on the impacts of urban tourism, its sustainable development and its contribution for town development. The study merely focused on the perception of the local communities and key tourism stakeholders' on socio-cultural, economic and environmental impacts and tourism development; however other impacts such as political and technological impacts will not be considered because of implausibility of accomplishing many issues within the given time. Although the intention of the study is to incorporate all tourism stakeholders, tourists werenot included in the sample in order to make the study controllable. The study focused only in the Bishoftu town, this is because of unfeasibility of assessing the entire region of the country at large in a given limited time and financial constraint.

1.7. Structure of the Thesis

The thesis was organized into five chapters. Chapter one constituted the introduction, which focused mainly on the background of the study, statement of the problem, objectives, research questions, the scope and significance of the study. Chapter two emphasized on reviews of the literature focused mainly on what urban tourism is all about, development of tourism, and impacts of Tourism in relation to specific objective. Chapter three deals with methodological approach and the research design. Fourth chapter is dealt with result and discussion. The last, fifth chapter, is designed for conclusion and recommendation of the study.

Chapter Two

Literature Review and Conceptual Framework

This chapter discusses issues relating to concepts and definition of urban tourism, development of tourism, local peoples' attitudes and perceptions, factors that influence attitudes and perceptions of people towards tourism impacts and development, and the socio-cultural, environmental and economic features of urban tourism.

2.1. Concepts and Definition of Urban Tourism

Tourism is one among many social and economic forces in the urban environment. The United Nations World Tourism Organization (UNWTO, 2013) defines tourism as "an economic and social phenomenon driving people (tourists) who travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Researchers agree that urban tourism is a complex phenomenon consisting of diverse set of activities and depending on many factors (Daskalopoulou and Petrou, 2009; Edwards, Griffin & Hayllar, 2008). The European Commission (EC) also defines urban tourism as "a kind of travel to urban destination to enjoy set of resources or activities located in towns and cities that offer satisfaction to visitors from elsewhere" (EC, 2000). Several scholars pay attention to 'the location' and analyze urban tourism as tourism in cities (Selby, 2004).

Ismail & Baum (2006), mentioned that cities are places where various major facilities such as transport, hotel and event infrastructure are located. This means that urbanization is a contributor for the development of towns and cities where people live, work and shop. In fact, during the development period, town or city tends to improve the living standards and the area becomes location for tourism activity that has the accommodation and entertainment function. The development of urban tourism has increased since the late 1970s. In the early 1980s, the research on urban tourism started to gain attention. According to Ismail & Baum (2006), "There are five major factors that characterize cities as tourism destinations: (1) Major travel nodes that serve as gateways or transfer points to other destinations; (2) High populations which attract large numbers of tourists who are visiting friends and relatives; (3) Focal points for commerce, industry and finance; (4) Concentrations of services such as education, health and government

administration center; and (5) Places that offer a wide variety of cultural, artistic and recreational experiences.”Taking into consideration the above remarks, this study seeks it examines the perceptions of residents of Bishoftu town, where urban tourism is exercised and considered as a good gate way for tourists as it contribute town development.

2.2 Development of Tourism

2.2.1 World tourism development

WTO (2006) stated that tourism has internationally been recognized since 1950. Youell (1998) cited in Gebru, 2011, revealed that the ancient Greeks and Romans were the first people to understand the benefits of leisure and travel. At around 776 BC the Greeks had hosted international visitors during the first Olympic Games. Now days tourism is the largest and fastest growing business creating new jobs both in urban and rural areas (Richards & Hall, 2000). Timotity (2002) affirmed that because of the increasing and fast growing of tourism, currently, there are more than 650 million international tourism arrivals in the world which will be more than 1.6 billion by the year 2020. Likewise, the United Nations World Tourism Organization (2008) forecasts that international travel will double by 2020 and it is changing rapidly when nature, heritage, and recreational destinations become more important and as conventional tourism is forced to meet tougher environmental requirements. The world tourist arrivals forecast increases from 1995-2020 in Europe, East Asia, Middle East and South Asia may be due to the positive perception of residents and the increment of tourist destination areas. However, in America the number of tourist arrivals somewhat decreased in 2000 and significantly increases from 2010-2020. In addition, in Africa the number of tourist arrival is grown from 1995-2000 and decreased in 2010. This may occur due to the political instabilities. Generally, for over half century, tourism has been constantly expanding at a slower pace. Today this trend appears to be irreversible. According to the World Tourism Organization (UNWTO) forecasts, there will be over 1.6 billion international tourist arrivals worldwide in 2020. The data indicating this information is given in table 1.

Table : Annual forecast growth rate of international tourist arrivals in world (1995-2020)

Year		International tourist arrivals- Average annual growth in million						
		Receiving Regions						
		Europe	East Asia	Americas	Africa	Middle east	South Asia	World total
1995		336	81	110	20	14	4	565
2000		385	93	93	130	27	6	659
2010		521	194	190	48	36	11	1000
2020		714	388	282	78	68	19	1550
Average Annual growth rate (%)	1995-2000	2.9	2.7	3.3	6.2	6.2	5.7	3.2
	2001-2010	3.1	7.6	3.9	5.7	7.0	6.7	4.2
	2011-2020	3.2	7.2	4.0	5.1	6.7	5.8	4.5

Source: World Tourism Organization (WTO, 2006)

2.2.2 Tourism in Africa

Tourism is the fastest growing enterprise in Africa and currently one of the continent's major investment opportunities, viewing its 6% growth rate for the last decennium. Now a day's Africa is recognized by its huge potentials for tourism development, especially in rural areas (Tourism in Africa, 2008). According to WTO, (2006) the number of international tourist arrival will reach 77 million by 2020 that represents an average annual growth rate of 5.5.percent for the period 1995-2020, which is an increase of a one and half percent above the expected forecasted rate of 3.6 percent worldwide arrivals in 1995.

Most African countries including Ethiopia encourage the tourism sector for their ability to generate employment opportunity, as a source of foreign exchange and revenue for government and for local communities, and for its diversifying effect in regional and national income

(Tourism in Africa, 2008). Since 2000, international arrivals to Africa have increased by 29.5%. Growth has been more significant in Sub-Saharan Africa – up to 19.9%. Growth in North Africa has been slower, up 9.6% since 2000. Generally, the international tourist destinations in Africa increases from 26.2-55.8 million since 2000 as indicated in Table 2.

Table 2: International Tourist arrivals to Africa (Million)

Region	Year				
	2000	2005	2010	2013	2014
Africa	26.2	34.8	49.5	54.4	55.8
North Africa	10.2	13.9	18.8	19.6	19.8
Sub-Saharan Africa	16.0	20.9	30.8	34.7	36.0

Source: World tourism Organization 2015 Barometer

2.2.3 Development of tourism in Ethiopia

In past periods, merchants played a considerable role for the introduction of religions to Ethiopia, which contributed a lot for evolution of tourism (Ayalew, 2003). The author argued that the Portuguese’s missionaries and other European came to Ethiopia as easier visitors when they made explorations to the sources of Blue Nile. Ministry of Culture and Tourism (2009) asserts that Ethiopia is a land of abundant, remarkable and splendid tourism attractions such as historic and natural sites that marks the country as a unique tourist destination compared to its neighbors.

Tourism as institutionalized sector was introduced around 1960 and Ato Habte Sillasié pioneered its institutionalization ‘who normally referred to as ‘the father of Ethiopian Tourism’’. The first tourism office was established in 1962. It was during this time that the tourism potential drew the attention of the imperial government authorities which led to establishment of Ethiopian tourism organization and building of a lot of hotels of chains in different part of the country (Kassaye, 2013).

However, encouraging movement has been made by imperial regime to expand the tourism capability of the country. The first development plan of tourism were announced and recognized

as a sector for economic growth since 1965. According to the Ministry of Culture and Tourism, the sector passed through different stages since its establishments. Those are the years from 1965 -1974 during which the sector grew up with an average annual rate of 12% (Feleke, 2014). For instance from the establishment of Ethiopian Tourism Organization (1964) until the overthrow of the regime in 1974, the development of tourism showed a remarkable and smooth upward trend, as measured by the arrival of tourists (Table 3).

Table 3: The number of international tourists after the establishment of Ethiopian Tourism Organization

Year	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973
Total tourist arrival	19,836	25,412	33,696	29,401	42,114	46,418	53,187	64,542	63,940	73,662

Source: Tourism statistics bulletin, 2005, No 8 (as cited in Gebru, 2011).

Nearly for two decades under the military regime (1974-1991) suffered major setback due to prolonged civil war, restrictions on entry and free movement of tourists (World Bank, 2006). At this stage the tourism sector experienced a downward trend, with the number of annual tourist visits steadily decreasing at the national level as shown in table 4. Though, tourism introduced since then not shown enough attention to improve tourism industry from the government side due to many factors and shortcomings dragged backward the tourism industry in Ethiopia. But recently the government seemed to figure out that, tourism industry can play essential role in growing the economy (Walle, 2010). Since, 2001 tourism in the country has been showing a remarkable growth.

Table 4: The number of international tourists who come to Ethiopia from 1974-1991

Year	1974	1975	1976	1977	1978	1979	1980	1981	1982
No. of Foreign Tourists	50,220	30,640	36,929	28,984	30,817	36,400	39,500	45,931	60,629
Year	1983	1984	1985	1986	1987	1988	1989	1990	1991
No. of Foreign Tourists	64,240	59,552	61,459	58,529	73,144	76,450	76,844	76,346	81,581

Source: Tourism statistic bulletin, 2005, No: 8 (as cited in Gebru, 2011).

In 2005, the government started to promote tourism and more new practical measures on policies regarding tourism were introduced. Therefore, from 2000 - 2008, the tourism sector grew up on an average annual rate of 15.4% (Feleke, 2014). The government of the Federal Democratic Republic of Ethiopia, giving special attention to the sector, and recognizing the necessity of creating a strong government organ to lead the sector, has established the Ministry of Culture and Tourism under proclamation Number 471/2005 (Ministry of culture and tourism, 2009). This increment is happened due to exploration of different tourism resources in the country.

2.3 Ethiopia's Potential for Tourism

Ethiopia is a land of wonder and enchantment, a country with one of the richest histories in the African continent as well in the world. It is a land of wide variety of flora and fauna species some of which are not found anywhere else in the world. The names "Roof of Africa" and "Water Tower of Africa" have both been attributed to Ethiopia, due to its mountain ranges and the relationship of these to the sources of great rivers (Ayalew, 1998; Cherian, 1974; Dube, 2012). Ethiopia is also fortunate in having a number of fascinating cultural, historical and archaeological heritages inscribed on UNESCO world heritage list, which are considered to be the most significant resources for tourism development in East Africa. The country experienced a very old and well preserved historical traditions with fascinating stele, churches, mosques and castles to witness an attractive cultural diversity of about 80 nations, nationalities and peoples and their various ceremonies, festivals and rituals (Kassaye, 2013).

More significantly the archeological site could be an exciting asset. Ethiopia could market itself as origin of mankind by making the country popular for archeological site, research shows that Ethiopia currently possess the most oldest human fossil dated back three to five million years, the world's most famous early human ancestor called "Lucy or 'Dinkinesh' was discovered in 1974 at Hadar in the Awash Valley of Ethiopia's Afar Depression (Ethiopian Culture and Tourism Organization, 2007).

There are a lot of old monuments found in modern city of Axum and it make the tourist and some scholars speculate how the Axum kingdom carved the stones, made the designs and stand the monuments without no technologies this shows this kingdom was highly civilized. These historical tourist destinations are very important and attract a lot of tourist from different

countries to see this amazing place. Another fascinating historical spots found in small town called Lalibela, is Rock-Hewn Churches. It is registered on UNESCO world heritage site and attracts thousands of tourists, it recommendable to go during the great celebration of Genna (Ethiopian x-mass) and Timket (Epiphany) is particularly rewarding. It is such colorful and unique beautiful holiday celebration which attracts lots of tourists.

Fasil Gimb is a palace which is located in Gondar is another tourism potential of Ethiopia. This is the main tourist attraction in historical route. In addition, the natural and cultural attractions such as spectacular landscape called Simien National Park, Finding of the True Cross (Meskal) and Epiphany (Timket) are the other tourism potentials of our country.

2.4 Tourism Resources in Oromia Regional State

The Regional State of Oromia is one of the states of the Federal Democratic Republic of Ethiopia. It is located in the very heart of Ethiopia between 3⁰ 40'N to 10⁰ 35' N; & 34⁰ 05' E to 43⁰ 55' E. Its altitude ranges from 500mts to 4377mts above sea level having many mountain peaks. Straddling across the very heart of Ethiopia, Oromia Regional State is blessed with an abundance of cultural and natural resources of high tourism value. It is a land of astonishing natural beauty offering all sorts of scenery ranging from semi-desert steppe to afro alpine highlands. Oromia is rich in tourist resource that could be categorized as natural forests with wide range of wild plant species, wild animals and birds of various species including endemics, several rivers with their multiple spectacular waterfalls, rift valley lakes and highland crater lakes, magnificent landscape scenery (mountain chains, river gorges, diversified local cultures with their distinct ethnography, art, traditional practices and historical heritages. (<https://advocacy4oromia.files.wordpress.com>).

As Oromia Culture and Tourism Bureau report (2009) pointed out, in oromia, the most common tourist attraction sites are Bale Mountain, Abijata-Shala and Arsi Mountain National Parks, Babilie Elephant Sanctuary, Suba National Forest, Yayo Forest, Chilimo Gaji Forest, Sor water fall, Sofumar Cave, Lake Wanci, Dirre sheik Hussein shrine, Melka kulture paleontological site, and Irreecha Hora Harsade ceremony site, Aba Jifar Palace and Kumsa Moroda Palace are among important historical relics to be mentioned.

Bishoftu is situated within one of the largest regional states in the Federal Republic of Ethiopia, Oromia, and in the central part of Ethiopia and only 45 km east of Addis Ababa. This town emerged in concurrence with the establishment of the Ethio-Djibouti railway in 1917 (Mohammed, 2008). Bishoftu and its immediate vicinity are surrounded by more than 2800 meter high areas like Mountain Yerer to the north, Mountain Sokoru to south, and some scattered cinder and spatter cones to the east and west. The city is endowed with beautiful crater lakes and other prominent intangible cultural heritages that gave Bishoftu a peculiar feature. Tourist flow of Bishoftu town increases simultaneously from 2005 to 2008 Ethiopian calendar. However, as shown in table 5 the number of tourist flow decreased in 2009 due to the conflict occurrence (Bishoftu town culture and tourism, 2009).

Table 5: The Number of Tourist flow in Bishoftu town

Tourist Type	Number of Tourists from 2005-2009 Ethiopian Calendar				
	2005	2006	2007	2008	2009
Domestic Tourist	230,000	250,000	251,646	261,800	18056
International tourists	4,018	10,000	37,346	42,952	1884

Source: Bishoftu town culture and tourism, 2009.

2.5. Determinants of Residents' Perception of Tourism Impacts

Most studies on the impact of tourism on community treat social demographic characteristics as essential independent variables to examine the differences in the various perceptions of tourism impacts on local community (Perdue, Long & Kang, 1995; Williams & Lawson, 2001). A number of different variables influencing residents' perceptions of tourism impacts have been identified in the literature. Most of these variables are linked to the socio-demographic and economic profile of the residents, such as age, gender, and level of income (Sharma & Dyer, 2009; Petrzela et al., 2005), level of education, marital status (Williams & Lawson, 2001), employment, length of residence, proximity to tourist zones and involvement within the tourism

industry (Chen & Hsu, 2001; Deery, Jago, & Fredline, 2012). However, the perception of tourism impact and tourism development differs among residents as a result of demographics as each segment has its own social exchange relations with other stakeholders (Chen & Hsu, 2001).

2.6. Urban Development and Urban Tourism

Urban development is the development, growth and progress of issues related to urban planning. Most of the time urban development in literature is related and linked to sustainable development one way or another, as Wheeler (1998) defined sustainable urban development as "development that improves the long-term social and ecological health of cities and towns."

There is a very strong relationship between urban development and urban tourism as there is no urban tourism without urban development. This urban development should not be random, it should take into consideration urban tourism needs from hotels and recreational areas which serve and facilitate the tourism industry to grow and maintain. Therefore, tourism development needs a wide type of resources or assets which can be classified according to utilities into natural resources (fishery, sea and forest, lakes, land etc) and other resources such as infrastructure to support tourist activities and the physical and social settings including the hospitality of the community (Liu, 2003).

2.7 Urban Tourism Impacts

The impacts of urban tourism are multidimensional: economic, social, cultural and environmental that can be direct and indirect, positive and negative. Tourism may affect demographic characteristics, social structures and relations, economic activities, social values and attitudes, culture and life styles, built environment and land use, environmental resources, natural ecosystems and cultural heritage. In general, as Mason (2008) explained, the impact of tourism can be positive or beneficial, but also negative or detrimental. Whether impacts are perceived as positive or negative depends on the value position and judgment of the observer of the impact. So, urban tourism can have an impact directly or indirectly, positively or negatively on the economy, socio and cultural wellbeing and environment of the host community.

Therefore, tourism, as it is widely known, has complex relationship with and impact on the economic, social, environmental and cultural elements of the societies (Ashworth & Page, 2011).

Each of the environmental, cultural, social, and economic impacts of tourism is discussed below in detail.

2.7.1 Economic Impacts of Tourism

Relying on their consequences, impacts of tourism can be divided into two broad divisions: positive and negative impacts. Urban tourism has economic impacts. According to Ashworth and Page (2011) “economic impacts of tourism upon the city, whether positive or negative, still dominate other more recently considered, social, political or environmental impacts”. Tourism can serve as a root for development in that tourism brings consumers to the product and unlike any other export, can add value directly to the local people by allowing them to participate in providing goods and services to tourists and tourism businesses. Generally, some of the major positive economic impacts of tourism include economic benefits to the resident, diversifies the destination economy, increase local government revenue in the form of direct and indirect tax and brings foreign exchange for a country, improves production, bring technology, create employment opportunist for both skilled and unskilled and hence improve living standards of destination residents (Kim, 2002), provide multiple contributions towards the development and expansion of various economic sectors and activates agriculture, construction handcraft, entertainment, improvement of infrastructure, encouragement of entrepreneurial activity in this way tourism become abridge for local and regional development (Inskeep, 1991; Shaw & Williams, 1994).

On the other hand, if the urban tourism is not well planned and controlled, it may generate negative economic impact or reduce the effectiveness of positive ones. The seasonal characteristic (seasonality problem) of tourism is among the negative impact of tourism. This seasonality flow creates inefficiencies in terms of utilizing resources. According to Smith (1989), tourism lacks consistence of income due to the nature of seasonality which may leave hotels empty carriers and tour operators with idle wheels and employees’ jobless.

2.7.2 The Socio-cultural Impacts of Tourism

The social and cultural impacts of tourism can happen while tourists meet with the host communities. Their contact may happen while tourists buy goods and services, both tourists and the host communities use similar facilities and exchange of culture. So, tourism plays significant

role to promote and encourage better understanding between people of different culture and nationalities (Stephen et al. 1991). As McIntosh (1990) stated the positive socio-cultural impact of tourism include reinforcing preservation of heritage and tradition, and providing employment for artisans, musicians and other performing arts. Shaw and Williams (1994) also stated the cross cultural exchange, renewal of cultural pride and conservation of historic sites as the major positive socio-cultural impacts of tourism.

Negative socio-cultural impacts may include the loss of cultural identity particularly when tourists are from the developed world and the hosts are located in a developing country. This may be part of what is usually referred to as the demonstration effect. This occurs when inhabitants of a developing country imitate activities of the visitors, who are from developed countries. According to McIntosh (1990) the negative socio-cultural impact of tourism includes degrading the cultural environment by increasing the incidence of crime, prostitution and gambling, commercialization culture, religion and arts. Lickorish (1997) also stated that, when tourists enter the host country; they don't just bring their purchasing power and cause amenities to be set up for their use. Above all, they convey a different type of behavior which can greatly transform local social habits by removing and upsetting the basic and long-established norms of the host population.

2.7.3 Environmental Impacts of tourism

The environment is made up of both natural and human features. Human settlements set within the countryside may contain a large number of attractions for tourists. Often the natural environment is referred to as the physical environment. The natural or physical environment includes the landscape, particular features such as rivers, rocky outcrops, beaches and also plants and animals (flora and fauna) (Mason, 2008).

According to Mason (2008) the positive impacts of tourism include inspiration of measures to protect the environment and/or landscape, wildlife; promoting the establishment of national parks and/or wildlife reserves; promoting the preservation of buildings/monuments; tourism may provide the money via entrance charges to maintain historic buildings, heritage sites and wildlife habitats. Lickorish (1997) also explains the positive significant of the environment as

improvement of infrastructure (airport, roads, water, and sewage systems, telecommunication, etc. obtained through tourism development.

According to Lickorish (1997), the negative environmental impacts of tourism are, dropping debris or litter; tourism can contribute to congestion in terms of overcrowding of people as well as traffic congestion; it can contribute to the pollution of water course and beaches; it may result footpath erosion and tourism may lead to damage and/or disturbance to wildlife habitats.

2.8 Theoretical Framework for the study of resident's perception

The theoretical orientation to study resident perception poses problem to develop conceptual framework. The well-known theoretical models to examine the relationship between resident's perceptions and attitudes toward the impacts of tourism development and residents' support for tourism development are Social Exchange Theory and Doxey's Irridex (Tofik, 2012).

2.8.1 Social Exchange Theory

Social exchange theory has been used as a theoretical foundation for understanding why residents' perceptions are expressed positively or negatively (Hernandez, Cohen & Garcia, 1996; Andereck et al., 2005). This theory, which explains the process of the connection or the exchange of resources among people, focuses on the negotiation needed between residents and tourists in order to maximize the benefits for both parties (Gursoy et al. 2002; Nunkoo & Ramkissoon, 2011). Accordingly, as long as this theory deals with perceived benefits and costs of tourism, it is possible to have some method for evaluating the impacts of urban tourism and development, along with identifying determinants on which may affect residents' attitudes towards tourism.

In addition, Ap (1992) revealed that, in relation to tourism, residents' attitude is built upon their evaluation of tourism in terms of expected benefits obtained or costs incurred in return for the services they supply. If the perceived positive impacts (benefits) outweigh the potential negative consequences, residents are likely to support tourism development (Dyer et al., 2007; Gursoy, Jurowski & Uysal, 2010; Gursoy, Chi & Dyer, 2010). According to McGehee & Andereck (2004) residents' perceptions of the impacts of tourism are an important consideration for successful development and operation of tourism. Accordingly, as long as this theory deals with

perceived benefits and costs of tourism, it is possible to have some method for evaluating the impacts of tourism development, along with identifying determinants on which may affect residents' perception. Based on this theory, it is natural that people have positive attitudes toward possible positive outcomes (positive socio-cultural and economic changes) and less positive attitudes toward possible negative outcomes (negative environmental, socio-cultural and economic changes) for them. This appears to have led residents to support tourism development largely as a community development strategy. Therefore, for the purpose of investigating the residents' perceptions of the economic, environmental and socio-cultural impacts of urban tourism in Bishoftu, the social exchange theory is considered as an appropriate framework for this study.

2.8.2 Doxey's Irridex Model

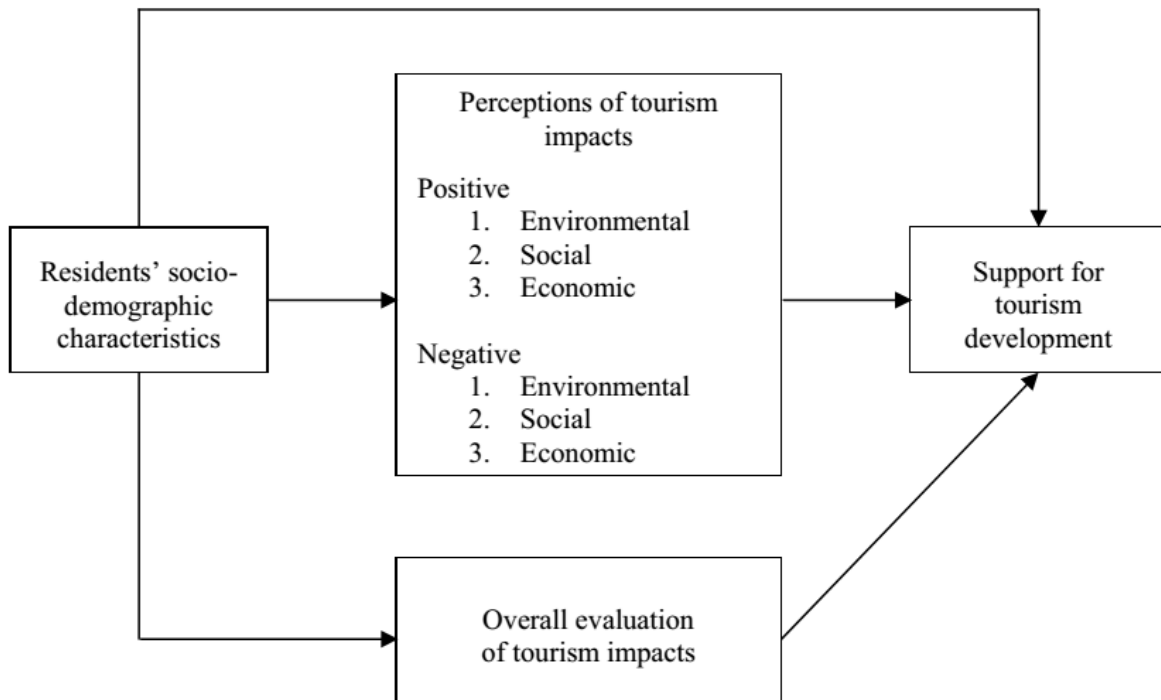
Undertaking the initial case study in Bishoftu, Doxey (1975) proposed an Irritation Index or 'Irridex' to gauge the interactions between hosts and guests over time. His theory is based on the hypothesis that varying levels of irritation arise as a consequence of the interface between locals and tourists at the destination. This model is one of the best-known models, which is first developed by Doxey (1975) as one of the models of residents' attitudes towards tourists and tourism. The model suggests that resident attitudes change over time, becoming more negative as tourism development and tourist influx increases. The model comprises of four stages explaining the responses of the host community to tourism development, moving through stages of euphoria to apathy, annoyance (irritation) and then antagonism (Bramwell, 2003; Harrill, 2004). It suggests that in the early stages of tourism development, residents welcome the new visitation and the new dollars beginning to trickle into the community. Little tourism planning occurs in this initial stage, called *euphoria*. As tourism growth continues, residents can become irritated by the number of tourists in their community and concerned about the presence of tourism in general. This stage is called *annoyance*, in which the community is nearly saturated by tourists. In its final phase of development, the destination community has grown into a mass tourist destination, leading to the stage of *antagonism* between residents and tourists. At this point, residents no longer welcome tourists and may exhibit behaviors ranging from indifference to hostility (Harrill, 2004).

The model recognizes that negative impacts due to tourism development might eventually lead to irritation. Doxey further argues that “residents' irritation is determined by the degree of incomparability between residents and tourists” (Zhang, Inbakaran & Jackson,2006). Moreover, the way in which host populations react to tourism and tourists could differ from one country to another, depending on the degree of tourism development. This model is more inclined to the description of the phenomenon in the different phases of tourism development. Therefore, this model is used in this study to provide the explanation of residents’ perception toward tourism development.

2.9 Conceptual Framework of the Study

The conceptual framework of this study is clearly depicted in figure 1. The residents’ socio-demographic characteristics, their perceptions of positive and negative tourism impacts, and their overall evaluation of tourism impacts determine their support for tourism development and hence contribute for town development is vividly sited in the frame work. It is proposed that the social exchange theory establishes the underlying theoretical perspective for this study.

Figure: Framework explaining residents' perceptions support levels and contribution for town development



Source: Adopted from (Long, 2008)

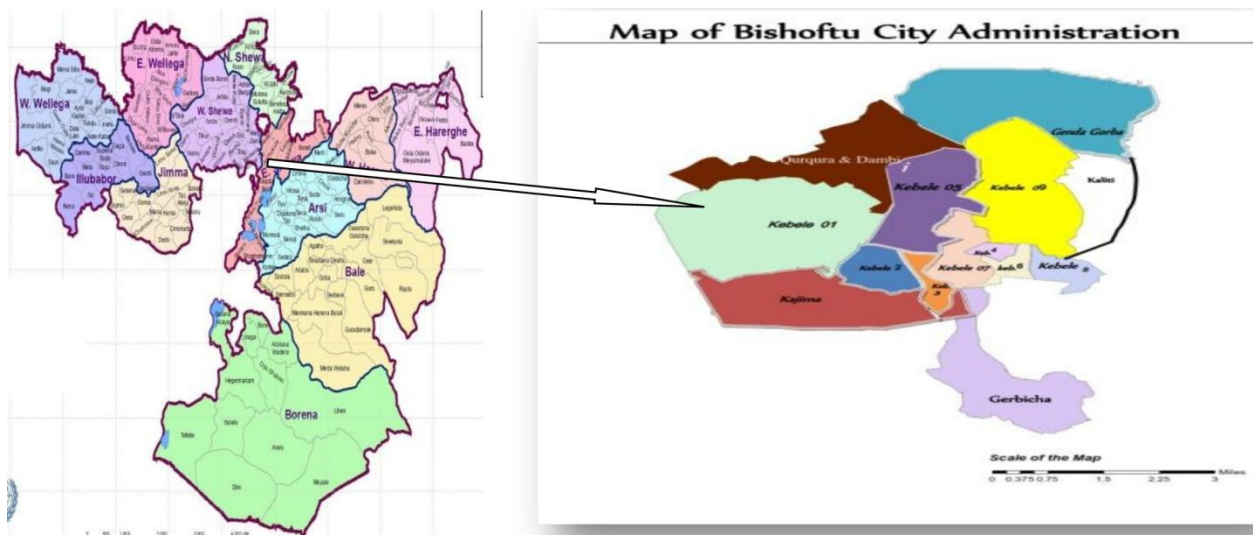
Chapter Three

Methodology of the study

3.1 Description of Study Area

Bishoftu town is one of the so-called rail way towns of Ethiopia established following the construction of Ethio-Djibouti railway in 1917. Bishoftu is located at 47 km from capital city of the country South-East of Finfinne main asphalt road and 52 km from capital city of East Shewa zone Adama and surrounded by Adea district Kebeles. In the North the city is bordered with Yerer Silassie, in the south with Wedo and Keta Jara, in East with Kaliti and in the West with Dire town and peasant association. A name of Bishoftu is derived from Afan Oromo which means “*the land of Lakes*”. Its astronomical location is 8° 43’ - 8° 45’ North Latitude & 38° 56’ - 39° 01’ EastLongitude(<http://www.mwud.gov.et/web/bishoftu/home>).

Figure : Map of the study area, Bishoftu Town



(Source: Bishoftu town Municipal office, 2017)

The altitude of the city ranges from 1900-1995 M above sea level. Thus it belongs to Woina dega (Moderate Zone). According to the information obtained from Bishoftu Agricultural Research center, the average temperature and annual rain fall of the city are 26.9°C max and 11.28°C

minimum and 694 mm respectively. According to the 2014 data obtained from the Bishoftu Agricultural Research institute reveals that April is the hottest month of the year(31.1⁰C), while December is the coldest month(5.3⁰C) in the city. November is the driest months while August is the rainy month (209.9mm) of the year in the city. The highest wind speed is registered in March (2.24m/s) and the most common wind direction seen in the city is easterlies (<http://www.mwud.gov.et/web/bishoftu/home>).

3.2. Tourism Resource of the study area

Like other Ethiopia's attraction sites Bishoftu Town can be visited at any time of the year. Its tourist attractions are characterized by a cluster of volcanic crater lakes and popular spiritual sites that are found in and around the town. The town is surrounded by eight crater lakes namely: Hora Arsadi, Babogaya, Bishoftu, Kuriftu, Chalalaka, Kilole, Green and Balbala Lake. Most of them are well developed with lodges, resorts and spas all are becoming tourist attractions. Endemic birds & plants, chain of mountains are also a good tourist attraction site of the city. Bishoftu is rich with potential resources, thus locals have to be involved in diversifying tourism product of the area. For example, hiking, sailing, fishing sport, trekking, agro tourism, Bird watching etc are some of tourism products of the town.

Figure 3: Lakes of Bishoftu Town (Source: Bishoftu town Municipal office, 2017)



Lake Hora Arsedi



Lake Babogaya



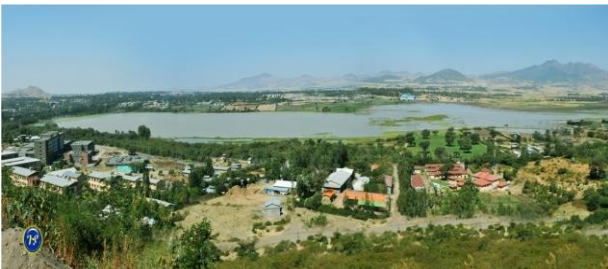
Lake Bishoftu



Lake Kuriftu



Lake Hora Kilole



Lake Cheleleka



Green Lake

Besides the above mentioned tourism resources, there is also one small museum with collection of both historical and cultural heritages that shows the development of traditional Oromo cultures. Geda Tulema Office, Cultural Hall, Lema Guya African Art Gallery, Bishoftu Automotive Industry and ancient human bone which has not split out for 113 years called Aba Sala Mariam, Hailesillassie Palace and Bishoftu Cultural Museum are found in Bishoftu. All these attraction sites made the city invaluable for tourism and have a great ability to attract tourists (Bishoftu town Municipal office, 2008). Bishoftu town culture and tourism office tried to advertise all these tourism resources through magazines, Medias, Bulletins, Brochures etcetera in order to attract more tourists.

3.2.1 Irreecha

Bishoftu is not only endowed by natural attractions and beautiful scenery, but also boasts of being Oromo ritual center where millions of people converge at the Oromo thanks giving ceremony called Irreecha, which is celebrated annually on the banks of Lake Hora Arsadi. There are different kinds of Irreecha in Oromia, but the famous ones are two. These are Irreecha Tulu and Irreecha Melka.

Irreecha Tulu: In Afan Oromo “Tulu” is called hill or Mountain. Irreecha Tulu is conducted especially on the mountain when winter is already past and autumn rain is waited on. It is conducted to ask almighty God (Waqaa) to bring rain when prolonged drought affects the wellbeing of cattle and people.

Irreecha Melka: Irreecha Melka is conducted especially on the lake during spring season at the end of September. Bishoftu has very attractive and conducive environment to attract tourists with plenty of natural resources in the city and surrounding it. In the town, there are many natural and man-made attraction sites.

Figure 4: Ceremony of Irreecha prayers and praise



(Source: Bishoftu town Municipal office, 2017)

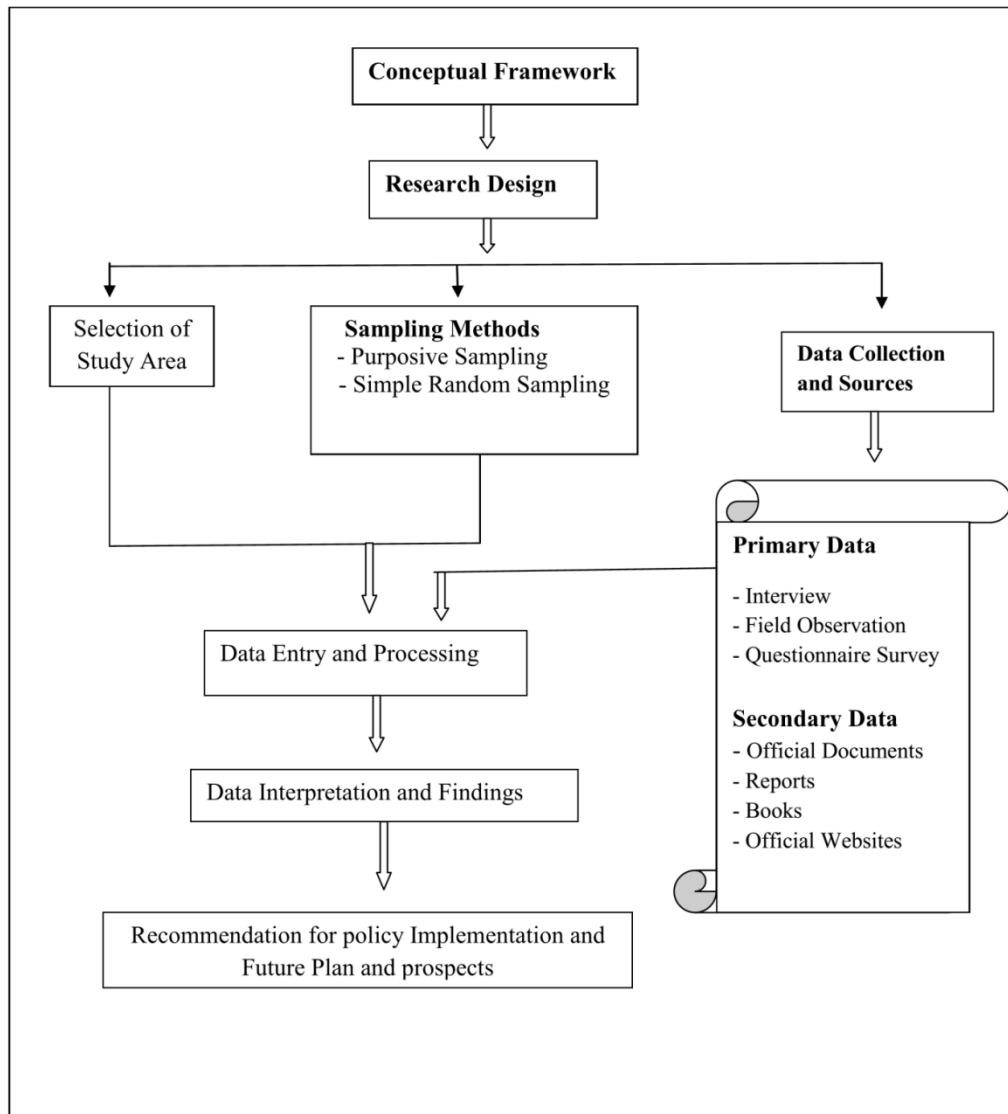
3.3. Selection of the study area

Due to the above mentioned tourism resources, the town was selected, as it provides an ideal example to investigate the awareness level and perception of residents' towards the impact of urban tourism and town development. In addition, the researcher is familiar with the area; therefore it was easier to conduct a research without the help of gate keepers and language barrier.

3.4. Research Design

The nature of this research is descriptive design, which was used to generate the required information. This design gives a description of variables based on field generated data and literature reviews. According to Burns (2000), an exploratory design allows the researcher to make a comprehensive inference about the investigated variables in the target population. It also allows an analysis of results with a view of generating new ideas about phenomena like attitudes and perceptions of local community towards impacts of urban tourism and its development. In line with this, both qualitative and quantitative research methods were employed to illustrate the objectives of the study and to gather relevant data. The research used quantitative approach to access residents' perception of urban tourism impacts and town development and use close ended questionnaires. Furthermore, for qualitative analysis, open ended questionnaires and interview were employed, for investigating the perception of key tourism stakeholders. For the overall research design, please refer figure 5.

Figure 5: Research Design Framework



Source: Own formulation, 2017

3.5. Target population of the study

The target of the study was the residents of Bishoftu town; mainly local communities and other key tourism stakeholders except tourists. It included 400 individuals who reside in the town in their proportionally sampled respective kebeles and 20 other stakeholders from various tourism government offices: Bishoftu culture and tourism office, municipality office, town administration office and others such as resort owners, lodges owners, hotel owners, art gallery owner, tour guides and the travel agents.

3.6. Sample and Sampling Procedures

Sampling is a procedure that uses a small number of units of a given population as a basis for drawing conclusions about the whole population (Zikmund, 1997). It is an important method for increasing validity of the collected data, as well as ensuring the sample is representative of a population. Due to a limited financial budget and time constraints, the study was conducted on a limited and manageable size. The researcher categorized the sample population in to local communities of the city and key tourism stakeholders. The study employed different sampling procedures for the local communities and key tourism stakeholders. In order to make the perception of residents' more representative; random sampling technique was employed to select the required total 400 respondents from the nine kebeles and close ended questionnaires were distributed and analyzed by quantitative research method. The sampled population of each kebele is presented in table 5.

According to Bishoftu city administration (2009 Ethiopian Calendar), the estimated population of Bishoftu is 207,050 and it is divided into nine urban and five rural kebeles. Of the total population, 164,311 people live in the urban kebeles as shown in Table 6 and the rest lived in rural kebeles. Therefore, in determining the representative sample size of the households, the researcher used 95% confidence ($p=0.05$) of samples. Yamane (1967) as cited in (Singh, 2014) provides a simplified formula to calculate sample sizes. This formula will be: $n = N/[1+N(e)^2]$, Where n is the sample size, N is the population size, and e is the level of precision or confidence interval (0.05). Thus, according to the formula the sample size is 400 residents' of the city.

Table 6: The sample size distribution of nine kebeles

Kebeles	No. of population	Sampled population
01	43,915	107
02	23,337	57
03	8,482	21

04	4,162	10
05	19,210	47
06	12,118	29
07	19,210	47
08	11,878	29
09	21,999	53
Total	164,311	400

The study also examined the perception of 20 tourism stakeholders of Bishoftu city culture and tourism office workers, Municipal office workers, lodge and resort owners, tour guides and travel agents by using purposive sampling. The open ended questionnaire was used to analyze the response and interprets qualitatively.

3.7. Data collection instruments

The necessary data for this study was obtained from primary sources as well as secondary source. Thus, both primary and secondary data was collected. Data collection methods used is described in subsequent section.

3.7.1. Primary sources of data

Data was collected using observation, and questionnaires which will be self-administered by the researcher to local people living in the town, interviews with tourism stakeholders who are in Bishoftu town.

a) Observation

Observation is one of the methods of data collection that was used in this study. As noted by Patton (1990) cited in Patrick (2003), observation is one of the qualitative research techniques in which a researcher conducts first-hand activity to get access to the sources of study. Creswell (2003) further explained observation as a fundamental and highly important method in qualitative inquiry. Based on chosen setting of study, it involves the systematic noting and recording of things. This could be artifact, behavior, and events. Using it, the researcher documented and described what is under study with concrete descriptions of what has been observed. Sun (2012) has explained that any study without site investigation (observation) has no convincing. Therefore, using checklist the researcher observed the pollution occurred around the lakes, on streets and in general in the town that occurred by tourist and local communities. In addition, the researcher observed the public infrastructural facilities around the tourist attraction areas. Not only this but also, the researcher observed the overall impression of Bishoftu town, popularity of the attraction and easily finding quality of services.

b) *Questionnaire survey*

The questionnaires were administered to the local people living in Bishoftu town in the nine (9) sampled kebeles. The researcher employed primary data mainly close ended questionnaires for the local communities. Besides, interview and open ended questionnaires survey were also employed to tourism stakeholders to ascertain respondents' perception of urban tourism impacts and tourism development.

Items used in the questionnaire to examine the impacts of urban tourism in Bishoftu are derived from the related tourism literature (Gursoy et al., 2002; Dimitriadis et al., 2013; Brida, et al., 2014; Yan, 2014) and are listed in Appendix A. The questionnaire is divided into three parts: the first part is the general information on socio-demographic and economic characteristics of the respondent, resident's attachment to tourism, level of the overall impacts of urban tourism development and urban tourism contribution for Bishoftu town. The second part contains 31 statements regarding the residents' perceptions on economic, socio-cultural and environmental impact of urban tourism; the third part contains 10 statements regarding residents' perception towards further urban tourism development. In terms of quantitative data, the close ended questionnaires, which was prepared in three languages (English, Afan Oromo

and Amharic), was distributed to 400 randomly selected local communities of the city who are residing in the selected kebeles to assess the perception of Bishoftu town residents towards urban tourism impact and town development by using the Lickert type scale whose values ranged from 1-5 on the rating scale, where 1 was ranked as Strongly Disagree, 2 Disagree, 3 Undecided, 4 Agree and 5 Strongly Agree. Among them 394 were returned with complete addresses and six of them were rejected due to incomplete addresses. Regarding qualitative study open ended questionnaires was distributed to purposively select 20 tourism stakeholders in order to acquire in-depth inquiry of their perception.

c) Interviews

Interview is very important because they involved direct contact between the interviewees and the interviewer and hence led to freedom and flexibility in terms of questions asked and answers given. Seven interview questions concerning residents' perception on urban tourism impact and contribution of urban tourism for town development was prepared.

Interview was made with key informants (tourism stakeholders) for cause clear picture on the basic impact of urban tourism and its development. Therefore, views of culture and tourism instructions (experts and headworking in different offices of the government) are important as they have better knowledge of the case under study. Based on this, interviews were held with 30 key tourism stakeholders such as 2 persons each from both Bishoftu culture and tourism office and municipality office, 1 person from town administration office, two old known people, 2 persons from each kebele 01, 02, and 09 administration and 1 person from the rest kebele administrations.

3.7.2 Secondary Sources

Secondary data collection involves gathering data from sources which had already been documented by other researchers. Most importantly the internet is utilized as basic source of reference materials in this study. The study was also employed extensive library usage and collection of relevant materials from magazines, books, journal papers and other published and unpublished works such as Simbo Bishoftu Bulletin, brochures, pamphlets and so on.

3.8 Validity and reliability

To check the validity and reliability of questionnaire, a pilot test using 20 respondents was conducted and the result of Cronbach Alpha coefficient 0.806 higher than 0.7, which showed that research tool, was reliable. Then **400** structured questionnaires were distributed to the residents categorized into three parts. The first part of the questionnaire deals about resident's general socio-demographic characteristics, the second part comprised the urban tourism impact questions that were helped to measure the perception of Bishoftu town residents and the third part contains the perception of residents on tourism development.

3.9 Method of data analysis

Data analysis is the process of evaluating data using analytical and logical reasoning to examine each component of data provided. Data from various sources were gathered, reviewed, and then analyzed to form some sort of finding or conclusion. The qualitative data which was gathered through interview, personal observation and secondary data review were narrated. The quantitative data was analyzed with the help of Package for Social Science (SPSS version 20.). The methods of data analysis for quantitative data were:

a) Cronbachs alpha

Reliability in quantitative studies can be defined as the extent to which test scores are accurate, consistent or stable (Struwig & Stead, 2001). Taking into consideration that McMillan and Schumacher (2006) cited in (Tichaawa & Mhlanga, 2015), the use of the Cronbach α coefficient as being the most appropriate method for examining the reliability of survey research where a range of possible answers exists, and there is not only a choice between two items (Brida, Disegna & Osti, 2014). Ng (2017) conducted a study on Macao residents' perceptions of the impact of tourism on quality of life. This study used Cronbach alpha coefficient. According to this study, the internal consistency of the factors was considered satisfactory, with Cronbach's alpha coefficients ranging from 0.67 to 0.88. The twenty-two variables loaded reasonably on the seven factors and had strong reliability. In addition, Muresan et al (2016) conducted a study on Stakeholders' perceptions & attitudes towards tourism development in a mature destination, revealed that Cronbach's alpha reliability coefficient was computed to evaluate the internal consistency of each component. An acceptable reliability coefficient is higher than 0.6. According to this study, the overall reliability of the 22 variables was 0.87, which is reliable.

Therefore, for this study, Cronbach's alpha reliability coefficient was computed to evaluate the internal consistency of economic, environmental and socio-cultural impacts of urban tourism for its reliability and validity.

b) Factor analysis

According to Chand (2013), factor analysis is used to investigate residents' perceptions of the economic, socio-cultural and environmental benefits of tourism development in the study area. The uni-dimensionality of the perceived impacts and the support for tourism development constructs were tested with Factor Analysis (FA). This statistical technique was helpful in reducing the number of variables into a smaller subset of new composite factors. Ng (2017) conducted a study on Macao residents' perceptions of the impact of tourism on quality of life. In this study, a principal axis factoring analysis was performed to obtain an underlying factor structure from a set of thirty-six tourism impact items related to economic, cultural, and environmental consequences. Seven latent constructs were identified as positive and negative impact of tourism in this study. Besides, Ling, et al. (2011) reported that residents who benefit from tourism development in Georgetown perceived greater positive impact than those who receive less benefit or do not receive any benefit. This study used the factor analysis as one of data analysis method.

In study conducted by Muresan et al (2016), the principal factor analysis was conducted to assess the dimensionality of the 22 items. The Barlett test of sphericity is significant (Chi-square = 3915.62, $p < 0.000$). The Kaiser-Meyer-Olkin (KMO) overall measure of sampling is 0.88, indicating that data are suitable for the principal component analysis. The result of this study indicated that tourism impacts are perceived positively as employment opportunity and well-being increases. An important segment of the rural population is willing to support the development of sustainable tourism because of the personal benefits obtained in terms of socio-cultural aspects (arts and crafts development, improvement of social life and facilities).

Ali et al. (2017) used an exploratory factor analysis, to derive factors related to stakeholders' perceptions and attitudes towards tourism development. It was conducted by employing Principal Components Analysis to transform the 19 items into a set of distinct factors. In this study, it was done with the intention to summarize the information related to the items into principal

components for easier interpretation. As per the study conducted by Ali et al. (2017), exploratory factor analysis was conducted to get tourism development factors including attachment to community, involvement of government, inclination towards tourism development, and attitude towards tourism development.

As study conducted by Chang and Zhang (2017), an exploratory factor analysis was applied to extract meaningful factors out of items under various dimensions. The result of this study showed that place relationship exerts great influence on the perception of tourism impact. Among various place relationship factors, "place attachment" significantly affects environmental and socio-cultural impact, and "community participation" clearly influences economic and socio-cultural impact.

A principal factor analysis with varimax rotation was performed for the purpose of identifying the underlying dimensions of residents' perceptions toward economic, environmental and socio-cultural impacts of tourism. That is why the researcher used this method of data analysis.

c) Multiple Analysis of Variance (MANOVA)

After the factor analysis determined the underlying dimensions of perceived social, economic, cultural and environmental impacts, Multiple Analysis of Variance (MANOVA) was employed to examine the relationship between socio-demographic variables and the underlying dimensions of the perceived social and cultural impacts. It is a statistical technique to test the differences in the centroid (vector) of means of the multiple interval dependents, for various categories of the independent(s) (Cheng-hsuan, 2006). The study conducted by Brida, J.G. et al. (2012) analyses residents' perceptions toward cruise tourism development and its externalities. Multivariate Analysis of Variance (MANOVA) was employed in this study to show significant differences exist in respondents' perceptions and attitudes towards cruise tourism, based on residents' occupation, as well as their dependency on the tourism sector, their residence distance from the port and whether they had a cruise experience in the past. Respondents perceive that cruise tourism exerts more positive than negative impacts, particularly in terms of heritage improvement and welfare increase.

Huh (2002) made use of MANOVA to determine whether there were differences among derived factors with respect to demographic and travel behavior characteristics. The result of the study

revealed that, there is a difference in derived factors in terms of only total household incomes (Wilks' Lambda $F = 1.694$, $p = 0.045$) among the demographic variables and in terms of only the length of stay (Wilks' Lambda $F = 1.993$, $p=0.022$).

In the MANOVA tests, this study considered the factors from underlying dimensions of perceived economic, environmental, social and cultural impacts as the dependent variables and the socio-demographic variables as the independent variables.

d) Correspondence analysis

As study conducted by Brida et al. (2012), correspondence analysis on the local residents' perceptions shows that residents have an overall positive attitude towards cruise tourism development with respect to social, cultural and economic aspects. Nevertheless, in the study, residents moderately feel that cruise activity has a negative impact on their wellbeing (increase in micro-crime and road congestion) and the environment (i.e. increase in waste, pollution and congestion in recreational areas). Therefore, correspondence analysis was also conducted in this study to assess the interrelationships of perceived tourism impacts among supporters, moderators and opponents.

Chapter Four

Results and Discussion

4.1 Characteristics of Respondents

The sample population for this study was residents, who lived in Bishoftu town. A total of 400 surveys questionnaires were distributed to current residents randomly selected from the 9 kebeles' in the town. Out of 400 questionnaires dispensed, six (1.3%) were rejected due to incomplete addresses. From a total of the distributed questionnaires 394 were analyzed in this study. Table 7 shows the demographic characteristics of the residents' from Bishoftu town that comprises the study sample. Among the selected three hundred ninety four sample respondents from town residents 267 (67.8%) of them were males respondents whereas 126 (32%) were females. As it can be seen in the indicated table, the sample comprises primarily young people (over 49% of the respondents were aged between 21 and 30 years, and more than 40% of respondents were aged between 31-40 years, while less than 5% were aged Above 51years.

Table 7: Demographic Characteristics (Age and Gender)

Variable		Frequency	Percentage
Gender	Male	267	67.8
	Female	126	32.0
	Total	393	99.7
	Missing	1	3
	Total	394	100.0
Age	21-30	195	49.5
	31-40	160	40.61
	41-50	21	5.3
	Above 51	16	4.1

	Total	392	99.5
	Missing value	2	.5
	Total	394	100.0

Source: Researcher's survey, 2017

Table 8 shows the social characteristics of the residents' from Bishoftu town that comprises the study sample. According to this table, most of the respondents were employed, and university graduates; although a significant percentage of the respondents (31.2%) have Diploma, while around 2.5 % of respondents have the educational level of MA / MSc and above. In addition, the habitual residents about 31% have been living in the town for less than 5 years and about 30.5% of respondents were lived in Bishoftu for 5-10 years. 9.1% and 12.7% respondents lived in Bishoftu town for 16-20 and more than 20 years, respectively.

Table 8: Social characteristics (Education and Length of residence)

Variable		Frequency	Percentage
Level of Education	Illiterate	28	7.1
	Read and write	20	5.1
	High school	60	15.2
	Diploma	123	31.2
	BA / BSc	151	38.3
	MA / MSc and above	10	2.5
	Total	392	99.5
	Missing	2	.5
	Total	394	100.0
Length of residence	Less than 5 years	122	31.0

	5-10 years	120	30.5
	11-15 years	59	15.0
	16-20 years	36	9.1
	More than 20 years	50	12.7
	Total	387	98.2
	Missing	7	1.8
	Total	394	100.0

Source: Researcher's survey, 2017

Table 9 shows the economic characteristics of the residents' from Bishoftu town that comprises the study sample. As can be seen in this table, the majority of respondents (47.7%) earn a monthly income of 1000 to 5,000 Ethiopian birr, while 2.3% of the respondents earn a monthly income of above 10,000 birr. The sample also includes a large number of students and salaried employees.

Table 9: Economic characteristics (income and occupation)

Variable		Frequency	Percentage
Monthly income in Birr	below 1000	83	21.1
	1000-5000	188	47.7
	5001-10,000	60	15.2
	above 10,000	9	2.3
	Total	340	86.3
	Missing	54	13.7
	Total	394	100.0

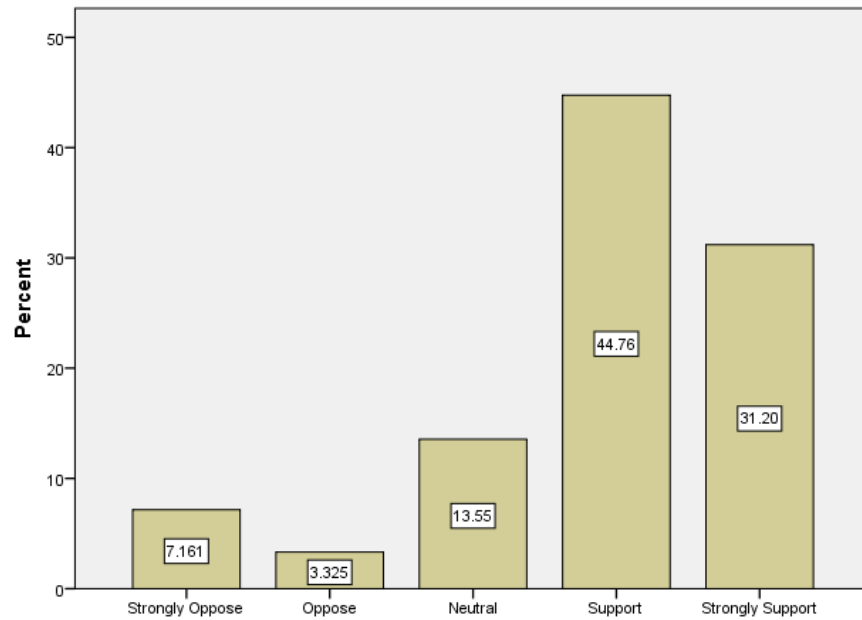
Occupation	Employed	239	60.66
	Unemployed	42	10.7
	Student	69	17.5
	Other	32	8.1
	Total	382	97.0
	Missing	12	3.0
	Total	394	100.0

Source: Researcher's survey, 2017

Question 4.1 Do you oppose or support the tourism development in Bishoftu town?

According to figure 6, about 75.96% of the respondents support or strongly support tourism development in Bishoftu town whereas only 10.49% oppose or strongly oppose tourism development in the town. Finally, this figure revealed that, around 13.6% of the participants in the study were moderators. Most of the interviewees agree that tourism development in Bishoftu town is very important. Not only this but also those who get benefit from tourism, support its development and the one who didn't get benefit oppose development of tourism in the town, as I could understand from interviewees. This idea is consistent with social exchange theory.

Figure 6: Tourism development supporters, moderators and opposers in Bishoftu town



Source: Researcher's survey, 2017

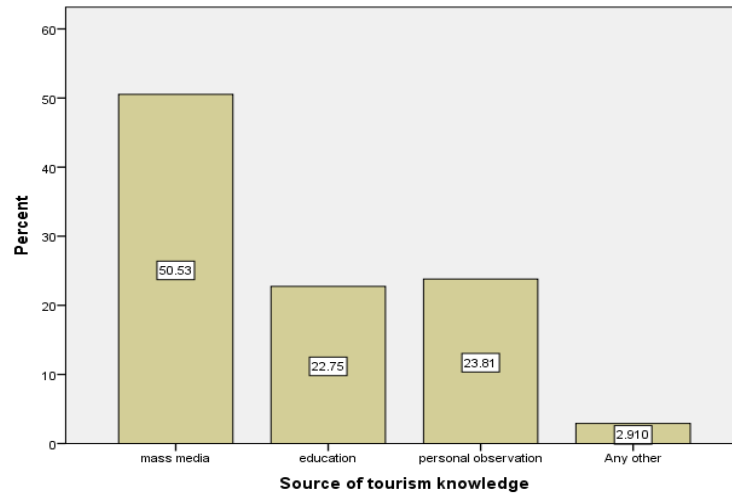
4.2 Benefits of tourism and public attachment

4.2.1. Source of information

Question 4.2 What are the main source of knowledge regarding tourism impacts and tourism development?

Figure 7 results revealed that more than half of the respondents (50.53%) obtain knowledge regarding tourism from mass media whereas a significant numbers of respondents get knowledge through personal observation (23.81%) and from education (22.75%) respectively. On the other hand a few percentages of respondents (2.91%) get knowledge concerning tourism from any other source like reading booklets and different newspapers. Even though the respondents know the tourist attraction areas of Bishoftu, the result signify that most of the respondents got knowledge regarding tourism from mass media, whereas a significant number of respondents got tourism knowledge by personal observation.

Figure 7: Source of tourism knowledge of Bishoftu town residents



Source: Researcher's survey, 2017

4.2.2 Attachments to tourism and contacts of people to tourists

Question 4.3. Are you frequently contact with tourists? According to table 10, most of the local community residents (65%) do not have a chance frequently to contact tourist of Bishoftu town, whereas 33.2% of respondents have a chance to meet tourist in their daily life.

Table 10: Response of Bishoftu town residents' frequent contact with tourists

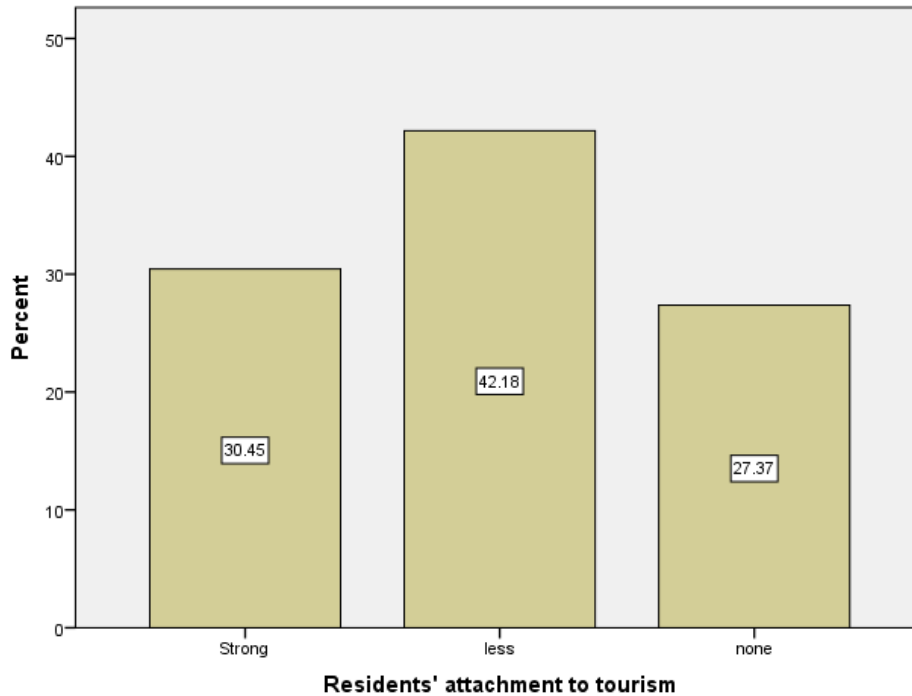
		Frequency	Percent
Valid	yes	131	33.2
	No	256	65.0
	Total	387	98.2
Missing		7	1.8
Total		394	100.0

Source: Researcher's survey, 2017

Question 4.4. What is residents' level of attachment to tourism?

As shown in figure 8, the majority of residents' (42.18%) in Bishoftu town that attached to tourism were less as compared to the residents' who had a strong attachment (30.45%) to tourism, whereas around 27 % of local community don't have any attachment to tourism in Bishoftu town.

Figure 8: Residents' attachment to tourism



Source: Researcher's survey, 2017

Table 11 and appendix A showed that, among respondents who strongly support tourism development in Bishoftu town, about 71.1% of them were males. Out of the respondents who strongly support tourism development in the town, about 50.13% of them were found in the age groups of 21 to 30 years and 40.36% were in the age group of 31 to 40 years. Additionally, among respondents who strongly support tourism development in the town, about 50% had a first degree. 60% of employed participants strongly support tourism development while among participants who strongly oppose tourism development, 18.5% of them were students. In terms of household income, 60.9% who had a monthly household income under 1000 Ethiopian birr strongly oppose tourism development in Bishoftu town, and 3.7% who had a monthly household income over 10,000 Ethiopian birr strongly support tourism development. This result is correlated with social exchange theory. In terms of length of residence, 48.1% of respondents were lived in Bishoftu town for less than five years strongly oppose tourism development, and 31.1% of local community respondents strongly support tourism development in the town. Besides, from residents who lived for 5-10 years, 41.5% of them were supports tourism

development. This indicated that, as the length of resident increases, the supporters of tourism development became increase.

Table 11: Socio-demographic characteristics by tourism development in Bishoftu town

Demographic Variables			Do you oppose or support the tourism development in Bishoftu town?					Total
			Strongly Oppose	Oppose	Neutral	Support	Strongly Support	
Gender	Male	%	60.7%	61.5%	64.2%	68.6%	71.1%	67.9%
	Female		39.3%	38.5%	35.8%	31.4%	28.9%	32.1%
Age	21-30	%	35.7%	46.2%	49.1%	52.9%	50.4%	50.13%
	31-40		60.7%	53.8%	33.96%	41.3%	35.5%	40.36%
	41-50		0.0%	0.0%	7.5%	5.2%	6.6%	5.4%
	Above 51		3.6%	0.0%	9.4%	0.6%	7.4%	4.11%
Occupation	Employed	%	48.14%	58.3%	63.26%	66.7%	60%	62.53%
	Unemployed		22.2%	25.0%	12.2%	7.6%	11.7%	11.1%
	Student		18.5%	16.7%	16.3%	18.1%	18.3%	17.94%
	Other		11.1%	0.0%	8.2%	7.6%	10.0%	8.43%
Level of education	Illiterate	%	28.6%	15.4%	17.3%	2.9%	3.3%	7.2%
	Read and write		14.3%	7.7%	5.8%	4.0%	4.1%	5.1%
	High school		10.7%	15.4%	21.2%	13.8%	14.8%	14.9%
	Diploma		17.9%	46.2%	23.1%	40.2%	23.8%	31.4%
	BA/BSC		25.0%	15.4%	30.8%	37.4%	50.0%	38.8%
	MA/MSc and above		3.6%	0.0%	1.9%	1.7%	4.1%	2.6%
Length of residence	< 5 yrs	%	48.1%	46.2%	33.3%	26.9%	31.1%	31.2%
	5-10 yrs		11.1%	30.8%	25.5%	41.5%	23.0%	31.0%
	11-15 yrs		18.5%	7.7%	15.7%	11.7%	20.5%	15.4%

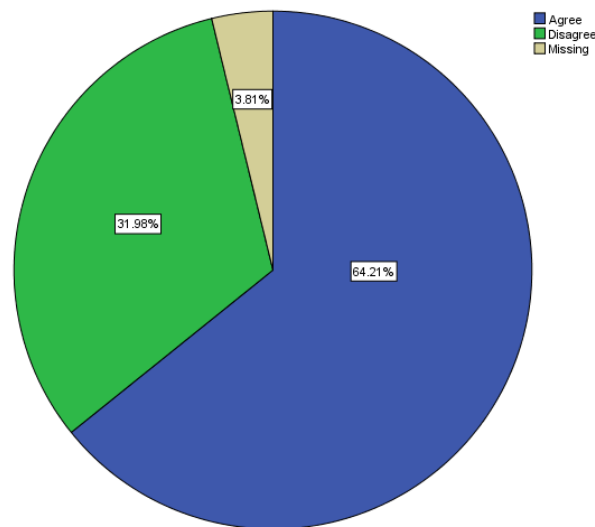
	16-20 yrs		7.4%	0.0%	11.8%	9.4%	9.8%	9.4%
	> 20 yrs		14.8%	15.4%	13.7%	10.5%	15.6%	13.0%
Monthly income in Birr	<1000		60.9%	18.2%	25.6%	21.7%	20.2%	24.3%
	1000-5000		30.4%	63.6%	55.8%	65.1%	45.9%	55.3%
	5001-10,000		8.7%	9.1%	14.0%	11.8%	30.3%	17.8%
	>10,000		0.0%	9.1%	4.7%	1.3%	3.7%	2.7%

Source: Researcher's survey, 2017

4.2.3 Benefits of tourism

Figure 9 indicated that most of respondents (64.21%) agree that the benefit of tourism is greater than its disadvantage, whereas 31.98% of local community respondents disagree with the advantage of tourism exceed its disadvantage. All of the key tourism stake holders agree that urban tourism is beneficial to local communities to create work opportunity for locals, develop growth domestic product, conserve natural resources, generate income, promote cultural exchange, technology transfer and selling local products.

Figure 9: Respondents' response on benefits of tourism



Source: Researcher's survey, 2017

4.3. Local Communities Perception of the Urban Tourism Impacts

4.3.1 Economic Impacts

The perception of Bishoftu town residents towards positive and negative tourism economic impact is described on Table 12. The descriptive analysis of respondents' perceived economic impacts of urban tourism were presented in Table 8. The overall mean (M), standard deviation (SD) and percentage for each assessment item are explained. Respondents rated the items on a five point Likert scale with 1 = Strongly disagree, 2 = Disagree, 3 = Moderate, 4 = Agree, and 5 = Strongly agree.

Table 12: Local communities Perception towards Economic impacts of Urban Tourism

Perception on Economic impacts of Urban Tourism	Respondents response									Mean	Std. Deviation
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Missing value	Total		
Urban Tourism has a positive impact on Bishoftu's economy	Frequency	37	19	40	150	138	384	10	394	3.87	1.231
	Percent	9.4	4.8	10.2	38.1	35.0	97.5	2.5	100		
Tourism attracts more investment to the city	Frequency	16	15	21	147	188	387	7	394	4.23	1.008
	Percent	4.1	3.8	5.3	37.3	47.7	98.2	1.8	100		
Tourism attracts more spending to the city	Frequency	22	31	43	131	151	378	16	394	3.95	1.169
	Percent	5.6	7.9	10.9	33.2	38.3	95.9	4.1	100		
The living standards increase more rapidly because of the tourism revenues	Frequency	26	34	44	137	139	380	14	394	3.87	1.200
	Percent	6.6	8.6	11.2	34.8	35.3	96.4	3.6	100		
Tourism causes an increase in price of	Frequency	47	59	43	118	119	386	8	394	3.53	1.381

	Percent	11.9	15.0	10.9	29.9	30.2	98.0	2	100		
Tourism creates new markets for local products	Frequency	16	20	32	138	176	382	12	394	4.15	1.055
	Percent	4.1	5.1	8.1	35.0	44.7	97.0	3.0	100		
Tourism is good for community's economic development	Frequency	15	14	25	149	182	385	9	394	4.22	.994
	Percent	3.8	3.6	6.3	37.8	46.2	97.7	2.3	100		
Tourism only seasonally increases labor opportunities	Frequency	35	56	62	129	100	382	12	394	3.53	1.273
	Percent	8.9	14.2	15.7	32.7	25.4	97.0	3	100		
Tourism is beneficial for a small group of people	Frequency	56	87	61	107	71	382	12	394	2.82	1.324
	Percent	14.2	22.1	15.5	27.2	18.0	97.0	3	100		
Tourist improves public utilities in the city of Bishoftu	Frequency	25	42	48	139	135	389	5	394	3.13	1.351
	Percent	6.3	10.7	12.2	35.3	34.3	98.7	1.3	100		
The quality of services in the city of Bishoftu is better due to more tourism	Frequency	29	61	62	126	113	391	3	394	3.81	1.204
	Percent	7.4	15.5	15.7	32.0	28.7	99.2	8	100		
Transportation is better in the city due to more tourism	Frequency	38	49	51	128	117	383	11	394	3.60	1.257
	Percent	9.6	12.4	12.9	32.5	29.7	97.2	2.8	100		

Source: Researcher's survey, 2017

The 13 questions that assess residents' perceived impacts of urban tourism were related to economic impacts. According to table 12, 73.1% of the local community respondents strongly agreed and agreed on that urban tourism brings a positive economic impact to the country and

14.2 % of respondents do not believe that tourism brings a positive economic impacts, whereas 10.2 % of the local community were not aware about the positive economic impacts. This showed that there were a significant numbers of local communities who had no any hint about the positive economic effect of urban tourism. In addition, the mean result of (**M=3.87**), showed that respondents perceived urban tourism as it brings positive impact on Bishoftu’s economy. As per the data obtained from Bishoftu Town Culture and Tourism office, there is a steady increment of income that is obtained from tourism. This idea is clearly supported by the table 10.

As one can understand from table 13, while the income obtained from 2005 to 2008 showed a steady increment, the income obtained in 2009 shows that it is highly decreased. As the tourism office expert described, the main reason for such reduction of income was the event of conflict during Irreecha ritual ceremony. This is because the number of tourist flow during 2009 Ethiopian Calendar decreased due to political instability of the country.

Table 13: Income obtained from tourism in Bishoftu town

Income obtained from tourism	2005 E.C	2006 E.C	2007 E.C	2008 E.C	2009 E.C
From Domestic tourists in birr	13,843,170	57,500,000	125,000,000	209,621,118	12,173,121
From Foreign tourists	398,200	1,004,500	5,000,000	31,109,218	6,513,427

Source: Bishoftu town culture and tourism, 2009.

85% of local respondents were familiar with the fact that tourism attracted more investment to Bishoftu town whereas 7.9% reflected their doubt on tourism attracts more investment and insignificant numbers of respondents (5.3%) do not have knowledge regarding the statement. Besides the mean result of (**M=4.23**), revealed that the respondents agreed with investment attraction to the town due to tourism development. It is found that, currently investors are coming to Bishoftu town and construct resorts, lodges, hotels and pensions, said the head office of culture and tourism of the town.

71.5% of local community respondents strongly agreed or agreed on that tourism attracts more spending to Bishoftu town, respectively, whereas 13.5% of respondents disagree with the statement. Moreover the mean result of (**M=3.95**) indicated that the majority of the local communities were agreed with the statement.

As can be demonstrated in table 12, 70.1% of local community respondents strongly agreed or agreed on that tourism revenue increases living standards of the community. In addition, the mean result (**M=3.87**) revealed that, living standards of Bishoftu town community increase more rapidly because of the tourism revenues.

60.1% of respondents agreed that tourism causes an increase in price of land and cost of living. On the other hand, 26.9% of local communities believe that tourism does not cause increment on price of land and cost of living. More over the mean result (**M=3.53**) majority of local communities agreed with above statement and 10.9% of local communities were not aware about this statement.

About 79.7% of local communities strongly agreed and agreed on that tourism create new markets for local products. On the other hand, 9.2% of respondents disagreed with statement “tourism creates new markets for local products”. Moreover the mean result (**M=4.15**) show that the majority of local communities agreed with the statement. Furthermore, similar ideas were raised by, tourism expert of Bishoftu town, kebele administrators, the town’s old known elders, hotel managers of Babogaya, Liezak and Kuriftu Resorts as well as Lema art Gallery workers. They all strongly, agreed that tourism helps the community through selling local art products; cultural clothes, handicrafts and etc of the community for the tourists. In other words, it creates market opportunities for the local residents.

Besides, 84% of local community’s respondents agreed on that tourism is good for community’s economic development. Only 7.4% of the local communities disagreed or strongly disagreed that tourism does not benefit the local people by creating economic activities. Moreover the mean result (**M=4.22**), showed that most of the respondents agreed with the statement. These results are consistent with Doxey’s Irridex model, which suggested that residents usually hold a relatively positive attitude towards tourism as tourism is introduced to host community.

As it can be seen on the table 12, 58.1% of respondents agreed and strongly agreed on that tourism only seasonally increases job opportunities and 15.7% of respondents don't have a clue on labor opportunities increased due to more tourism, whereas 23.1% of respondents did not agree with the statement. Likewise the mean result (**M=3.53**) revealed that most of respondents agree with the statement. This idea is also confirmed by the interviewee of Bishoftu town culture and tourism head. She stated that tourism creates job opportunities in various areas. For instance, the head said that tour guides, increased the number of shades from one to three. Not only this they also bought cars and also create job opportunities for other local communities. On the other hand, Liesak resort manager and Bin hotel respondent signifies that jobs related to tourism were seasonal.

Of the respondents, 43.2% of local communities agreed on that tourism is beneficial for a small group of people (**M=3.13**) and 36.3% of respondents disagreed with the statement, whereas 15.5% of local communities do not aware with the statement. 69.6% of local community respondents agreed or strongly agreed in that tourism improves public utilities in Bishoftu town and 17% of respondents disagreed with the statement. Moreover, the mean result (**M=3.81**) showed that the majority of respondents agreed on the statement "tourism improves public utilities in town". In addition, 60.8% of local community respondents agreed or strongly agreed on quality of services in the Bishoftu town is better due to more tourism, whereas 22.9% of respondents disagreed with the statement. Furthermore, the mean result (**M=3.60**) showed that most of respondents agreed with the statement.

Finally, as shown in the table 12, 62.2% of local community respondents agreed that transportation is better in the town due to more tourism, whereas, 22% of local community respondents disagreed with the statement and 12.9% hesitated to say transportation is improved in Bishoftu town due to tourism. Likewise, the mean result (**M=3.62**) indicated that most of respondents agreed with the statement.

Generally, the result obtained from table 12 indicates that majority of local communities are aware of the positive economic impacts of urban tourism and they know few negative impacts. Moreover, the positive economic impact of tourism is well addressed by key tourism stake holders, but its negative impacts were not well known.

4.3.2 Environmental Impacts

The perception of Bishoftu town residents towards positive and negative tourism environmental impacts is described by table 14. As can be seen from the table 62.5% of local community respondents agreed that tourism causes more positive environmental effects than negative and 21.3 of them don't believe positive environmental effects of tourism is greater than negative. Moreover the mean result ($M = 3.55$) indicates that, most of the respondents agree with the above statement. According to this table, 41.1% of respondents agreed that Bishoftu community is becoming overcrowded due to the increasing number of tourists and 36.1% of respondents disagreed with the statement, whereas 20.3% of respondents were not aware about statement. Furthermore the mean result ($M = 3.01$) signify that the local communities were not aware of the statement.

Table 14: Local communities Perception towards Environmental impacts of Urban Tourism

Perception on environmental impacts of Urban Tourism	Respondents response									Mean	Std. Deviation
	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Missing value	Total			
Urban tourism causes more positive environmental effects than negative	Frequency	45	39	57	150	96	387	7	394	3.55	1.283
	Percent	11.4	9.9	14.5	38.1	24.4	98.2	1.8	100		
My community is becoming overcrowded due to the increase in the number of tourists	Frequency	74	68	80	106	56	384	10	394	3.01	1.346
	Percent	18.8	17.3	20.3	26.9	14.2	97.5	2.5	100		
Tourism increases the urban pollution including	Frequency	104	72	62	92	56	386	8	394	2.80	1.432

	Percent	26.4	18.3	15.7	23.4	14.2	98.0	2	100		
The construction of tourist facilities destroy the environment	Frequency	59	49	56	119	100	383	11	394	3.40	1.395
	Percent	15	12.4	14.2	30.2	25.4	97.2	2.8	100		
Tourism provides an incentive for the conservation of natural resources	Frequency	21	22	50	138	150	381	13	394	3.98	1.120
	Percent	5.3	5.6	12.7	35.0	38.1	96.7	3.3	100		
Tourism increases the traffic congestion in the city	Frequency	47	51	67	126	92	283	11	394	3.43	1.316
	Percent	11.9	12.9	17.0	32.0	23.4	97.2	2.8	100		
Tourism transformed the city in an overcrowded urban territory	Frequency	59	69	73	99	82	382	12	394	3.20	1.372
	Percent	15.0	17.5	18.5	25.1	20.8	97.0	3.0	100		
Because of tourism, roads and public infrastructure are kept in higher standard than they otherwise would be	Frequency	33	26	41	145	144	389	5	394	3.88	1.223
	Percent	8.4	6.6	10.4	36.8	36.5	98.7	1.3	100		
Tourism development is responsible for the water sanity	Frequency	75	71	38	95	107	386	8	394	3.23	1.507
	Percent	19.0	18.0	9.6	24.1	27.2	98.0	2.0	100		

Source: Researcher's survey, 2017

The mean result (M= 2.80) showed that most of the local respondents were unaware of the statement “tourism increases the urban pollution including noise, water pollution and waste pollution”. The researcher observed that the lakes around resorts are polluted to some extent. The

banks of some lakes were contaminated with un-decomposed materials like use and throw plastics materials.

According to table 14, 35% and 38.1% of local respondents agreed and strongly agreed that urban tourism provides an incentive for the conservation of natural resources, respectively and 12.7% of respondents were unaware of the statement, whereas 10.9% of respondents disagreed with the statement. The mean result ($M = 3.98$), also signify that local communities agreed with statement that tourism provides an incentive for the conservation of natural resources. Respondents from Babogaya resort, Adulala resort and Paradise lodge also confirmed that tourism helps to protect, maintain and conserve nature, such as lakes, plants, animals, forests etc.

55.4% of local community respondents agreed that tourism increases the traffic congestion in the city and 17.0% of respondents were unaware of the statement, where as 24.8% of respondents did not agree with the statement. In addition the mean result (3.43) showed that local communities are hesitated the statement “tourism increases the traffic congestion”. In addition, 45.9% of local community respondents agreed on that tourism transformed the city in an overcrowded urban territory and 18.5% of respondents unaware that tourism converts Bishoftu town into an overcrowded territory. On the other hand, 32.5% of respondents disagree with the above statement. Likewise the mean result (3.20) indicates that respondents of local community ambivalent that tourism transform city in to overcrowded urban territory.

Table 14 also revealed that 36.8% and 36.5% of local community respondents agree and strongly agree with roads and public infrastructure are kept in higher standard than otherwise due to tourism expansion, respectively. On the other hand 15% of respondents disagree with the above statement. In addition, the mean result (3.88) indicated that majority of respondents agree with the statement. The same response has been given from administration office that, due to tourism activities different infrastructural activities such as the construction of roads, electricity and hotels were developed.

51.3% of local community respondents agreed on that tourism development is responsible for the water sanity and on the other hand 37% of respondents disagreed with the statement. Moreover the mean result (3.23) revealed that the majority of the local communities are unaware of tourism development role for water sanity.

Finally, the interviewee from tourism office and the town administration experts said that most of the constructions undergone in the town are not as such attractive. This is because of the lack of coordination between the tourism office and town administration. In addition, the Bishoftu Afaf hotel manager signifies that locals meaning farmers are being displaced from their land due to more tourism. This is because as tourism develops, the town is more expanded, as he said.

To summarize, the descriptive result obtained from table 14 indicate that Bishoftu town residents have positive perception of the environmental impacts of urban tourism and they are unaware of the negative environmental impacts of tourism.

4.3.3 Socio - cultural Impacts

The perception of Bishoftu town residents towards positive and negative tourism socio-cultural impacts was described in table 15. According to this table, 69.6% of local community respondents agreed that urban tourism has led to an increase in service for residents, whereas 15.2% of respondents strongly disagreed and disagree with the statement. Moreover the mean value ($M=3.85$) indicated that most of respondents agree with the idea tourism led to an increase in service for residents. 36% of local community respondents agreed on that tourism causes a lower quality of life and in contrast 48% of respondents disagree with the statement.

This indicated that due to tourism the quality of life of residents increase. In addition, the mean result ($M=2.80$) indicates that most of respondents were unaware of the statement. 48% of respondents agreed that tourism causes security and crime problems such as prostitution and drug trafficking and in contrast 32.7% of respondents disagreed with the statement. The mean average of ($M=3.25$) shows that respondents were unaware regarding that tourism causes security and crime problems such as prostitution and drug trafficking. Furthermore, one tour guide said that around Babogaya there were some tourists who use ‘Shisha’ and harass local females. In addition, as a negative tourism impact of socio-culture, Kuriftu resort, View point lodge and Tommy Hotel workers revealed that, bad cultures such as homosexuality (a person usually a man who is attracted to people of the same sex) and locals imitation of bad foreign culture is expanded by forgetting indigenous culture.

According to table 15, 62.6% of local community respondents agree that tourism brings more positive social effects than negative whereas 21.3% of respondents strongly disagree and

disagree with the statement and a significant number of respondents 10.2% unaware of whether the positive social effect exceeds its negative effect. In addition, the average mean result (**M=3.65**) revealed that most of respondents believe that tourism brings more positive social effects.

36% and 43.4% of local respondents agree and strongly agree that tourism helps the inheritance of culture and gives better knowledge of our own traditional culture, respectively and a significant number of respondents were unaware of the statement, whereas only 8.6% of respondents disagreed with the statement “tourism promotes cultural exchange”. The average mean result (**M=4.15**) shows that most of local residents respondents strongly agreed and agreed with the above statement. Most of the key tourism stakeholders stated that tourism helps the locals to promote cultural exchanges. In addition, Asham Africa waitress specified that tourism helps to know foreign culture and share our own culture to attract more tourists and make our town well known to the world.

According to the table 15, 30.7% and 40.6% of respondents agree and strongly agree with the statement “Due to tourism, old customs have rejuvenated” respectively, whereas 13% of respondents disagreed that tourism hasn’t contribute to revive old customs, and significant number of respondents 10.2% don’t have a clue on whether tourism revive old custom or not. In addition, the mean result (**M=4.01**) signify that most of respondents believe that due to tourism old customs can be regenerated.

34.8% and 41.1 % of respondents agree and strongly agree that tourism influences the evolution of local arts, respectively whereas, 9.9% of respondents disagreed with the statement, and significant number of respondents 7.9% don’t know whether tourism influences the evolution of local arts. Furthermore, the mean result (**M=4.11**) shows that most of local community respondents believe that tourism influences the evolution of local arts.

35% and 41.4% of respondents agree and strongly agree that tourism commercializes the local traditions, whereas 7.8% of respondents disagree and strongly disagree with the statement, and significant number of respondents (10.9%) doesn’t know whether tourism commercializes local tradition. More over the mean result (**M=4.12**) imply that most of local communities agreed with the statement.

36% and 38.8% of respondents agreed and strongly agreed that tourism promotes better understanding between people, whereas 10.1% of respondents disagreed that due to tourism understanding between people is improved, and 10.4% of respondents were unaware of the statement. Besides, the mean result (**M=4.05**) indicates that most of the respondents were agreed with the statement understanding between people is promoted due to tourism. Moreover, the pyramid hotel waitress and Tommy hotel manager described that tourism helps people to work together and lead their social life well.

55.3% of respondents agreed that tourism created more occupational opportunities for women than men, whereas 28.3% of respondents strongly disagree and disagree that occupational opportunities created due to tourism is higher for women than men, and 13.2% of respondents were unaware of occupational opportunities created by tourism. The mean result (M=3.48) indicates that most of the respondents believed that occupational opportunities are created for women than men.

To summarize, the findings indicate that Bishoftu town residents have a positive perception of the socio-cultural impacts of tourism. Yet, they are unaware of the perception on the statement tourism causes security and crime problems such as prostitution and drug trafficking and occupational opportunities created for women. On the other hand, most of the key stakeholders were familiar with both positive and negative socio-cultural impacts of urban tourism.

Table 15: Local communities Perception towards Socio-cultural impacts of Urban Tourism

Perception on socio-cultural impacts of Urban Tourism	Respondents response										Mean	Std. Deviation
	Frequency	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Missing value	Total			
Urban Tourism has led to an increase in service for	30	30	42	139	135	376	18	394	3.85	1.220		

	Percent	7.6	7.6	10.7	35.3	34.3	95.4	4.6	100		
Tourism causes a lower quality of life	Frequency	96	94	36	71	71	368	26	394	2.80	1.493
	Percent	24.4	23.6	9.1	18.0	18.0	93.4	6.6	100		
Tourism causes security and crime problems such as prostitution and drug trafficking	Frequency	71	58	56	85	104	374	20	394	3.25	1.483
	Percent	18.0	14.7	14.2	21.6	26.4	94.9	5.1	100		
Tourism brings more positive social effects than negative	Frequency	41	43	40	129	118	371	23	394	3.65	1.328
	Percent	10.4	10.9	10.2	32.7	29.9	94.2	5.8	100		
Tourism helps the inheritance of culture and gives you better knowledge of your traditional culture	Frequency	17	17	28	142	171	375	19	394	4.15	1.048
	Percent	4.3	4.3	7.1	36.0	43.4	95.2	4.8	100		
Due to tourism, old customs have rejuvenated	Frequency	16	35	40	121	160	372	22	394	4.01	1.142
	Percent	4.1	8.9	10.2	30.7	40.6	94.4	5.6	100		
Tourism influences the evolution of local arts	Frequency	12	27	31	137	162	369	25	394	4.11	1.048
	Percent	3.0	6.9	7.9	34.8	41.1	93.7	6.3	100		
Tourism commercializes the local traditions	Frequency	12	19	43	138	163	375	19	394	4.12	1.014
	Percent	3.0	4.8	10.9	35.0	41.4	95.2	4.8	100		
Tourism promotes better understanding between	Frequency	15	25	41	142	153	376	18	394	4.05	1.069

	Percent	3.8	6.3	10.4	36.0	38.8	95.4	4.6	100		
Tourism created more occupational opportunities for women than men	Frequency	42	69	52	100	118	381	13	394	3.48	1.378
	Percent	10.7	17.5	13.2	25.4	29.9	96.7	3.3	100		

Source: Researcher’s survey, 2017

4.4. Underlying dimension of perceived urban tourism impacts

Factor analysis was used for the purpose of identifying the underlying dimensions of residents’ perceptions toward economic, environmental and socio-cultural impacts of urban tourism. The utilization of the “Principal Component Analysis” with the varimax rotation contained 31 perceived economic, environmental and socio-cultural impacts of urban tourism items. Based on the purposes of this study, the research question “Are there different underlying factors that explain urban residents’ perception?”

First of all, in order to decide the appropriateness of factor analysis, the Kaiser-Meyer-Olkin (KMO)' measure of sampling adequacy and Bartlett's Test of Sphericity were employed (Golzardi *et al.*, 2012). In this study, the results of the KMO measure of sampling adequacy revealed .839, which is sufficient for further analysis. Bartlett's Test of Sphericity revealed a significance at a level of .000 ($\chi^2 = 1514.256$, $df = 120$). Thus, the variables must be related to each other for the factor analysis to be appropriate.

In order to examine underlying dimensions of the perceived urban tourism impacts, a factor analysis with a varimax rotation was performed and the results were given the following table.

Table 16: Results of Factor Analysis

Underlying Dimensions and Items	Factor Loading
Economic Impact	
Tourism creates job for locals	.812
Tourism attracts more investment to the city	.787

Tourism is good for community's economic development	.788	
The living standards increase more rapidly because of the tourism revenues	.622	
Because of tourism, roads and public infrastructure are kept in higher standard	.580	
Transportation is better in the city due to more tourism	.528	
Environmental & economic impacts		
The quality of services in the city of Bishoftu is better due to more tourism	.545	
Tourism is beneficial for a small group of people	.688	
Tourism transformed the city in an overcrowded urban territory	.720	
Tourism causes an increase in price of land, houses and foods/ increase in the cost of living	.686	
Tourism increases the urban pollution including noise, water pollution and waste pollution.	.728	
Tourism development is responsible for the water sanity	.717	
Socio-cultural impacts		
Tourism influences the evolution of local arts	.776	
Tourism commercializes the local traditions	.792	
Due to tourism, old customs have rejuvenated	.690	
Tourism promotes better understanding between people	.636	
Eigen-value	4.749 2.215 1.555	
Percent of Variance Explained	29.678 13.844 9.718	
Cumulative Variance Explained	29.678 43.522 53.240	
Cronbach's Alpha	.801 .745 .743	
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.839	
Bartlett's Test of Sphericity	Approx. Chi-Square	1514.256
	Df	120
	Sig.	.000
Total Variance Explained = 53.24%		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 4 iterations.

Source: Researcher's survey, 2017

The three dimensions were considered as the dependent variables in this study, and they were named: economic effects, environmental & economic effects and socio-cultural effects. A total of 15 items were dropped from further analyses because some items were not interpretable for having only two items loaded in one factor and others were dropped for having low coefficient scores. After the elimination of the 15 items, factor analysis was run again and the final factorial model was constituted by 3 distinctive factors which were related with the perceptions of Bishoftu town residents. Then, reliability analysis using Cronbach's Alpha (α) was conducted to check the internal consistency of the items within each of the three factor structures. Cronbach's alpha should be more than 0.7 so as to be characterized a construct reliable (Dimitriadis, Papadopoulos & Kaltsidou, 2013).

The first underlying dimension contained six items with an alpha = .801. The second underlying dimension contained six items with an alpha = .745. The third underlying dimension contained four items with an alpha = .743. From the results, we can conclude that three factors were reliable. These three factors explained 53.24% of the variance in perception of urban tourism impacts. The factors extractable from the analysis along with their Eigen values, the percent of variance of the factor and Cronbach's alpha coefficient were given in Table 16. These factors explained 53.24% of total variance that the first factor accounts for 29.678% of the variance, the second 13.844% and the third 9.718%. In determining factors, factor loadings greater than 0.40 were considered as to be significant.

As anticipated, the first factor accounts for 29.678% of variance and 7 variables were loaded significantly. A relevant name for this on loading's pattern is economic impact Eigen value of this factor was 4.479, which was placed at the first priority among the impacts of urban tourism. These items were tourism creates job for locals, attracts more investment to the city, good for community's economic development, living standards increase more rapidly, improve public infrastructure, makes transportation better and increase quality of services in the Bishoftu town.

The second factor is associated mostly with the variables related to economic and environmental aspect of urban tourism. Thus, this factor can be named as economic and environmental impacts. The Eigen value for this factor is 2.215 which explain about 14 percent of the total variance. The items were tourism is beneficial for a small group of people, transformed the city in an overcrowded urban territory, increase in the cost of living, increases the urban pollution and it is responsible for the water sanity.

The name assigned to the third factor is socio-cultural impacts. This factor with Eigen value of 1.555 explains 9.718% of the total variance of the effects of urban tourism. All assessments included in this factor were tourism influences the evolution of local arts, commercializes the local traditions, restore old customs and promotes better understanding between people.

As a result, factor analysis revealed that there were three dimensions of tourism impacts that were perceived by current residents of Bishoftu town. Thus, this study concluded that tourism development could influence residents' viewpoint of the economic, social, cultural and environmental factors of the local community.

Table 17: MANOVA table for Socio-demographic Variables and Perceived Economic, Environmental and Socio-cultural Impacts of urban Tourism

Variables	Wilk's Lamda	F-value	P-value
Gender	0.716	1.640	0.083
Age	0.435	0.761	0.929
Occupation	0.427	0.987	0.510
Education level	0.390	1.109	0.285
Length of residence	0.355	1.235	0.129
Income	0.615	0.615	0.902
Residents attachment to tourism	0.013	19.919	0.000

Source: Researcher's survey, 2017

Hypothesis 1: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by gender of the Bishoftu town residents.

The results of the multivariate analysis of variance (MANOVA) given in the above table indicated that there was no significant difference between Bishoftu residents' gender and the underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lambda = 0.716; F = 1.640 ; P-value = 0.083).

Hypothesis 2: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by age of Bishoftu town residents.

The results of the multivariate analysis of variance (MANOVA) indicated that there was no significant difference between residents' age category and the three underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lambda = .435 ; F = 0.761 ; p-value = .929).

Hypothesis 3: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by occupation category of the Bishoftu town residents. The results of the multivariate analysis of variance (MANOVA) indicated that there was no significant difference between residents' occupation category and the three underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lambda = 0.427; F = 0.987; p-value = 0.510).

Hypothesis 4: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by educational level of the Bishoftu town residents. The results of the multivariate analysis of variance (MANOVA) indicated that there was no significant difference between residents' educational level and the three underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lambda = 0.390; F = 1.109; p-value = 0.285).

Hypothesis 5: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by length of residence of the Bishoftu town residents. The results of the multivariate analysis of variance (MANOVA) indicated that there was no significant difference between residents' length of residence and the three underlying

dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lamda = 0.355; F = 1.235; p-value = 0.129).

Hypothesis 6: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by monthly income level of the Bishoftu town residents. The results of the multivariate analysis of variance (MANOVA) indicated that there was no significant difference between residents' monthly income level and the three underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lamda = 0.615 ; F = 0.615 ; p-value = 0.902).

Hypothesis 7: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by Bishoftu town resident's tourism attachment. The results of the multivariate analysis of variance (MANOVA) indicated that there was a significant difference between residents' tourism attachment and the three underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lamda = .013 ; F = 19.919 ; p-value = 0.000).

4.5. Tourism development in Bishoftu residents' perspective

Local residents' support is essential to ensure the long-term success of urban tourism development. This is particularly important in regional destinations (Getz, 1994). As indicated by Jenkins (1997), if the local residents are sociable, hospitable and welcome visitors, a destination is bound to retain its popularity in the long term. According to Sharma & Dyer, 2009 and Andriotis, 2004, there is positive residents' attitudes toward tourism involve support for tourism development. Residents' attitudes toward tourism play an important role in the sustainable management of tourist destination (Gursoy & Rutherford, 2004; Gursoy et al., 2002).

According to the table 18, among 95.9%, 35% and 41.6% of respondents agreed and strongly agreed that successful tourism development needs well-coordinated tourism planning with the mean result of (**M=4.07**), Whereas 39 (9.9%) of local communities disagree with the statement. On the other hand, 37 (9.4%) of local community were not aware of the statement.

Among the total of 96.2%, 34.8% and 44.2% of local community agreed and strongly agreed that they support building more tourism facilities to attract more visitors, whereas 10.2% of

respondents were not and will not support building more tourism facilities to attract more visitors” and 7.1 % of respondents were unaware of the statement. In addition, the mean result (M=4.13) indicated that most of the local communities support building more tourism facilities to attract more tourists. The interviewee from Bishoftu town culture and tourism office tried to explain that the tourism facilities constructed should be more attractive to get more tourists.

33.2% and 42.6% of local community agreed and strongly agreed that the government and tourism organizations should advertise or publicize our community more, whereas 9.65% of respondents believe that advertisement of our community to tourist is not important. The mean result (M=4.09) shows that most of the local residents believe that government and tourism organizations should advertise or publicize our community more.

34.5% and 38.8% of local respondents agreed and strongly agreed that they thought as tourism development is closely related their community’s future development, whereas 9.9% of respondents don’t believe that development of tourism in Bishoftu town is related to their community’s future development. The mean result (M= 4.03) revealed that, most of the local communities accepted tourism development as their community’s future development.

34.5% and 36.5% of local community agreed or strongly agreed that they welcome visitors who come to their community and feel proud that tourists choose to travel to their community, whereas a significant number of respondents (13.5%) disagreed to welcome visitors who come to their community. Moreover the mean result (M=3.94) indicated that most of the Bishoftu communities welcome tourists and they like tourists to come to Bishoftu town. The kebele administrators, View point lodge and Hirna Hotel managers revealed that Bishoftu town communities are hospitable so that a plenty of tourist can come and visit the town.

40.1% of respondents agreed that the maximum number of tourists should be determined and enforced by the government, where as 40.9 % of respondents believe that the number of tourists should not be determined by government. Moreover the mean result (M=3.00) indicated that most of the respondents were unaware of the statement.

According to the following table, 35.8% of respondents agree that the local government needs to restrict the further urban tourism development, whereas 48.8% of local residents’ respondents strongly disagreed and disagreed with the statement. On the other hand, 10.4% of respondents

were not known about the statement. Furthermore the mean result (M= 2.76) indicates that most of the respondents are unaware of the statement “local government needs to restrict the further urban tourism development”.

34% and 30.5% of local community respondents agreed or strongly agreed that urban tourism development is likely to put more pressure on public services, such as police and fire protection, utilities, and traffic, whereas 17.8% of respondents strongly disagreed or disagreed with tourism development plays a vital role in improving public services. Moreover the mean result (M=3.73) indicates that most of the residents believe that the urban tourism development plays a pivotal role in improving public services, such as police and fire protection, utilities, and traffic services.

66.5 % of local residents strongly agreed and agreed that level of awareness they have led to the attitudes and perceptions held towards tourism development is high, whereas 13.2% of local community’s respondents disagreed with the statement. The mean value (M=3.82) signify that level of awareness the Bishoftu town residents have led to the attitudes and perceptions held towards tourism development is good.

31.2% and 47.7% of local community respondents agreed or strongly agreed that tourism development in Bishoftu town has improved the quality of tourism attractions, whereas significant number of respondents (7.6%) disagreed with the statement. The mean value (M=4.20) shows that most of the Bishoftu town residents are in agreement with tourism development has improved the quality of tourism attractions in the town. This idea is also supported by the interviewees from Bishoftu town and each kebele administrations.

Table 18: Local residents’ perception towards further Urban Tourism Development

Perceptions towards further urban tourism development	Respondents response									Mean	Std. Deviation
	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Miss.value	Total			
Successful tourism development needs	Frequency	24	15	37	138	164	378	16	394	4.07	1.123

	Percent	6.1	3.8	9.4	35.0	41.6	95.9	4.1	100.0		
I support building more tourism facilities to attract more visitors/ Public funding for tourism promotion	Frequency	16	24	28	137	174	379	15	394	4.13	1.073
	Percent	4.1	6.1	7.1	34.8	44.2	96.2	3.8	100.0		
The government and tourism organizations should advertise our community more	Frequency	17	21	40	131	168	377	17	394	4.09	1.084
	Percent	4.3	5.3	10.2	33.2	42.6	95.7	4.3	100.0		
I think the tourism development is closely related to my community's future development	Frequency	13	26	51	136	153	379	15	394	4.03	1.060
	Percent	3.3	6.6	12.9	34.5	38.8	96.2	3.8	100.0		
I welcome visitors who come to my community and I feel proud that tourists choose to travel to my community	Frequency	20	33	42	136	144	375	19	394	3.94	1.152
	Percent	5.1	8.4	10.7	34.5	36.5	95.2	4.8	100.0		
The carrying capacity (maximum number of visitors) should be determined and enforced by the Government	Frequency	81	80	57	75	83	376	18	394	3.00	1.471
	Percent	20.6	20.3	14.5	19.0	21.1	95.4	4.6	100.0		
The local government needs to restrict the further urban tourism development	Frequency	96	96	41	84	57	374	20	394	2.76	1.437
	Percent	24.4	24.4	10.4	21.3	14.5	94.9	5.1	100.0		
Urban tourism development is likely to put more pressure	Frequency	28	42	54	134	120	378	16	394	3.73	1.226

	Percent	7.1	10.7	13.7	34.0	30.5	95.9	4.1	100.0		
Level of awareness local people has led to the attitudes and perceptions held towards tourism development.	Frequency	19	33	65	142	120	379	15	394	3.82	1.122
	Percent	4.8	8.4	16.5	36.0	30.5	96.2	3.8	100.0		
Tourism development has improved the quality of tourism attractions	Frequency	13	17	38	123	188	379	15	394	4.20	1.023
	Percent	3.3	4.3	9.6	31.2	47.7	96.2	3.8	100.0		

Source: Researcher's survey, 2017

4.6. Tourism`s contribution to urban development

4.6.1 Perception of Bishoftu residents on tourism impact

Correspondence analysis result of overall impacts of urban tourism with residents' support towards tourism development is given in the table 19. The result given in the correspondence table shows that, the majority of local community who had positive or very positive perception on the overall impacts of tourism development, about 285 local community were supporters of tourism development in Bishoftu town.

Table 19: Perception of residents' on the overall impacts of urban tourism with residents' support towards tourism development in Bishoftu

Perception of Bishoftu town residents' on the overall impacts of tourism development	Residents' idea towards tourism development					
	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	Active Margin
Very Negative	10	2	3	10	13	38
Negative	6	3	11	23	6	49
Neutral	5	2	23	38	13	81
Positive	4	5	13	88	61	171

Very Positive	1	0	2	9	24	36
Active Margin	26	12	52	168	117	375

Source: Researcher's survey, 2017

On the other hand, a significant number of local communities who were unaware about the perception on the overall impacts of tourism development, around 52 respondents were moderators of tourism development. Finally, a significant number of local communities those who have very negative or negative perception on the overall impacts of tourism development, about 38 respondents were opposers of tourism development in Bishoftu town.

Table 20: Correspondence Analysis

Dimension	Inertia	Chi-Square	Sig.	Proportion of Inertia	
				Accounted for	Cumulative
1	.132			.554	.554
2	.083			.349	.903
3	.022			.093	.996
4	.001			.004	1.000
Total	.239	89.633	.000	1.000	1.000
a. 16 degrees of freedom					

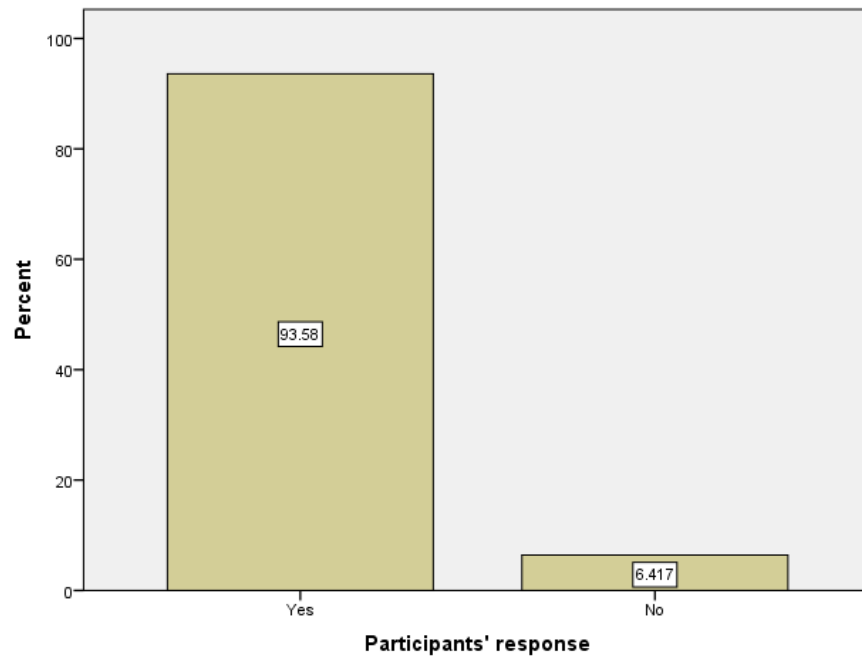
Source: Researcher's survey, 2017

Table 20 shows the decomposition of the total inertia. Of the total inertia 0.239, 55.4%, was accounted for the first component, whereas 34.9% was accounted for second component, and so on. The p-value of chi-squared test **0.000** indicated that, there were strong association between perception of residents' on the overall impacts of urban tourism and support towards tourism development in Bishoftu town. Again, the value of cumulative proportion of inertia revealed that, two dimensions explained most of the variability in the perception of Bishoftu town residents' on the overall impacts of tourism development.

4.5.2 Summary: Tourism development contribution for town development

The following figure showed that contribution of tourism development for Bishoftu town development according to residents' perspective.

Figure 10: Tourism development contribution for Bishoftu town development



Source: Researcher's survey, 2017

Figure 10 showed that, the majority (93.58%) of the Bishoftu town residents believed that tourism development played a paramount role in the town development. On the other hand insignificant number of respondents (6.42%) thought in the contradicting way. The interviewee from culture and tourism office of the town said that, currently, tourism revenue has been increasing. She however did not hide to expose the maladministration of tourism. She as well as other stakeholders stressed that tourism in Bishoftu is not well managed. They raised some indicators that can be taken as factors to determine whether tourism in Bishoftu is well managed or not. Among the factors, lack of organized management staffs, tourism officers, information centers, sufficient educated man power were found. However, this does not mean that, revenue gained from tourism do not have a role in the development of Bishoftu town.

4.6 Determinants of perception of residents on the overall impacts of tourism development in Bishoftu town

The respondents' demographic information with their perception, as determinants on the overall impacts of tourism development in Bishoftu town was listed with in Table 20 below, including gender, age, length of residence, educational level and monthly income.

Table 21, showed that, among respondents who perceive the overall impacts of tourism development as strongly positive or positive 38.4% of them were males and 16.8% of the respondents were females, whereas 14.9% of males and 8.3% of females perceive the overall impact of tourism strongly negative or negative. On the other hand, 14.4% of males and 7.2% of females were unaware of the overall impact of tourism. Out of the respondents who perceive the overall impact of tourism as positive, about 29.6%, 19.2% and 6.6% of them were found in the age groups of 21 to 30 years, 31-40 years and above 40 years, respectively. However, 10.4%, 11.2%, 1.6% of the respondents who perceive the overall tourism impact negatively fall in the age group of 21 to 30 years, 31-40 years and above 40 years, respectively. This shows that most of residents who fall in the age group more than 21 years perceive the overall impact of tourism positively.

Among respondents who perceive the overall impact of urban tourism strongly positive and positive, 17.6%, 24.3% and 1.4 % of them had diploma, first degree and master's degree, respectively. In contrast, 6.1%, 8.1% and 0.5% of respondents, who perceive the overall impact of tourism negatively, had diploma, first degree and master's degree, respectively. This indicates that most of the local residents perceive the economic, environmental and socio-cultural impact of urban tourism positively.

13%, 19%, 9.5%, 5.4% and 8.4% of Local community respondents who have the length of resident less than five, 5-10, 11-15, 16-20 and more than 20 years, respectively, have a strongly positive and positive perception on the overall impacts of urban tourism. On the other hand, 11%, 5.9%, 1.6%, 2.4% and 2.7 % of the local community respondents who have the length of resident less than five, 5-10, 11-15, 16-20 and more than 20 years, respectively, perceive the impact of tourism strongly negative or negatively. Based on the length of year of residency, most of the Bishoftu town residents perceive the economic, environmental and socio-cultural impact of urban tourism positively.

According to table 21 and appendix B, based on monthly income 34.7% of respondents who got 1000-5000 birr monthly, perceive the overall impact of tourism positively. On the other hand, 11.9% of respondents were unaware of the overall impact of tourism in Bishoftu town and earned monthly income of 1000-5000 birr. 8.8% and 9.1% of respondents who earned income monthly less than 1000 birr, perceive the impact of tourism, negatively and positively, respectively. This indicates that almost equal number of residents who got monthly income of less than 1000birr perceives the economic impact of tourism negatively and other impacts positively.

Table 21: Perception of residents on the overall impacts of tourism development in Bishoftu town by their demographic characteristics

Demographic characteristics			How do you perceive the overall impacts of tourism development in Bishoftu town?					Total
			Very Negative	Negative	Neutral	positive	Very Positive	
Gender	Male	%	6.1%	8.8%	14.4%	31.2%	7.2%	67.7%
	Female		4.0%	4.3%	7.2%	14.4%	2.4%	32.3%
	Total		10.1%	13.1%	21.6%	45.6%	9.6%	100.0%
Age	21-30	%	4.8%	5.6%	10.93%	25.3%	4.3%	50.9%
	31-40		4.8%	6.4%	9.07%	16.53%	2.67%	39.5%
	41-50		0.0%	0.8%	0.5%	2.9%	1.3%	5.6%
	Above 51		0.5%	0.3%	0.8%	1.1%	1.3%	4.0%
	Total		10.1%	13.1%	21.3%	45.9%	9.6%	100.0%
Occupation	Employed	%	4.66%	8.5%	12.05%	31.23%	6.85%	63.28%
	Unemployed		1.6%	1.1%	3.6%	3.0%	1.4%	10.7%
	Student		2.2%	2.2%	5.2%	7.4%	1.1%	18.1%
	Other		1.6%	1.1%	1.1%	3.6%	0.5%	7.9%
	Total		10.1%	12.9%	21.9%	45.2%	9.9%	100.0%
Educational	Illiterate	%	2.1%	1.1%	1.9%	1.3%	0.8%	7.2%

level	Read and write		1.6%	1.1%	0.8%	1.3%	0.3%	5.1%
	H. school		1.3%	1.3%	3.7%	7.2%	1.3%	14.9%
	Diploma		2.4%	3.7%	6.7%	15.7%	1.9%	30.4%
	BA/BSC		2.7%	5.3%	7.5%	19.2%	5.1%	39.7%
	Msc & above		0.0%	0.5%	0.8%	1.1%	0.3%	2.7%
	Total		10.1%	13.1%	21.3%	45.9%	9.6%	100.0%
Length of residence	<5 years	Per cent	4.6%	5.4%	8.4%	11.1%	1.9%	31.4%
	5-10 years		1.6%	4.3%	6.5%	16.0%	3.0%	31.4%
	11-15 years		1.1%	0.5%	4.1%	7.9%	1.6%	15.2%
	16-20 years		1.6%	0.8%	1.9%	4.9%	0.5%	9.8%
	>20 years		1.6%	0.8%	1.9%	4.9%	0.5%	9.8%
	Total		10.0%	12.7%	22.0%	45.8%	9.5%	100.0%
Monthly income in birr	Below 1000	Per cent	5.5%	3.3%	5.8%	7.9%	1.2%	23.7%
	1000-5000		3.6%	5.2%	11.9%	30.1%	4.6%	55.3%
	5000-10000		1.8%	3.3%	1.8%	8.5%	2.7%	18.2%
	More than 10,000		0.0%	0.0%	1.2%	0.9%	0.6%	2.7%
	Total		10.9%	11.9%	20.7%	47.4%	9.1%	100.0%

Source: Researcher's survey, 2017

Chapter Five

Conclusions and Recommendations

5.1 Conclusions

The study attempted to assess the perception of Bishoftu town residents' towards the impacts of urban tourism and its implication to the town development. Based on the findings, the following conclusions were drawn:

The result of the descriptive statistics showed that there is no significant difference between the mean perceptions of the respondents towards economic impacts of urban tourism. The study has

found that the local residents perceive the positive economic impacts of tourism auspiciously. The result from the study revealed that the majority of local communities are aware of positive economic impacts of urban tourism and few negative impacts. The local communities' perceived positive impacts include: it stimulate economic growth, rises the economic transaction, improve the living standards of the community, create new markets for local products, improve urban infrastructure, create job opportunities, improves public utilities supply and quality of services and better transportation. The negative impact includes increase cost of living and the price of urban land. In addition, key tourism stake holders have lack of awareness on the negative economic impact of urban tourism. This is explained by social exchange theory.

Besides, the local communities agreed with positive environmental impacts of urban tourism, whereas the negative environmental impacts of urban tourism were unknown by the majority of the local residents. The results obtained from open ended questionnaire analysis also align with this result.

There was lack of cooperation and coordination between tourism office and municipality during construction of tourism facilities.

The results of descriptive statistics revealed as the local communities agreed with the positive socio-cultural impacts of tourism such as promotion of cultural exchange, rejuvenation of old custom, commercialization of the local traditions etc. But, most of the local residents were unaware of the negative socio-cultural impacts of urban tourism. On the other hand, based on the qualitatively interpreted result, the majority of the key tourism stakeholders have a better awareness on the positive and negative socio-cultural impacts of tourism.

The result of study also revealed that most of the local communities agreed with importance of further urban tourism development and disagree with setting a limit on the maximum number of tourists flow by the government, and restriction of the further urban tourism development.

This study analyzed the factors and variables that explained local residents' perceptions and evaluation of tourism impacts and their support for tourism development. Most of the Bishoftu town's residents perceive the overall impacts of urban tourism constructively. As per the factor analysis, three factors, i.e., economic impacts, environmental impacts and socio-cultural impacts

were perceived by current residents of Bishoftu town which indicate 53.24% of total explained variance, KMO measure of sampling adequacy 0.839, and the level of significance .000 ($\chi^2 = 1514.256$, $df = 120$) (Bartlett's Test of Sphericity). Thus, this study concluded that tourism development could influence residents' viewpoint of the economic, social, cultural and environmental factors of the host community.

The results of the MANOVA analysis indicate that there were no significant mean difference between residents' demographic characteristic and perception of tourism's positive impacts or their perception of tourism's negative impacts. However, there was a significant mean difference between residents' tourism attachment and their perception of urban tourism's impacts.

The result obtained from correspondence analysis showed that, the majority of local community who had positive perception on the overall impacts of tourism development was supporters of tourism development in Bishoftu town. On the other hand, a significant number of local communities who have negative perception on the overall impacts of tourism development were opposers of tourism development in Bishoftu town. Most of Bishoftu town residents agreed that tourism development contributes for town development.

5.2 Recommendation

Based on this research finding the following recommendations were drawn.

- ✓ Regarding lack of awareness on the negative impact of urban tourism, the ministry of culture and tourism should arrange different short and long term trainings for representative residents in order to create awareness.
 - ✓ Bishoftu town tourism and culture offices should launch awareness creation campaign through drama and music festivals.
-

- ✓ Regarding lack of well managed urban tourism, the concerned offices such as Bishoftu city administration office and culture and tourism offices including zonal level offices and regional concerned offices should work cooperatively to make Bishoftu city more attractive town for tourists.
 - ✓ The ministry and concerned office at different level should advertise the overall tourism impacts and tourism development through electronic medias, newspapers, magazines etc.
-
- ✓ The ministry of culture and tourism should give priority for urban tourism development in national long-term policies and giving more attention to comprehensive tourism planning.
 - ✓ The tourism office and municipal administration should incorporate Stakeholders' participation, since it's much useful in accomplishing most of the development goals and getting logistic and financial support.
 - ✓ Bishoftu town administration should develop its urban tourism products continuously by improving the infrastructure services; as well as improving tourism services and facilities which contribute for town development.
 - ✓ It is recommended that the governments should do their best to protect environmental problems appeared like pollution and solid waste.
 - ✓ Residents support and acceptance for additional tourism development in the future is crucial for long term success. Therefore, government and authorities should pay more attention to local residents by including them into the tourism planning process.
 - ✓ Regional, Zonal and municipal administrations should incorporate with culture and tourism office on promoting tourism development.

5.3 Future Research

The scope of this research is limited to only the urban tourism and town development, the case of Bishoftu town residents' perspective. Therefore, it is recommended to conduct the perception of residents on urban tourism impact and town development in whole areas of the country. In addition, the study only involves the residents of urban kebeles and tourism stakeholders by excluding rural kebele residents and tourists; however inclusion of perception residents of surrounding rural kebeles and tourists on urban tourism impact and town development plays a vital role for making the study more beneficial.

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APPENDIXES

Appendix A: Socio-demographic characteristics by tourism development in Bishoftu town

Appendix A Socio-demographic characteristics by	Tourism development in Bishoftu town	Total
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tourism development in Bishoftu town			Strongly Oppose	Oppose	Neutral	Support	Strongly Support	
Demographic Variables								
Gender	Male	N	17	8	34	120	86	265
		%	60.7%	61.5%	64.2%	68.6%	71.1%	67.9%
	Female	N	11	5	19	55	35	125
		%	39.3%	38.5%	35.8%	31.4%	28.9%	32.1%
Total		N	28	13	53	175	121	390
		%	100.0%	100%	100 %	100%	100%	100%
Age	21-30	N	10	6	26	92	61	195
		%	35.7%	46.2%	49.1%	52.9%	50.4%	50.13%
	31-40	N	17	7	18	72	43	157
		%	60.7%	53.8%	33.96%	41.3%	35.5%	40.36%
	41-50	N	0	0	4	9	8	21
		%	0.0%	0.0%	7.5%	5.2%	6.6%	5.4%
	Above 51	N	1	0	5	1	9	16
		%	3.6%	0.0%	9.4%	0.6%	7.4%	4.11%
Total		N	28	13	53	174	121	389
		%	100%	100%	100%	100%	100%	100%
Occupation	Employed	N	13	7	31	114	72	237
		%	48.14%	58.3%	63.26%	66.7%	60%	62.53%
	Unemployed	N	6	3	6	13	14	42
		%	22.2%	25.0%	12.2%	7.6%	11.7%	11.1%
	Student	N	5	2	8	31	22	68
		%						

		%	18.5%	16.7%	16.3%	18.1%	18.3%	17.94%
	other	N	3	0	4	13	12	32
		%	11.1%	0.0%	8.2%	7.6%	10.0%	8.43%
Total		N	27	12	49	171	120	379
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Education level	Illiterate	N	8	2	9	5	4	28
		%	28.6%	15.4%	17.3%	2.9%	3.3%	7.2%
	Primary school	N	4	1	3	7	5	20
		%	14.3%	7.7%	5.8%	4.0%	4.1%	5.1%
	High school	N	3	2	11	24	18	58
		%	10.7%	15.4%	21.2%	13.8%	14.8%	14.9%
	Diploma	N	5	6	12	70	29	122
		%	17.9%	46.2%	23.1%	40.2%	23.8%	31.4%
	BA / BSc	N	7	2	16	65	61	151
		%	25.0%	15.4%	30.8%	37.4%	50.0%	38.8%
MA/MSc and above	N	1	0	1	3	5	10	
	%	3.6%	0.0%	1.9%	1.7%	4.1%	2.6%	
Total		N	28	13	52	174	122	389
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Length of residence	< 5 yrs	N	13	6	17	46	38	120
		%	48.1%	46.2%	33.3%	26.9%	31.1%	31.2%
	5-10 yrs	N	3	4	13	71	28	119
		%	11.1%	30.8%	25.5%	41.5%	23.0%	31.0%
	11-15 yrs	N	5	1	8	20	25	59
		%	18.5%	7.7%	15.7%	11.7%	20.5%	15.4%

	16-20 yrs	N	2	0	6	16	12	36
		%	7.4%	0.0%	11.8%	9.4%	9.8%	9.4%
	> 20 yrs	N	4	2	7	18	19	50
		%	14.8%	15.4%	13.7%	10.5%	15.6%	13.0%
Total		N	27	13	51	171	122	384
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Monthly income	<1000	N	14	2	11	33	22	82
		%	60.9%	18.2%	25.6%	21.7%	20.2%	24.3%
	1000-5000	N	7	7	24	99	50	187
		%	30.4%	63.6%	55.8%	65.1%	45.9%	55.3%
	5001-10,000	N	2	1	6	18	33	60
		%	8.7%	9.1%	14.0%	11.8%	30.3%	17.8%
	>10,000	N	0	1	2	2	4	9
		%	0.0%	9.1%	4.7%	1.3%	3.7%	2.7%
Total		N	23	11	43	152	109	338
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix B: Perception of residents on the overall impacts of tourism development in Bishoftu town by their demographic characteristics

Demographic characteristics			Perception of residents on the overall impacts of tourism development					Total	
			Very Negative	Negative	Neutral	positive	Very Positive		
Gender	Male	N	23	33	54	117	27	254	
		%	6.1%	8.8%	14.4%	31.2%	7.2%	67.7%	
	Female	N	15	16	27	54	9	121	
		%	4.0%	4.3%	7.2%	14.4%	2.4%	32.3%	
Total				38	49	81	171	36	375
				10.1%	13.1%	21.6%	45.6%	9.6%	100.0%

Age	21-30	N	18	21	41	95	16	191
		%	4.8%	5.6%	10.93%	25.3%	4.3%	50.9%
	31-40	N	18	24	34	62	10	148
		%	4.8%	6.4%	9.07%	16.53%	2.67%	39.5%
	41-50	N	0	3	2	11	5	21
		%	0.0%	0.8%	0.5%	2.9%	1.3%	5.6%
	Above 51	N	2	1	3	4	5	15
	%	0.5%	0.3%	0.8%	1.1%	1.3%	4.0%	
Total		N	38	49	80	172	36	375
		% of Total	10.1%	13.1%	21.3%	45.9%	9.6%	100.0%
Occupation	Employed	N	17	31	44	114	25	231
		%	4.66%	8.5%	12.05%	31.23%	6.85%	63.28%
	Unemployed	N	6	4	13	11	5	39
		%	1.6%	1.1%	3.6%	3.0%	1.4%	10.7%
	student	N	8	8	19	27	4	66
		%	2.2%	2.2%	5.2%	7.4%	1.1%	18.1%
	other	N	6	4	4	13	2	29
		%	1.6%	1.1%	1.1%	3.6%	0.5%	7.9%
Total		Count	37	47	80	165	36	365
		% of Total	10.1%	12.9%	21.9%	45.2%	9.9%	100.0%

Demographic characteristics			Perception of residents on the overall impacts of tourism development					Total
			Very Negative	Negative	Neutral	Positive	Very Positive	
Educational level	Illiterate	N	8	4	7	5	3	27
		%	2.1%	1.1%	1.9%	1.3%	0.8%	7.2%
	Read and write	N	6	4	3	5	1	19
		%	1.6%	1.1%	0.8%	1.3%	0.3%	5.1%
	H.school	N	5	5	14	27	5	56
		%	1.3%	1.3%	3.7%	7.2%	1.3%	14.9%
	Diploma	N	9	14	25	59	7	114
		%	2.4%	3.7%	6.7%	15.7%	1.9%	30.4%
	BA / BSc	N	10	20	28	72	19	149

		%	2.7%	5.3%	7.5%	19.2%	5.1%	39.7%	
	MA / MSc and above	N	0	2	3	4	1	10	
		%	0.0%	0.5%	0.8%	1.1%	0.3%	2.7%	
Total		N	38	49	80	172	36	375	
		% of Total	10.1%	13.1%	21.3%	45.9%	9.6%	100.0%	
Length of residence	Less than 5 years	N	17	20	31	41	7	116	
		%	4.6%	5.4%	8.4%	11.1%	1.9%	31.4%	
	5-10 years	N	6	16	24	59	11	116	
		%	1.6%	4.3%	6.5%	16.0%	3.0%	31.4%	
	11-15 years	N	4	2	15	29	6	56	
		%	1.1%	0.5%	4.1%	7.9%	1.6%	15.2%	
	16-20 years	N	6	3	7	18	2	36	
		%	1.6%	0.8%	1.9%	4.9%	0.5%	9.8%	
	More than 20 years	N	4	6	4	22	9	45	
		%	1.1%	1.6%	1.1%	6.0%	2.4%	12.2%	
	Total		N	37	47	81	169	35	369
			% of Total	10.0%	12.7%	22.0%	45.8%	9.5%	100.0%
Monthly income in birr	below 1000	N	18	11	19	26	4	78	
		%	5.5%	3.3%	5.8%	7.9%	1.2%	23.7%	
	1000-5000	N	12	17	39	99	15	182	
		%	3.6%	5.2%	11.9%	30.1%	4.6%	55.3%	
	5001-10,000	N	6	11	6	28	9	60	
		%	1.8%	3.3%	1.8%	8.5%	2.7%	18.2%	
	More than 10,000	N	0	0	4	3	2	9	
		% of Total	0.0%	0.0%	1.2%	0.9%	0.6%	2.7%	
Total		Count	36	39	68	156	30	329	
		% of Total	10.9%	11.9%	20.7%	47.4%	9.1%	100.0%	

APPENDIX C: Questionnaire for Urban Residents

Dear Respondent,

The researcher Genet Abera Nigatu is a post graduate student undertaking Master of Arts in Tourism and Development at Addis Ababa University and is carrying out a research on Urban Tourism and Town Development: Bishoftu's Residents' Perspective. Information gathered will be treated with utmost confidence. Your participation and contribution will be highly appreciated. Please answer all questions in part A and B by ticking (√) in the space provided.

Part A: GENERAL INFORMATION

1. **Gender** Male Female

2. **Age (In years)**

21-30 31-40 41-50 Above 51

3. **Occupation** Employed Unemployed Student

Any other specify.....?

4. Educational Level

Illiterate and write Hi hool Diplon /BSc /MSc and
Above

5. Length of residency (in years)

<5 years years 11-15 ye 6-20 years More than 20

6. Your attachment to tourism Strong Less None

7. Monthly income in Birr < 1000 1000-5000 5000-10,000 >10,000

8. Are you in frequent contact with visitors in daily life?

Yes No

9. Source of knowledge regarding tourism impacts and tourism development

Mass Media Education Personal observation
Any other specify.....?

10. The benefits of tourism greater than its disadvantage Agree Disagree

11. Do you oppose or support the tourism development in Bishoftu town?

Strongly oppose Oppose Neutral Support Strongly support

12. How do you perceive the overall impacts of tourism development in Bishoftu town?

Very negative Negative Neutral Positive Very positive

13. Do you think that tourism development has a contribution for Bishoftu town development?

Yes No

Part B: Urban Tourism Impact Assessment Questionnaire

Please answer the following questions according to how you really feel and choose one option to represent what you think. Thanks a lot!

1-strongly disagree 2- Disagree 3- Neutral 4. Agree 5- Strongly agree

No.	Economic impact of urban tourism	1	2	3	4	5
1.	Urban Tourism has a positive impact on Ethiopia's economy					
2.	Tourism attracts more investment to the city					

3.	Tourism attracts more spending to the city					
4.	The living standards increase more rapidly because of the tourism revenues					
5.	Tourism causes an increase in price of land, houses and foods/ increase in the cost of living					
6.	Tourism creates new markets for local products					
7.	Tourism is good for community's economic development					
8.	Tourism only seasonally increases labor opportunities					
9.	Tourism is beneficial for a small group of people					
10.	Tourist improves public utilities in the city of Bishoftu					
11.	The quality of services in the city of Bishoftu is better due to more tourism					
12.	Transportation is better in the city due to more tourism					

No.	Environmental impacts of urban tourism	1	2	3	4	5
1.	Urban tourism causes more positive environmental effects than negative					
2.	My community is becoming overcrowded due to the increase in the number of tourists					
3.	Tourism increases the urban pollution including noise, water pollution and waste pollution.					
4.	The construction of tourist facilities destroy the environment					
5.	Tourism provides an incentive for the conservation of natural resources					
6.	Tourism increases the traffic congestion in the city					
7.	Tourism transformed the city in an overcrowded urban territory					

8.	Because of tourism, roads and public infrastructure are kept in higher standard than they otherwise would be					
9.	Tourism development is responsible for the water salinity					

No.	Socio-cultural impacts of urban tourism					
1.	Urban Tourism has led to an increase in service for residents					
2.	Tourism causes a lower quality of life					
3.	Tourism causes security and crime problems such as prostitution and drug trafficking					
4.	Tourism brings more positive than negative social effects					
5.	Tourism helps the inheritance of culture and gives you better knowledge of your traditional culture i.e Tourism promotes cultural exchange					
6.	Due to tourism, old customs have rejuvenated					
7.	Tourism influences the evolution of local arts					
8.	Tourism commercializes the local traditions					
9.	Tourism promotes better understanding between people					
10.	Tourism created more occupational opportunities for women than men					

PART C: Local Residents' Attitude towards Further Urban Tourism Development

Answer the questions below by ticking against the appropriate response shown in the table below.

Strongly Disagree 1 Disagree 2 Don't know 3 Agree 4

Strongly agree 5

No.	Statements	1	2	3	4	5
-----	------------	---	---	---	---	---

1.	Successful tourism development needs well-coordinated tourism planning					
2.	I support building more tourism facilities to attract more visitors/ Public funding for tourism promotion					
3.	The government and tourism organizations should advertise our community more					
4.	I think the tourism development is closely related to my community's future development					
5.	I welcome visitors who come to my community and I feel proud that tourists choose to travel to my community					
6.	The carrying capacity (maximum number of visitors) should be determined and enforced by the Government					
7.	The local government needs to restrict the further urban tourism development					
8.	Urban tourism development is likely to put more pressure on public services, such as police and fire protection, utilities, and traffic					
9.	Level of awareness local people has led to the attitudes and perceptions held towards tourism development.					
10.	Tourism development has improved the quality of tourism attractions					

APPENDIX D: Open Ended Questionnaire for Key Informants

Dear Respondent,

The researcher Genet Abera Nigatu is a post graduate student undertaking Master of Arts in Tourism and Development at Addis Ababa University and is carrying out a research on Urban Tourism and Town Development: Bishoftu's Residents' Perspective. Information gathered will be treated with utmost confidence. Your participation and contribution will be highly appreciated. Please answer all questions in the space provided.

Sex:

Age:

Educational back ground:

Occupation:

1. *Is urban tourism beneficial to the community? By what means?*

2. *What are the positive environmental impacts of tourism on the area? (Any negative impact)*

3. *What are the positive economic impacts of tourism on the area? (Any negative impact)?*

4. *What are the positive social impacts of tourism on the area? (Any negative impact)*

5. *What are the positive cultural impacts of tourism on the area? (Any negative impact)*

6. *What are the other impacts of urban tourism in Bishoftu (if any)?*

7. *Do you think tourism in Bishoftu is well managed? If not, what are the issues to be addressed? Is the community well come tourists?*

8. *What are the attitudes and perceptions of local people towards urban tourism impact and development in Bishoftu town?*

10. Is tourism development contributed for Bishoftu town development? If yes,by what means?

AppendixE: Interview Questions prepared for Selected Key Informants

1. Are people living in Bishoftu involved in tourism development?
2. What are the attitudes and perceptions of local people towards tourism impact and development in Bishoftu town?
3. What factors influence the attitudes and perceptions of local people towards tourism and tourism development in Bishoftu?
4. Are there any measures that have been taken to change local people's attitudes and perceptions towards tourism development in Bishoftu?
5. Has access to benefits accruing from tourism in Bishoftu had any impacton local people's attitudes and perceptions towards tourism development in this area?
6. Are there any costs incurred by local people as a result of tourism development in Bishoftu?

7. Is tourism development helps to contribute for Bishoftu town development?What are the benefits of tourism?