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Residents' perception on tourism impacts: A case study of Addis
Ababa, Ethiopia

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A Thesis Submitted To Center for Environment Studies
(Tourism and Development Program)

Presented In Partial Fulfillment of the Requirements for the Degree of
Masters of Art (Tourism and Development)

Addis Ababa University

Addis Ababa, Ethiopia

May 2012

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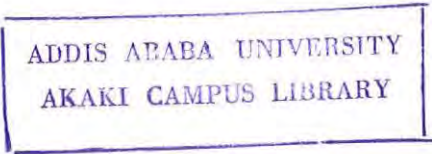
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ABSTRACT

Residents' perception on tourism impacts: A case study of Addis Ababa, Ethiopia

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The study is an attempt to assess the perception of Addis Ababa residents towards tourism impact and its implication to sustainable tourism development. Closed-ended and open-ended questionnaires were developed, and distributed to three hundred residents of the city. The methodological approach of the study was described as a case study of Addis Ababa within the qualitative and quantitative descriptive survey domains. It was relied on both primary and secondary data. Stratified, proportional quota and purposive sampling procedures were used. Qualitative and quantitative data analysis methods were employed. Results from the study finding indicated that tourism development is significantly affected by residents' perception. There is perception difference among the local communities and key tourism stakeholders. Based on the result, negative impacts were less known by the residents. Moreover, there is a link between support of tourism development and perception. Furthermore, there is perception difference across the socio-demographic factors of income, residents' attachment to tourism, education status, religious status, age, residing proximity to tourism concentration areas and length of residency. In addition, respondents perceived economic impacts of tourism favorably, followed by environmental impacts and socio-cultural impacts. Majority of the residents replied don't know for the impact questions. In addition, there is a strong relationship between residents' perception of tourism impact with sustainable tourism development. Creating awareness through training programs, seminars and workshops; and inclusion of tourism concepts in primary and secondary school books were recommended in order to shape and improve the perceptions of the residents.

Key words: perception, tourism impact, sustainable tourism development

Acknowledgment

My first and foremost sincere appreciation goes to my advisor Dr.J.Thirubhuvan, who generously and patiently supports me throughout the course of this study. I am indebted with his valuable guidance and assistance, heartfelt advice, constructive comments.

The completion of this thesis paper would not have been possible without a support from a number of persons and organizations to whom I am deeply indebted. First, I want to express my gratitude to the residents of the city who filled the questionnaires. Without residents' participation, generosity and friendship this thesis would never have materialized, therefore you guys deserve appreciation. Moreover, deep appreciation and sincere gratitude goes to many key tourism stakeholders who works in private and governmental organizations.

My endless gratitude and deepest appreciation goes to all the member of my family for their support, love and encouragement: especially my mother, Rawda Lale and my father Etago Shifa. Moreover, my heartfelt thanks also goes to my beloved brothers and sisters; Abdurrahman, Ayesha and Saada, Nuriya, Leyla. In addition, my sincere thanks to my friends; Seife, Haile, Tarekegne and Mohammed for their kind and generous help and concern.

My deepest respect and appreciation goes to Department of tourism and development staff members; Dr Mulugeta Fisseha, Dr Belay Semane, and Dr Yohaness Abera. I am also indebted to second batch graduates students of Tourism and Development

Table of Contents

Pages

List of Figures-----	xii
List of Tables -----	xiii
List of Acronyms and Abbreviations-----	xvi
CHAPTER ONE: Introduction-----	1- 10
1.1. Background of the Study-----	1
1.2. Statement of the Problem-----	4
1.3. Objective of the Study-----	5
1.4. Research questions -----	6
1.5. Significance of the Study-----	6
1.6. Scope and Limitation of the Study-----	8
1.7. Structure of the thesis-----	9
1.8. Conceptual Framework-----	9
CHAPTER TWO: Related Literature Review-----	11- 28
2.1. Concepts and Definitions -----	11
2.2. Tourism in Ethiopia -----	12
2.3. Impacts of Tourism-----	14
2.3.1. Economic impacts-----	14
2.3.2. Environmental impacts-----	16
2.3.3. Socio-cultural impacts -----	18
2.4. Sustainability and Perceived Tourism Impacts -----	21
2.5. Determinants of Residents' Perceived Tourism Impacts-----	23

2.6.Theoretical Frameworks For The Study of Resident Perception-----	26
2.6.1. Social Exchange Theory (SET) -----	26
2.6.2. Doxey’s Irridex Index Model (DIIM) -----	28
2.6.3. Butler’s Tourism Destination Lifecycle Model-----	29
CHAPTER THREE: Methods of the Study-----	30-37
3.1. Description and Selection of the Study Area-----	30
3.1.1. Description of the Study Area-----	30
3.1.2. Justifications for the Selection of the Study Area-----	32
3.2. Research Design-----	33
3.3. Target Population of the Study-----	33
3.4. Sample and Sampling Procedures-----	34
3.5. Data Collection Instruments-----	35
3.4.1. Primary Sources-----	35
3.4.2. Secondary Sources-----	36
3.6. Data Analysis -----	36
CHAPTER FOUR: Results and Discussions -----	38-104
4.1. General Respondents’ Characteristics-----	38
4.1.1. Local Communities’ Socio-Demographic Characteristics-----	38
4.1.2. Demographic Profile of Other Key Tourism Stakeholders -----	42
4.2. Residents’ Perception of the Economic, Environmental and Socio-cultural Impacts of Tourism -----	44

4.2.1. Local communities and Other Tourism Stakeholders Perception on the Economic Impacts of Tourism -----	44
4.2.1.1. Local communities and other tourism stakeholders’ perception towards the economic impacts-----	44
4.2.1.2. The relationship between perception of tourism positive impacts and residents’ attachment to tourism-----	53
4.2.1.3. The relationship between residents’ perception of inflation caused by tourism and residents’ monthly income-----	55
4.2.1.4. The relationship between perception of tourism economic leakages and residents’ academic achievements-----	56
4.2.1.5. Difference in level of perception between Muslim and Christian respondents on tourism’s economic impacts -----	58
4.2.1.6. Difference in level of perception between respondents’ age groups towards the negative economic impacts of tourism-----	59
4.2.2. Local Communities and Other Tourism Stakeholders’ Perception on the Environmental Impacts of Tourism -----	61
4.2.2.1. Perception of local communities and other key tourism stakeholders towards the environmental impacts of tourism -----	62
4.2.2.2. The relationship between residents’ perception of pollution and residing around tourism concentration areas-----	66
4.2.2.3. The relationship between residents’ perception of environmental threat of tourism and educational attainment.-----	68

4.2.2.4.	Difference in level of perception between length of residency groups on the negative environmental impacts.-----	69
4.2.2.5.	Difference in level of perception between residents' length of residency towards environmental negative impacts.-----	71
4.2.3.	Local Communities' And Key Tourism Stakeholders' Perception on The Socio-Cultural Impacts of Tourism.-----	73
4.2.3.1.	Local communities and other key tourism stakeholders' Perception towards the socio-cultural impacts of tourism-----	74
4.2.3.2.	The relationship between respondent's age with perception on tourism's contribution to the preservation of culture -----	81
4.2.3.3.	Difference in level of perception between age and source of knowledge groups on the socio-cultural impact -----	83
4.2.3.4.	Difference in level of perception between residents' attachment to tourism and education towards the socio-cultural impacts-----	84
4.2.4.	Local Communities And Other Tourism Stakeholders' Perception on Whether The Benefits of Tourism Outweigh The Costs, or Not -----	87
4.2.4.1.	Local communities' perception on whether the benefits of tourism outweigh the costs, or Not-----	87
4.2.4.2.	Perception difference between residents' attachment and education status on whether the benefits of tourism greater than the costs, or Not -----	88

CHAPTER FIVE: Conclusion and Recommendations-----105-114

4.1. Conclusion -----105-110

4.2. Recommendations-----111-113

4.3. Future Research Direction-----114

Bibliography -----115-123

Appendices -----124-141

Appendix A--Closed ended questionnaire for local communities

Appendix B-- Open ended questionnaires for key tourism stakeholder

Appendix C—Amharic translated questionnaires

LIST OF FIGURES

Figure No 1: Conceptual framework-----	10
Figure No 2: Map of Addis Ababa city-----	31

4.2.4.3. Difference in level perception between monthly income groups on whether the benefits of tourism greater than its costs, or Not -----	89
4.2.4.4. Other key tourism stakeholders perception on whether the benefits of tourism greater than the cost, or Not -----	91
4.2.5. The Relationship Between Perception of Tourism Impacts With Residents' Support And Involvement For Tourism Development-----	95
4.2.5.1. Local communities' perception on the relationship between perceptions of tourism impact with support for tourism development-----	95
4.2.5.2. Key tourism stakeholders' perception on the relationship between perceptions of tourism impact with support for tourism development-----	97
4.2.6. The Relationship Between Perceptions of Tourism Impacts With Sustainable Tourism Development As Resulted From Key Tourism Stakeholders-----	101
4.2.6.1. Government officials perception on the relationship between perceptions of tourism with sustainable tourism development-----	101
4.2.6.2. The relationship between perceptions of tourism impacts and sustainable tourism development as resulted from EWCA-----	102
4.2.6.3. Tourism service providers perception on the relationship between perceptions of tourism with sustainable tourism development-----	103
4.2.6.4. Other key tourism stakeholders perception on the relationship between perceptions of tourism with sustainable tourism development-----	104

LIST OF TABLES

Table No. 1 Local communities' socio-demographic profile-----	39
Table No.2 Other key tourism stakeholders' socio-demographic profile-----	42
Table No. 3 Local communities and other tourism stakeholders' perception towards economic impacts through descriptive and interpretive analysis-----	45
Table No. 4 Tourism has a positive economic impact on Ethiopian economy, by residents' attachment to tourism-----	53
Table No. 5 Inflation related to the increases in prices of land, houses and food can occur as a result of tourism, by income-----	55
Table No. 6 Tourism brings economic leakage to Ethiopia, by education status of the residents -----	56
Table No. 7 Perception difference among religious groups towards the positive and negative economic impacts of tourism, by T-test-----	58
Table No. 8 Perception difference among age groups towards the economic impacts of tourism, by ANOVA test-----	59
Table No. 9 Perception of local communities towards tourism's environmental impacts through descriptive results (Mean) -----	62
Table No. 10 Tourism pollutes our environment (water, air and noise) and aggravating global warming, by residing around tourist concentration areas-----	67

Table No. 11 Tourism doesn't threat our environment since it is a smokeless industry, by education -----	68
Table No. 12 Perception difference among residing around tourist concentration and tourist facility areas groups on the environmental impact of tourism, by T-test-----	70
Table No. 13 Perception difference among length of residency groups towards environmental impacts, by ANOVA -----	72
Table No. 14 Local communities and other tourism stakeholders' perception towards socio- cultural impacts through descriptive (Mean and frequencies) and interpretive results--- -----	74
Table No. 15 The Relationship between Residents' Perception of Tourism's Contribution to Preservation of Culture and Respondent's Age-----	81
Table No. 16 Perception difference among age groups and source of knowledge groups on whether the socio-cultural impacts outweigh the negative, by T-test-----	83
Table No. 17 Perception difference among age groups, education groups, and residents' attachment to tourism on the socio-cultural impacts of tourism, by ANOVA-----	85
Table No.18 Local communities' perception on whether the benefits of tourism outweigh the costs, by frequency distribution-----	87
Table No. 19 Perception difference among the local communities on whether the benefits of tourism greater than the costs, by T-test -----	88

LIST OF ACRONYMS AND ABBREVIATIONS

AACTB	Addis Ababa Culture and Tourism Bureau
SET	Social Exchange Theory
NGO's	Non-Governmental Organizations
UNWTO	United Nations World Tourism Organization
GNP	Gross National Product
MoCT	Ministry of Culture and Tourism
DIIM	Doxey Irridex Index Model
ANOVA	Analysis of Variance
GDP	Gross Domestic Product
EWCA	Ethiopian Wild life Conservation Authority
SPSS	Statistical Package for the Social Science
CTTC	Catering and Tourism Training Center
AAU	Addis Ababa University
HIV	Human Immune Virus
CBET	Community Based Ecotourism
ORAAMPO	Office for the Revision of the Addis Ababa Master Plan

Table No. 20 Perception difference among length of residency groups and monthly income groups on whether the benefit of tourism greater than its cost, by ANOVA tests-----89

Table No. 21 Other key tourism stakeholders perception on whether the benefits of tourism greater than the costs, by frequency distribution-----91

Table No. 22 Local communities' perception for the relationship between perceptions of tourism impact with residents' support and involvement for tourism development-----95

Chapter- One

Introduction

1.1. Background of the Study

The number of international travelers and their contribution to worldwide export earnings demonstrate the scope of tourism as a major global industry. In 2009, over 880 million people traveled internationally, generating US\$ 852 billion (WTO Barometer, October 2009). In the past decade virtually every country in the world has taken steps to increase its number of visitors (Goeldner & Ritchie, 2003). Tourism in Ethiopia has developed in the 1960s, and declined greatly during the later 1970s and the 1980s under the Derg regime. Recovery began in the 1990s, but growth has been constrained by the lack of suitable hotels and other infrastructure, and by the effects of drought and political instability (Mann, 2006). The government is proving its commitment and willingness to develop tourism through a number of initiatives. (Free encyclopedia, 20 May 2011). The total number of tourist arrivals in Ethiopia is 400,000(2010) which is more than four times smaller than the number in neighboring Kenya, 1,644,000 (WDI, 2010). Even though tourist arrivals and receipts is low, it is a major source of foreign exchange earnings in the country claiming an average of 23.34% of the total export earnings from 1995 to 2007 (WDI, 2010). Tourism in Ethiopia accounted for 5.5% of the country's gross domestic product (GDP) in 2006. Sales are driven primarily by expanding interest in

ecotourism packages, including adventure travel, trekking and walking safaris that are making up much of the tour operators' revenues (MOCT, 2010).

The study is an investigation of the resident's perception of tourism impacts rather than a measure of actual impacts. The major reason of studying residents' perception is to understand how these perceptions would affect the sustainability of tourism development, and how planning might best proceed. It is therefore important for tourism decision-makers to be fully aware of these local attitudes and conceptions so that they can take the appropriate actions to attempt to satisfy the desire of the local people to improve both their standard of living and quality of social welfare (Williams and Lawson, 2001).

Sustainable tourism planning involves host community participation at all stages of development. One way to engage the host community in the beginning stages of the planning process is to understand their attitudes toward tourism development and perceptions of tourism impacts (Andereck & Vogt, 2000). On the other hand, as described by Jurowski, Uysal & Williams (1997) residents' attitudes toward future tourism development are among the most important considerations in developing tourism policies and strategies in order to sustain the tourism industry.

According to many studies, when the number of tourists increases, residents who at first overwhelmingly positive in their attitudes to tourist develop increasing reservations concerning the long-term benefits of the visitor. In recent years the number of tourists coming to Ethiopia has increased rapidly. There was an average growth rate of 6.8% per annum from 2006 to 2007, which is slightly above the

world's average growth. The total number of arrivals increased from about 330, 026 in 2006 to about 357, 841 in 2007(MOCT, 2008). As true for Ethiopia, the relative increase of inbound tourists in recent decade proved the occurrence of twofold impacts of tourism in the country, and this could affect the perception of all tourism stakeholders.

A substantial part of the literature on the psychology of tourism in recent years has been dominated by the impact of tourism on the host communities as well as residents' attitudes towards tourism. To gain support for tourism projects and initiatives many tourism planners have recently began to assess how the public perceive the tourism industry (Holden, 2006). Moreover, Hardy & Beeton (2001) argue that "without an understanding of how tourism is perceived by stakeholders who live in, use and manage the resource to which management is to be applied, there is a risk that sustainable tourism will occur(Ahn, Lee & Shafer, 2002).

Hawkins (1982) stated that tourism is a goose that not only lays a golden egg, but also fouls its own nest. Tourism development is a double-edged sword for host communities: tourism is not only generating benefits, but it also imposes costs. By evaluating benefits and costs, local residents develop their attitudes toward tourism (Holden, 2006). It is widely recognized among researchers and policy makers that the long term success of any tourist destination is achievable when the views of the local community are taken into account in tourism policy and planning process (Daye, 1997). Moreover, understanding the host communities' subjective perceptions of tourism impacts is important because these perceptions affect the attitudes of residents and tourism business providers towards tourists (WTO, 1997).

Furthermore, development of tourism may be complex if the residents' perception is divergent; therefore it is a must to shape the perception of the residents in order to achieve sustainable tourism development.

1.2. Statement of the Problem

Residents of emerging destinations may not have a full grasp on what the costs and benefits of tourism might be. On the same manner, the perception of Addis Ababa residents towards the impact of tourism is unclear. As a result, residents may perceive the negative impacts as positive and perceive positive impacts as negative. And this may be because of their low level of awareness and knowledge regarding tourism impacts. Therefore, this topic deserves a series of researches in order to achieve a sustainable trend of tourism development.

The perception of host communities towards the impacts of tourism is vital to the sustainable tourism development (Aaron Kofi, 2007). However, there is a limited understanding on the relationship between residents' perceptions of tourism impact with support for further tourism development and sustainable tourism development. Furthermore, currently there is limited understanding of how residents' respond to tourism impact and why residents respond to the impacts of tourism as they do, and under what conditions residents react to those impacts.

The promotion of tourism as an economic strategy leads to a variety of potential negative impacts. A thorough tourism planning must attempt to optimize not only the economic impact but also the social and environmental benefits and costs of tourism while minimizing its deleterious effects (Pizam, 1978). In Ethiopia,

however, the economic benefits of tourism are realized but the environmental and socio-cultural costs are overlooked, therefore the study will try to assess the perception of the residents on both sides of tourism impacts in Ethiopia through holistic approach.

Despite the fact that residents' perception of tourism impact study are expanding at the global level, there is no full-fledged study that explains whether residents of the city support further tourism development that directly attribute with their perception of tourism impact in Ethiopia. Therefore, by studying the perception of the residents, we can estimate the level of reactions that would be encountered by the residents towards further tourism development. The contribution of tourism industry will be more evident, more measurable and more accountable if the perception of the local communities and tourism stakeholders' is considered (UNWTO, 2003:2). Nevertheless, the perception of the local communities and key tourism stakeholders on the impacts of tourism is not considered as basic by the government, residents' and key tourism stakeholders. Therefore, the study is intended to provide an insight on showing the significance of studying residents' perception towards tourism impacts.

1.3. Objectives of the Study

1.3.1. General Objectives

- To assess the perception of Addis Ababa residents towards the impacts of tourism, and its implication to sustainable tourism development in Ethiopia.

1.3.2. Specific Objectives

- To study the awareness and perception level of the residents towards the economic, environmental and socio-cultural impacts of tourism.
- To identify the socio-demographic factors that influences the perception of residents towards tourism impacts.
- To study on how residents' perception is vital for the success and sustainability of tourism development.

1.4. Research Questions

In order to assess the perception of the residents on the impacts of tourism, the following research questions will be under the focus of the study:

1. What is the level of awareness and perception of the residents towards the economic, environmental and socio-cultural impacts of tourism?
2. What are the socio-demographic factors that influence residents' perceptions on the impacts of tourism?
3. What is the implication of residents' perception of tourism impact for the success and sustainability of tourism development?

1.5. Significance of the Study

The study will have a paramount importance. Primarily the study will provide an insight to residents, policy makers and concerned regional and federal government bodies and tourism stakeholders on how sustainable tourism development is influenced by their perceptions and how their involvement is crucial. The study may also help in shaping residents' attitudes towards the impacts of tourism. Moreover,

Studies of the local communities' perception of tourism impact are useful in setting up programs to minimize friction between tourists and residents, and in formulating plans to gain resident support of tourist ventures. Moreover, it will contribute a lot to Policy makers and concerned regional and federal government bodies in maximizing the benefits and reducing the negative impacts of tourism.

Most importantly the study may serve as a very useful decision-making tool regarding perceptions of tourism impacts. Moreover, the study will help policy planners to be updated on tourism impacts, and ameliorating the negative aspects and bridging the existing gaps by reviewing the necessary policies gaps in Ethiopia. In general, studying the Perception of the residents to the impact of tourism and its components is vital for the survival of the industry in Ethiopia. In addition, the findings can serve as a guideline for further study. On the other hand, the study may serve as reference material for students. Moreover the study can shed the ways to lessen the antagonism that might be created between residents and tourists. Furthermore, as described by Yooshik (2008), the effective evaluation of perception on tourism impacts will be valuable information in developing successful strategies for tourism product development and operation.

This study can fill the gap of research observed in the perception of tourism impact. In addition, the study will serve as a stepping-stone for further research ventures and literature concerning the perception of residents and tourism stakeholders on the impacts of tourism in Ethiopia. In addition, this research has also made a contribution to both academic research and practical tourism planning by further emphasizing the need to involve local residents in the planning process. This study

has implications for both policymakers and researchers. Underestimation of negative impacts could generate intense frustration between guests and visitors. Therefore, this study paved the way not to underestimate negative impacts, and try to study both sides of tourism impact. On the other hand, the initial reasons that made residents' destination desirable are nature and their culture. These resources are protected when residents' consciousness is cultivated through knowledge. Therefore, this research will provide a glimpse of understanding tourism impact.

It is important to gain an understanding of the attitudes and interests of residents to guide the planning and management of sustainable tourism (Byrd et al., 2009). Uncovering residents' desires and concerns prior to the onset of tourism development can serve as a measure of how the host community will react to impacts, and the degree to which residents weigh perceived costs against benefits.

1.6. Scope and Limitations of the Study

The scope of the study is confined to investigate the perception of Addis Ababa residents on the impacts of tourism in its relation to sustainability. The study merely focuses on the perception of the local communities and key tourism stakeholders' on the economical, socio-cultural and environmental impacts, however other impacts like technological, psychological and political impacts will not be considered in the study because of the less viability of such impacts in Ethiopia, and the improbability of accomplishing too many issues in the given time . Although the intention of the study is to incorporate all tourism stakeholders, however, tourists will not be included consciously in order to make the study manageable.

Although the title of the study is to assess the perception of the local communities and key tourism stakeholders on the impacts of tourism in Ethiopia at large, However, the study will focus only in the city of Addis Ababa; this is because of the impracticality of assessing the entire region of the country in the given limited time and finance. Moreover, acquiring prior written documents, literatures and recent documents is a difficult task to deliver a full comprehension about the perception of the residents towards the impacts of tourism in Ethiopia.

1.7. Structure of the Thesis

The paper is organized into five chapters. In the first chapter it outlines the broader issues, concepts and approaches that are fundamental to the research have been outlined. It is an introduction part that deals with the general aspects of the issue covered and followed by statement problem, research questions, objectives, significance and limitation of the study as well as organization of the study report. The second chapter deals about the related literature review, which covers the secondary data that provides different detailed information about the concerning research topic, and important various literatures will be consulted in this chapter.

The third chapter describes about the methodology of the research. It shows the research approaches, sampling procedure, and data collection tools, and ways of data analysis. Further chapter four presents results and discussions of the research undertaken. Finally, the last part provides a conclusion with a reflection, synthesis and assessment of the finding and makes recommendations drawn from the results.

1.8. Conceptual Framework

Residents' perception either positive or negative can affect the sustainability of the tourism industry (Ward & Butler, 2002). Williams (2004) suggested that a possible way to prevent the negative impacts of tourism is to promote and invest in sustainable tourism. Moreover, the balance of residents' perception on the costs and benefits of tourism is a major factor for sustainable tourism, and therefore, vital for the success of the tourism industry (Jafari, 2001). The economic, environmental, and socio-cultural impacts of tourism affect the perception of residents towards tourism, and this perception directly affect sustainable tourism development.

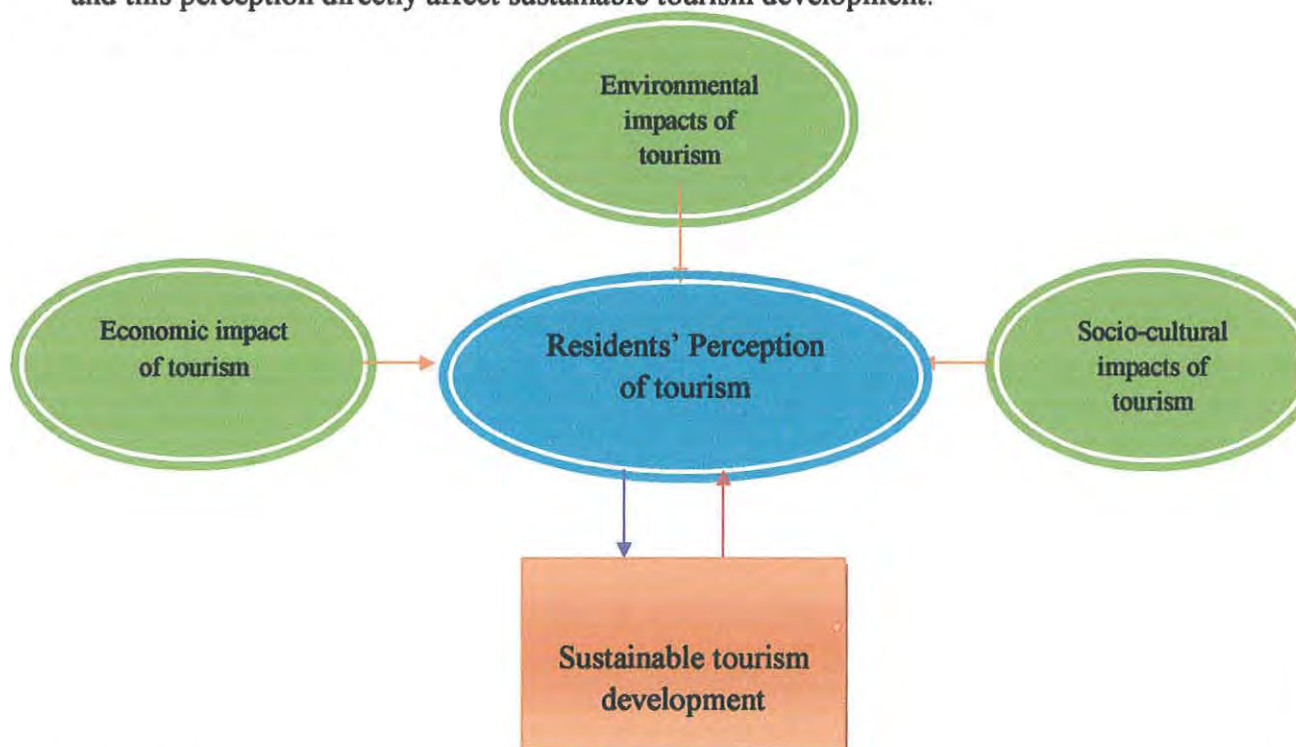


Figure No: 1 Cyclical frame work of linking perception of tourism impact with sustainability.

(Sources: The researcher's framework, 2012)

Chapter-Two

Review of Related Literature

2.1. Concepts and Definitions of Perception

Like most concepts within the social science disciplines, perception (or what other scholars refer to as social perception) has been defined in a variety of ways. Perception is defined as an act of being aware of “one’s environment through physical sensation, which denotes an individual’s ability to understand” (Chambers Dictionary). However, according to Nelson and Quick (1997:83-84) “social perception is the process of interpreting information about another person and actions.” In other words, you may be in possession of the same set of information but still arrive at different conclusions due to individual differences in the capacity to interpret the information.

According to Rao and Narayan (1998: 329-330) “perception is the process whereby people select, organize, and interpret sensory stimulations into meaningful information about their work environment.” They argue that perception is the single most important determinant of human behavior, stating further that “there can be no behavior without perception.” And they emphasize that perception ranks among the “important cognitive factors of human behavior” or psychological mechanism that enable people to understand their environment.

As defined by Wikipedia, Perception is the process of attaining awareness or understanding of the environment by organizing and interpreting sensory

information. Moreover, Perception helps you to gather data from your surroundings, then process the data and finally make sense out of it, or it is basically a process of gaining mental understanding.

Perception is a process by which organisms interpret and organize sensation to produce a meaningful experience of the world. Sensation usually refers to the immediate, relatively unprocessed result of stimulation of sensory receptors in the eyes, ears, nose, tongue, or skin. Perception, on the other hand, better describes one's ultimate experience of the world and typically involves further processing of sensory input. (Microsoft Encarta, 2009). The process of perception allows us to interpret, and human beings process the information they receive systematically and make decisions based on this.

According to Geoffrey (2003), Perception is basically affected by two factors, namely the internal and external. Amongst the internal factors: Needs and Desires, Personality, Experience: On the other hand, external factors are: size, intensity, frequency and status.

2.2. Tourism in Ethiopia

Ethiopia is one of the first African countries to establish a tourist industry and, in the 1960s; tourist arrivals grew at the rate of 12 per cent a year. Tourism was considered a key economic growth sector in Ethiopia as early as 1966 when the first Tourism Development Master Plan was developed. From 1974 for two decades the Ethiopian tourism industry suffered from the adverse effects of a prolonged civil war, recurrent drought and famine, strained government relations with tourist generating countries

and restrictions on entry and free movement of tourists during the military government from 1974 to 1991. But even at that moment Ethiopia's tourist sector was on a par with Kenya's.

Ethiopia's tourism potential is unique and diversified; It is a country of contrasts and extremes, from the cool Semen Mountains peaking at over 4600m to the low-lying Danakil depression 120m below sea level and the hottest place on earth. Moreover, the country has endowed with a wealth of rich and varied historical, natural, and cultural resources. On the other hand, it is one of the poorly performing countries in terms of tourist arrivals. For example, the total number of tourist arrivals in Ethiopia in 2006 is 290,000 which is more than five times smaller than the number in neighboring Kenya 1,644,000 (Yabibal, 2010).

Though Ethiopia faces an image problem, increased tourism can be a very powerful tool to change international perceptions and images. Tourism has proven its worth as a rehabilitator of image in so many post-conflict countries like Ethiopia. Ethiopia's predominant image in international media remains one of starvation, conflict and barren landscapes and many people in the West continue to see Ethiopia as a charity-case. In Ethiopia, tourism is one of the focal sectors of the five-year development plan (PASDEP – 2006-2010). Ethiopia currently ranks 19th in Africa, however, the long-term vision of the Government is to make Ethiopia one of the top ten tourist destinations in Africa by the year 2020, with an emphasis on maximizing the poverty-reducing impacts of tourism, and utilizing tourism to transform the image of the country.

Tourism is a major source of foreign exchange earnings in the country claiming an average of 23.34% of the total export earnings from 1995 to 2007 (Yabibal, 2009). In Ethiopia, traditionally the economic impact of tourism has been measured in terms of its contribution to Gross National Product (GNP) and employment creation. The direct receipts from tourists to the Ethiopian economy in 2005 are estimated at US\$ 130 million, making tourism one of Ethiopia's top export earners. Poorly planned and managed tourism can destroy ecological systems, raise the cost of living for local people and damage social and cultural traditions and lifestyles. These are significant challenges to Ethiopia's tourism vision.



2.3. Impacts of Tourism

Few scholars recommend that the profitability of the industry should not be the criteria in determining investment priorities and development strategies regardless of economic, socio-cultural and political implications. Furthermore, it was stated in previous research that the host community can tolerate negative impacts if the benefits of tourism exceed the negative consequences. Extensive literatures on tourism have tended to be much more specific about expected benefits than costs. This chapter describes the literature that discussed the impacts of tourism as revealed from many studies.

2.3.1. Economic Impacts

The economic impacts are examined by associating the impact with tourist expenditure and with development of tourism. Attempts to measure the economic impact of tourism are always difficult, because it is not easy to distinguish the spent

by tourists with that of spent by local residents. Moreover, the economic contribution of tourism is observed by measuring the amount of money spent by tourists minus the purchases by the tourism sector to serve tourists (Holloway, 1994). The economic impacts of tourism are really difficult to measure because tourists' expenditure includes both direct and indirect impacts (Cooper, Fletcher, Gilbert & Wanhill, 1998). The economic advantage of tourism is the main driving force for tourism development. The economic impacts of tourism are usually categorized as positive and negative impacts. The positive economic impacts are more obvious because they are usually direct impacts and thus easier to identify.

In general, the positive economic impact of tourism as follows:

- ❖ As elucidated by Williams (1998) International tourism is served as the main source of foreign exchange to import capital goods and reducing the balance of payment.
- ❖ As tourism grows, additional opportunities are created for investment, development, and infrastructure spending and promoting small business activity in the surrounding places (Robert,1990)
- ❖ Glenn (2001) explained that as tourism is labor intensive industry it increases employment opportunities. Tourism employed 1 in 9 workers worldwide or about 212 million people, making it the world's largest employer.
- ❖ As Robert (1990) described tourism is generally seen as a significant economic contributor to a nation's Gross National Product (GNP). Tourism income accrues to the government in three ways through tax.

- ❖ According to Chucky (1997), tourism has a multiplier effect on the local economy through the tourist expenditure

On the other hand, the negative economic impact of tourism includes:

- ❖ Chin (2005) explained that Inflation relates to the increases in prices of land, houses and even food can occur as a result of tourism.
- ❖ According to Cooper, Fletcher, Gilbert & Wanhill (1998), tourism has an opportunity costs, implies the development of tourism at the expense of other activities or areas of investment.
- ❖ As discussed by Peter (2003), if the country becomes more and more depend on tourism, then other developments will be impractical other than tourism. And it is likely to lead a major economic crisis. As a result, when tourism suffers, the whole economy suffers.
- ❖ At last, Chucky (1997) disclosed that tourism affected by tourism leakages: Revenues may leak out of the local economy in the form of payment for imports or moneys saved (without reinvestment). For example, for every dollar spent in Hawaii by tourists, 45 cents is used to import goods and services to serve these tourists.

2.3.2. Environmental Impacts

As described by Williams (1998) that tourism has both a direct and indirect relationship with environment. The symbiotic relationship between environment and tourism is fundamental. In simple terms this means that since tourism benefits from being located in good quality environments, those same environments ought to benefit widely from measures of protection aimed at maintaining tourist resources.

The environmental threats that tourism can pose represent one of the dilemmas and paradoxes of tourism, summed up in the well-rehearsed phrase 'killing the goose that laid the golden egg'. As Holden (2006) further stated that although it is often the natural beauty of an area that attracts tourists, development pressures and increased numbers of visitors can destroy the beauty of the nature that attracts tourists. If reference was made to tourism's relationship with its natural surroundings, it was usually in the context of a 'smokeless industry'. However, there were a few dissenting voices to an acceptance of the 'smokelessness' of tourism (Holden, 2006).

In general, the positive environmental impacts as follows:

- ❖ Tourism can work towards the restoration, conservation and protection of physical environments. Tourism can provide the incentives and the income necessary to restore and rejuvenate historic buildings, and to create and maintain national parks.
- ❖ Tourism can also be a force for the development of better infrastructure which can in turn improve environmental quality. (Chucky, 1997)
- ❖ Rátz & Puczko (2002) explained that tourists' behavior in protecting the environment sets standards for the local community by increasing their awareness.

On the other hand, the negative environmental impact as follows:

- ❖ Williams (1998) explained that the most obvious negative environmental impact associated with tourism is the depletion to physical environments. The excessive tourist consumption of water, food and energy resources can deplete the environment.

- ❖ Tourism can cause ecological disturbance. Flora and fauna may be changed their habitat by disturbances of tourists and hunting. (Williams, 1998)
- ❖ According to Rátz & Puczkó (2002), tourism can create pressures on ecosystems
- ❖ Williams (1998) explained that erosion that caused by the result of trampling by visitors' feet, and extreme weight of numbers
- ❖ In their precise explanation Rátz & Puczkó (2002) exposed that littering is the most damaging consequences to the quality of geological environment.
- ❖ Many tourist activities such as boating, diving, walking and skiing can have negative impacts on the physical environment. Visitors can also introduce non native species which disrupt existing ecosystems.
- ❖ As enlightened by Boers & Bosh (1994) pollution is another major negative impact of tourism. Different categories of pollution are evident in tourism, including water, air, noise and aesthetic pollution.

2.3.3. Socio-Cultural Impacts

As Chucky (1997) further narrated that international tourists and destination residents often have very different cultural backgrounds and it is not uncommon for residents to develop negative stereotypes of tourists from their direct encounters. Visitors sometimes break cultural taboos and engage in behavior which is seen by residents as offensive such behavior sometimes generates hostility which can be expressed in crime against tourists. According to Chucky (1997), the socio-cultural impact brings changes to residents' everyday experiences as well as to their values, way of life, and intellectual and artistic products. Social impacts refer to changes in

the lives of people who live in destination communities whereas cultural impacts refer to changes in the arts, artifacts, customs, rituals and architecture.

In general, the positive socio-cultural impacts as follows:

- ❖ It can build bridges and create friendship between nations leading to establishing peace which is the penultimate goal of the United Nations (Son and Suong, 1995).
- ❖ As discussed by Davidson & Maitland (1997), local people pay great attention to preservation of the natural environment and their cultural values. And tourists' interests in natural and cultural values of the local community increase local community's pride.
- ❖ As discussed by Godfrey and Clarke (2000), tourism may positively affect the residents' self esteem and mood. In contrast, Davidson & Maitland (1997) further narrated that tourism may encourage people to study a new profession and languages
- ❖ Tourism brings people of different cultures together, and thus serves as a powerful means of diffusion of world cultures
- ❖ Tourism can facilitate the revival forgotten or dying traditional handicraft techniques, events and customs and strengthen the cultural identity of the host community.
- ❖ Sharpley (1999) further elaborated that religious attractions can benefit from tourists' entrance fees and donations to the maintenance or restoration of holy places. In addition, local society becomes more open with the outside world and locals' tolerance towards difference may also grow.

- ❖ Additionally, tourism had the potential to contribute to cultural appreciation, revitalization, promotion and awareness of cultural identity and heritage, (Andereck, Valentine, Knopf & Vogt, 2005; George, et al., 2009).

On the other hand, the negative socio-cultural impacts as follows:

- ❖ According to Rátz & Puczko (2002) the standard of living that is observed by the development of tourism may attract immigrants and seasonal workers and this may hinder local people's life and work opportunities, and arouse conflicts.
- ❖ As disclosed by Hall & Page (2006) the seasonality of jobs and poorly paid nature of tourism has a negative social impact.
- ❖ The loosening of traditional values by tourism is often associated with a phenomenon called the demonstration effect which leads to the copying of tourist's habits and trying to adopt visitors' lifestyle which can be a consequence of envy and inferiority complex.
- ❖ According to Hall and Lew(2009), tourism development and the interaction between tourists and local residents may cause deviant phenomena such as alcoholism, drug abuse, gambling, crime and prostitution and sex tourism
- ❖ Tourists may disturb pilgrims' spiritual experience, and local communities may try to adapt tourists' languages thinking visitors' languages are superior.
- ❖ Williams (1998) stressed the commoditization of community's traditional celebrations, customs, religious rituals for tourists resulted changes in cultural products, and these changes are destroying the authenticity and cultural meaning of the products or events.

2.4. Sustainability and Perceived Tourism Impacts

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

Sustainable tourism should make optimal use of environmental resources, respect the socio-cultural authenticity of host communities, and ensure the economic viability of tourism is maintained in the long-term, providing benefits to all stakeholders (WTO, 2004). One main key to the success and implementation of sustainable tourism development in a community is the support of stakeholders. Therefore their perception is strongly imperative for the sustainable tourism development. In order to achieve sustainable tourism development, we have to be ensured that tourism does not adversely impact on the culture and social structure of a host community.

Previous research suggest that tourism development to be successful, it must be planned and managed in a sustainable manner. Individual's perception has played a massive contribution in damaging or developing tourism. One can destroy his heritage if he doesn't have enough knowledge and negative perception. Moreover, if residents perceived the impact negatively then resources may not be preserved by the surrounding inhabitants. In addition, if residents developed negative perception towards tourism impact, then the residents will be in conflict with the destination managers and tourists as well, and destroy on ecosystem. Furthermore, if residents and tourism stakeholders perception is negative towards the impacts of tourism then they wouldn't support any tourism development then sustainability might not be ensured. Sustainable tourism ensures the continuity of the natural resources upon which the industry based, and the continuity of the culture of the host community with satisfying experiences for visitors. In sustainable tourism the needs of the host community as illustrated by McIntyre (1993) are an important component to be considered in the planning and management of tourism.

According to Chucky (1997), one of the pillars of sustainable tourism development is tourist satisfaction, therefore having a positive perception towards tourism impacts indirectly means having a positive perception towards tourists, and residents would probably become hospitable to tourists, therefore sustainability will be practicable. Moreover, the two British scholars (Beierle & Konisky, 2000) suggested that Sustainable tourism development cannot be achieved if imposed without regarding the stakeholders' interests. According to Hardy & Beeton (2001), in ensuring

ecological, Social and cultural and economic sustainability, all tourism stakeholders perception should be addressed.

It is critical to engage all stakeholders, but especially local residents in the various stages of tourism planning to ensure the proper foundation is laid upon which to build a tourism sector that achieves the interests of all involved. A sustainable tourism industry is predicated on a number of factors; in particular, consideration should be given to the impact that tourism has brought on the host community. The host community has been identified as a major stakeholder of tourism development in the definition of sustainable tourism development (WTO's, 1998). Literatures suggest that it is impossible to sustain tourism to a destination that is not supported by the local people. Moreover, residents' perception either positive or negative can affect the sustainability of the tourism industry (Ward & Butler, 2002).

2.5. Determinants of Residents' Perceived Tourism Impacts

Understanding the nature of tourism impacts won't automatically lead to solutions. It is equally important to identify the sources of these impacts and how they influence interactions between tourists and residents, the host community, and the environment. Researchers generally divide these impact sources into two groups: tourist factors and destination factors. Tourist factors are those which tourists bring to the destination and include such elements as demographic characteristics, social differences, and numbers of visitors. Destination factors are those that are part of the destination itself, such as local acceptance of tourism, and local vitality and leadership.

As Chucky (1997) described there are several factors that influence residents' perceptions of tourism. There are three key factors influence the perception of tourism: equitable returns from tourism, knowledge about tourism, and control over tourism have been seen as important principles for the planning and development of a sustainable tourism industry. Moreover, it is hypothesized that the perception of tourism impact varies with the distance a person lives from the tourist zone and with the resident's socio-economic status

The perceptions of the host community are influenced by intrinsic and/or extrinsic factors. The intrinsic factors were summarized as community attachment, dependency on tourism, age, gender and education. Whereas, extrinsic factors are those which influence residents' attitudes towards tourism, such as seasonality, cultural differences between hosts and guests, type of tourists and the particular stage of tourism development at the destination (Doxey 1975, Butler 1980, Ap 1993). In addition, the Socio demographic factors are influential dimensions in shaping residents perception towards tourism. These dimensions mainly include factors such as gender, age, and birth place, level of community attachment, ethnicity, educational level and length of residence. In addition other variables that influence perception: tourist-host contact, proximity to resorts, economic dependency, economic and tourism development, level of knowledge about tourism and involvement of the residents in tourism decision making (Juan, 2008).

Harrill asserted that attitudes toward tourism development mainly influenced by the spatial location and economic dependency: the residents of neighborhoods who suffer the most impacts and who do not depend economically on tourism will have

more negative attitudes toward tourism development than will other residents. Moreover, Belisle and Hoy's (1980) findings indicates that as distance from the tourism zone increases, positive impacts are perceived less favorably whereas, the closer the proximity, the greater the concern. On the other hand, Haukeland (1984) reported that negative attitudes toward tourism were strongest among those engaged in traditional industries, such as manufacturing.

In general, Chucky (1997) suggested that the following factors can influence residents' perceptions of tourism and its impacts:

- Residents who are likely to benefit from tourism are more likely to support tourism.
- People with greater involvement and knowledge of tourism tend to support the industry.
- Host community perceptions of tourism are influenced by the social or cultural role assigned to tourists. For example, in the Seychelles, tourists are seen as all wealthy; and in the West Indies tourism is associated with servility and colonialism.
- Communities which had little contact with outsiders have greater difficulty dealing with tourism than those with a longer history
- Media portrayals of tourism can influence host perceptions
- The closer a resident lives to concentrations of tourism activity, the more negative his or her perception will be of tourism development
- Pizam (1978) confirmed that heavy concentrations of tourism facilities and services in a destination led to negative attitudes toward tourism.

- The more educated residents are more involved and support tourism, and higher education leads to higher awareness (Ayres, & Potter, 1989).
- Tomljenovic (1999) stated that younger residents are more favorable to tourism's positive impacts, whereas older residents are less tolerable of tourism and more concerned about community impact
- The higher the income, the more positive the attitude towards tourism impact
- Newer residents more favored tourism, whereas long term residents less favored (Stynes, D., & Stewart,1993)

2.6. Theoretical Framework for the Study of Resident Perception

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

2.6.1. Social Exchange Theory (SET)

It is believed that social exchange theory is a valid indicator to explain both positive and negative attitudes of a host population towards tourism. AP (1990) suggests that social exchange theory is the most appropriate method to examine residents perception. According to the Social Exchange Theory, residents are involved in a

series of exchanges with regard to tourism and the outcome of these exchanges will determine their satisfaction (Andriotis & Vaughan, 2003). If they perceive themselves to have benefited from tourism exchanges they should have positive perceptions, but tend to have negative perceptions if they perceive tourism to be associated with negative impacts.

The social exchange theory articulates that residents will be inclined to exchange their resources with tourists if they can acquire some benefits without incurring unacceptable costs. In other words, if residents perceive more benefits through the exchange process, they will tend to more loyally support their community tourism (Allen, Hafer, Long & Perdue, 1994).

On the other hand, Rátz & Puczko (2002) mentioned that, according to social exchange theory, the only important factor in determining the residents' perception of and attitude towards tourism is that of the value of the outcome. Moreover, Zafirovski (2005) further explained that Social exchange theory involves an exchange of resources among parties seeking mutual benefit from the exchange relationship. Residents' are inclined to be involved in the exchange and, thus, support future tourism development in their community when locals perceive that the benefits are greater than the costs, (Gursoy & Rutherford, 2004).

2.6.2. Doxey's Irridex Index Model (DIIM)

In 1975, Doxey devised a theoretical model which has come to be considered as one of the most important contributions to tourism literature. In this model, Doxey states that an increase in numbers of tourists and a more developed tourism industry at the destination results in irritation in the host community. In other words, this leads to incompatibility of the host and the guest. This irritation can take the form of unfriendly behavior personified as resentment from the local community towards tourism.

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

2.6.3. Butler's Tourism Destination Lifecycle Model

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

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

Chapter –Three

Methodology of the study

3.1. Description and Selection of the Study Area

3.1.1. Description of the Study Area

The city of Addis Ababa, the capital of Ethiopia, was chosen as a capital city by Empress Taytu Betul and was founded in 1886 by her husband, Emperor Menelik II. The city of Addis Ababa is not only the political capital but also the economic and social nerve-center of Ethiopia. The city lies at the foot of Mount Entoto, at an altitude of 2,300 meters. There are more than 120 international missions and embassies in Addis Ababa, making the city a nucleus for international diplomacy concerning Africa and center for various regional and international conferences. The city is also a headquarters of the African Union and the UN Economic Commission for Africa are found in the city. As described by Atkins (1975) the city is a transportation hub with five main roads radiating out from it into all parts of the country. Addis Ababa has an area of 540 square kilometers with the population of 3.3 million (Addis Ababa Millennium, 2008). The city it is divided into 10 sub cities and 116 districts (AACTB, 2010). Temperatures in Addis Ababa are remarkably constant from month to month. The average highs are between 17°C (63°F) and 22°C (71°F). The average lows are between 11°C (51°F) and 14°C (58°F). The warmest months are from February to May. The city hosts numerous tourist attractions and facilities.

3.1.2. Justification For The Selection of The Study Area

The city is selected for study as it provides an ideal example to investigate the awareness level and perception of the residents towards the impacts of tourism in Ethiopia. The City is a hub for most travel and tourism activities in the whole country: Addis Ababa is the gateway to Ethiopia's unique historical and natural landscapes as well as its cultural diversity; it's the only gateway to international flight in Ethiopia; the seat of tourism businesses and experts. Moreover, tourists are obliged to stay in the city at least for one night; therefore there will be high level of understanding on the impacts that tourism has brought.

In addition, the city embraces almost half of the elite population of the whole country; therefore the city is a potential place to conduct perception study that planned to pin point the real sentiment of the population towards the impacts of tourism. Moreover, the city is serving as a mosaic of various cultures and nationalities, according to the 2007 census the city is inhabited by almost all nationalities of the country, therefore the study of perception in Addis Ababa will be all inclusive. In addition, the research is born and grown in this city; therefore it will be easier for him to conduct a research without the help of gatekeepers, since the researcher is familiar with geography and devoid of language barrier.

3.2. Research Design

The research approach of the study is designed in accordance with the nature of the research problems, objectives, and research questions in particular. This study is descriptive in its design. In line with this, both qualitative and quantitative research methods are employed to describe the objectives of the study. Triangulation methods was also employed to overcome the pitfalls of using a single research method and helps to harness diverse ideas about the same issue and assist in cross checking the results. In this study, both qualitative and quantitative data collection designs were used in a way to achieve the objectives and answer the study questions. The research mainly relied on quantitative approach to assess the local communities' perception and used closed ended questionnaires. Moreover, it also employed open ended questionnaires for qualitative study, to investigate the perception of key tourism stake holders.

3.3. Target Population of the Study

The target of the study was the residents of Addis Ababa: mainly local communities and key tourism stakeholders except tourists. It includes; 250 local communities who resided in the city in their proportionally sampled respective kifle ketema's ; and 50 key tourism stakeholders from various tourism government offices: Ministry of Culture and Tourism ,and Addis Ababa City Administration Culture and Tourism Bureau, and Addis Ababa Sub City Administration of Culture and Tourism Offices, and Ethiopian Wildlife Conservation authority; tourism Hotel owners and

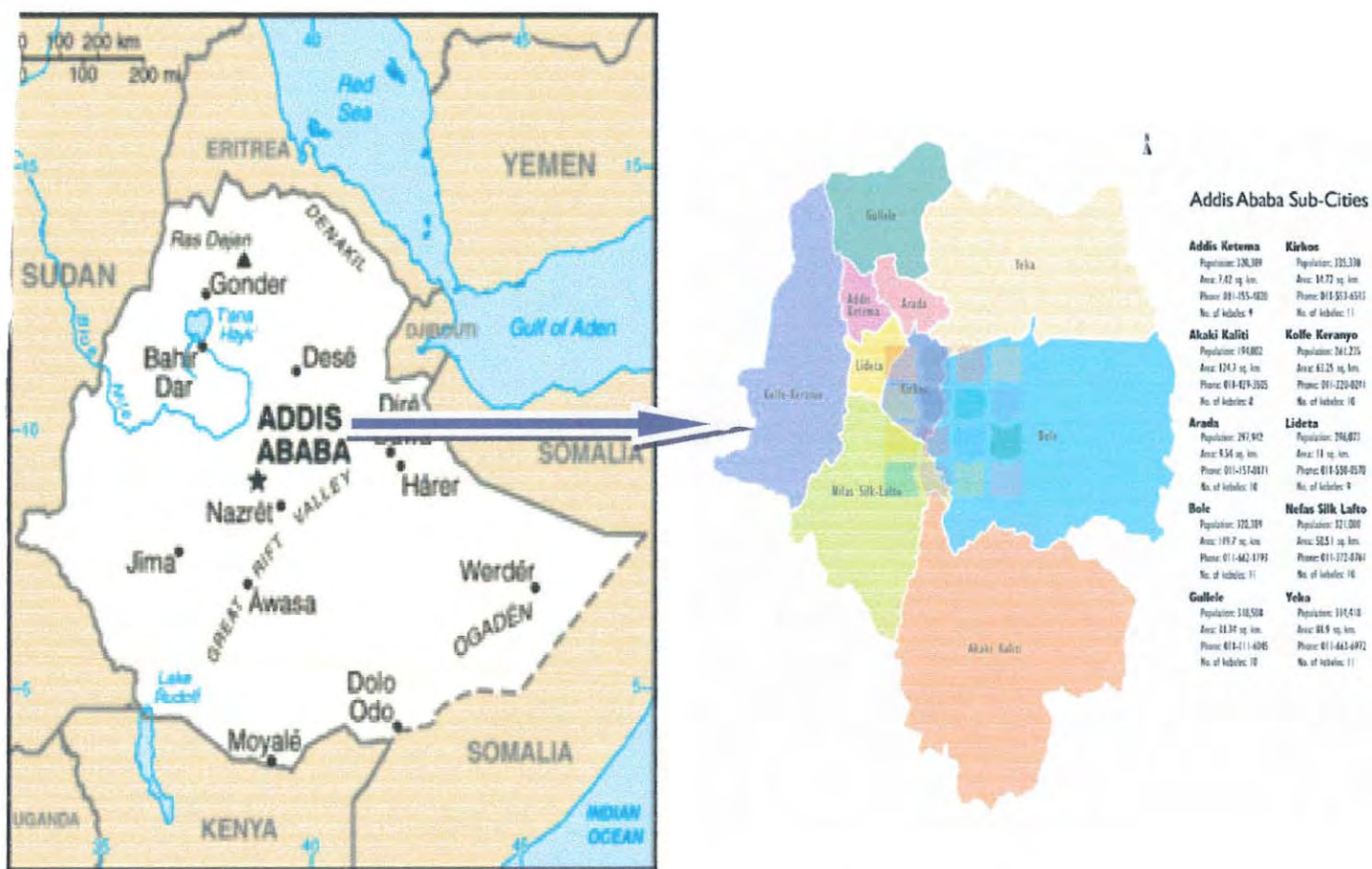


Fig 2. Addis Ababa City Map, (Source: ORAAMP, 2004)

ecotourism associations; tourism related employees mainly in hotel, museum curator and tour guides; tour operators; tourism academic institutions; mass medias and etc.

3.4. Sample and Sampling Procedures

Since participating the whole population is unmanageable and costly in the given resource and time limits; the researcher categorized the sampled population into local communities of the city and key tourism stakeholders. The study employed different sampling procedures for the local communities and tourism stakeholders. In order to make the perception of the residents' more representative; stratified, quota and random sampling procedures were used consequently for the selection of local community subjects. The first stage was to stratify the entire city into ten kifle ketema's, and then proportional or quota allocation of 25 respondents among 10 kifle ketema's, and then finally employed random sampling technique was used to select the required total 250 respondents from the whole kifle ketema's, and distributed closed ended questionnaires, and analyzed by using quantitative method.

The study also examined the perception of 50 tourism stakeholders in the city by using purposive sampling by to exclude uninterested respondents, consider variations in education level and experience of respondents to the subject of the study. And by using open ended questionnaires the researcher analyzed their response and interprets qualitatively.

The population is estimated to be 3,147,000 million according to the official census of 2008-2009 and it is divided into 10 sub cities and 116 districts (AACTB, 2010). Therefore in determining the representative sample size of the households, the researcher used + 5% interval or 95% confidence of the samples under the Gomme (2008) formula: $n=N/1+N (\alpha)^2$ Where, n = Expected Sample Size, N = Population Size and α = Level of Confidence Interval (0.05). Therefore according to the formula, the sample size is 399 residents of the city. This number is too difficult to manage within the given time and financial constraints, therefore the researcher obliged to administer 300 residents of the city.

3.5. Data Collection Instruments

3.5.1. Primary Sources

The researcher employed primary data mainly closed ended questionnaires for the local communities and open ended questionnaires survey to tourism stakeholders to unearth respondents' over all perception of tourism impact. The main data gathering instrument was closed-ended questionnaire that were distributed to randomly selected local communities at the gate of each ten kifle ketema's. The other most important data gathering instrument was open ended questionnaire for key tourism stakeholders.

In terms of quantitative data, closed-ended questionnaires were distributed to 250 sampled local communities of the city who are residing in the selected ten kifle ketema's to assess the perception of Addis Ababa residents by using the Likert scale measurement. In terms of qualitative study, open ended questionnaire were

distributed to purposively selected 50 tourism stakeholders in order to obtain in-depth inquiry of their perception. The response of the local communities was triangulated with the opinions of the key tourism stakeholders.

The two hundred fifty structured questionnaires that were distributed to the residents categorized into two parts: the first part of the questionnaire deals about residents' general socio-demographic characteristics and the second part comprise the economic, environmental and socio-cultural impact questions that measured the perception of the residents. In addition, open ended questionnaire with eight questions were distributed to other key tourism stakeholders.

3.5.2. Secondary Sources

Published and unpublished sources were employed by the researcher: Most importantly, the internet is utilized as the basic source of reference materials in this study. In addition, official records of government tourism organizations, books, journals, magazines, proceedings, pamphlets, newspapers, reports, articles will be other sources that the researcher

3.6. Data Analysis

The collected data through closed ended questionnaire from the local communities were analyzed by quantitative analysis method. The data obtained from the questionnaire survey method for the perceptions of the local communities were processed with the use of statistical package for the social science (SPSS) version 15. In analyzing quantitative data, both descriptive and inferential statistics were employed. Frequency, percentage and average mean are taken from descriptive

statistics, and data presented, organized and analyzed by using frequency and cross tabulation tables. Whereas inferential statistics like ANOVA and independent T-test and Post Hoc test used to show the Mean difference between different socio-demographic variables and key stakeholder. In analyzing quantitative data, socio-demographic factors were used as independent variables and the Likert scale perception impact statements as dependent variables.

The survey questions measured each attribute on a five-point Likert type Scale ranging from 1- Strongly Disagree, 2-disagree, 3-don't know, 4-agree ,and 5- Strongly Agree with the 57 impact statements. Quantitative results were interpreted based on this average value and the level of significance difference is at $\alpha = 0.05$, which is the level of 95% confidence interval (2-tailed). Accordingly, the value less than 0.05 ($p < 0.05$) confirms the existence of statistical difference between the response of respondents, and if below 0.05 shows no statistical difference.

The data collected from key tourism stakeholders through open ended questionnaire were analyzed qualitatively. The content of the qualitative were analyzed through descriptive and interpretative methods. The collected data were analyzed for the purposes of classification and summarization. In addition, content analysis was also employed to triangulate results with quantitative and interpretive findings.

Chapter- Four

Data Analysis and Interpretations

4.1. General Respondents' Characteristics

Based on the sampling technique and procedure described in chapter three, totally three hundred copies of questionnaires were distributed to the respondents of the study and only two hundred seventy five have been filled up properly and valid appears to be 91.6 percentage. Accordingly, the first part of the structured questionnaires was distributed to 250 respondents from residents of Addis Ababa in each ten kifle ketema's, out of these questionnaires, only two hundred thirty filled in and valid (92%). The second unstructured questionnaire was distributed to fifty key tourism stakeholders, and out of these questionnaires, forty five filled in and valid (90%).

4.1.1. Local Communities' Socio-Demographic Characteristics

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

Table No 1. Local Communities' Socio-Demographic Profile

Socio-demographic variables	Variable groups	Frequency	Percentage (%)
Age	15-29	132	57.4
	30-50	68	29.6
	>51	30	13.0
Gender	Male	129	56.1
	Female	101	43.9
Length of residency	<10	65	28.3
	11-25	83	36.1
	26-40	65	28.3
	>41	17	7.4
Attachment to tourism	Strong	42	18.3
	Partial	111	48.3
	Less	77	33.5
Education status	no formal education	23	10.0
	primary school	31	13.5
	high school	60	26.1
	Diploma	65	28.3
	BA/BSC	38	16.5
	MA/MSC	13	5.7
Monthly income	<1000	133	57.8
	1000-10000	83	36.1
	>10000	14	6.1
Occupation	private businesses	71	30.9
	Student	38	16.5
	civil servant	55	23.9
	tourism businesses	20	8.7
	other than the four	46	20
Are you residing proximity tourism concentration area	Yes	94	40.9
	No	136	59.1
Religion affiliation	Christianity	154	67.0
	Muslim	62	27.0
	Others	14	6.1
Total		230	100

(Sources: The researcher's survey, 2011 and 2012)

As it can be seen from the above table 1, among the selected two hundred thirty sample respondents from Addis Ababa city residents 129(56.1%) were male respondents whereas 101(43.9%) were females. This shows that the number of females who went to kifle ketema offices to get services was smaller than male respondent. These results suggest that young females as well as males in the investigated areas tend to be interested in exploring the potential impact of tourism since they were willing to fill the questionnaire. Similar to this among the 230 respondents 132(57.4%) of them found to be at the age range from 15-29 and 68(29.6%) of them grouped at the age range from 30-50, whereas 30(13%) of the respondents were at the age above 50, and the number of respondents significantly decreased by the increase in age. The occurrence of youth groups respondents indicated the willingness of the youth to respond for the questionnaire and their occurrence in the kifle ketema offices as well, however the researcher found the old age group as suspicious to respond.

Among the 230 questionnaires gathered from the city majority of the respondents 83(36.1%) of them has been living in the city from 11-25 years, and 65(28.3%) of the respondents has been residing in the city from 26-40 years, similarly 65(28.3%) respondents has been living in the city for less than 10 years whereas only 17(7.4%) of the respondents had been living in the city for more than forty years. Thus the data indicates that majority of the respondents haven't been living in the city for long years and most of them were migrants. With regard to respondents' education attainment, there is a higher concentration of diploma holders 65(28.3%) and high school completed 60 (26.1%) respondents followed by 38(16.5%) bachelor degree

holders. Among the respondents 31(13.5) of them completed primary school and only 13(5.7%) of the respondents had masters degree whereas, 23(10%) of the respondents have no formal education in their entire life, therefore from the analysis of the finding majority of the respondents could fill the questionnaire by themselves since they understand how to read and write. In addition majority the respondents 133(57.8%) had an income less than thousand birr in a month whereas 83(36.1) of the respondents had an income ranges from 1000-10000 but only14 (6.1) of the respondents earned an income above ten thousands. This shows that majority of the respondents are grouped into lower and middle class economic standard.

Furthermore, private businesses 71(30.9%), civil servant 55(23.9%) were the main occupation of the respondents, but only 20(8.7%) of the respondents were involved in tourism related businesses whereas the rest 46(20%) of the respondents engaged in different activities except that 38(16.5) of the respondents were students. The number of Christian respondents154 (67%) far exceed in number than the sampled Muslim 62(27%) and others religion apart from both 14(6.1). In this instance majority of the respondents 136(59.1%) hadn't been residing proximity to a major tourist and tourist facility concentration area against 94 (40.9%) that had settled proximity to tourist concentration areas.

4.1.2. Demographic Profile of Other Key Tourism Stakeholders

Table No 2. Other key tourism stakeholders' Socio-demographic profile

Socio-demographic variables		Frequency	Percentage (%)
Gender	Male	29	64.5
	Female	16	35.5
Age	<30	21	46.7
	>30	24	53.3
Length of residency	<10	10	22.2
	10-30	25	55.6
	>30	10	22.2
Education	High school	4	8.9
	Diploma	9	20
	BA/BSC	26	58
	MA/MSC	6	13.2
Occupation	Government office	17	37.8
	Tour operators	7	15.6
	Tour guides	3	6.6
	Museum expert	3	6.6
	Wild life expert	3	6.6
	Hotel and restaurant	3	6.6
	Tourism associations	2	4.5
	Tourism academics	2	4.5
	Journalists	2	4.5
	Tourist trading and souvenir shop	3	6.6
Experience	<10	31	68.9
	>10	14	31.1
Total		45	100

(Sources: The researcher's survey, 2011 and 2012)

As it can be seen from the above table 2, among the total 45 tourism stakeholders 29 (64.5%) of the respondents were males where as 16(35.5%) were females. This indicate that the number of females who are working around tourism activities much lesser than their counter part. There was a slight age difference among respondents who were greater than thirty years and below thirty years 53.3% and 46.7% respectively. In addition there is a higher concentration of first degree holders 26(58%) followed by diploma holders 9(20%) whereas the rest 6 (13.2%) and 4(8.9%) of the respondents were MA holders and high school completed respectively. According to the sampled data the tourism industry is becoming occupied by more tourism professionals than ever before.

The researcher tried to include almost all stakeholders in order to make the data valid, and accordingly the researcher purposively selected 17(37.8) respondents from tourism governmental offices, 7(15.6%) tour operators, and 3(6.6%) respondents tour guides, 3(6.6%) museum experts, 3 (6.6%) wildlife experts, 3 (6.6%) accommodation sectors 3 (6.6%) souvenir shop owners, whereas 2(4.5%) respondents from each tourism associations, 2(4.5%) tourism academics and journalists 2(4.5%). With regard to work experience, 31(68.9%) of the stakeholders had less than ten years of experience where as 14(31.1%) of the respondents had above ten years of experience. This indicates that the business of tourism hasn't been occupied by more experienced professionals.

4.2. Residents' Perception of the Economic, Environmental and Socio-Cultural Impacts of Tourism

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

4.2.1. Local Communities and Other Tourism Stakeholders' Perception on the Economic Impacts of Tourism.

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

4.2.1.1. Local Communities and Other Tourism Stakeholders' Perception towards the Economic Impacts of tourism

According to Chandralal (2010), understanding of residents' attitudes and perceptions and how these perceptions are formed regarding tourism development would be valuable knowledge for the tourism industry particularly for regional tourism development projects. However many studies show that local community has been trade off their quality of life and social costs for economic growth. Therefore the perception of Addis Ababa residents towards the positive and negative tourism economic impact is described by the following table.

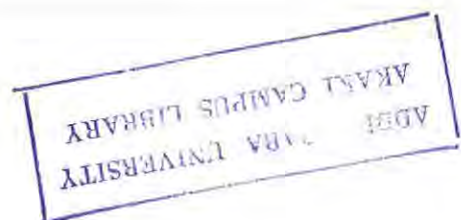
Table No 3. Local Communities and Other Tourism Stakeholders' Perception towards Economic Impacts of Tourism

S/N	Perception on the Economic Impact of Tourism	Mean	SD
1	Tourism has a positive impact on Ethiopia's economy	3.71	1.228
2	Inflation relates to the increases in prices of land, houses and food can occur as a result of tourism	2.88	1.185
3	Tourism is a fragile economic activity since it can be easily susceptible to changes in global affairs like terrorism	2.90	1.214
4	Tourism creates abundant employment opportunities and it stimulates employment in other sectors of the economy	4.11	0.972
5	Tourism is a tool for our country to balance the deficit on the unbalanced international trade.	3.67	1.107
6	Tourism gives enough economic benefits to local people by promoting small business activities, and diversify economic activities in our country	3.83	1.040
7	Tourism attracts more investment in Ethiopia	3.99	.920
8	Tourism is characterized by economic leakage to import goods to cater tourists	2.86	1.159
9	Tourism brings high opportunity cost to other development	2.13	1.032
10	The contribution of tourism for Gross National Product (GNP) is immense	3.80	1.094
11	Tourism will lead the country into over-dependency on a single product	2.37	1.090
12	Tourism can alleviate the poverty of the country	3.60	1.056
13	In general the positive economic impacts outweigh the negative impacts	3.36	1.224

(Sources: The researcher's survey, 2011 and 2012)

As it can be seen from row 1 of the above table 3, 71.7% of the local community respondents agreed on that tourism brings a positive economic impacts to the country and 22% of the local community don't believe that tourism brings economic impacts, where as 6.1% of the local community were not aware about the positive economic impacts. This shows that there are significant numbers of the local community who had no any clue about the positive economic impacts of tourism. In addition the mean result of (**M=3.71**) shows that the local community were agreed with the statement. On the other hand triangulated data through unstructured questionnaire revealed that 42.2% of the key tourism stakeholders believed that tourism brings only a positive economic impact whereas 57.8% of tourism stakeholders believed that tourism can also bring negative economic impacts. This shows that almost half of tourism stakeholders don't know the negative economic impact.

According to row 2 of the above table 3, 47% of the local communities respondents were unfamiliar about the statement that inflation relates to the increases in prices of land, houses and food can't occur as a result of tourism and 37.8% of the local community believed that tourism brings inflation whereas, 16% of the local community respondents don't know whether tourism brings inflation or not. Therefore this shows that the impact of tourism for economic problems like inflations has no clear vision by the residents. Moreover the Mean result of (**M=2.88**) signify that the local communities are unaware by replying don't know. The results from unstructured questionnaire as described by an expert from kifle ketema tourism officer argued that unless tourist activity are well managed it will



have negative economic impact on the local community like increase in the price of local consumption. Moreover an expert from wild life authority pointed out the impact of tourism for the devaluation of the local money and its impact on demand and supply relationship. In addition, restaurant manager from Lucy Gazebo commented that;

If tourist flocked into our country they can compete with the resources of the local therefore price would be skyrocketing, as a result demand would be high for goods and price rise up. Life would be hard when the price of food, shelter and clothes goes high for the local community.

According to row 3 of the above table 3, 46.6% of the local community respondents strongly disagreed or disagreed that tourism is a fragile economic activity since it can be easily susceptible to changes in global affairs like terrorism, whereas 33.5% of the respondents believed that tourism is a fragile economic activity as it was observed in 1998 Ethio- Eritrean war, surprisingly 20% of the local communities don't have a clue on whether tourism is a delicate or a competent economic activity. This indicates that the perception of the local community towards the competent nature of tourism is still blurred. Moreover the Mean result of (**M=2.90**) show that the local communities were unaware about the statement. The result obtained from unstructured questionnaire disclosed that almost all respondents of tourism stakeholders hadn't commented on the vulnerability of the tourism economy on the global affairs. This disclosed that the knowledge of key tourism stakeholders towards the negative economic impact of tourism is in doubt.

As it can be observed from row 4 of the above table 3, among the total 230 respondents 195(84.8%) of the local communities agreed or strongly agreed that tourism creates abundant employment opportunities and it stimulates employment in other sectors of the economy, whereas only a few number of the respondents 16 (7.0%) reflected their doubt on tourism's contribution to employment. However there are a considerable number of the respondents don't have the knowledge 19 (8.3%) regarding tourism's contribution to employment. This indicates that the main motive of tourism industry was its impact to employment as described by the majority of the local communities. In addition the Mean result of (**M=4.11**) indicated that the local communities are agreed the contribution of tourism. On the other hand, among the forty five key tourism stakeholders forty of them(89%) obsessed on tourism's contribution to employment opportunity, whereas (11%) of the stakeholders focused on the seasonality nature of tourism. And this further show that tourism's impact on employment has been noticeable by all residents. In addition a tour guide from experience explained follows;

When we come to the southern route due to tourism almost all the tribes start to give up their original way of life and engaged in tourism, for example when tourists visit Mursi tribe you should pay 100 birr per person, and it also must pay 3 birr per photo, due to this all villagers wait tourists rather than herding their cattle and farming sorghum.

According to row 5 from the above table 3, 70% of the respondents strongly agreed or agreed that tourism is a tool for their country to balance the deficit on the unbalanced international trade, whereas only 20.4% of the respondents strongly

disagreed with the statement. The finding further disclosed that 9.6% of the local communities hadn't understood the economic impact of tourism for its role in balancing trade deficit. In addition the mean result of ($M=3.67$) show that the local communities were agreed with the above statement. However majority of key tourism stakeholders indicated the contribution of tourism for balancing trade deficit: a statement by souvenir shop owner emphasized tourism's contribution to hard currency and foreign exchange.

As it can be demonstrated in row 6 of the above table 3, local communities were strongly agreed or agreed (75%) concerning tourism's positive effects on the provision of enough economic benefits to local people by promoting small business activities, and diversify economic activities in our country. Only (14.7%) of the local communities disagreed or strongly disagreed that tourism hasn't benefited the local people by promoting small business activities and diversifying economic activities. Whereas (10%) of the local communities never heard about tourism's contribution to diversifying economic activities. Moreover the Mean result of ($M= 3.83$) indicated that majority of the local communities were agreed with the statement. These results are consistent with Doxey's (1975) Irridex Model, which suggests that residents usually hold a relatively positive attitude toward tourism as tourism is introduced to the host community. Meanwhile, the results indicate that tourism benefits have not been substantial enough to be noticed because tourism is still in the preliminary stage of development in Ethiopia. However, among the key tourism stakeholders, expert from hotel owner association described that local community are not economically benefited, if they share the cake from the business they will develop a

sense of belongingness to the destination attraction. Moreover, tourism lecturer from CTTC disclosed that the problem of tourism is ensuring communities to have a share from tourism benefit. In addition, National museum curator responded that we couldn't expect to get big economic benefit, if we don't preserve our tourism resources.

According to row 7 from the above table 3, (79.6%) of the local communities strongly agreed or agreed that tourism attracts more investment in Ethiopia. Whereas surprisingly the number of the local communities that responded don't have any knowledge regarding tourism's contribution to investment is higher (11.3%) than who responded strongly disagree or disagree (9.1%) on tourism's contribution to investment. Moreover the mean result (**M=3.99**) indicated that majority of the local communities were agreed with the statement. However among the sampled forty five key tourism stakeholders only five of them reflected their opinion towards the impact of tourism to enhance investment, this shows the perception level of the local community was much better than the key tourism stakeholders regarding tourism's impact on investment.

As it can be seen from row 8 of the above table 3, 42.6% of the local community respondents disagreed on the statement "tourism characterized by economic leakage, and 30.5% of the respondents agreed that tourism brings leakages to Ethiopia, whereas 27% of the local communities don't understand the concept of tourism leakage. Moreover the mean result show that (**M= 2.86**) majority of the local communities were not aware about tourism economic leakage.

On the other hand, triangulated data resulted from professional tour guide revealed as follows;

Tourism leakage would be prevalent only when tourist facilities owned by outsiders and as a result there will be a loss of potential economic benefit to the area and to the residents but this is not the reality in our context.

According to row 9 from the above table 3, 76 % of the local communities disagreed with the statement that tourism brings high opportunity cost to other development, and only 13.9% of the respondents agreed that tourism brings an opportunity cost to other developments, whereas only a few respondents don't know (9.6%) about the opportunity cost of tourism which is relatively better than other statements. Moreover the mean result (**M=2.13**) specify that majority of the local communities were disagreed with the above statement. Surprisingly there was no a single tourism stakeholder who commented on the opportunity cost of tourism in other industries. This shows that key stakeholders' knowledge regarding opportunity cost of tourism is questioned.

As example given by John (1988), in Tanzania, for every tourist dollar, 40 cents goes on imports, 40 cents to private hotel and other businesses, and 20 cents to the government in the form of tax. As it can be seen from row 10 of the above table 3, majority of the local communities strongly agreed or agreed (74.4%) with the statement "the contribution of tourism for Gross National Product (GNP) is high", and only a small portion of the respondents disagreed (16.9%), whereas a significant number of respondents don't have a clue on the contribution of tourism for GNP.

Likewise the mean result (**M=3.80**) show that local communities are agreed with the statement. Triangulated data amplified tourism's contribution for GNP as it described by majority of the stakeholders especially souvenir shop owner and director of hotel owner's association.

According to row 11 of the above table 3, majority of the respondents tends to strongly disagreed or disagreed (71.1%) that tourism will lead the country into over-dependency on a single product, whereas only (17%) of the local communities agreed with the statement, similarly a high proportion of respondents don't understand that the country may face a problem of over-dependency on tourism. Based on the mean score (**M=2.37**) majority of the local communities are disagreed with the above statement. Nearly all the stakeholders haven't listed the economic difficulty of over-dependency when they were requested to list the negative economic impact; however, only a single tour operator from Ashenge Tour Company explained that the tight dependency on tourism may spoil our economy through different conditions and this would lead into unstable economy.

As it can be seen from row 12 of the above table 3, respondents believed that (61.8) tourism can alleviate the poverty of the country, whereas (17.7%) of the respondents don't assumed that it can reduce the poverty of the country, and 19.6% of the local community don't know whether tourism reduce the intensity of poverty. Furthermore, according to row 13 of table 3, the results show that local communities strongly agreed or agreed (62%) that the positive economic impacts outweigh the negative impacts, whereas (29%) of the local community respondents disagreed with

the statement, in the same vein (8.3%) of the respondents hesitated to say the positive outweigh the negative impact. In addition based on the mean result ($M=3.36$) majority of the local communities respondents agreed that the positive economic impact outweigh the negative.

Generally, the results from table 3 indicated that majority of tourism positive impacts are favored by the local communities, whereas among the six negative economic impacts statements three of them were unknown and three of them were disfavored by the local communities. This shows that the perception of the residents towards the negative economic impacts of tourism is blurred.

4.2.1.2. The Relationship between Perceptions of Tourism Positive Impacts and Residents' Attachment to Tourism

The more attached residents were to a community in terms of length of residence, birthplace, and heritage, the less positively they perceived tourism development in their community. Conversely, McCool and Martin (1994) reported that strongly attached residents rated the positive dimension of tourism higher than unattached residents. Similarly, Williams et al. (1995) found that residents with higher levels of attachment, tended to be more supportive of tourism development than were less attached residents. Jurowski et al. (1997) found that attached residents evaluated social and economic impacts positively, but environmental impacts negatively.

Table No 4. Tourism has a positive economic impact on Ethiopian economy, by residents' attachment to tourism.

Tourism has a positive economic impact on Ethiopian economy	Residents attachment to tourism						Total	
	strong		medium		none		F	%
	F	%	F	%	F	%		
strongly disagree	4	1.7	7	3	5	2.2	16	7
disagree	6	2.6	15	6.5	14	6.1	35	15.2
don't know	4	1.7	6	2.6	4	1.7	14	6.1
agree	14	6.1	51	22.2	34	14.8	99	43.0
strongly agree	14	6.1	32	13.9	20	8.7	66	28.7
Total	42	18.3	111	48.3	77	33.5	230	100%

(Sources: The researcher's survey, 2011 and 2012)

As it can be viewed from the above table 4, among the 71.7% agreed percentage only (12.2%) of the respondents had a strong attachment to tourism, whereas (23.5%) of the respondents had no attachment to tourism, surprisingly (36.1%) of the respondents who had less attachment to tourism developed a positive perception towards tourism's economic impact than strong attachment. unexpectedly local communities who have no attachment to tourism had perceived tourism positively than those who had strong attachment. This shows that one's strong and none attachment to tourism hasn't played any significant impact in influencing perceptions. Regarding with respondents who replied don't know (6.1%), almost the responses from strong, medium and none attachment was identical, this shows that there are local communities who don't know about the positive impacts of tourism whether they are strongly or less attached to tourism. In general, according to the

results from the above cross tabulation, there is perception difference among Local communities' respondents between who had strong, medium and no attachments to tourism in their perception towards the positive impacts of tourism.

4.2.1.3. The Relationship between Residents' Perception of Inflation Caused by Tourism and Residents' Monthly Income

Table No 5. Inflation related to the increases in prices of land, houses and food can occur as a result of tourism, by income

Inflation relates to the increase in price of land, houses and food can occur as a result of tourism	Monthly income in birr						Total	
	<1000		1000-10000		>10000		F	%
	F	%	F	%	F	%		
Strongly disagree	11	8.3	10	12.0	5	35.7	26	11.3
Disagree	44	33.1	33	39.8	3	21.4	80	34.8
Don't know	19	14.3	16	19.3	2	14.3	37	16.1
Agree	49	36.8	18	21.7	2	14.3	69	30.0
Strongly agree	10	7.5	6	7.2	2	14.3	18	7.8
Total	133	100	83	100	14	100	230	100%

(Sources: The researcher's survey, 2011 and 2012)

As observed from the above table 5, the total agreed respondents (30%) and disagreed (34.8%) are almost similar regarding the statement that inflation related to the price of land and food can occur as a result of tourism. And there are enormous numbers of respondents' who didn't know the impacts of tourism on inflation. Local communities who earned an income less than a thousand birr strongly agreed or agreed (44.3%) much higher than those who earned more than ten thousand birr in a month (28.6%) on the statement that the occurrence of inflation is because of tourism. Local communities who earned better income strongly disagreed or

disagreed (57.1%) that inflation is caused by tourism. There are significant number of respondents who didn't know the relationship between tourism and inflation among income groups. In general, this shows that local communities who earned adequate income believed lesser than those who earned less income in their perception towards the impact of tourism on inflation, therefore, local communities who earned higher income will support further development since they were not affected by economic problems that caused by tourism like inflation. In General, local communities who earned adequate or higher income were less believed that inflation is aggravated by tourism than those who earned less income.

4.2.1.4. The Relationship between Perception of Tourism Economic Leakages and Residents' Academic Achievements

Table No 6. Tourism brings economic leakage, by educational attainment

Education	Tourism Brings Economic Leakage To Ethiopia										Total	
	Strongly disagree		Disagree		Don't know		Agree		Strongly agree		F	%
	F	%	F	%	F	%	F	%	F	%		
No formal education	1	4.3	6	26.1	3	13.0	9	39.1	4	17.4	23	100
Primary school	3	9.7	15	48.4	4	12.9	6	19.4	3	9.7	31	100
High school	6	10.0	23	38.3	18	30.0	11	18.3	2	3.3	60	100
Diploma	6	9.2	19	29.2	26	40.0	10	15.4	4	6.2	65	100
BA/BSC	9	23.7	8	21.1	7	18.4	8	21.1	6	15.8	38	100
MA/MSC	1	7.7	1	7.7	4	30.8	4	30.8	3	23.1	13	100
Total	26	11.3	72	31.3	62	27	48	20.9	22	9.6	230	100

(Sources: The researcher's survey, 2011 and 2012)

As it can be illustrated by the above table 6, majority of the respondents don't believe that tourism brings economic leakages, and many of them heard the concept of leakage for the first time. Among the no formal education respondents' majority of them strongly agreed or agreed, whereas, few respondents don't understand the concept of tourism leakages. Unexpectedly, the finding shows that even if they hadn't had educational attainments residents who had no formal education understand tourism leakage very well. On the other hand, among the primary education groups majority of them disagreed with the statement. However, little perception variation existed among primary school completed and no formal education groups' respondents who replied don't know about tourism leakage. 48.3% of high school completed respondents came to the disagreement with the statement "tourism brings economic leakages to Ethiopia", and there are many residents who are unaware about the statement. This shows that the number of respondents who don't know about tourism leakage increasing when respondents' educational status increased which is surprising.

What was more surprising is the number of respondents' who replied "don't know" about tourism leakage increased when education status increased. Moreover, among the total diploma holders majority of the local communities disagreed on whether tourism brings economic leakages to Ethiopia. In addition among the 38(100%) BA/BSC holders 17(44.8%) disagreed and 14(36.9%) agreed, whereas 7(18.4%) don't know whether tourism brings economic leakages. This shows that the level of disagreement on the statement of tourism leakage increased when education status increased and the level of agreement increased when education status goes high, and

this clearly revealed the direct relationship between educational attainment and tourism perception, and this is true for MA/MSc holders disagreed (15.4%) and agreed (53.9%) on the statement that tourism brings economic leakage.

4.2.1.5. Difference in Level of Perception between religious groups towards the Positive and Negative Impacts of Tourism

Table No 7. Perception difference among religious groups towards the positive and negative economic impacts of tourism, by T-test

S/N	Perception on the positive and negative economic impacts	Christian	Muslim	Levene's Test for Equality of Variances	T-test for Equality of Means
		Mean	Mean	sig	Sig.(2tailed)
1	Tourism creates abundant employment opportunities	4.28	3.90	0.235	0.006
2	Tourism is a fragile economic activity since it can be easily susceptible to changes in global affairs like terrorism	2.83	3.03	1.251	0.101

(Sources: The researcher's survey, 2011 and 2012)

As it is indicated in the first row of the above table 7, the agreement Mean value of Christian respondents in terms of tourism creates abundant employment opportunity is ($M= 4.28$) which is a bit greater than males ($M= 3.90$). But it implies that there is a statistically significant difference between Christians and Muslim respondents on the level of perception on whether tourism creates employment opportunities with

t-value $t(228) = 0.006$, $p < 0.05$ (2-tailed)). This means that Muslims respondents doubted the employment potential of tourism than Christian respondents.

As it can be observed in the row 2 of the above table 7, Muslims have a statistically significantly higher Mean score ($M=3.03$) on the statement “tourism is a fragile economic activity since it can be easily susceptible to changes in global affairs like terrorism” than Christians respondents ($M=2.83$) with a t-value of $t(228) = 0.101$, $P > 0.05$ (2 tailed). There is no statistically significantly difference between Christians and Muslims respondents on the fragile nature of tourism and its vulnerability to terrorism. This shows that both religious groups argued the statement that stated the fragileness of tourism by global affairs unlike what was observed from other countries.

4.2.1.6. Difference in Level of Perception between Respondents’ Age Groups towards the Negative Economic Impacts of Tourism.

A study conducted in Australia revealed that older people have positive attitudes towards tourism, while a study in Turkey found the opposite (Fredline 2000).

Table No 8. Perception differences among age groups, by ANOVA test.

Negative Economic Impacts	Respondents’ Age			One Way
	15-29	30-50	>51	ANOVA
	Mean	Mean	Mean	sig
Tourism has an opportunity cost to other development in Ethiopia	2.16	2.16	1.93	0.535
Tourism will lead the country into over-dependency on a single product	2.37	2.43	2.27	0.800

(Sources: The researcher’s survey, 2011 and 2012)

As it can be viewed from row 1 of the above table 8, there is no statistically significant difference among the three age groups (15-29, 30-50 and >51) on their perception towards tourism is that they disagreed on the statement that tourism has an opportunity cost to other development in Ethiopia with a Mean value of (M=2.16, M=2.16, M=1.93) respectively. The ANOVA test shows that there is no any statistical significant perception difference between the above age groups, $F(5,224) = 0.627, P > 0.05$. The three age groups whether they were youth or an old age they disagreed the statement that tourism has an opportunity cost to other development in Ethiopia.

As it can be demonstrated by row 2 of the above table 8, the disagreement Mean score for the three age groups (15-29), (30-50), (>51) was (M=2.37), (M=2.43), (M=2.27) respectively regarding their perception on whether tourism will lead the country into over-dependency on a single product. There is no significant difference among the three age groups with ANOVA result of $F(5,224) = 0.223, P > 0.05$. This means the variability in the three age groups is the same. This further shows that both the older and younger respondents disagreed similarly without their age differences on the negative economic impacts of tourism.

4.2.2. Local Communities and Other key Tourism Stakeholders' Perception on the Environmental Impacts of Tourism.

Studies have identified both the positive and negative environmental impacts of tourism (Burns & Holden, 1995). Environment is one of the main domains in which residents should assess the potential effects of tourism before they decide to embrace or reject it. According to Kuvan and Akan, residents tend to develop more sensitivity for problems related to the environment than the other negative impacts of tourism. The focus on environmental impacts of tourism has lagged behind that of the economic and social impacts of tourism (Kuvan & Akan, 2005).

Kuvan and Akan (2005) describe the interest in investigations into community attitudes towards tourism and its impact on the natural environment as being important at a time when ecological problems, such as pollution, depletion of natural resources and deforestation, are increasing. In addition Mieczkowski (1995) reported that residents' ratings of tourism impacts are generally high for environmental impacts. On the negative side, Puczko and Ratz (2000) observed that inappropriate tourism development often leads to increased stress on destinations and in negative changes in the destinations' physical and socio-cultural characteristics. Tourism draws attention to issues relating to biodiversity, endangered species and human impacts on the environment. Tourism is also often used to provide an economic rationale to preserve natural areas (Master, 1998).

4.2.2.1. Perception of Local Communities and Tourism Stakeholders towards the Environmental Impacts of Tourism.

Table No 9. Perception of the Local Communities towards the Environmental Impacts Tourism

S/N	Perception On The Environmental Impacts of Tourism	MEAN	SD
1	Tourism brings a positive environmental impact to Ethiopia	3.44	1.262
2	Tourism provides an incentive for the conservation and restoration of natural tourism resources like parks	4.27	0.851
3	I believe that tourism can create pressures on ecosystem	2.62	1.110
4	The construction of hotels and other tourist facilities has destroyed the natural environment	2.67	1.296
5	Tourism pollutes our environment(water, air and noise) and aggravating global warming	2.70	1.455
6	Tourism causes erosion which caused by the result of trampling by visitors' feet, and extreme weight of numbers	2.25	1.166
7	Crowded public places and traffic congestion can be seen Because of tourism	2.73	1.242
8	Our rivers are threatened by the untreated sewage waste caused by the disposal from tourist facilities	2.76	1.315
9	Tourism doesn't threat our environment since it is a smokeless industry	3.63	1.351
10	Poaching has increased because of tourism	2.81	1.274
11	Tourism exacerbate the clearing of forests for the construction of lodges and campfire purpose	3.01	1.285
12	tourists' behavior in protecting the environment sets standards for the local community by increasing their awareness	3.59	1.246

(Sources: The researcher's survey, 2011 and 2012)

The Mean responses from the above table 9 indicate that there is perception difference among local communities towards the environmental impacts of tourism. The mean average of (M=3.44) shows that local communities are ambivalent that whether tourism brings a positive environmental impact to Ethiopia. And the other positive environmental impact in row 12 of table 9 indicates that majority of the local communities were agreed on the statement “tourists’ behavior in protecting the environment sets standards for the local community by increasing their awareness” with a mean average of M= (3.59). However, triangulated result from wild life conservation authority illustrates that tourism encourage tourists to fund for the preservation of tourism destinations in order to ensure sustainability of the resources. Furthermore, the other positive statement from row 2 of the above table 9 indicated that the local communities agreed with the statement that tourism provides an incentive for the conservation and restoration of natural tourism resources like parks with a mean average of(M=4.27).This shows that all the positive environmental impacts were perceived positively by the local community. In addition one of the tour operators narrated as follows;

Government established conservation areas like parks in order to a meet tourists’ interest. Moreover if we construct eco-friendly lodges, we will keep our environment properly. In the national parks and wild life sanctuaries, we keep the natural trees and wildlife, in the other way we keep our environment properly. Moreover environment by itself is an attraction therefore we should keep our environment to attract tourists. Generally, without keeping the environment properly way we can’t develop or sustain our tourism industry.

Regarding the negative impacts of tourism, the above table 9 shows that the vast majority of the respondents explicitly unaware that tourism creates negative pressures on ecosystem (with a Mean of 2.62), furthermore respondents unaware that tourism destroyed the natural environment during the construction of hotels and other tourist facilities (**M=2.67**). Moreover respondents are unaware regarding the impact of tourism in polluting our environment (water, air and noise) and aggravating global warming (**M=2.70**). Unsurprisingly, the majority of respondents agreed that tourism doesn't threat our environment since it is a smokeless industry (**M=3.63**). However this statement is old fashioned and shows how the local communities negatively perceive the environmental impact of tourism.

On the other hand, local communities of the sampled respondents were disagreed that tourism would result in erosion (**M=2.25**). Triangulated result from key tourism stakeholders revealed the positive contribution of tourism for environmental protection as described by officials from the ministry. Moreover, according to the respondent from Addis Ababa city tourism bureau "we protect our parks and sanctuaries because of tourism". Similarly, about 53.5% of the respondents unaware that crowded public places and traffic congestion can be seen because of tourism (**M=2.73**) and Poaching has increased because of tourism (**M=2.81**).

Furthermore, the mean average on the statement "our rivers are threatened by the untreated sewage waste caused by the disposal from tourist facilities" is unaware by the respondents (**M=2.76**), and the statement "Tourism exacerbate the clearing of forests" replied don't know by the local communities (**M=3.01**). Moreover respondents from kifle ketema officials narrated that if it is not wisely handled, it is

obvious true that it brings negative impact on our environment, in order to construct hotels forests could be eliminated but in other hand it brings positive impact by preserving indigenous forests. According to the majority of government officials, it is agreed that it brings both positive and negative, however if tourism is well planned and managed it mainly brings a positive impact on our environment. Moreover, a key tourism stakeholder respondent of a tour guide explained explicitly what he observed as follows;

Tourism brings mainly positive impacts. The positive impacts are; it helps to the conservation of archaeological, natural areas and historical sites; increase environmental awareness by experience sharing; adapting new technologies on environmental protection.

Triangulated results from other key tourism stakeholders revealed that almost (68%) of the key tourism stakeholder respondents replied disagreed for the statement “tourism only brings negative environmental impact to Ethiopia”, whereas a significant portion of the key stakeholders (22.3%) confirmed that tourism has no positive environmental impacts, and only (8.8%) of the key stakeholders hesitated to decide. What was surprising is some of the respondents from the government tourism officials don’t know that tourism has brought negative environmental impacts; According to a waiter from tourist hotel “tourism never brings negative environmental impact”. However, majority of government officials stresses on the significance of tourism for the protection and conservation of the environment and wild life. In addition academics from Addis Ababa University stated that there are a

lot of projects coming through tourism which deems environmental conservation and rehabilitations.

The descriptive results obtained from table nine shows that local communities perceived positively for positive environmental impacts, but totally unaware about the seemed negative impacts. This shows that there is a lack of knowledge observed among the local communities. On the other hand, key tourism stakeholders' aggregate perception show that tourism's environmental impact is more of positive to our country than adverse environmental impact.

4.2.2.2. The Relationship between Residents' Perception of Pollution Caused by Tourism and Residing Around Tourism Concentration Areas

It is assumed that residents who have resided in a given country longer than others might negatively perceive changes. The most negative attitudes toward tourism was located in the tourism core and received the most negative impacts, whereas other neighborhoods with more positive attitudes toward tourism were farther from the core and received fewer impacts (Harrill and Potts ,2003). A few researchers have indicated that resident attitudes toward tourism could be influenced by the distance between their place of residence and tourism activities. On the other hand, residents living within the tourism zone perceive more positive impacts of tourism than residents who do not live within the tourism zone.

Table No 10. Tourism pollutes our environment and aggravating global warming, by residing around tourist concentration areas.

Tourism pollutes our environment (water, air and noise) and aggravating global warming	Likert scale	residing around Tourism concentration area				Total	
		Yes		No		F	%
		F	%	F	%		
Strongly disagree	24	10.4	31	13.5	55	23.9	
disagree	26	11.3	55	23.9	81	35.2	
don't know	7	3	8	3.5	15	6.5	
agree	20	8.7	17	7.4	37	16.1	
strongly agree	17	7.4	25	10.9	42	18.3	
Total	94	40.9	136	59.1	230	100	

(Sources: The researcher's survey, 2011 and 2012)

As described by Chucky (1997), heavy tourism concentration in a destination area might lead to negative resident attitude and negative resident behavior towards the tourist. As it illustrates by the above table 10, among the total 40.9% of the respondents who have been residing proximity to tourist and tourist concentration areas, 22.7% of the strongly rejected that tourism pollutes our environment and aggravating global warming, and 16.1% of the respondents who resided around tourist concentration areas agreed that tourism pollutes our environment, whereas only 3% of the respondents who are closed to tourists don't have a clue on whether tourism pollutes the environment. On the other way, among the 59.1% respondents who accepted that they haven't been living around proximity to tourist and tourist facilities concentration areas 37.4% replied strongly disagreed or disagreed that tourism pollutes the environment and aggravating global warming, whereas 18.3% of the respondents strongly agreed or agreed that tourism pollutes the environment,

and 3.5% of the respondents don't know whether tourism pollutes the environment and aggravating global warming.

The result from the above table 10 indicated that there is no significant perception difference between residents' who resided around tourism concentration areas and who hadn't lived around tourism concentration areas. This table further disclosed that residing around tourism concentration areas is not affecting residents' perception that whether tourism pollutes the environment and aggravating global warming since majority from both local communities groups disagreed and agreed similarly with the above statement.

4.2.2.3. The Relationship between Residents' Perception of Environmental Threat of Tourism and Educational Attainment

Table No 11. Tourism doesn't threat our environment since it is a smokeless industry, by education.

Environmental impact		Education status						Total
		No formal education	primary school	high school	diploma	BA/ BSC	MA/ MSC	%
Tourism doesn't threat our environment since it is a smokeless industry	strongly disagree	3.5	1.3	0.9	2.2	2.6	0.9	11.3
	disagree	1.7	2.6	3.0	3.5	1.7	0.9	13.5
	DK	1.3	2.2	1.3	2.6	0.4	0.4	8.3
	agree	0.4	0.4.8	13.5	8.7	6.5	1.3	35.2
	strongly agree	3.0	2.6	7.4	11.3	5.2	2.2	31.1
	Total	10.0	13.5	26.1	28.3	16.5	5.7	100

(Sources: The researcher's survey, 2011 and 2012)

As it can be demonstrated by the above table 11, among the 5.7% MA/MSc holders, majority of the respondents (3.5%) strongly agreed or agreed that tourism doesn't threaten the environment since it's a smokeless industry. This shows that even the highest educational achievers haven't understood the smokeless nature of tourism. Moreover, among the total respondents who had no formal education (10%), almost (3.4%) of the respondents strongly agreed or agreed that tourism doesn't threaten our environment since it's a smokeless industry, whereas (5.2%) of the layman respondents disagreed with the statement. However, the number of don't know answers are proportional with all groups, this shows that respondents who had no formal education perceived appropriately than MA/MSc holders.

Among the total 16.5% BA/BSc holders, majority of the respondents (11.7%) strongly agreed or agreed with the statement that tourism doesn't threaten the environment since it's a smokeless industry, and only a few agreed (4.3%), whereas there were almost none responses were replied to 'don't know' answers, this shows that BA/BSc holders much better understanding than the rest educational attainment groups. In general, the table revealed that the number of respondents who responded agreement increased by the increase in education status, this shows that the increase in education status has no any impact in changing respondents perception.

4.2.2.4. Difference in the Level of Perception between Residents residency to Tourism Concentration Areas towards the Negative Environmental Impacts

Pizam (1978) confirmed that heavy concentrations of tourism facilities and services in a destination led to negative attitudes toward tourism development.

Table 12. Perception difference among respondents' residing around tourism concentration areas on the environmental impact of tourism, by T-test

S/N	Tourism Environmental Impacts	By Residing Around Tourism Concentration Areas		Independent Samples T-Test	
		Yes	No	Levene's Test for Equality of Variance	T-test for Equality of Means
		Mean	Mean	sig	sig.(2tailed)
1	Tourism can create a negative pressures on ecosystem	2.63	2.62	0.256	0.947
2	Poaching has increased because of tourism	2.65	2.92	0.819	0.114

(Sources: The researcher's survey, 2011 and 2012)

As it is indicated in the first row of the above table 12, the Mean value of respondents who resided proximity to tourist and tourist facilities concentration areas" is (M=2.63) which is almost equal to who hadn't resided around proximity to tourist and tourist concentration areas (M=2.62) in terms of their perception towards the statement "tourism can create a negative pressures on ecosystem. This shows that there is no statistically significance difference between residents who have been residing around tourism concentration areas and who hadn't resided with a t-test value $t(228) = 0.256$, $P > 0.05$ (2 tailed). This shows that residents' proximity to tourism concentration areas doesn't affect respondents' perception on the above

statement since both groups are unaware about the pressure that tourism brings to the environment.

As it can be observed in the row 2 of the above table 12, respondents who resided proximity to tourists and tourist concentration areas scored a lower mean score (M=2.65) on the statement “*Poaching has increased because of tourism*” than respondents who hadn’t resided proximity to tourism concentration areas (M=2.92) with a t-value of $t(228) = 0.0819$, $P > 0.05$ (2 tailed). This shows that there is no statistically significance difference among respondents who resided proximity to tourism concentration areas and that hadn’t resided around tourism concentration areas. This further described that one’s geographical proximity doesn’t play any contribution in shaping respondents perception since both groups unaware about the prevalence of poaching.

4.2.2.5. Difference in Level of Perception between Lengths of Residency towards the Negative Environmental Impacts of tourism

According to many studies, residents who have lived in the community for a longer period of time perceived less positive impact to tourism than residents who had lived for a shorter residency period. The literature shows that residents living in a community the longest have more negative perceptions of tourism development (Martin 1998). Therefore table 13 shows the relationship between Addis Ababa residents’ perception of environmental impact with its relation with their length of residency.

Table No 13. Perception difference among length of residency groups towards environmental impacts, by ANOVA test

S/N	Negative Environmental Impact	<10	11-25	26-40	>41	One Way ANOVA
		Mean	Mean	Mean	Mean	
1	Tourism pollutes our environment and aggravating global warming	2.75	2.17	2.97	4.0	0.00
2	Our rivers are threatened by the untreated sewage waste caused by the disposal from tourist facilities	2.94	2.60	2.68	3.18	0.226

(Sources: The researcher's survey, 2011 and 2012)

As it can be seen from row one of the above table 13, the mean score for the four length of residency groups (<10), (11-25), (26-40) and (>41) was (**M=2.75**), (**M=2.17**), (**M=2.97**) and (**M=4.0**) respectively shows that majority of the youth groups are unaware and agreed like older age groups regarding their perception on whether tourism pollutes our environment and aggravating global warming. There is a statistically significant difference among the four length of residency groups with ANOVA result of $F(3,226) = 10.051, P < 0.05$. It implies that there was perception difference observed among the four lengths of residency categorized groups. This further elaborated that the residents who resided above 40 years agreed on the environmental setbacks much greater than those who resided less. To find out where the difference, there was another analysis has employed, the POC HOC Test was applied and it revealed that there is a significant difference between age group, between 11-25 and >41(0.00),this shows that the perception of older age groups statistically different from the age group from 11-25.

As row 2 of the above table 13, there was a slight mean score difference among the four length of residency groups (<10), (11-25), (26-40) and (>41) on their perception towards the environmental impact that they were unaware on the statement “*Our rivers are threatened by the untreated sewage waste caused by the disposal from tourist facilities*” with a mean value of (M=2.94, 2.60, 2.68, and 3.18) respectively. The ANOVA test result shows that $F(5,224) = 1.461, P > 0.05$ which indicate that there is no statistically significant perception difference among the four length of residency groups, this further revealed that respondents length of residency can't affect local communities perception regarding whether tourist facilities like hotels could threatened rivers of the country.

4.2.3. Local Communities' and Key Tourism Stakeholders' Perception on the Socio-Cultural Impacts of Tourism

One important reason to study the socio-cultural impacts of tourism is that they influence the local communities' perceptions of tourism. The ability to define and quantify the various socio-cultural impacts of tourism on the local communities helps to create effective strategies that avoid potential conflicts between guest and host (Reid 2006). The changes that caused by tourism be interpreted positively as an increase in the standard of living, it may also be considered negatively as an indication of acculturation (Brunt and Courtney, 1999).

4.2.3.1. Perception of Local Communities and Other Tourism Stakeholders'

Towards the Socio-Cultural Impacts

Table No 14. Local communities and other tourism stakeholders' perception towards socio-cultural impacts through descriptive and interpretive results

S/N	Perception On The Socio-Cultural Impact	Mean	SD
1	In my opinion tourism has a positive socio-cultural impact in Ethiopia	3.34	1.284
2	Tourism has leading to an increase in prostitution and homosexuality	3.20	1.319
3	Local people pay great attention to the preservation of cultural values and strengthen residents' cultural identity because of tourism	3.58	1.208
4	In my observation the quality of public services has improved due to tourism	3.95	1.046
5	Tourism encourages cultural activities of the residents like crafts, arts, music. And facilitate the revival of forgotten or dying heritages	4.04	1.095
6	Tourism has brought changes in traditional life style and value system	2.57	1.237
7	In my opinion imitation of outsiders' behaviors like language and wearing style is the result of tourism	3.27	1.184
8	Ethiopian marvelous relic and other church artifacts have been plundered by the name of tourism	3.25	1.246
9	I believe that tourism products are commercialized for tourist satisfaction, and this will destroy the authenticity and cultural meaning of the products	3.22	1.273
10	Tourism can serve as a bridge in creating friendship and solidarity	4.01	1.047
11	Our country is exposed to espionage in the name of tourism	3.24	1.254
12	The seasonality of jobs of tourism has brought negative impact	2.95	1.209
13	Deviant phenomena such as crime, alcoholism, drug abuse ,begging and gambling are observed because of tourism	2.86	1.261
14	Tourism has led to an increase in infrastructure	3.97	1.063
15	Tourists are negative agents for change and I am not happy to meet tourists	2.48	1.239
16	In general the positive socio-cultural impacts outweigh the negative impacts	3.73	1.181

(Sources: The researcher's survey, 2011 and 2012)

As it can be seen from row 1 of the above table 14, 57.9% of the local communities responded agreed that tourism brings a positive socio-cultural impact in the country, whereas 35.6% of the respondents strongly disagreed or disagreed the positive socio-cultural impact of tourism, and a significant percentage of the respondents 6.5% replied “don’t know” on whether tourism brings a positive socio-cultural impact to the country. However, the mean result ($M=3.34$) indicated that majority of the local communities are unaware on the positive socio-cultural impacts of tourism. On the other hand, results obtained from key tourism stakeholders described that among the total 45 key tourism stakeholders 33(73%) respondent disagreed with the statement “Tourism brings only a positive socio-cultural impact to Ethiopia” whereas 9((20%) agreed with the statement but 3(6.7%) of the respondents replied don’t know for the statement. Generally, majority of the local communities are unaware about the statement, whereas key tourism stakeholders are gripped by the positive socio-cultural impacts. Moreover, according to Hotel manager in the given restaurant perceived tourism as a means for promoting our culture and identity, whereas, locals abandoned their worth culture like respecting the elders and sexual taboos as described by city tourism bureau official.

The Mean responses from row 2 of the above table 14 indicate that there is perception difference among local communities towards the socio-cultural impacts of tourism. The mean average of ($M=3.20$) shows that respondents were unaware regarding that tourism has leading to an increase in prostitution and homosexuality. Moreover a waitress from Lucy restaurant stated that “Majority of the tourist perceived habesha ladies as prostitute”. In addition, according to the Triangulated

result from expert from eco-tourism association revealed that a few research have been made by forum for sustainable child empowerment and it shows that tourism brings negative social impact like child sex tourism.

Likewise, one tour guide informant responded the negative socio-cultural impact as;

Many tourists come to Ethiopia for other purposes rather than experience the country. From this sex is the main motivation for the tourist to come especially in southern part like in Turmi (hammer tribe), traditional dances of the tribes easily motivated the outsiders for sexual intercourse. And many tourist had experience this ceremony by having sexual intercourse with several women. Thus, sexually transmitted diseases like HIV could easily spread.

As illustrates by row 3 of the above table 14, the Mean average of (**M=3.56**) shows respondents agreement regarding with the statement “Local people pay great attention to the preservation of cultural values and strengthen residents’ cultural identity because of tourism”. However, saleswomen from tourist trading narrated that tourism has no negative socio-cultural impacts because now days the society developed self respect for his identity, and understand and respect their history and culture, therefore, it will be difficult to conflict with visitors’ culture.

According to row 4 of the above table 14, 81.8% of the respondents strongly agreed or agreed that the quality of public services has improved due to tourism, whereas 13.5% of the respondents disagreed that tourism hasn’t contributed for the improvement of quality service provision, and only 4.8% of the respondents don’t have a clue on whether tourism played its role in quality tourism service

improvement. In addition, the Mean result ($M= 3.95$) show that local communities are agreed with the above statement. However, different from other key tourism stakeholders, expert from ministry arguing that culture is dynamic and shared value; therefore if visitors' culture found to be beneficiary to the residents, we are obliged to modify our culture.

The Mean response from row 5 and 6 of the above table 14 shows that the Mean average of ($M=4.04$) shows an agreement that tourism encourages cultural activities of the residents like crafts, arts, music, and facilitate the revival of forgotten or dying heritages. However, according to expert from city tourism bureau, If tourism is not properly implemented it can destroy indigenous culture of the host community. On the other hand, regarding with tourism has brought changes in traditional life style and value system found to be unaware with a Mean average of ($M=2.57$). However according to the narration from a souvenir shop owner;

During religious Timket ceremony tourist smoke cigarette in front of the idols and priests without respecting both the religious ceremony and the fellow believers

As it can be seen from row 7 of the above table 14, 56.5% of the respondents strongly agreed or agreed that tourism leads to imitation of outsiders' behaviors like language and wearing style, whereas, 35.7% of the respondents disagreed that tourism make residents to imitate visitors' behaviors like language and wearing style, and a significant number of respondents (7.8%) don't know whether tourism leads to imitation of tourists behavior by the local communities. However, the Mean result ($M=3.27$) indicates the local communities' unaware of the demonstration

effect of tourism. In addition, according to district tourism official, residents imitate what they observed by thinking this is the character of modernized people life style, and living the previous life seem like backwardness, and in the long run they adopt what they saw from the tourist”

According to row 8 and 9 of the above table 14, the Mean average of (**M=3.25**) shows local communities unaware on the statement “Ethiopian marvelous relic and other church artifacts have been plundered by the name of tourism, whereas, respondents perception regarding tourism’s contribution for the commercialization tourism product and the demolition of authentic nature of tourism products shows unaware with average Mean of (**M=3.22**). On the other hand, a respondent from a tour operation company replied the commoditization of culture as follows;

In southern Ethiopia, many cultures have become spoiled, for instance, the bull jumping ceremony which held from June to October(after harvesting time),but now if many tourist arrive in Turmi, the local guide and local elders from the village organized the fake bull jumping ceremony and charged 300-500 birr per person.

In addition, from among the key tourism stakeholders, a museum curator from the national museum stated that tourism brings negative cultural exchange and cultural damages if it is not properly guided and controlled like looting of treasures. Moreover, tourism also brings social stress and commoditization of culture as disclosed by local district tourism officials. In addition, the negative socio-cultural impacts as described by tour operators were; loss of culture, cultural clashes or conflict, acculturation, violation of local cultural practices, individualism, encouraging begging, and not respecting the local residents culture.

As it can be seen from Row 10 and 11 of the above table 14, the Mean average for the question “tourism can serve as a bridge in creating friendship and solidarity” scored (**M=4.01**), and this shows agreement of the respondents to the question asked. In addition, it is also recognized that the Mean value of (**M=3.24**) for the statement “Our country is exposed to espionage in the name of tourism” indicates unaware of the local communities.

In addition, row 12 of the above table 14 revealed that with a mean average of (**M=2.95**) the local communities show unaware of the respondents on whether the seasonality of jobs of tourism has brought negative or positive impact. Moreover, according to row 13 of the above table 14, 50.9% of the respondents’ disagreed that deviant phenomena such as crime, alcoholism, drug abuse, begging and gambling are observed because of tourism, whereas almost half of the respondents believed (40.5%) that deviant phenomena were observed because of tourism, and 8.7% of the local communities replied “don’t know” for the question asked. However, the Mean result of (**M=2.86**) show that local communities are unaware on the impact of tourism on whether it brings deviant phenomena that are unacceptable by the residents. On the other hand, respondents from the ministry disclosed that drug trafficking and crime were exacerbated by tourism .This show that majority of the local community respondents’ replied that it is not only through tourism that these phenomena were prevalent in the country. According to a tour guide,” most of the local tour guides were addicted to cigarettes and marijuana plus their aim is to marry foreigner to go to western countries”

As it illustrated by row 14, 15 and 16 of the above table 14, the Mean score of (M=3.97) and (M=3.73) shows agreement for the statement, 'Tourism has led to an increase in infrastructure (81%=agree) and the positive socio-cultural impacts outweigh the negative impacts (74.3%=agree), respectively. However, the Mean score of (M=2.48), shows disagreement for the statement, "tourists are always negative agents for change and I am not happy to meet tourists (67.4%=disagree). There is significant number of respondents who didn't know anything about the above listed negative and positive socio-cultural impacts.

Yet, according to academics from the two selected institutions, tourism leads to negative socio-cultural impact, like an ethnocentric approach of tourists to the locals, negative host-tourist relations, theft, and demonstration effect. In general, majority of the local communities responded unaware for the many of the negative socio-cultural impact, but they certainly understand the positive socio-cultural. However, key tourism stakeholders' understood the adverse and affirmative socio-cultural impacts of tourism.

4.2.3.2. The Relationship between Residents' Perception of Tourism's Contribution to the Preservation of Culture and Respondent's Age

Table No 15. Local communities pay great attention to the preservation of cultural values and strengthen cultural identity, by age

Positive Socio-cultural impact		Respondents' Age						Total	
		15-29		30-50		>51		F	%
		F	%	F	%	F	%		
Local communities pay great attention to the preservation of cultural values and strengthen residents' cultural identity	strongly disagree	7	3.0	9	3.9	2	0.9	18	7.8
	Disagree	17	7.4	11	4.8	6	2.6	34	14.8
	don't know	15	6.5	6	2.6	5	2.2	26	11.3
	Agree	56	24.3	33	14.3	12	5.2	101	43.9
	strongly agree	37	16.1	9	3.9	5	2.2	51	22.2
Total		132	57.4	68	29.6	30	13	230	100

(Sources: The researcher's survey, 2011 and 2012)

As it can be seen from the above table 15, among the total 132(57.4%) of age groups from 15-29, 93(40.4%) of the respondents strongly agreed or agreed with the statement "Local communities pay great attention to the preservation of cultural values and strengthen residents' cultural identity", whereas 24(10.4%) of this age groups replied strongly disagree or disagree, and a significant number of respondent 15(6.5%) responded "don't know". However, among the total 68(29.6%) age groups from 30-50, 42(18.2%) believed that tourism has contributed for the preservation of cultural values and strengthen cultural identity, whereas, 20(8.7%) argued the above

statement. Moreover, among the total 30(13%) age groups of above fifty years, 17(7.4%) of the respondents strongly agree or agree for the contribution of tourism for the preservation of cultural values, whereas, 8(3.5%) of the respondents disagreed with the statement, and 5(2.2%) of the local communities replied that they don't have a clue about tourism's contribution for the preservation of cultural values and strengthen cultural identity. The number of agreement percentage is higher than the disagreement percentage among the three age groups, but the gap between agreement and disagreement value is different from each groups, and the number of respondents in the age from 15-29 scored much difference between agree and disagree. Furthermore, there is a slight decrease in level of agreement for the above statement with the increase in age. The table further reveals that old age groups believed that tourism can erode cultural norms and cultural identity than young generation. Moreover, the level of "don't know" increased with the increase in age.

4.2.3.3. Perception Difference between Age and Source of Knowledge Groups on the Positive Socio-Cultural Impacts of tourism

Table No 16. Perception difference among age and source of knowledge groups on whether the socio-cultural impacts outweigh the negative, by T-test

S/N	The positive socio-cultural impacts outweigh the adverse impacts		Mean	Levene's test for equality of variances	T-test for equality of means
				sig	sig(2 tailed)
1	Age	15-29	3.84	0.003	0.012
		>50	3.23		
2	Source of knowledge regarding tourism impact	Mass media	3.75	0.621	0.558
		Education	3.87		

(Sources: The researcher's survey, 2011 and 2012)

As illustrates by row 1 of the above table 16, the Mean value of the respondents whose age range from 15-29(M=3.84) is much bigger than respondents' whose age above 50(M=3.23) with a t-value $t(228) = 0.012$, $P < 0.05$. Respondents' with the age group 15-29 agreed much higher than age groups above 50 years. In addition, the t-test value shows that there is a statistically significant difference among youth and older age groups on their perception for the statement "The positive socio-cultural impacts outweigh the adverse impacts". This further revealed that age would be the

factor in determining respondents' perception since young generation believed much strongly agree than the older groups towards the positive socio-cultural impacts of tourism.

According to row 2 of the above table 16, respondents who obtained information about tourism impact through mass media scored ($M=3.75$) which was lesser than local communities who had got the information through regular education ($M=3.87$) on the statement " *The positive socio-cultural impacts outweigh the adverse impacts*" with t value $t(228) = 0.558$, $P>0.05$. Respondents who got the information about tourism impact from education agreed much higher than respondents' who obtained the information through mass media, but the T-test shows that there is no statistically significant difference among respondents who obtained the information either of the two mechanisms, this further indicate that media and regular education could contributed similarly in shaping local communities' perception on the socio-cultural impacts.

4.2.3.4. Difference in Level of Perception between Residents' Attachment to Tourism and Education status on the Socio-Cultural Impacts.

Tourism researchers have assumed that the closer a resident lives to concentrations of tourism activity; the more negative his or her perception will be of tourism development (Hester, 1993). In addition, the more education residents had, the more likely they were to find negative impacts.

Table No 17. Perception difference among education and residents' attachment to tourism groups on the socio-cultural impacts of tourism, by ANOVA

Socio-Cultural Impacts of Tourism	Variable groups		Mean	One Way ANOVA
I believe that tourism products are commoditized	Residents' attachment to tourism	Strong	3.14	0.596
		Less	3.16	
		None	3.34	
Local people pay great attention to the preservation of cultural values and strengthen residents' cultural identity because of tourism	Education	No formal education	2.96	0.033
		Primary education	3.42	
		High school	3.67	
		diploma	3.89	
		BA/BSC	3.47	
		MA/MSC	3.38	

(Sources: The researcher's survey, 2011 and 2012)

As it can be illustrated row 1 of table 17, the Mean value of the respondents who had strong, medium and none attachment is **M=3.14**, **M=3.16**, **M=3.34** respectively in their perception on the statement "tourism products are commoditized for tourist satisfaction, and this will destroy the authenticity and cultural meaning of the products". The mean value of non attachment groups is greater than the rest of the groups, but the ANOVA test shows that $F(2,227) = 0.0518$, $P > 0.05$, there is no

significant statistically difference among the local communities who had strong, medium and no attachment to tourism on their perception towards the commoditization of tourism product, and this further revealed that respondents attachment to tourism would not be the motive for respondents to perceive indifferently. From the table result, we can conclude that whether residents' had strong, medium or no attachment to tourism, they are totally unaware about the commoditization of tourism products.

According to row 2 of the above table 17, the Mean score of education groups is (M=2.96, M=3.42, M=3.67, M=3.89, M=3.47, M= 3.38) for (No formal education, Primary education, High school, diploma, BA/BSC, MA/MSc) education attainment groups respectively on their perception for the above row 2 statement. The Mean result indicates that majority of education groups are unaware about the relationship between preservation of cultural values with tourism except high school completed and diploma holders, but the ANOVA result shows that $F(5,224) = 2.470$, $P < 0.05$, there is statistically significant difference among respondents who achieved different level education. To find out where the difference is, the POC HOC tests used, and the test revealed that there is a significant difference between respondents who had no formal education(unaware) and diploma holders(agree) with the mean value of (M=0.17) towards the above statement. This shows that diploma holders perceived much higher than the rest of the groups, but significantly differ from respondent who had no formal education.

4.2.4. Local Communities and Other Tourism Stakeholders' Perception on Whether the Benefits of Tourism Outweigh the Costs, or Not.

Social exchange theory supposes that the attitudes of residents toward tourism development are based on perceptions of costs and benefits. According to many studies, tourism companies, developers or decision makers usually see the impacts of tourism much more positive than other local residents who are maybe not aware of all benefits of tourism for the destination.

4.2.4.1. Local Communities' Perception on Whether the Benefits of Tourism Outweigh the Costs, or Not

Table No 18. Local communities' perception on whether the benefits of tourism outweigh the costs, or Not

The benefits of tourism outweigh the costs	Frequency	Percentile	Mean
Agree	177	77	1.23
Disagree	53	23	
Total	230	100	

(Sources: The researcher's survey, 2011 and 2012)

Faulkner and Tideswell (1997) stated that the impacts of tourism should be monitored continuously in order to maximize the benefits of tourism at the destination. According to the above table 18, among the total 230(100%) local communities 177(77%) of the respondents agreed that the benefits of tourism outweigh the costs, whereas 53(23%) of the respondents disagreed that the benefits

of tourism greater than the costs with a mean average score of (1.23), this revealed that there is a huge difference between the number of respondents who agreed and disagreed. This further shows that majority of the local communities of the city believed that the benefits of tourism greater than the costs. In addition, local communities' were unaware that the adverse environmental impacts outweigh the positive impacts with a mean value of (3.19).

4.2.4.2. Perception Difference between Local Communities' Attachment to Tourism and Education Status on Whether the Benefits of Tourism Greater Than the Costs, or Not

Table No 19. Perception difference among the local communities on whether the benefits of tourism greater than the costs, by T-test

The perception of the residents on whether the benefit of tourism greater than its cost		Mean	Levene's Test for Equality of Variances	T-test for Equality of Means
			sig	sig(2 tailed)
Attachment to tourism	Strong	1.33	0.00	0.041
	None	1.17		
Education	No formal education	1.13	0.002	0.157
	BA/BSC	1.29		

(Sources: The researcher's survey, 2011 and 2012)

As it can be illustrated from row 1 of the above table 19, the Mean score of the respondents who had strong attachment to tourism (M=1.33) was higher than those respondents who had no attachment to tourism (M=1.17) with a $t(228) = 0.041$, $P < 0.05$. The perception of the local communities who had strong attachment to tourism is much higher than residents' who had no attachment to tourism. Moreover,

the T-test result shows that there is statistically a significant perception difference between those who had strong and no attachment to tourism for the above statement. Therefore, residents; attachment to tourism could be a factor in affecting perception.

According to row 2 of the above table 19, among the local communities respondents who had no formal education scores ($M=1.13$) which is lower than who holds BA/BSC degree ($M=1.29$) with the t-value $t(228)=0.693, P>0.05$, but the T-test value shows that there is no significant perception difference between the two education attainment groups, this further depicts that education can't bring a significant difference in molding residents' perception on whether the benefits of tourism outweigh the costs

4.2.4.3. Perception Difference between monthly Income and length of residency Groups Whether the Benefits of Tourism Greater Than Costs, or Not

Table No 20. Perception difference among length of residency and monthly income groups, by ANOVA test

		Mean	One Way ANOVA	
Perception of the residents on whether the benefit of tourism greater than its cost	Income	<1000	1.22	
		1000-10000	1.23	
		>10000	1.36	
	Length of residency	<10	1.28	0.496
		11-25	1.20	
		26-40	1.25	
		>41	1.12	

(Sources: The researcher's survey, 2011 and 2012)

According to row 1 of the above table 20, the Mean scores of the three monthly income groups (<1000), (1000-10000), and >10000 is (**M=1.22**, **M=1.23**, and **M=1.36**) respectively on their perception towards whether the benefits of tourism outweigh the costs. The mean results of respondents' whose income above ten thousands seem higher than respondents' whose income below ten thousands. But, the ANOVA-test show that there is no a statistically significant difference among the income groups as observed from the ANOVA result of $F(2,227) = 0.687$, $P > 0.05$. This implies that perception of the residents is not influenced by income. On the other hand, Williams (1995) study in Virginia found that long-term residents had a less favorable perception of tourism than did short term residents.

As it can be seen from row 2 of the above table 20, local communities agreed that the benefits of tourism far exceed its negative consequences. Among the respondents who resided in the city for <10 years, 11-25, 26-40 and >41 scores a mean value of (**M=1.28**, **M=1.20**, **M=1.25**, **M= 1.12**) respectively. The mean scores of the respondents who resided more than 40 years seemed much smaller than the rest, but according to the ANOVA test there is no statistically significant difference perception among the length of residency groups with $F(3,226)=0.797$, $P > 0.05$. The level of perception on whether the benefits of tourism outweigh the costs has no significant difference with length of residence.

4.2.4.4. Other Key Tourism Stakeholders Perception on Whether the Benefits of Tourism Greater Than the Costs, or Not

Table No 21. Other key tourism stakeholders perception on whether the benefits of tourism greater than the costs, or Not

The benefits of tourism outweigh the costs	Frequency	Percentile
Agree	35	77.7
Disagree	5	11.15
Undecided	5	11.15
Total	45	100%

(Sources: The researcher's survey, 2011 and 2012)

As it can be seen from the above table 21, among the total 45(100%) key tourism stakeholders 35(77.7%) of the key tourism stakeholders agreed that the benefits of tourism outweigh the costs, whereas 5(11.15%) and 5(11.15) of the respondents replied disagreement and undecided respectively for the above statement. This shows that majority of the key tourism stakeholders agreed for the statement, this may be because of their strong involvement with tourism. On the other hand, triangulated findings from unstructured questionnaire illustrate that the majority of the government officials replied that, it is difficult to say the benefit is greater than the costs because it requires deep research. Even though the bulk of government officials obsessed with the benefits of tourism, an expert from heritage conservation department at Addis Ababa tourism bureau explains " if our country can do better regarding tourism and reached into the right track, benefits will exceed costs, but at this moment costs are greater than benefits. Moreover ,as replied by district tourism official that the benefit of tourism will be greater than the cost only if we use tourism



resources wisely, and he contemplated that the cost can be reduced by creating awareness to the community.

In addition, experts from the district tourism officials explained that, the benefit is greater than the cost because tourism is a smokeless industry unlike other industry, and the financial capital that is required for tourism development is less as compared to other industries. In general, due to the following reasons majority of the key tourism stakeholders perceived the benefit is greater than the cost: as a means of generating income; promoting our country to the rest of the world and understanding others culture; Creates job opportunity, creates social relationship, brings foreign exchange; Enhance the development of infrastructure for the local community; the money gained from the tourism will enhance the development of other sector; Introduction of modern technologies

According to wild life experts, despite some limitations the benefits triple the costs by justifying that tourism in the long run will enhance infrastructural development. In addition, they believed that there are many controlling mechanisms which reduce and minimize the costs. Moreover, majority of tourism service providers agreed that the benefits of tourism greater than the cost because they believe that negative impacts can be minimized. More explicitly described by a tour guide," tourism provides greater economic and socio-cultural benefits than environmental benefits".

On the other way, according tour operators, tourism should benefited the residents in concerns like donation to school, improving sanitation and hygiene, and it also brings costs socially and culturally like spoil of culture like open sex, kissing and walking bare body and begging, however, the benefits are greater than the costs. Moreover, as narrated by car rental expert; by the expense of cultural lose, societies benefited economically from tourism. However, according to sales women from tourist trading enterprise;

The gain from tourism is greater than costs but benefit is seasonal. Moreover Hoteliers, travel agents and transport sector benefited a lot but the residents are the victims of the business, therefore the sharing of the benefit should be proportional in order to maximize the benefit and minimize the cost

According to respondents from hotel and restaurant experts, both the waitress and receptionist agreed that tourism has no costs rather it's a means of income, job creation, and it promotes our country. On the other hand, according to the museum experts, residents perceived tourism negatively only because of the lack of knowledge about the business itself. Moreover, a journalist from radio program explained that the benefit of tourism will be greater than its cost if sufficient budget is allocated and enough training is given for the residents, and if the environment is protected.

Furthermore, the statement below is the testimonial narration of the restaurant manager;

In this globalized world, people of the world has started to live in harmony by supporting each other, and one country share its wealth and view with the other and sharing their culture, language and way of dressing and communicating their information from one place to the other, and bring one unified world and creating bondage and changing their perspective and due to these and other reasons the benefit surpassed costs.

According to the director from ecotourism association, the benefit will be greater if tourism effectively used and utilized, but we have to minimize its negative impacts on the environment and maximize positive. The cost is not as such visible as compared to the benefit gained from tourism as portrayed by hotel owner association director. Moreover, academics from CTTC describes that to reduce the cost and maximize the benefits, the benefit sharing strategy should be changed because the residents by large is not beneficiary; the lions share has taken by business organizations mainly tour operators and hoteliers. In general, there is no significant difference between local communities and key tourism stakeholders perception on whether the benefits of tourism outweigh the costs, but key tourism stakeholders perceived the above statement more positively than the local communities. The key tourism stakeholders' perception might be influenced by their proximity to the industry or their direct involvement and benefited from the business.

4.2.5. The Relationship between Perception of Tourism Impact with Residents' Support and Involvement for Tourism Development.

Jurowski et al., (1997) stated that achieving the goal of favorable community support for the tourism industry requires an understanding of how residents formulate their attitudes toward tourism

4.2.5.1. Local Communities Perception on the Relationship between Perceptions of Tourism Impact with Residents' Support and Involvement for Tourism Development

Table No 22. Local communities' perception for the relationship between perceptions of tourism with residents' support for tourism development

Residents Support For Tourism	strongly disagree		disagree		don't know		agree		strongly agree		Mean
	F	%	F	%	F	%	F	%	F	%	
I support tourism development because of my positive perception towards tourism economic impact	6	2.6	25	10.9	16	7.0	106	46.1	77	33.5	3.97
I support tourism development because of my positive perception towards the environmental impacts	4	1.7	19	8.3	8	3.5	110	47.8	89	38.7	4.13
I will not support further tourism development because of my negative perception towards the socio-cultural impact	57	24.8	104	45.2	14	6.1	40	17.4	15	6.5	2.36

(Sources: The researcher's survey, 2011 and 2012)

Residents' perceive the impact of tourism positively when they satisfy with tourism, finally they will support for tourism. Since tourism relies heavily upon the goodwill of the local residents, their support and involvement is essential for its development, successful operation, and sustainability. As it can be seen from row 1 of the above table 22, among the total 230(100%) local communities respondents 183(79.6%) of them strongly agreed or agreed that they support further tourism development because of their positive perception towards the economic impacts of tourism with the Mean value of (**M=3.97**), whereas 31(13.5%) believed that they haven't supported further tourism development because of their negative perception towards the negative economic impacts. This show that majority of the local communities believed that they supported further tourism development because of their positive perception towards the economic impact, this further shows the strong correlation between tourism support and perception of tourism impacts.

According to row 2 of the above table 22, among the total 230 (100%) respondents 199 (76.5%) of the local communities strongly agreed or agreed that they support further tourism development with a Mean value of (**M=4.13**) because of their positive perception towards the positive environmental impacts, whereas only 23 (10%) of the respondents strongly disagreed with the statement. These shows that majority of the respondents explained that they support tourism because of their positive perception towards the environmental impacts. This further shows that there were few respondents who don't know the relation between support and tourism impact.

As it can be illustrated by row 3 of the above table 22, among the total 230(100%) respondents, 55(24.1%) of the local communities believed that they were not and will not support tourism development because of the negative perception towards the socio-cultural impact. However 161(70%) of the local communities strongly disagreed or disagreed with the statement “they were not and will not support tourism development because of the negative perception towards the socio-cultural impact”. These shows that majority of the respondents support further tourism development because of the positive perception towards the socio-cultural impacts of tourism, respondents would not be unsupportive for the negative perception towards the socio-cultural impacts that they developed. In general, the above table clearly reveals the strong relationship between perception of tourism impact and residents’ support and involvement with tourism development.

4.2.5.2. Key Tourism Stakeholders’ Perception on the Relationship between Perceptions of Tourism Impacts with Residents’ Support and Involvement for Tourism Development.

The key to the success and implementation of sustainable tourism development is the support of all stakeholders. Based on the result from qualitative interpreted results, majority of the officials described that there is a strong correlation between residents’ perception and participation. However, few officials rejected the connection between their supports to tourism with their perception of tourism impact. Moreover, according to key tourism stakeholders, if residents don’t have a share in the overall activities and could not be benefited from tourism, they shall develop negative perception; as a result they wouldn’t support tourism development.

Based on the study finding, if residents' in the community always perceive the impact of tourism in negative ways, these residents may communicate their negative feelings to tourists or other residents, and tourism developers' efforts to get residents' support may be useless.

Among the total 45(100%) key tourism stakeholders 32(71.2%) of the key tourism stakeholders agreed that there is a link between tourism support and perception of tourism impact, whereas 7(15.5%) of the key tourism stakeholders disagreed with the statement, and 6(13.3%) of the respondents undecided to the question. In addition, triangulated findings from unstructured questionnaire revealed that majority of the government tourism officials agreed that they involved and supported tourism development only if they developed a good knowledge and positive perception towards tourism impact.

Key tourism stakeholders further explained that understanding the positive and negative impacts of tourism will make the residents and other stakeholders to participate in any tourism activities like participating in domestic tourism. Moreover, ministry officials further strengthened the significance of perception to their involvement and support by saying "Belief and perception is the beginning to further action in all directions". Likewise, majority of the key tourism stakeholders will support further tourism development only because of their positive perception towards the positive economic impact. However, according to an expert from tourist information center states that she support further tourism development because of the positive perception towards positive environmental impact like its contribution for the preservation of the environment since it's a smokeless industry.

Gaining resident support for tourism development is necessary to maximize positive impacts and minimize negative impacts. Contrary to this, very few officials explained that their perception hasn't played any contribution for their involvement and support for any tourism development. Similarly official from the ministry underlined that he will support further tourism development only when the country strived to maximize positive impact and minimize negative. In addition, wild life experts from the authority describe that residents' may destroy the ecosystem, if they perceived tourism negatively; this is what happened in Ethiopian national parks. On the other hand, respondents from the ministry confirmed that community involvement in tourism development has been found to create a sense of ownership over decision making, and plans based on shared decision making have a higher rate of success than decision taken without.

According to a tour guide, he support tourism because of his positive perception towards the positive impacts of tourism, and he agreed that the negative impacts of tourism like begging could be avoided. Moreover, residents who negatively perceived tourism will not protect the tourism endeavor, thus communities' participation and their full acceptance towards each tourism activities is vital. However, a tour operator who has a direct involvement in tourism industry believed that he has a responsibility to support tourism development since his profession and income is directly associated with tourism, and simultaneously he has to protect the culture, heritage and norm of the country to achieve sustainable tourism development.

Many studies results suggest that due to the lack of practical involvement and limited participation of the local residents, the negative impact on tourism development is expected to be higher than the positive one. Based on the result from unstructured questionnaire, souvenir shop owner, Hotel manager, and a waitress were enthusiastic on the positive economic impacts, as a result they will support further tourism development. In the same vein, lecturer from AAU described that perception can serve as a corner stone and brain storming point to think of what has to be done. In addition, the head of ecotourism association replied that he support further tourism development because he thinks the advantage of tourism exceeds its disadvantage. In addition, Lankford and Howard (1994) asserted that extensive efforts should be made to identify ways to involve the local residents in the continued planning. And the involvement of local residents in the beginning stages of planning offers insight into the types of development deemed acceptable by the community. Additional efforts are needed to include locals not only in the pre-development stage of tourism, but also throughout the various stages of tourism development. In general, the results from key tourism stakeholders confirmed the strong relationship between perception of tourism impacts with residents' support and involvement of tourism development.

4.2.6. The Relationship between Perceptions of Tourism Impacts with Sustainable Tourism Development as resulted from Key Tourism Stakeholders

Tourism projects based on sustainable practices will be favorably accepted and supported by the local community and other stakeholders. For the question “sustainable tourism development is highly affected by the perception of the residents towards tourism impact”, among the total 45 tourism key stakeholders 34(75.5%) of the key stakeholders agreed, whereas only 4(8.8%) of the key stakeholders disagreed with the statement, and surprisingly 7(15.6%) of the key tourism stakeholders replied don't know for the linking between sustainability with tourism impact.

4.2.6.1. The Relationship between Perceptions of Tourism Impacts with Sustainability as resulted from Government Officials

The concept of sustainable tourism includes wise use of resources, minimizing negative impacts in culture and nature where tourism bases. According to government officials from the ministry, if residents have no clear knowledge and perception about tourism it is impossible to think sustainable tourism development. Moreover, majority of the officials described the strong correlation between perception and participation; therefore without the participation of the residents on the social, economic and environmental activities sustainable tourism development will be unthinkable. Similarly, respondents from Addis Ababa city tourism bureau official indicate that without the positive perception of the residents sustainable

tourism can't be achieved. Moreover, expert from local district tourism office explained as follows;

Knowledge saves from destruction, which means if the residents are fully aware of the negative and positive impacts of tourism, residents will do what is expected from them like support and participate in any tourism development, therefore sustainability would become a reality

As responded by Nefas Silk Lafto Kifle ketema tourism officials;

The possessor of tourism resources are residents, therefore, if the perception of the residents is negative or not benefited from tourism, the fate of the destination would be disastrous. Therefore, environmental sustainability would be in questioned. Moreover, it is not only my perception that affects tourism development but it is how much share that the residents take from the benefits of the industry, and this will affect sustainable tourism development.

4.2.6.2. The Relationship between Perceptions of Tourism Impacts with Sustainability as resulted from Ethiopian Wild Life Authority

Three of the respondents agreed on the significance of residents perception of tourism impact to achieve sustainable tourism development, they elaborated that if residents are not involved and participated and benefited from the industry, then residents will be in conflict with the destination managers and tourists as well, and destroy on ecosystem, and these will be a hindrance for implementing sustainable tourism development. In order to avoid this confusion, residents should be trained. In general, according to my EWCA respondents, if the residents developed negative

perception towards the economic impacts of tourism, therefore economic aspect of sustainable tourism will not be viable.

4.2.6.3. The Relationship between Perceptions of Tourism Impacts with Sustainability as resulted from Tourism Service Providers and Experts

According to a tour guide, sustainable tourism development is directly affected by the residents' commitment and willingness to keep the tourism resources which is directly associated with the perception of the residents towards tourism impacts. However, the other more experienced tour guide explained that perception is not the only factor but it is also how the residents utilize the benefit they gained from the sector that affects sustainable tourism development. Moreover, the reflection of unstructured questionnaire from a car rental expert indicate that sustainability is highly affected by residents' perception, since one has a positive perception towards tourism impact, the person is always striving to develop the industry, and his activities will not be always against tourism development.

Correspondingly, respondent from Experience Ethiopia tour operation manager expressed as follows:

If the residents don't understand or don't notice the impact that brings to their life, it will not be possible to implement sustainable tourism development since it needs direct involvement from the residence. Moreover, if the residents don't understand the contribution of tourism how could they protect their nature and culture?

4.2.6.4. The Relationship between Perceptions of Tourism Impacts with Sustainability as resulted from Miscellaneous Tourism Key Stakeholders

According to sales women from tourist trading, one of the pillars of sustainable development is tourist satisfaction. Therefore, having a positive perception towards tourism impacts indirectly means having a positive perception towards tourists, and residents would probably become hospitable to tourists. Additionally, a restaurant manager from Lucy Gazebo described that positive perception leads to sustainable tourism development. Furthermore, a museum curator explained that, “If residents don’t have knowledge about tourism impact, then they may perceive any tourism development as a predicament for their livelihood. Therefore sustainability will be unimaginable. Likewise, an informant from the ecotourism associations articulated it as follows;

The more people are aware about the costs and benefits of tourism, the less the negative impacts will be. Because education is a means to an end”, therefore in order to make tourism sustainable the host community has to know the benefits and costs, and also has to be benefited. As a result the residents can conserve and preserve both culture and the environment

Finally, as illustrated by AAU academics, there is a strong connection between residents’ perception and sustainability; if residents perceived the impact negatively then resources may not be preserved by the surrounding inhabitants. In general, the results from the key tourism stakeholders confirmed that there is a strong relationship between residents’ perception of tourism impacts and sustainable tourism development.

CHAPTER- FIVE

Conclusion and Recommendations

5.1. Conclusion

The study is an attempt to assess the perception of Addis Ababa residents towards tourism impact and its implication to sustainable tourism development by using a tourism impact scale.

Based on the findings, the following main conclusions were drawn:

- ❖ The results of the descriptive analysis show that there is a significant difference between the perceptions of the respondents towards tourism economic impacts. The study has found that the local residents perceived the economic aspects of tourism impact most favorably. The results from this study clearly revealed that the majority of community residents felt positive about the potential economic impacts, and majority of the local communities believed that the positive economic impacts outweigh the negative economic impacts. Based on the study result, majority of the local communities unaware mainly on the negative tourism economic impacts and have a better awareness towards the positive economic impacts. The study generally suggested that negative impacts are less known and not fully accepted by the residents. Contrary, the descriptive statistics described that majority of key tourism stakeholders have a better knowledge and awareness towards the negative economic impact than the local communities. However, the entire negative

economic impacts were not understood by key tourism stakeholders. Moreover, key tourism stakeholders amplified the positive economic impacts of tourism than local communities. In general, the study has found that the residents perceived the economic aspects of tourism impact most favorably

- ❖ There is a substantial difference in perception across socio-demographic factors on income, resident attachment to tourism, and academic achievements as resulted from cross tabulation. On the other hand, based on the finding from T-test there is a statistically significant perception difference between religious groups, but there is no statistically significant perception difference between residents academic achievements towards some of the economic impacts. However, based on the finding from ANOVA test, there is no statistically significantly perception difference among the three age groups (15-29, 30-50 and >51) on their perception towards some of the tourism economic impact statement
- ❖ The result from structured questionnaire indicated from the descriptive statistics revealed that local communities agreed with a few negative environmental impact statements, whereas, local communities supported some of the positive environmental impact statements. On the other hand, majority of the negative and positive environmental impact statements were unknown by the local communities. Conversely, qualitatively interpreted resulted show that majority of the key tourism stakeholders were obsessed about the positive environmental impacts. In general the residents were found to have expressed doubts or uncertainty about the occurrence of most of the negative

environmental impacts or the negative environment impacts were unrecognized by key tourism stakeholders.

- ❖ There is perception difference among local communities who acquired the information about tourism impacts through different means, residing around tourism concentration areas, and education status regarding the environmental impacts of tourism as resulted from cross tabulation. On the other hand, based on the study findings from a T-test, there is no statistically significance difference between residents who have been residing proximity to tourism concentration areas and who had not, on some of the positive and negative environmental impact statements. Moreover, according to the ANOVA test, there is perception difference observed among residents who resided shorter and longer years in the city on the negative environmental impacts.
- ❖ Based on the results from descriptive statistics Local communities agreed with the majority of the positive socio-cultural impact statements. But, they strongly disagreed with some of the negative socio-cultural impacts. Then again, as resulted from descriptive statistics local communities were unfamiliar or don't know about majority of the negative environmental impact statements. On the other hand, based on the qualitatively interpreted result findings from the unstructured questionnaire majority of key tourism stakeholders have a better knowledge and awareness towards the negative socio-cultural impact than the local communities.
- ❖ The cross tabulation result revealed that there is a strong relationship between proximity to tourism concentration areas and perception of socio-

cultural impacts. And result shows that Muslims perceived more negatively than Christian on the negative socio-cultural impact statement. On the other hand, based on the result finding from T-test, there is no statistically significant difference between respondents' residence to proximity to tourism concentration areas, and respondents' means of obtaining information towards tourism impact regarding the socio-cultural impact statements. It was found that perceptions of Addis Ababa residents vary according to the demographic variables of age. According to the study finding, young generations much strongly agree than the older groups towards the positive socio-cultural impacts of tourism. Moreover, the ANOVA test resulted that there is no statistically significant perception difference between the three age groups and local communities' attachment to tourism regarding the socio cultural impact statements. However, there is statistically significant difference among respondents who achieved different level education on the positive socio-cultural impact statement.

- ❖ Based on the results from descriptive statistics, among the total 230(100%) local communities 177(77%) of the respondents agreed that the benefits of tourism outweigh the costs, whereas 53(23%) of the respondents disagreed that the benefits of tourism greater than the costs. Whereas, the result finding from descriptive statistics revealed that among the total 45(100%) key tourism stakeholders 35(77.7%) of the key tourism stakeholders agreed that the benefits of tourism outweigh the costs, whereas 5(11.15%) and 5(11.15) of the respondents replied disagreement and undecided respectively. On the other

hand, the qualitatively interpreted results from unstructured questionnaire illustrated that majority of the key tourism stakeholders believed that the benefit of tourism will be greater than the cost only if tourism effectively and wisely used and utilized. And they contemplated that the cost can be reduced by creating awareness to the community. Moreover, according to the T-test result, there is no statistically significant perception difference among age and educational attainment groups of the respondents on whether the benefits of tourism greater than the costs. However, there is statistically a significant perception difference between respondents attachment to tourism on whether the benefits of tourism greater than the costs. In addition, the result finding from ANOVA exposed that there is no statistically significant perception difference among income and length of residency groups on whether the benefits of tourism greater than the costs.

- ❖ Findings indicate that the more residents perceived tourism as having positive impacts, the more they are likely to support the industry. The result finding from descriptive statistics revealed that they support tourism development because of the positive perception towards tourism impact. Moreover, the descriptive statistics revealed that among the total 45(100%) key tourism stakeholders 32(71.2%) of the respondents agreed that there is a link between their support to tourism and perception of tourism impact, whereas 7(15.5%) of them disagreed with the statement. The findings supported the assertion that educating residents about the potential benefits of tourism is critical in obtaining support for tourism in enhancing residents' involvement in the

industry, and in achieving sustainable community development. Moreover, key tourism stakeholders further explained that understanding the positive and negative impacts of tourism will enable the residents and other stakeholders to support and participate in any tourism activities.

- ❖ The result finding from descriptive statistics disclosed that among the total 45 tourism key tourism stakeholders 34(75.5%) believed that there is a strong relationship between their perception of tourism impact with sustainable tourism development, whereas only 4(8.8%) of the key stakeholders disagreed, and surprisingly 7(15.6%) of the key tourism stakeholders preferred undecided. In addition, the results from qualitative study confirmed that there is a strong relationship between residents' perception of tourism impact with sustainable tourism development.
- ❖ Based on the perceptions of the majority of the residents Addis Ababa, it might be concluded that they are at the euphoria stage of Doxey's Irridex model. Evidence suggests that they tend to overestimate the potential benefits to be derived from tourism and understate that of costs. Results showed that respondents perceived economic impacts of tourism favorably, followed by environmental impacts and socio-cultural impacts. In spite of all the positive and negative tourism impacts, residents of the city are still very supportive of tourism and are willing to encourage more tourists to come to their community.

5.2. Recommendations

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

- ❖ The ministry should provide intense trainings for local communities on the positive but mainly on the negative economic, environmental and socio-cultural impacts of tourism through the woreda tourism offices.
- ❖ The ministry should embark awareness creation campaign regardless of age, gender, education and attachment to tourism since there is little perception variation between all the mentioned socio-demographic groups. However, much emphasis should be given to older people, who resided shorter period of time, who resided far from tourist zone and illiterate residents of the city.
- ❖ The ministry should publicize the economic contribution of tourism quarterly
- ❖ The ministry should launch seminars, panel discussions and workshops on the positive but mainly on the negative economic, environmental and socio-cultural impacts of tourism to enlighten tourism stakeholders
- ❖ The local woreda tourism and culture offices should launch awareness creation campaign through drama and music festivals
- ❖ The ministry should provide short term on job training regarding tourism impact to key tourism stakeholders on the positive but mainly on the negative economic, environmental and socio-cultural impacts of tourism

- ❖ Mass media should instruct the residents about the economic, environmental and socio-cultural impacts of tourism through formal and informal channels such as newspapers, magazines, a yearbook, leaflets, TV, etc.
- ❖ The Ministry of Tourism should work in collaboration with the ministry of education to intensify tourism education: incorporating the concept of tourism impacts into primary and secondary school books;
- ❖ The ministry should encourage the residents to be able to participate in domestic tourism
- ❖ The ministry should strive hard to balance the perception of the residents so as to get support and participation of the residents for tourism venture

General recommendations

- ❖ To improve the perception of the residents, there is a lot to be done to maximize positive impacts and minimize negative impacts, and the following general suggestions were recommended by the residents to maximize tourism positive impacts and minimize negative impacts.
 - Community Based Ecotourism has to be practiced(CBET)
 - Smart master plan, integrated planning, policies, strategies and rules and regulations should be formulated
 - The benefit from tourism should be distributed to every stakeholder.
 - Tourism development projects should be planned taking three factors in to consideration (Triple-bottom-line approach) (I) Economic aspects; (II) Environmental aspects(impact assessment); and (III) Socio-cultural aspects

- Unacceptable behaviors of the tourist should be strictly monitored like devising a code of conduct.
- Enhancing peace and security,
- Residents should use locally produced products, and tourist amenities should be owned by local people in order to reduce tourism leakage.
- There should be Sustainable preservation of resources,
- Encourage visitors to participate in green travel, and orient visitors on how they can be responsible tourists,
- Environmental tax should be charged on tourists
- Employing carrying capacity
- Reducing the seasonality of tourism jobs by identifying and diversifying additional tourism products, and increase tourists length of stay
- Producing skilled manpower to reach the level of professionalism and upgrading the quality of tourism education
- Coached the community to respect and love their culture,
- Continuous marketing, inspection and award should be made by the ministry.
- Tourism Planners and policy makers should consider a community's perceptions and attitudes toward tourism before developing tourism

5.3. Future Research Implications

This research had certain limitations. Therefore, this research might be pursued by the respective researchers to minimize the limitations, and error of generalization about the perception of the residents' towards tourism impact, and its implication for sustainable tourism development. First and foremost, the scope is limited to only the perception of Addis Ababa residents towards tourism impact, and therefore generalization of results across all geographical regions of the country should be drawn with care. Therefore, it is recommended to conduct a study of residents' perception in other geographical areas like Lalibela, which is a major tourist destination in the country. In addition, the study only investigate the perception local communities and tourism stakeholders by excluding tourists, however inclusion of tourist in the study of perception is a paramount importance ,therefore future study of perception should consider tourist perception towards tourism impact, so that better results may be materialized. Likewise, Results suggested the need for further research into resident attitudes towards political, psychological and technological impacts of tourism because this research only deals about the economic, environmental and socio-cultural impacts of tourism. On the other hand, the intention of this study is to show a general perception of the residents, but further research is recommended to conduct perception study by using different research methodologies and research instruments.

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Appendices

Addis Ababa
University
(1950-1974)



Appendix A

Addis Ababa University

Department of Tourism and Development

Closed ended questionnaire for local communities

Dear respondents

The purpose of this questionnaire is to study on the title “the perception of residents on the impacts of tourism in Ethiopia: the case of Addis Ababa” as a partial fulfillment for Tourism and Development MA Program at Addis Ababa University. The information you provide will be used as part of a Master thesis research being conducted by Tofik Etago and supervised by Dr. J.Tribhuvan, College of Development Studies, Addis Ababa University. I would appreciate your cooperation and participation in this questionnaire, which will assist me to find out the residents perception towards the impacts of tourism which directly affects the sustainability of tourism development in the country. All the information you will provide today will be strictly confidential and will not be given to third party, and it will be used solely for academic consumption. Since the quality and success of this study depends on your kind and genuine information, please take your time to fully think about your answers.

Respondents: Residents

- You do not need to write your name
- Please make a check mark(✓) to your responses
- Please give only one answer to each item.

Thank you, in advance, for your cooperation and timely response!

Part I: Background information (socio-demographic and other related variables)

1. Gender Male Female
2. Age 15-29 30-50 ≥50
3. Length of residency ≤ 10 10-25 25-40 ≥40
4. Your attachment to tourism Strong less None
5. Education No formal education Primary school
High school Diploma BA/BSC MA/MSc and above
6. Monthly income (in birr) ≤1000 1000-10000 ≥ 10000
7. Source of knowledge regarding tourism impacts:
Mass media Education
Personal observation Others'
8. Occupation Self employed Student
Civil servant Tourism related businesses Others
9. Religion Christian Muslim Others
10. Are you residing around tourist Concentration and tourist facility areas
Yes No
11. The benefit of tourism greater than costs Agree Disagree

Part II: IMPACT STATEMENT QUESTIONNAIRES

STRONGLY DISAGREE 1 DISAGREE 2 DON'T KNOW 3
 AGREE 4 STRONGLY AGREE 5

Please tick (✓) the most suitable response to the statements on the respective spaces

No	Economic impacts of tourism	1	2	3	4	5
1	Tourism has a positive impact on Ethiopia's economy					
2	Inflation relates to the increases in prices of land, houses and food can occur as a result of tourism					
3	Tourism is a fragile economic activity since it can be easily susceptible to changes in global affairs like terrorism					
4	Tourism creates abundant employment opportunities and it stimulates employment in other sectors of the economy					
5	Tourism is a tool for our country to balance the deficit on the unbalanced international trade.					
6	Tourism gives enough economic benefits to local people by promoting small business activities, and diversify economic activities in our country					
7	Tourism attracts more investment in Ethiopia					
8	Tourism is characterized by economic leakage to import goods to cater tourists					
9	Tourism brings high opportunity cost to other development					
10	I think tourism contribute a lot to a gross national product (GNP) through tax and other means of income					
11	Tourism will lead our country into over-dependency on a single product that is tourism in the future like many countries					
12	Tourism can alleviate the poverty of the country					
13	I support further tourism development because of my positive perception towards tourism economic impacts					
14	In general the positive economic impacts outweigh the negative impacts					

No	Environmental impacts of tourism	1	2	3	4	5
1	Tourism brings a positive environmental impact to Ethiopia					
2	Tourism provides an incentive for the conservation and restoration of natural tourism resources like parks					
3	I believe that tourism can create pressures on ecosystem					
4	The construction of hotels and other tourist facilities has destroyed the natural environment					
5	Tourism pollutes our environment(water, air and noise) and aggravating global warming					
6	Tourism causes erosion which caused by the result of trampling by visitors' feet, and extreme weight of numbers					
7	Because of tourism, crowded public places and traffic congestion can be seen which exacerbate the environmental setbacks					
8	Our rivers are threatened by the untreated sewage waste caused by the disposal from tourist facilities					
9	Tourism doesn't threat our environment since it is a smokeless industry					
10	Poaching has increased because of tourism					
11	Tourism exacerbate the clearing of forests for the construction of lodges and campfire purpose					
12	In my opinion tourists' behavior in protecting the environment sets standards for the local community by increasing their awareness					
13	Media has not played its role in creating awareness towards the impacts of tourism					
14	I support further tourism development because of my positive perception towards the positive environmental impacts					
15	In general the adverse environmental impacts outweigh the positive one					

No	Socio-cultural impacts of tourism	1	2	3	4	5
1	In my opinion tourism has a positive socio-cultural impact in Ethiopia					
2	Tourism has leading to an increase in prostitution and heterosexuality					
3	Local people pay great attention to the preservation of cultural values and strengthen residents' cultural identity because of tourism					
4	In my observation the quality of public services has improved due to tourism					
5	Tourism encourages and promotes cultural activities of the residents like crafts, arts, music. And facilitate the revival of forgotten or dying heritages					
6	Tourism has brought changes in traditional life style and value system					
7	In my opinion imitation of outsiders' behaviors like language and wearing style is the result of tourism					
8	Ethiopian marvelous relic and other church artifacts have been plundered by the name of tourism					
9	I believe that tourism products are commercialized for tourist satisfaction, and this will destroy the authenticity and cultural meaning of the products					
10	Tourism can serve as a bridge in creating friendship and solidarity among nations and peoples.					
11	Our country is exposed to espionage in the name of tourism					
12	The seasonality of jobs of tourism has brought negative impact on the society					
13	Deviant phenomena such as crime, alcoholism, drug abuse and gambling are observed because of tourism					
14	Tourism has led to an increase in infrastructure and recreational opportunities for local people					
15	Tourists are always negative agents for change and I am not happy to meet tourists					
16	I was not supporting and will not support further tourism development because of the my perception towards a negative socio-cultural impacts that tourism brought					
17	In general the positive socio-cultural impacts outweigh the negative impacts					



Appendix-B

Addis Ababa University

Department of Tourism and Development

Open ended questionnaires for key tourism stakeholders

Dear Respondents!

During the past few decades, tourism has become one of the world's most profitable industries but, in the same time, if it is not well managed and planned it can be the most harmful human activity in terms of environmental and socio-cultural degradation. However, tourism itself depends largely on the existence of unspoiled environment, which stresses the growing need for tourism to find more sustainable paths of development in all aspects (environmental, economic and socio-cultural). In order to attain sustainable tourism development the residents' and other stakeholders' perception on the impacts of tourism and their fully involvement on any tourism development should be addressed. This inspires me to conduct a thesis with a title of *residents' perception on tourism impacts in Ethiopia: the case of Addis Ababa*.

The purpose of this open ended questionnaire is to find out the perception of the Addis Ababa residents and tourism stakeholders towards the impacts of tourism in Ethiopia. The information you provide will be used as part of a Master thesis research being conducted by Tofik Etago and supervised by Dr. Tribuvhan, college of Development Studies, Addis Ababa University. Your cooperation would be greatly appreciated and is of great importance regarding perceived tourism impacts. I would like you to know that all the information you will provide today will be strictly confidential and will be used solely for academic consumption.

I thank you for taking the time to fill this questionnaire

Respondents: Tourism stakeholders

PART I

- A. Gender: _____
- B. Age: _____
- C. Level of Education: _____
- D. Occupation : _____
- E. Experience in years: _____
- F. Have you taken trainings on topics related to tourism impact _____

Part II: Open ended questionnaires

Instruction: put the given numbers in front of each question's blank box

1= Agree, 2=Disagree 3=don't know

1. In my opinion tourism offers only a positive economic impacts to Ethiopia
Why agree or disagree?

2. Tourism brings only negative environmental impacts into Ethiopia

Why agree or disagree?

3. Tourism brings only positive socio-cultural impacts into Ethiopia

Why agree or disagree?

4. In my perception the benefits of tourism is greater than the costs to the resident

Why agree or disagree?

5. My perception towards tourism impact affects my either support or not to support further tourism development. Explain how?

6. I think changes should be made to maximize positive impacts and minimize negative tourism impact in order to improve the perception of the residents

What changes, if any, do you feel need to be made

7. I think changes should be made to improve the perception of the residents and tourism stakeholders towards tourism impacts

What changes do you feel need to be made from the government and from other stakeholders to improve the perception of the residents

8. Sustainable tourism development is highly affected by the perception of the residents towards tourism impact Explain how?

Appendix C

አዲስ አበባ ዩኒቨርሲቲ

የሀገር ልማት ጥናት ኮሌጅ

የቱሪዝም እና ልማት ትምህርት ክፍል

የአዲስ አበባ ነዋሪዎች ቱሪዝም በኢትዮጵያ ስለሚያስከትለው ተጽዕኖ ያላቸው አረዳድና አመለካከት

ውድ የጥናቱ ተሳታፊዎች፣

ዘለቄታዊ የሆነ አካባቢያዊ፣ ማህበራዊና ኢኮኖሚያዊ የቱሪዝም ልማትን ለማምጣት የነዋሪውና የባለድርሻ አካላት ቱሪዝም ስለሚያስከትለው ተጽዕኖ ያላቸውን አረዳድና አመለካከት ማወቅ ለቱሪዝም ልማቱ በጣም አስፈላጊ ነው። ምክንያቱም ያላቸው አመለካከት ነዋሪው ለቱሪዝም እድገቱ የሚሰጡትን ድጋፍና ቁርጠኛነቱን በግልጽ ስለሚያሳይ ነው። ይህም ማለት ካለነዋሪውና ካለድርሻ አካላት ድጋፍና ተሳትፎ የቱሪዝም ልማት ዘለቄታዊነት ሊታሰብ አይችልም። ይህም ሁኔታ አጥኚውን በዚህ አረጋገጥ “የአዲስ አበባ ነዋሪዎች ቱሪዝም በኢትዮጵያ ስለሚያስከትለው ተጽዕኖ ያላቸው አረዳድ” ጥናቱን እንዲያደርግ አነሳስቶታል።

የዚህ መጠይቅ አላማ የአዲስ አበባ ነዋሪዎች ቱሪዝም በኢትዮጵያ ስለሚያስከትለው ተጽዕኖ ያላቸውን አረዳድና ንቃተህሊና ለማጥናት ሲሆን በተዘዋዋሪም ቢሆን ህብረተሰቡ ለቱሪዝም ያለውን ድጋፍ ለማጥናት ነው። ፡ እርሶዎ የሚሰጡት መረጃ በአዲስ አበባ ዩኒቨርሲቲ የሀገር ልማት ጥናት ኮሌጅ ስር የሁለተኛ ዲግሪ ማሟያቸውን ለሚሰሩት ለአቶ ቶሬቅ ኢታላ እንደ ዋና ግብአት ያገለግላል። መረጃውም ለትምህርት አገልግሎት ብቻ የሚውል ሲሆን ለጥናቱ መሳካት ለሚያደርጉ እርዳታ ከልብ አመሰግናለሁ። ይህ መጠይቅ የሚበተነው በተመረጡ ወረዳዎች ላይ በሚኖሩ የአዲስ አበባ ከተማ ነዋሪዎች ላይ ነው።

ማስ ታወሻ ፡

- ስም መጻፍ አያስፈልገም
- ለሚሰጡት ምላሽ የቲክ (✓) ምልክት ያድርጉ
- ለእያዳንዱ ጥያቄ አንድ መልስ ብቻ ይስጡ፡ ፡

ክፍል አንድ፡ አጠቃላይ ግለሰባዊ መረጃ

1. ያ ታ ወንድ ሴት

2. ዕድሜ 15-29 29-50 ≥50
3. በከተማው በነዋሪነት የቆዩበት ዓመታት ≤10 10-25 25-40 ≥40
4. ለቱሪዝም ያላችሁ ቅርበት በጣም የተጠጋ ያለ በከፊል ምንም
5. የትምህርት ደረጃ
 ትምህርት አልተማርኩም መጀመሪያ ደረጃ ሁለተኛ ደረጃ
 ዲፕሎማ አንደኛና ሁለተኛ ዲግሪ
6. የወር ገቢ (በብር) ≤1000 1000-10000 ≥10000
7. ቱሪዝም ስለሚያስከትለው ተጽዕኖ ያወቁበት መንገድ
 በትምህርት የብዙሀን መገናኛ
 አካባቢን በመቃኘት በተለያዩ መንግዶች
8. ስራ የመንግስት ስራተኛ የግል ስራ ተማሪ
 በቱሪዝም አካባቢ ስራተኛ የተለያዩ ስራ
9. የምትኖሩበት አካባቢ የቱሪዝም አገልግሎቶችና ቱሪስቶች በብዛት ይገኛሉ ይገኛሉ አይገኝም
10. ሀይማኖትዎ ክርስትና እስልምና ተለያየ
11. የቱሪዝም ጥቅም ከጉዳቱ ይበልጣል እስማማለሁ አልስማማም

ክ ፍል ሁለ ት፡ የተገደበ መጠይቅ ስለቱሪዝም ተጽዕኖ በነዋሪው አረዳድ እያንዳንዱን አርፍተ ነገር እርስዎ ካለዎት ግንዛቤና አረዳድ ጋር በማነፃፀር ከአንድ እስከ አምስት ባሉ ነጥቦች ይመዝኑ ።

□ □ □ □ □

በጣም አልሰማማም 1 አልሰማማም 2

ግንዛቤው የለኝም 3

እስማማለሁ 4 በጣም እስማማለሁ 5

ተ/ቁ	የቱሪዝም ኢኮኖሚያዊ ተጽዕኖ በነዋሪው አረዳድ	1	2	3	4	5
1	ቱሪዝም በኢትዮጵያ ኢኮኖሚ ላይ አዎንታዊ ተጽእኖ ያስከትላል					
2	በቱሪዝም ምክንያት የቤት፣ የምግብና የመሬት ዋጋ አሻቅቧል					
3	ቱሪዝም በአሸባሪነትና በተለያዩ አለማቀፋዊ ጉዳዮች በቀላሉ ለአደጋ የሚጋለጥ ደካማ የኢኮኖሚ ዘርፍ					
4	ቱሪዝም በቀጥታና በተዘዋዋሪ መንገድ ለብዙ ዜጎች የስራ እድል ይከፍታል					
5	ቱሪዝም ሀገሪቱ በአለማቀፋዊ ተመጣጣኝ ባልሆነው የንግድ ልውውጥ ያጣችውን ገቢ በቱሪዝም እንድታገኝ ያደርጋታል					
6	ቱሪዝም ለነዋሪው አጥጋቢ የሆነ የኢኮኖሚ ጥቅም ይሰጣል በተጨማሪም አነስተኛን ጥቃቅን ተቋሚትን ያበረታታል፤ ለህብረተሰቡ ተጨማሪ የገቢ ምንጭ እንዲፈጠር ያደርጋል					
7	ቱሪዝም በከፍተኛ ሁኔታ ባለሀብቱ ገንዘቡን ስራ ላይ እንዲያውል ያደርጋል					
8	ቱሪስቱ የሚያስፈልገውን የተለያዩ ቁሳቁሶችን ለማቅረብ ሲባል በብዙ ሚልዮን የሚቆጠር ብር ከሀገሪቱ ወደ ውጭ ይፈላል					
9	ቱሪዝም ሌሎች የልማት አውታሮች የሚያስፈልጋቸውን ገንዘብ በመሻማት ሌሎች የልማት ዘርፎች ያቀጭጫል					
10	ቱሪዝም በግብርና በተለያዩ ገቢዎች የሀገርን የጠቅላላ ምርት እድገት ያሳድራል					
11	በሌሎች ሀገሮች እንደሚታየው ቱሪዝም ወደፊት ኢትዮጵያን በአንድ ምርት ብቻ ላይ ጥገኛ እንድትሆን ደርጋታል እሱም በቱሪዝም					
12	ቱሪዝም የሀገሪቱን ድህነት ለመቀነስ የሚያስችል አቅም አለው					
13	ቱሪዝም ስለሚስከትለው ኢኮኖሚያዊ ጠቀሜታዎች አዎንታዊ መረዳትና አመለካከት ስላለኝ ቱሪዝም በሀገራችን ይበልጥ እንዲለማ ድጋፍ አለኝ					
14	የቱሪዝም አዎንታዊ የኢኮኖሚ ተጽዕኖ ከአዎንታዊ ተጽዕኖ ይበልጣል					

ተ/ቁ	የቱሪዝም አካባቢያዊ ተጽዕኖ በነዋሪው አረዳድ	1	2	3	4	5
1	ቱሪዝም ለአካባቢያችን አዎንታዊ ተጽዕኖ ያስከትላል					
2	ቱሪዝም ያሉንን ተፈጥሮዊ የሆኑ የቱሪዝም ሀብቶቻችንን እንደ ፓርክ የመሳሰሉትን እንድንከባከብ ያደርገናል					
3	ቱሪዝም በብዛህይወታችን ላይ አሉታዊ ተጽዕኖ ያስከትላል					
4	ለቱሪዝሙ የሚስፈልጉ ሆቴሎችና ሌሎች የቱሪዝም መሰረተ ልማቶችን በሚገነቡበት ወቅት አካባቢችን ያበላሻል					
5	ቱሪዝም የውሀ፣ የአየርና የድምጽ ብክለት ያስከትልብናል እንዲሁም ለአለም ሙቀት መጨመር ትልቅ ሚና ይጫወታል					
6	በቱሪስቱ በተደጋጋሚ በመረገጡና ብዙ ቱሪስቶች በአንድ ጊዜ በሚዘዋወሩበት ወቅት የመሬት መሸርሸርን ያባብሳል					
7	በቱሪዝም ምክንያት አደባባዮች ይበልጡን ይጨናነቃሉ፤ የትራፊክ ፍሰቱ በቱሪዝም ምክንያት ይባባሳል					
8	ቱሪስቱን በሚያስተናግዱ ሆቴሎች በሚፈሰው ቆሻሻ ፍላሽ ምክንያት ወንዞቻችን ይበክላሉ					
9	ቱሪዝም ጭስ አልባ ኢንዱስትሪ በመሆኑ አካባቢን አይጎዳም					
10	ህገወጥ አደን የተስፋፋው በቱሪዝም ምክንያት ነው					
11	ለቱሪስቱ መገልገያ የሚሆኑ ሎጆችን ለመገንባትና ለካምፋየር ሲባል ዛፎች እየወደሙ ነው					
12	ቱሪስቶች ስለ አካባቢ ጥበቃ ያላቸው ግንዛቤ የህብረተሰቡን ንቃተ ህሊና በማሳደግ ረገድ ትልቅ ሚና ይኖረዋል					
13	መገናኛ ብዙሀን ህብረተሰቡ ስለቱሪዝም ተጽዕኖ እንዲገነዘብ አድርገውታል					
14	ቱሪዝም ስለሚያስከትለው አዎንታዊ ተጽዕኖ ጥሩ ግንዛቤና አመለካከት ስላለኝ ቱሪዝም በሀገራችን ይበልጥ እንዲለማ ድጋፍ አለኝ					
15	ቱሪዝም በአካባቢያችን የሚያስከትለው ጎጂ ነገር ከሚያመጣው በጎ ጥቅም ይበልጣል					

ተ/ቁ	የቱሪዝም ማህበራዊና ባህላዊ ተጽዕኖ በነዋሪው አረዳድ	1	2	3	4	5
1	ቱሪዝም አዎንታዊ የሆነ ባህላዊና ማህበራዊ ተጽዕኖ ያስከትላል					
2	ቱሪዝም ሴተኛ አዳሪነትና ግብረሰዶማዊነትን ያስፋፋል					
3	ቱሪዝም ህብረተሰቡ የባህል ዕሴቶችን እንዲጠብቀውና ባህላው ማንነቱን እንዲያጠነክር ያደርጋል					
4	ቱሪዝም ለህዝብ አገልግሎት የሚሰጡ ተቋማት ጥራታቸውን እንዲሳድጉ					
5	ቱሪዝም እንደ ቅርሳቅ፣ ስነስዕልና ሙዚቃ የመሳሰሉ የስነጥበብ ውጤቶች እንዲጎለብቱና ተረስተው የኖሩ ባህላዊ እሴቶች እንዲታወሱ ያደርጋል					
6	ቱሪዝም ባህላዊውና ከጥንት ጀምሮ ይኖር የነበረው የአኗኗር ዘይቤያችንና ባህላዊ እሴታችን እንዲሸረሸርና ያደርጋል					
7	ቱሪዝም ነዋሪው የውጭ ዜጎችን በተለየም የቱሪስቱን አለባበስና የቋንቋ አነጋገር እንዲቀዱና እንዲያስመስሉ ያደርጋል					
8	በቱሪዝም ምክንያት የቤተክረስቲያን ቅርሶችና ሌሎች የሀገሪቱ ቅርሶች እየተዘረፉ					
9	ቱሪስቱን ለማስደሰት ሲባል ባህላዊ እሴቶቻችን እንደ ሸቀጥ እቃ በየጊዜው ይሻሻላሉ ይለዋወጣሉ ይህ ደግሞ የባህሉን እውነተኛ ትርጉሙን ያለውጠዋል					
10	ቱሪዝም የአለም ህዝቦችንና የሀገራትን ወንድማማችነትንና አንድነትን እንዲፈጥሩ እንደ ድልድይ ሆኖ ያገለግላል					
11	ቱሪዝም ሀገሪቱ ለስለላ እንድትጋለጥ መንገድ ይከፍታል					
12	በቱሪዝሙ አካባቢ የሚገኙ የስራ መስኮች ወቅታዊና ጊዜያዊ በመሆናቸው የተለያዩ ማህበራዊ ችግሮችን ያስከትላል					
13	ቱሪዝም እንደ ወንጀል፣ መጠጥ፣ የአደንዛዥ ዕጽና ቁማርን የመሳሰሉትን አግባብ ያልሆኑ ድርጊቶች እንዲስፋፉ ያደርጋል					
14	ቱሪዝም መሰረተ ልማት እንዲስፋፋና ህብረተሰቡ የተሻለ የመዝናኛ አገልግሎት እንዲያገኝ ያደርጋል					
15	ቱሪዝም ለህብረተሰቡ አሉታዊ የሆኑ ማህበራዊና ባህላዊ ለውጦችን በማስከተሉ በአካባቢው ቱሪስቱን በማግኘቱ ደስተኛ አይደለሁም					
16	ቱሪዝም በሚያስከትለው ማህበራዊና ባህላዊ ጉዳዮች ምክንያት ቱሪዝምን ከዚህ በፊትም አልደግፍም ነበር ወደፊትም አልደግፍም					
17	በኔ አመለካከት ቱሪዝም የሚያስከትለው ማህበራዊና ባህላዊ ጥቅም ከሚያስከትለው ጉዳት የተሻለ ነው					

አዲስ አበባ ዩኒቨርሲቲ
የሀገር ልማት ጥናት ኮሌጅ
የቱሪዝም እና ልማት ትምህርት ክፍል

ውድ የጥናቱ ተሳታፊዎች፣

ላለፉት ጥቂት አስርተ አመታት ቱሪዝም አቻ ያልተገኘለት ትርፋማ የኢንዱስትሪ ዘርፍ ነው። ነገር ግን በተመሳሳይ በደንብ ካልተጠበቀና ካልታወቀ አካባቢን ፣ ማህበራዊና ባህላዊ ሀብቶችን በማውደም ረገድ ትልቅ ሚና አለው። ዘለቁታዊ የሆነ አካባቢያዊ፣ ማህበራዊና ኢኮኖሚያዊ የቱሪዝም ልማትን ለማምጣት የነዋሪውና የባለድርሻ አካላት ቱሪዝም ስለሚያስከትለው ተጽዕኖ ያላቸውን አረዳድና አመለካከት ማወቅ ለቱሪዝም ልማቱ በጣም አስፈላጊ ነው። ምክንያቱም ያላቸው አመለካከት ነዋሪው ለቱሪዝም እድገቱ የሚሰጡትን ድጋፍና ቁርጠኛነቱን በግልጽ ስለሚያሳይ ነው። ይህም ማለት ካለነዋሪውና ካለድርሻ አካላት ድጋፍና ተሳትፎ የቱሪዝም ልማት ዘለቁታዊነት ሊታሰብ አይችልም። ይህም ሁኔታ አጥኚውን በዚህ አረጋገጥ “የአዲስ አበባ ነዋሪዎች ቱሪዝም በኢትዮጵያ ስለሚያስከትለው ተጽዕኖ ያላቸው አረዳድ” ጥናቱን እንዲያደርግ አነሳስቶታል።

ይህ መጠይቅ አላማው የቱሪዝም ባለድርሻ አካላት ቱሪዝም ስለሚያስከትለው ተጽዕኖ ያላቸውን አረዳድ ለማትጥትና በተዘዋዋሪም ቢሆን ባለድርሻ አካላት ለቱሪዝም ያላቸውን ድጋፍ ለማጥናት እንዲሁም ምን መደረግ እንዳለበት ሙያዊ አስተያየት ለማግኘት ነው። ይህ መጠይቅ የሚበተነው በተመረጡ የአዲስ አበባ ከተማ በሚገኙ የተለያዩ የቱሪዝም ባለድርሻ አካላት ቱሪዝም በሀገሪቷ ላይ ስለሚያስከትለው ተጽዕኖ ያላቸውን አረዳድና አመለካከት ለማጥናት ነው። እርሶዎ የሚሰጡት መረጃ በአዲስ አበባ ዩኒቨርሲቲ የሀገር ልማት ጥናት ኮሌጅ በቱሪዝምና ልማት ትምህርት ክፍል ስር የሁለተኛ ዲግሪ ማሟያቸውን ለሚሰሩት ለአቶ ቶሬቅ ኢታጎ እንደ ዋና ግብአት ያገለግላል። መረጃውም ለትምህርት አገልግሎት ብቻ የሚውልና በሚስጥር የሚጠበቅ ሲሆን ለጥናቱ መሳካት ለሚያደርጉ እርዳታ ከልብ አመስግናለሁ።

ጊዜ ወስደው መጠየቁን በመሙላትዎ ከልብ አመስግናለሁ

የጥናቱ ተሳታፊዎች፡- የቱሪዝም ባለድርሻ አካላት

ክፍል አንድ፡ አጠቃላይ ግለሰባዊ መረጃ

1. ጾታ _____
2. ዕድሜ _____
3. የትምህርት ደረጃ _____
4. ስራ _____
5. ስለቱሪዝም ተጽዕኖ ስልጠና ወስደዋል _____

ክፍል ሁለት፡ ገደብ የሌለበት መጠይቅ

ትዕዛዝ፡ ከዚህ በታች በሳጥን ውስጥ የተቀመጡትን ቁጥሮች ከጥያቄዎቹ ትይዩ በተቀመጡ ሳጥኖች ውስጥ በማስቀመጥ ይተባበሩን

እስማማለሁ 1 አልስማማም 2 ግንዛቤው የለኝም 3

1.በኔ አስተያየት ቱሪዝም ለሀገሪቱ አዎንታዊ የሆነ የኢኮኖሚያዊ ተጽዕኖ እንጂ አሉታዊ ተጽዕኖ አያስከትልም

በምን ምክንያት ቁጥሮችን መረጡ

2.ቱሪዝም አዎንታዊ የሆነ አካባቢያዊ ተጽዕኖ እንጂ አሉታዊ የሆነ አካባቢያዊ ተጽዕኖ አያስከትልም በምን ምክንያት ቁጥሮችን መረጡ

3.ቱሪዝም አዎንታዊ የሆነ ማህበራዊና ባህላዊ ተጽዕኖ እንጂ አሉታዊ የሆነ ተጽዕኖ አያስከትልም በምን ምክንያት ቁጥሮችን መረጡ

4. በኔ አረዳድ የቱሪዝም ጥቅም ከጉዳቱ የተሻለ ነው

በምን ምክንያት ቁጥሮችን መረጡ

5. ቱሪዝም ስለሚያስከትለው ተጽዕኖ ያለኝ አረዳድና አመለካከት የቱሪዝም ልማትን እንድደግፍ ወይም እንዳልደግፍ አድርጎኛል

ምክንያትዎን ያብራሩ

6. እኔ እንደማስበው ቱሪዝም የሚያስከትለውን አዎንታዊ ተጽዕኖዎችን ለማዳበርና አሉታዊ ተጽዕኖዎችን ለመቀነስ ለውጥ የሚያስፈልግ ይመስለኛል

ምን አይነት ለውጦች መደረግ አለባቸው ይላሉ

7. ነዋሪውና ባለድርሻ አካላት ስለቱሪዝም ተጽዕኖ ያላቸውን አረዳድ ለማሻሻልና ለማጎልበት ብዙ መሰራትና ለውጥ መደረግ አንዳለበት አምናለሁ

ምን አይነት ስራ መሰራትና ለውጥ መምጣት አለበት ብለው ያምናሉ

8. ቱሪዝም በሀገሪቷ ላይ ስለሚያስከትለው ተጽዕኖ የከተማው ነዋሪና ባለድርሻ አካላት ባላቸው አረዳድና አመለካከት ዘለቁታዊ የሆነ የቱሪዝም ልማት ተጽዕኖ ውስጥ ሊገባ ይችላል ብዬ አምናለሁ

እንዴት የቱሪዝም ዘለቁታዊነቱ በሀብረተስቡ አረዳድና አመለካከት ተጽዕኖ ውስጥ ሊገባ እንደሚችል ያብራሩ
