Bishoftu Town Residents' Perception on Economic, Environmental and Socio-cultural Impacts of Urban Tourism

Genet Abera[1] and Engdawork Assefa [2]

Abstract

The main purpose of this study is to explore the perception of Bishoftu town residents on the impacts of urban tourism. Both qualitative and quantitative research methods were employed to achieve the objective of this study. Random sampling procedure was used for selection of respondents from the residents. Descriptive and inferential statistics were used to analyze data. The result of factor analysis showed that three factors named as economic, socio-cultural and environmental impacts were explained as 53.24% of variation in the perceptions of residents. However, most of the local residents and stakeholders were unaware of negative impact of urban tourism. MANOVA analysis indicated that there was no significant difference between the mean of underlying dimensions of the perceived urban tourism impacts and socio-demographic characteristics. The concerned bodies and officials should take the issues into account while planning and devising various measures.

Keywords: *Urban tourism, Residents' perception, Tourism impacts, Bishoftu town*

Introduction

Tourism is widely perceived as an economic development tool for the local community, providing factors that may improve quality of life such as employment and investment opportunities, tax revenues, accommodation services, natural and cultural attractions, festivals and outdoor recreation opportunities (Brida, Disegna & Osti, 2014). Thus, the participation and support of local residents is imperative for the sustainability of the tourism industry at any destination (Gursoy, Chi & Dyer, 2010). However, although the increase of tourism offers many positive impacts, it can also be the cause of a lot of problems in the local societies. It has been accused for negative environmental impacts, increase of land's value, being a threat of alteration of the local traditional culture, undesirable changes in the family values, the increase of criminality, pollution and traffic congestion and uncontrolled building (Dimitriadis, Papadopoulos & Kaltsidou, 2013).

Tourism can have both positive and negative outcomes and that residents' support is essential for sustainable tourism growth (Chen, 2001; Ramchander, 2004; Andriotis, 2005; Kuvan & Akan, 2005). Since the positive attitude of residents is very important to create a hospitable and attractive environment for visitors' satisfaction to repeat visitation, determining local residents' perception of tourism development and its impacts, it plays a vital role in the future success of a destination. Many studies conducted so far on residents' attitudes and perceptions of urban tourism and its impacts have revealed that these aspects are predominantly explained using the social exchange theory (Andriotis &

Vaughan, 2003; McGehee & Andereck, 2004).

Recently, tourism scholars have begun to focus on the specific factors influencing residents' attitudes towards tourism impacts. These factors are divided into internal and external factors that influence attitude towards tourism (Sharpley, 2014). The external factors included levels of tourism development (Lepp, 2008), tourist types and seasonality (Sharpley, 2014). The internal factors focused on the demographic characteristics of the residents (age, gender, length of residence, economic dependency and level of education), which are considered as significant factors that shape their attitudes and perceptions towards tourism development and its impact (Tosun, 2002).

Tourism takes place on the basis of existence of tourist attraction, and nowadays one of the most attractive places is in cities. On the other hand, because of having good facilities and services, cities are the first destination of many tourists (Estelaji, Sadeghian & Beyhaghi, 2012). Urban tourism is "the trips taken by travelers to urban areas which have a high population density. One of the unique features of urban tourism is that attractions are distributed densely in the urban areas (Edward, Griffin & Hayllar, 2008).

Ethiopia is one of the developing countries in Africa that is endowed with various and immense tourist attraction sites. The heritages that reflect the culture and history of the country include music, dance, literature, handicrafts, museums, paintings, churches, mosques and any other places of worship (Tofik, 2012; Yiheyis, 2015). Among other resources, these heritage resources play a paramount role in the development of the country through the tourist industry. The socio-cultural, economic and environmental impacts directly or indirectly influence the tourist attraction sites such as Bishoftu Lakes, Dinsho Park, Sofumar Cave, Gonder Castle, Axum Obelisk, Lalibela, Rock Hewn Churches, Dirre Sheik Hussein and so on.

Bishoftu is one of the tourist attraction sites in Ethiopia, whereby national and international tourists visit it every year. The reason for tourists to visit the area is to enjoy the heritages, natural beauty of the areas, art gallery and the public holiday called 'Irreecha'. International tourists also visit it in all seasons and tour operators mainly organize their visits. These tourists create income for the country in general and Bishoftu town in particular. Hiwot (2013) and Fenet (2015) conducted a study relating to tourism in Bishoftu, without considering the detail perception of urban residents toward urban tourism impacts. However, Bishoftu town, despite its rich historical, cultural and natural heritages, lacks adequate, in-depth, inclusive and professional researches on perception of urban tourism impacts and its development. The major reason for studying urban residents' perception is to understand how these perceptions will affect the development of tourism and how planning may be developed. Therefore, to understand the benefits and costs derived from tourism development, various studies have centered on the issues related to residents' perceived impacts of tourism (Williams, McDonald, Riden & Uysal, 1995). The above studies suggest that the distinction of residents' perception on the impacts of tourism is to overcome a lack of understanding on

development impacts for successful tourism planning; the determinants affect residents' perceptions of tourism development (Uysal, Pomeroy & Potts, 1992). In general, in Ethiopia, only few studies are centered on urban residents' perception on tourism impacts using descriptive data analysis method. However, in this study, different methods of data analysis such as Cronbach alpha coefficient, factor analysis and multiple analysis of variances were employed. Therefore, the main objective of this study is to explore the perception of Bishoftu town residents on the economic, environmental and socio-cultural impacts of urban tourism.

Conceptual Framework of the Study

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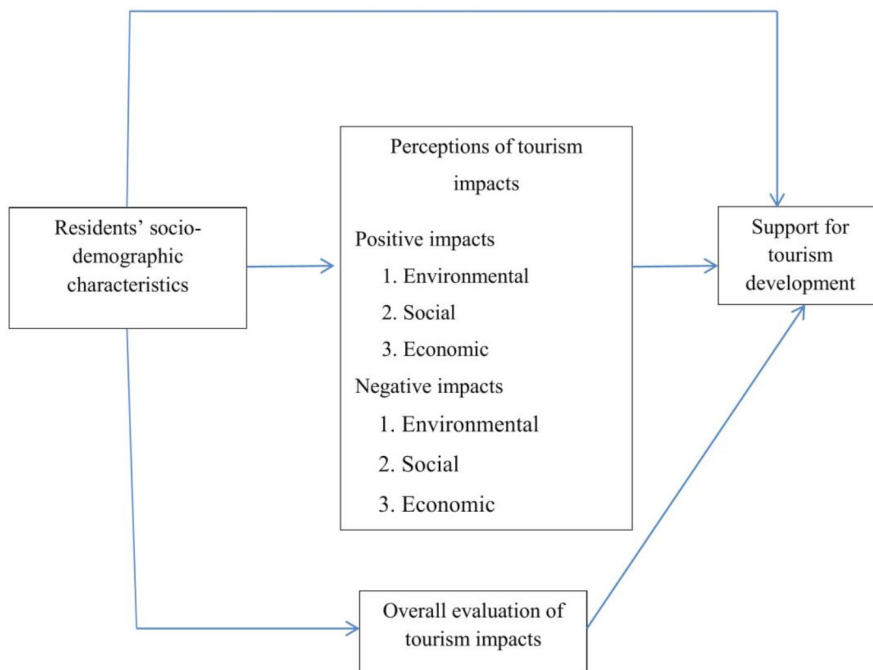

Figure1: Framework explaining residents' perceptions, support levels and contribution for town development
Source: Adopted from (Long, 2008)

Methodology of the Study

Description of Study Area

Bishoftu town is one of the so-called railway towns of Ethiopia established following the construction of Ethio-Djibouti railway in 1917. Bishoftu is located 47 km from the capital city of the country, South-East of Finfinne main asphalt road and 52 km from the capital city of East Shewa zone Adama (http://www. mwud.gov.et/web/bishoftu/home).
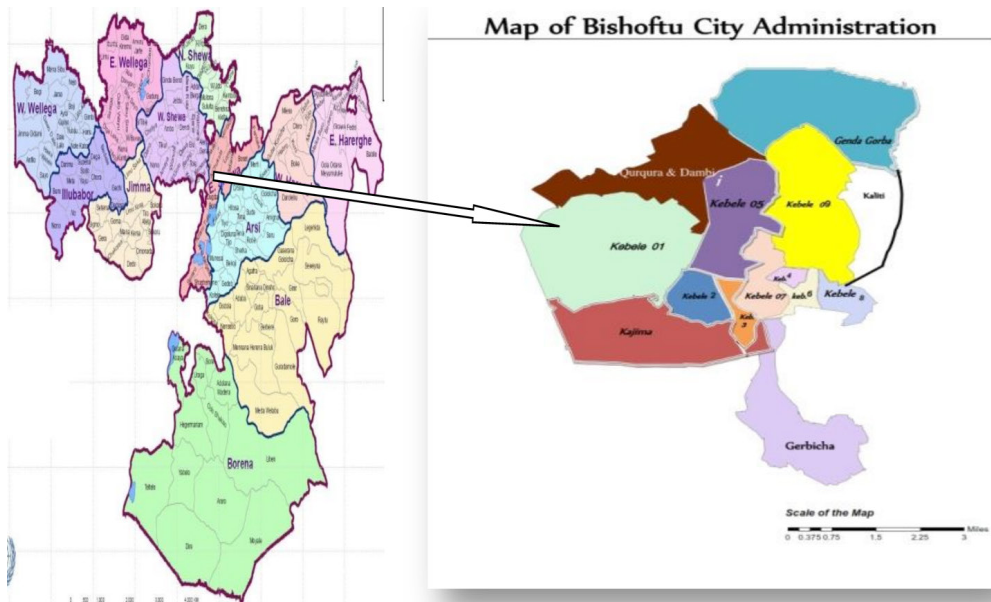

Figure 2: A map of the study area, Bishoftu Town

(http://www.mwud.gov.et/web/bishoftu /home)

Source: Bishoftu town Municipal office bulletin, 2017

Tourism Resource of the Study Area

Like other Ethiopia's attraction sites, Bishoftu Town can be visited at any period of the year. Its tourist attractions are characterized by a cluster of volcanic crater lakes and popular spiritual sites that are found in and around the town. The town is surrounded by eight crater lakes namely: Hora Arsadi, Babogaya, Bishoftu, Kuriftu, Chalalaka, Kilole, Green and Balbala Lake. Most of them are well developed with lodges, resorts and spas; all are becoming tourist attractions. Endemic birds & plants, chain of mountains are also a good tourist attraction site of the city. Bishoftu is rich with potential resources, thus locals have to be involved in diversifying tourism product of the area. For example, hiking, sailing, fishing sport, trekking, agro tourism, and bird watching are some of the tourism products of the town (Fenet, 2015).
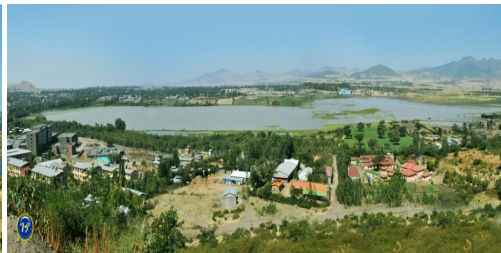
Lake Hora Arsedi

Lake Babogaya

Lake Bishoftu

Lake Kuriftu

Lake Hora Kilole

Lake Cheleleka

Green Lake

Figure 3: Lakes of Bishoftu Town

Source: Bishoftu town Municipal office bulletin, 2017

In addition to the above mentioned tourism resources, there is also one small museum with a collection of both historical and cultural heritages that show the development of traditional Oromo cultures. Geda Tulema Office, Cultural Hall, Lema Guya African Art Gallery, Bishoftu Automotive Industry and the ancient human bone which has not split out for 113 years called Aba Sala Mariam, Hailesillassie Palace and Bishoftu Cultural Museum are found in Bishoftu. All these sites make the city significantly attractive for tourism. Not only this, Bishoftu is also endowed with boasts of being Oromo ritual center where millions of people converge at the Oromo thanks-giving ceremony called Ireecha, which is celebrated annually on the banks of Lake Hora Arsadi. There are different kinds of Irreecha in Oromia, but the famous ones are Irecha Tulu and Irecha Melka (Hiwot, 2013).

Figure 4: Ceremony of Irrecha prayers and praise

Source: Bishoftu town Municipal office bulletin, 2017

Selection of the Study Area

Due to the above mentioned tourism resources, the town was selected as it provides an ideal example to investigate the awareness level and perception of residents towards the impact of urban tourism.

Research Design

The nature of this research is descriptive design, which was used to generate the required information. This design gives a description of variables based on field generated data and literature reviews. According to Burns (2000), an exploratory design allows the researcher to make a comprehensive inference about the investigated variables in the target population. It also allows analysis of results with a view of generating new ideas about phenomena like attitudes and perceptions of local communities towards impacts of urban tourism and its development. In line with this, both qualitative and quantitative research methods were employed to illustrate the objectives of the study and to gather relevant data. For the overall research design, refer figure 5.
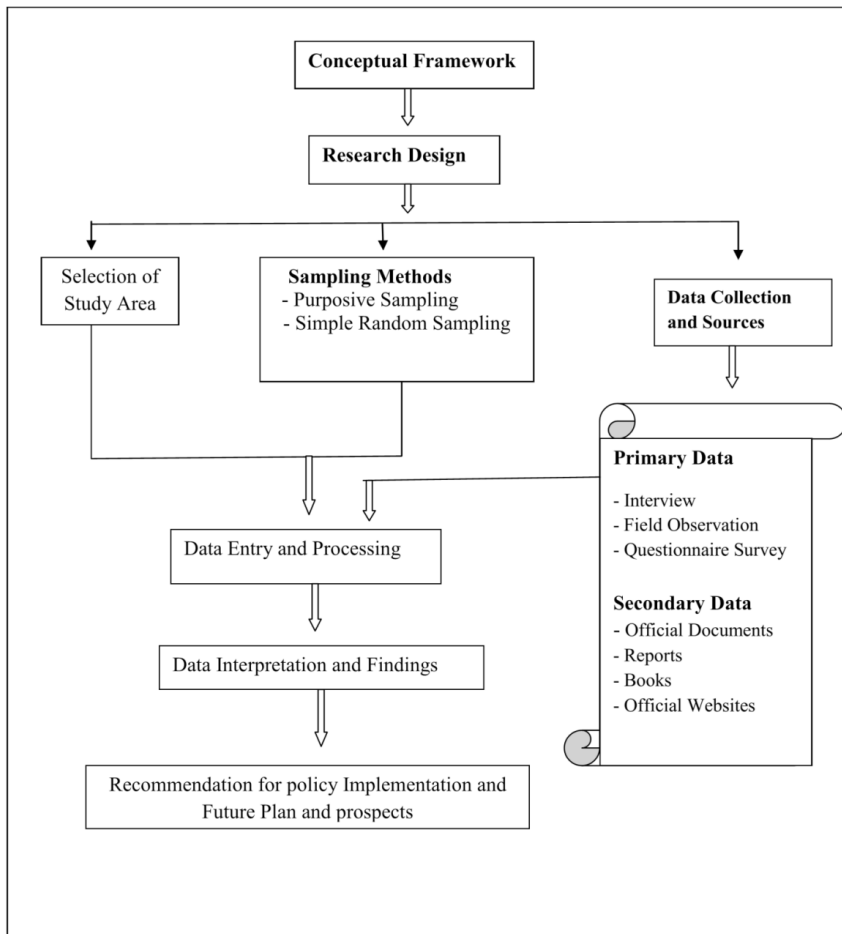
Figure 5: Research Design Framework

Source: Own formulation, 2017

Sample and Sampling Procedures

Due to a limited financial budget and time constraints, the study was conducted on a limited and manageable size. The researcher categorized the sample population into local communities of the city and key tourism stakeholders. The study employed different sampling procedures for the local communities and key tourism stakeholders. In order to make the perception of residents more representative, random sampling technique was employed to select the required total 400 respondents from the nine kebeles and close ended questionnaires were distributed and analyzed by quantitative research method. The sampled population of each kebele is presented in table 5.

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

Table 6: The sample size distribution of nine kebeles

Kebeles	No. of population	Sampled population
01	43,915	107
02	23,337	57
03	8,482	21
04	4,162	10
05	19,210	47
06	12,118	29
07	19,210	47
08	11,878	29
09	21,999	53
Total	**164,311**	**400**

Using purposive sampling, this work also examined the perception of 20 tourism stakeholders of Bishoftu city culture and tourism office workers, municipal office workers, lodge and resort owners, tour guides and travel agents.

Data Collection Instruments

The necessary data for this study was obtained from primary and secondary sources. Thus, both primary (observation, questionnaire survey and interview) and secondary data were collected.

Validity and Reliability

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

Method of Data Analysis

The qualitative data which was gathered through interview, personal observation and secondary data review were narrated. The quantitative data was analyzed with the help of Package for Social Science (SPSS version 20). The methods of data analysis for quantitative data were: Cronbachs alpha, factor analysis, Multiple Analysis of variance and correspondence analysis.

Results and Discussion

Characteristics of Respondents

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

Table 7: Demographic Characteristics (Age and Gender)

Variable		Frequency	Percentage
Gender	Male	267	67.8
	Female	126	32.0
	Total	393	99.7
	Missing	1	3
	Total	394	100.0
Age	21-30	195	49.5
	31-40	160	40.61
	41-50	21	5.3
	Above 51	16	4.1
	Total	392	99.5
	Missing value	2	.5
	Total	394	100.0

Source: Researcher's survey, 2017

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

Table 8: Social characteristics (education and length of residence)

Variable		Frequency	Percentage
Level of Education	Illiterate	28	7.1
	Read and write	20	5.1
	High school	60	15.2
	Diploma	123	31.2
	BA / BSc	151	38.3
	MA / MSc and above	10	2.5
	Total	392	99.5
	Missing	2	.5
	Total	394	100.0
Length of residence	Less than 5 years	122	31.0
	5-10 years	120	30.5
	11-15 years	59	15.0
	16-20 years	36	9.1
	More than 20 years	50	12.7
	Total	387	98.2
	Missing	7	1.8
	Total	394	100.0

Source: Researcher's survey, 2017

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

Table 9: Economic characteristics (income and occupation)

Variable		Frequency	Percentage
Monthly income in Birr	below 1000	83	21.1
	1000-5000	188	47.7
	5001-10,000	60	15.2
	above 10,000	9	2.3
	Total	340	86.3
	Missing	54	13.7
	Total	394	100.0
Occupation	Employed	239	60.66
	Unemployed	42	10.7
	Student	69	17.5
	Other	32	8.1
	Total	382	97.0
	Missing	12	3.0
	Total	394	100.0

Source: Researcher's survey, 2017

Benefits of Tourism and Public Attachment

Source of Information

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

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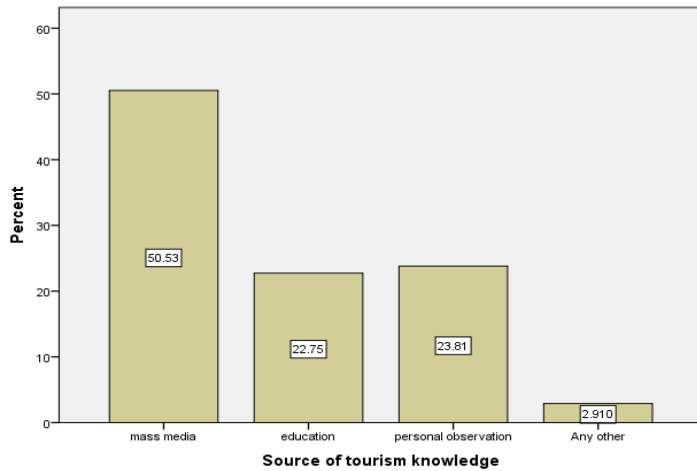
Figure 7: Source of tourism knowledge of Bishoftu town residents

Source: Researcher's survey, 2017

Attachments to Tourism and Contacts of People to Tourists

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

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

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

Source: Researcher's survey, 2017

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

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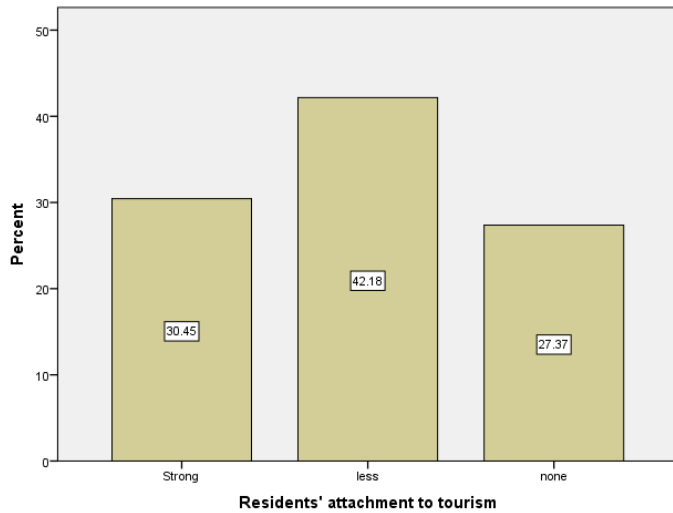
Figure 8: Residents' attachment to tourism

Source: Researcher's survey, 2017

Benefits of Tourism

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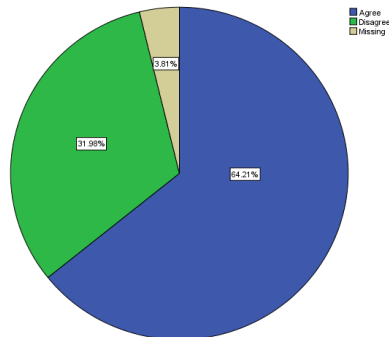

Figure 9: Respondents' response on benefits of tourism

Source: Researcher's survey, 2017

Local Communities Perception of the Urban Tourism Impacts

Economic Impacts

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

Table 12: Local communities' perception towards economic impacts of urban tourism

Perception on Economic Impacts of Urban Tourism		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Missing value	Total	Mean	Std. Deviation
Urban tourism has a positive impact on Bishoftu's economy	Frequency	37	19	40	150	138	384	10	394	3.87	1.231
	Percent	9.4	4.8	10.2	38.1	35.0	97.5	2.5	100		
Tourism attracts more investment to the city	Frequency	16	15	21	147	188	387	7	394	4.23	1.008
	Percent	4.1	3.8	5.3	37.3	47.7	98.2	1.8	100		
Tourism attracts more spending to the city	Frequency	22	31	43	131	151	378	16	394	3.95	1.169
	Percent	5.6	7.9	10.9	33.2	38.3	95.9	4.1	100		
The living standards increase more rapidly because of the tourism revenues	Frequency	26	34	44	137	139	380	14	394	3.87	1.200
	Percent	6.6	8.6	11.2	34.8	35.3	96.4	3.6	100		
Tourism causes an increase in price of land, houses and foods/ increase in the cost of living	Frequency	47	59	43	118	119	386	8	394	3.53	1.381
	Percent	11.9	15.0	10.9	29.9	30.2	98.0	2	100		
Tourism creates new markets for local products	Frequency	16	20	32	138	176	382	12	394	4.15	1.055
	Percent	4.1	5.1	8.1	35.0	44.7	97.0	3.0	100		

Perception on Economic Impacts of Urban Tourism	Respondents response									Mean	Std. Deviation
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Missing value	Total		
Tourism is good for community's economic development	Frequency	15	14	25	149	182	385	9	394	4.22	.994
	Percent	3.8	3.6	6.3	37.8	46.2	97.7	2.3	100		
Tourism only seasonally increases labor opportunities	Frequency	35	56	62	129	100	382	12	394	3.53	1.273
	Percent	8.9	14.2	15.7	32.7	25.4	97.0	3	100		
Tourism is beneficial for a small group of people	Frequency	56	87	61	107	71	382	12	394	2.82	1.324
	Percent	14.2	22.1	15.5	27.2	18.0	97.0	3	100		
Tourist improves public utilities in the city of Bishoftu	Frequency	25	42	48	139	135	389	5	394	3.13	1.351
	Percent	6.3	10.7	12.2	35.3	34.3	98.7	1.3	100		
The quality of services in the city of Bishoftu is better due to more tourism	Frequency	29	61	62	126	113	391	3	394	3.81	1.204
	Percent	7.4	15.5	15.7	32.0	28.7	99.2	8	100		
Transportation is better in the city due to more tourism	Frequency	38	49	51	128	117	383	11	394	3.60	1.257
	Percent	9.6	12.4	12.9	32.5	29.7	97.2	2.8	100		

Source: Researcher's survey, 2017

The 13 questions that assess residents' perceived impacts of urban tourism were related to economic impacts. In the table 12, 73.1% of the local community respondents strongly agreed that urban tourism brings positive economic impact to the country and 14.2 % of respondents do not believe that tourism brings positive economic impacts, whereas 10.2 % of the local community were not aware about the positive economic impacts. This shows that there was a significant number of local communities that had no any hint about the positive economic effect of urban tourism. In addition, the mean result of **(M=3.87)**, shows that respondents perceived urban tourism as it brings positive impact on Bishoftu economy. As per the data obtained from Bishoftu town culture and tourism office, there is a steady increment of income that is obtained from tourism. This idea is clearly supported by the table 10.

As one can understand from table 13, while the income obtained from 2005 to 2008 showed a steady increment, the income obtained in 2009 shows that it is highly decreased. As the tourism office expert described, the main reason

for such reduction of income was the event of conflict during Irreecha ritual ceremony. This is because the number of tourist flow during 2009 Ethiopian Calendar decreased due to political instability of the country.

Table 13 Income obtained from tourism in Bishoftu town

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

Source: Bishoftu town culture and tourism, 2009.

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

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

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

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

About 79.7% of local communities agreed that tourism creates new markets for local products. On the other hand, 9.2% of respondents disagreed with the statement "tourism creates new markets for local products". Moreover, the mean result **(M=4.15)** shows that the majority of local communities agreed with the statement. Furthermore, similar ideas were raised by tourism expert of Bishoftu town, kebele administrators, the town's old known elders, hotel managers of Babogaya, Liezak and Kuriftu Resorts as well as Lema Art Gallery workers. They all agreed that tourism helps the community through selling local art products,

cultural clothes, and handcrafts for the tourists. In other words, it creates market opportunities for the local residents.

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

As it can be seen on the table 12, 58.1% of respondents admitted that tourism only seasonally increases job opportunities, and 15.7% of respondents did not have a clue on labor increased opportunities due to more tourism, whereas 23.1% of respondents did not agree with the statement. Likewise, the mean result **(M=3.53)** revealed that most of respondents agree with the statement. This idea is also confirmed by the interviewee of Bishoftu Town Culture and Tourism Head. She stated that tourism creates job opportunities in various areas. For instance, the head said that tour guides increased the number of shades from one to three. They also bought cars and created job opportunities for other local people. On the other hand, Liesak Resort Manager and Bin Hotel Respondent signify that jobs related to tourism were seasonal.

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

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

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

Environmental Impacts

The perception of Bishoftu town residents towards positive and negative tourism environmental impacts is described by table 14. As it can be seen from the table, 62.5% of local community respondents agreed that tourism causes more positive environmental effects than negative and 21.3 of them do not believe that the positive effects of tourism on the environment is greater than the negative ones. Moreover, the mean results **(M = 3.55)** indicated that most respondents agreed with the above statement. In this table, 41.1% of respondents accepted that Bishoftu community is becoming overcrowded due to the increasing number of tourists, and 36.1% of respondents disagreed with the statement, whereas 20.3% of respondents were not aware about the statement. Furthermore, the mean results (M = 3.01) signified that the local communities were not aware of the statement.

Table 14: Local communities' perception towards environmental impacts of urban tourism

Perception on Environmental Impacts of Urban Tourism		Responses								Mean	Std. Deviation
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Missing value	Total		
Urban tourism causes more positive environmental effects than negative ones	Freq.	45	39	57	150	96	387	7	394		
	Percent	11.4	9.9	14.5	38.1	24.4	98.2	1.8	100	3.55	1.283
My community is becoming overcrowded due to the increase of the number of tourists	Freq.	74	68	80	106	56	384	10	394		
	Percent	18.8	17.3	20.3	26.9	14.2	97.5	2.5	100	3.01	1.346
Tourism increases the urban pollution including noise, water pollution and waste pollution	Freq.	104	72	62	92	56	386	8	394		
	Percent	26.4	18.3	15.7	23.4	14.2	98.0	2	100	2.80	1.432

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

Source: Researcher's survey, 2017

The mean result (M= 2.80) showed that most of the local respondents were unaware of the statement that "tourism increases the urban pollution including noise, water pollution and waste pollution". The researcher observed that the lakes around resorts are polluted to some extent. The banks of some lakes were contaminated with un-decomposed materials like used and discarded plastics materials.

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

55.4% of local community respondents said that tourism increases the traffic congestion in the city, 17.0% were unaware of the statement, whereas 24.8% did not agree with the statement. In addition, the mean results (3.43) showed that local communities are about the statement. In addition, 45.9% of local community respondents agreed on that tourism transformed the city into an overcrowded urban territory and 18.5% were unaware that tourism converts Bishoftu town into an overcrowded territory. On the other hand, 32.5% of respondents disagreed with the above statement. Likewise, the mean results (3.20) indicated that respondents were ambivalent that tourism transform city into the overcrowded urban territory.

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

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

Finally, the interviewee from the tourism office and the town administration experts said most of the constructions undergone in the town are not as such attractive due to the lack of coordination between the tourism office and town administration. In addition, the Bishoftu Afaf Hotel Manager said that locals, meaning farmers, are being displaced from their land due to more tourism, resulting into expansion of the town.

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

Socio - cultural Impacts

The perception of Bishoftu town residents towards positive and negative tourism socio-cultural impacts is described in table 15 whereby 69.6% of local community respondents agreed that urban tourism has led to an increase in service for residents, while 15.2% strongly disagreed with the statement. Moreover, the mean value (M=3.85) indicated that most of respondents admitted that tourism increases service for residents. However, 36% of local community respondents said tourism reduces quality of life, and in contrast, 48% of respondents disagreed with the statement.

This generally indicates due to tourism, the quality of life of residents increases. In addition, the mean results (M=2.80) showed most of respondents were unaware of the statement. 48% of respondents agreed that tourism causes crime and security problems such as prostitution and drug trafficking. In contrast, 32.7% of respondents disagreed with the statement. The mean average of (M=3.25) showed respondents were unaware regarding that tourism causes security and crime problems such as prostitution and drug trafficking. Furthermore, one tour guide said that around Babogaya, there were some tourists who use 'Shisha' and harass local females. In addition, Kuriftu resort, View point lodge and Tommy Hotel workers revealed that bad cultures such as homosexuality are impacted.

The table 15 indicates 62.6% of local community respondents agreed that tourism brings more positive social effect than negative ones, whereas 21.3% of respondents strongly disagreed with the statement and 10.2% were unaware of whether the effect is more positive than negative. In addition, the average mean results (M=3.65) revealed most of respondents believe that tourism brings more positive social effects.

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

The table 15 shows 30.7% and 40.6% of respondents agreed and strongly agreed with the statement old customs have rejuvenated due to tourism. However, 13% of respondents disagreed with the statement, while 10.2% did not have a clue on whether tourism revives old customs or not. In addition, the mean results (M=4.01) implied most of respondents believe that old customs can be regenerated due to tourism.

34.8% and 41.1 % of respondents respectively agreed and strongly agreed that tourism influences the evolution of local arts, whereas 9.9% of respondents

disagreed with the statement, and significant number of respondents 7.9% did not know whether tourism influences the evolution of local arts. Furthermore, the mean results (M=4.11) showed that most of local community respondents believe that tourism influences the evolution of local arts.

Also, 35% and 41.4% of respondents respectively agreed and strongly agreed that tourism commercializes the local traditions, whereas 7.8% of respondents disagreed with the statement, and a significant number of respondents (10.9%) did not know whether tourism commercializes local tradition. Moreover, the mean results (M=4.12) implied that most of local communities agreed with the statement.

Moreover, 36% and 38.8% of respondents respectively agreed and strongly agreed that tourism promotes better understanding between people, whereas 10.1% disagreed that tourism improves understanding between people, but 10.4% of respondents were unaware of the statement. Besides, the mean results (M=4.05) indicateed most of the respondents agreed with the statement that understanding between people is promoted due to tourism. Furthermore, the Pyramid Hotel waitress and Tommy Hotel manager described that tourism helps people to work together and lead their social life well.

55.3% of respondents agreed that tourism created more occupational opportunities for women than men, whereas 28.3% of respondents strongly disagreed, and 13.2%of respondents were unaware of occupational opportunities created by tourism. The mean results (M=3.48) indicated that most of the respondents believed that occupational opportunities are created for women than men.

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

Table 15: Local communities perception towards socio-cultural impacts of urban tourism

Perception on socio-cultural impacts of Urban Tourism	Respondents response									Mean	Std. Deviation
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Missing value	Total		
Urban Tourism has led to an increase in service for residents	Freq.	30	30	42	139	135	376	18	394	3.85	1.220
	Percent	7.6	7.6	10.7	35.3	34.3	95.4	4.6	100		

Perception on socio-cultural impacts of Urban Tourism		Respondents response								Mean	Std. Deviation
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total	Missing value	Total		
Tourism causes a lower quality of life	Freq.	96	94	36	71	71	368	26	394	2.80	1.493
	Percent	24.4	23.6	9.1	18.0	18.0	93.4	6.6	100		
Tourism causes security and crime problems such as prostitution and drug trafficking	Freq.	71	58	56	85	104	374	20	394	3.25	1.483
	Percent	18.0	14.7	14.2	21.6	26.4	94.9	5.1	100		
Tourism brings more positive social effects than negative	Freq.	41	43	40	129	118	371	23	394	3.65	1.328
	Percent	10.4	10.9	10.2	32.7	29.9	94.2	5.8	100		
Tourism helps the inheritance of culture and gives you better knowledge of your traditional culture	Freq.	17	17	28	142	171	375	19	394	4.15	1.048
	Percent	4.3	4.3	7.1	36.0	43.4	95.2	4.8	100		
Due to tourism, old customs have rejuvenated	Freq.	16	35	40	121	160	372	22	394	4.01	1.142
	Percent	4.1	8.9	10.2	30.7	40.6	94.4	5.6	100		
Tourism influences the evolution of local arts	Freq.	12	27	31	137	162	369	25	394	4.11	1.048
	Percent	3.0	6.9	7.9	34.8	41.1	93.7	6.3	100		
Tourism commercializes the local traditions	Freq.	12	19	43	138	163	375	19	394	4.12	1.014
	Percent	3.0	4.8	10.9	35.0	41.4	95.2	4.8	100		
Tourism promotes better understanding between people	Freq.	15	25	41	142	153	376	18	394	4.05	1.069
	Percent	3.8	6.3	10.4	36.0	38.8	95.4	4.6	100		
Tourism created more occupational opportunities for women than men	Freq.	42	69	52	100	118	381	13	394	3.48	1.378
	Percent	10.7	17.5	13.2	25.4	29.9	96.7	3.3	100		

Source: Researcher's survey, 2017

Underlying dimension of perceived urban tourism impacts

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

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

To examine the underlying dimensions of the perceived urban tourism impacts, a factor analysis with a varimax rotation was performed and the results are shown in the table 16.

Table 16: Results of factor analysis

Underlying Dimensions and Items	Factor Loading
Economic Impact	
Tourism creates job for locals	.812
Tourism attracts more investment to the city	.787
Tourism is good for community's economic development	.788
The living standards increase more rapidly because of the tourism revenues	.622
Because of tourism, roads and public infrastructure are kept in higher standard	.580
Transportation is better in the city due to more tourism	.528
Environmental & economic impacts	
The quality of services in the city of Bishoftu is better due to more tourism	.545
Tourism is beneficial for a small group of people	.688
Tourism transformed the city in an overcrowded urban territory	.720
Tourism causes an increase in price of land, houses and foods/ increase in the cost of living	.686
Tourism increases the urban pollution including noise, water pollution and waste pollution.	.728
Tourism development is responsible for the water sanity	.717
Socio-cultural impacts	
Tourism influences the evolution of local arts	.776
Tourism commercializes the local traditions	.792

Due to tourism, old customs have rejuvenated			.690
Tourism promotes better understanding between people			.636
Eigen-value	**4.749**	**2.215**	**1.555**
Percent of Variance Explained	**29.678**	**13.844**	**9.718**
Cumulative Variance Explained	**29.678**	**43.522**	**53.240**
Cronbach's Alpha	**.801**	**.745**	**.743**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	1514.256
	Df	120
	Sig.	.000

Total Variance Explained = 53.24%

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

Source: Researcher's survey, 2017

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

The first underlying dimension contained six items with an alpha = .801, the second underlying dimension contained six items with an alpha = .745, while the third underlying dimension contained four items with an alpha = .743. From the results, we can conclude that three factors were reliable. These three factors explained 53.24% of the variance in perception of urban tourism impacts. The factors extractable from the analysis along with their Eigen values, the percent of variance of the factor and Cronbach's alpha coefficient indicated in table 16. These factors explained 53.24% of total variance that the first factor accounts for 29.67% of the variance, the second 13.84% and the third 9.71%. In determining factors, factor loadings greater than 0.40 were considered as to be significant.

As anticipated, the first factor accounts for 29.67% of variance and 7 variables were loaded significantly. This factor is yermed as an economic impact. The

Eigen value of this factor was 4.479, which was placed at the first priority among the impacts of urban tourism. These items were: tourism creates job for locals, attracts more investment to the city, leads to community's economic development, increases living standards rapidly, improves public infrastructure, makes transportation better and increases quality of services in the Bishoftu town.

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

The name assigned to the third factor is socio-cultural impact. This factor with Eigen value of 1.555 explains 9.71% of the total variance of the effects of urban tourism. All assessments included in this factor were: tourism influences the evolution of local arts, commercializes the local traditions, restores old customs, and promotes better understanding between people.

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

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

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

Source: Researcher's survey, 2017

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

The results of the multivariate analysis of variance (MANOVA) given in the above table indicated that there was no a significant difference between Bishoftu

residents' gender and the underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lamda = 0.716; F = 1.640; P-value = 0.083).

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

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

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

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

Hypothesis 5: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by length of residence of the Bishoftu town residents. The results of the multivariate analysis of variance (MANOVA) indicated that there was no a significant difference between residents' length of residence and the three underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lamda = 0.355; F = 1.235; p-value = 0.129).

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

Hypothesis 7: The underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism do not differ by

Bishoftu town resident's tourism attachment. The results of the multivariate analysis of variance (MANOVA) indicated that there was a significant difference between residents' tourism attachment and the three underlying dimensions of the perceived economic, environmental and socio-cultural impacts of urban tourism (Wilk's Lamda = .013; F = 19.919; p-value = 0.000).

Conclusions

The study attempted to assess the perception of Bishoftu town residents towards the impacts of urban tourism. The result of the descriptive statistics showed that there is no a significant difference between the mean perceptions of the respondents towards economic impacts of urban tourism. The study has found that the local residents auspiciously perceive the positive economic, environmental and socio-cultural impacts of tourism and are not aware of its negative economic and environmental impacts. In addition, the key tourism stakeholders are not aware of the negative economic impact of urban tourism. This is explained by using the social exchange theory.

Most of the Bishoftu town residents perceive the overall impacts of urban tourism constructively. As per the factor analysis, three factors, i.e., economic, environmental and socio-cultural impacts respectively were perceived by current residents of Bishoftu town, indicate 53.24% of total explained variance, KMO measure of sampling adequacy 0.839, and the level of significance .000 (x^2 = 1514.256, df = 120) (Bartlett's Test of Sphericity). Thus, this study concluded that tourism development could influence residents' viewpoint of the economic, social, cultural and environmental factors of the host community.

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

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