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AN ATTITUDE SURVEY ON FIVE TOP TOURIST TRAFFIC HOST COMMUNITIES TOWARDS TOURISM ACTIVITIES: A CASE STUDY OF ETHIOPIA

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ABSTRACT

The main purpose of this study is to examine the level of high tourist traffic host community resident's /members attitudes towards tourism activities in their respective communities in Ethiopia. Residents of the respective host communities were asked to identify the most significant positive dimensions and negative dimensions, main concerns of residents in relation to tourism activities in their localities and areas of improvements in host -tourist relationships. A total of 750 structured questionnaires were distributed to five communities. In other words 150 questions were distributed to each of the five tourist destination communities. These communities included Axsum, Bahir Dar, Konso, Lalibela and Semien Mountain National Park. All Respondent groups used as a unit of analysis were able to read and write as well as 18 years and above. The most significant dimensions that heavily determine positive and negative dimensions as well as negative dimensions were identified using Step wise multiple regression methods. Moreover, major areas of concerns as well as areas that need improvement in relation to host community members tourists relationships were identified by this study. This enables to develop appropriate tourism strategy & policy in tourism to establish a healthy relationship between host communities and travelers as well as to enable the residents to gain economic and non-economic benefits from tourism.

KEYWORDS

Communities, Dimensions, Improvement, Tourism, host, Tourist, Initiatives.

INTRODUCTION

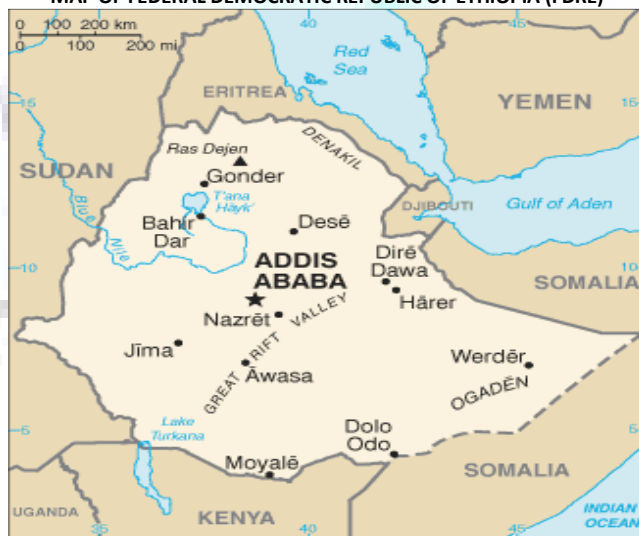
Tourism activity and its importance as an economic activity has experienced considerable growth in recent decades. WTO (1994) defined tourism as “the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. According to Khan (2005), “Tourism denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations. McIntosh and Goeldner (1986) defined tourism as “The sum of phenomena and relationships arising from interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors.” Krippendorf (1987) says “marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertakings whether private or state-owned at local, regional, national, or international levels to achieve the optimal satisfaction of tourist groups and individuals in view of sustained tourism growth.”

Ethiopia is one of the largest countries in sub-Saharan Africa. The country covers 1.14 million square kilometer and occupying a large part of the horn of Africa. According to the world fact book (2007), the land boundaries which consists of 5,328km *border countries total where* Djibouti 349 km, Eritrea 912 km, Kenya 861 km, Somalia 1,600 km and Sudan 1,606 km. As cited in <http://www.csa.gov.et> the census carried out at a national level showed that the population of Ethiopia up to December, 2008 has risen to 76.9 million (Nearly 77 Million). According to the world fact book (2007), the GDP - composition by sector consists agriculture: 47%, Industry 13.2% and Services 39.8%; GDP - real growth rate 11.1% and GDP - per capita (PPP) \$700 The country is endowed with unique combination of natural and cultural heritages, impressive scenery, suitable climate, rich flora and fauna and recognized archaeological sites.

Its capital Addis Ababa is the venue and unchallenged political capital of Africa being the seat of many international organizations including the African Union (AU) and the United Nations Economic Commissions for Africa (UNECA).

Ethiopia is truly a land of contrasts and extremes; a land of remote and wild places. Some of the highest and most stunning places on the African continent are found here, such as the jaggedly carved Semien Mountains, one of United Nations Education, Science, Culture Organization's (UNESCO's) World Heritage Sites - and some of the lowest, such as the hot but fascinating Danakil Depression, with its sulphur fumaroles and lunar-like landscape. Ethiopia is old; old beyond all imaginations. As Abyssinia, its culture and traditions date back over 3,000 years. And far earlier than that lived “Lucy” or Dinknesh, meaning ‘thou art wonderful’, as she is known to the Ethiopians, whose remains were found in a corner of this country of mystery and contrasts.

MAP OF FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA (FDRE)



Ethiopia is beautifully endowed with many kinds of flora and is natural heaven for many kinds of wildlife and avifauna. More than 800 species of birds reside in Ethiopia of which 23 are endemic to the country. There are more than 100 mammal species, of which seven of the big mammals are unique to Ethiopia. The mountains, the lakes and the rivers of the country have many fascinating features. There are 25 mountains in central and northern Ethiopia, which are over 400 meters high above sea level and 60 of them are over 3000 meters. The 4th – highest pick of Africa's Mountain Ras Dashen is also located in Ethiopia. Ethiopia

is a country enjoying great geographical features ranging from highest peak at Ras Dashen ...4,550 meters above sea level...the Afar Depression...110m below sea level. More than 50% of the country lies above 1,500 meters.

There are broadly three climatic zones; the 'kola' or hot lowlands (below approximately 1,500 meters), 'Weyna Dega' (1,500-2,400 meters) and "Dega "above 2,400 meters with a mean annual temperature that range from 10-16°C, 16-29°C in the 'Weyna Dega' and 29-33°C in the 'Kolla'. It has colorful and unique national festivals, arts and handicrafts, music, folklore, native life and customs but it cannot make use of all this inventory of tourist attraction points.

Ethiopia is a country of "thirteen months of sunshine". The principal rainy season is from June –September, while it is relatively dry for the rest of the months except a little interruption of rain in February and March. The average temperature of the country is 18 degree centigrade in the hottest seasons and 14 Degree centigrade in the rainy season. The average annual rainfall of the central highlands is 1,000 mm. The coldest nights in the country are registered in November and December while the wettest Months are July and august. Humidity varies between 50 % and 80 % throughout the year.

Ethiopia is rich in History. Its history extends in the pre-historic period when written history was not available. Among other things, the eight world heritage sites namely the Axsum obelisks, the castles of Gondar, the Semien mountain National Park, the rock-hewan churches of Lalibela, the Stale of Tiya, Hadar (where Lucy was found) the lower Omo valley paleoantropological site and the walled city of Harar registered by UNESCO as world heritages, testify Ethiopia's might of ancient times and the endowment of the country with significant tourist attractions site. The Ethiopian Airlines (EAL) is one of Africa's space-selling airlines with the fastest growing system of international routes within and outside of the continent and as well as complementing travels within the country.

Ethiopia, as it is often described as the land of thirteen months of sunshine, the cradle of mankind and the source of the Blue Nile, is one of the African countries that possess a tremendous tourist attraction sites. It is greatly endowed with both natural and cultural attractions.

The Favorable climate, magnificent waterfalls, magnificent lakes, high mountains, variety of fascinating landscapes, national parks with endemic flora and fauna are parts of Ethiopian natural attractions. The country is also a museum of many a mosaic of cultural features such as archeological and paleontological sites, historical monuments, religious and ethnographic objects and so on. The pleasant holidays, the unsophisticated and friendly attitudes of the people are among the intangible cultural attractions of the country.

According to Hancock (1994), Ethiopia is a land of beautiful scenery mountains, canyons, oral creefs, cliffs, rivers, great many lakes, waterfalls, forests grasslands, settlement features like towns, cities, villages, historical remains, archeological remains, open countryside, beaches art galleries caravans, depressions, resort complexes. Among the many tourism products/ destinations available in Ethiopia sample historical, archeological and natural attraction destinations include the following:

FIVE TOP TOURIST HOST COMMUNITIES

In this study five top tourist host communities were identified and discussed based on tourism development endeavors and high tourist attraction destinations by the ministry of culture and tourism management in Ethiopia. These communities were Axsum, Bahir Dar, Konso, Lalibela and Semien host communities respectively.

AXSUM HOST COMMUNITY



Axsum historical and archaeological sites, central Tigray (Tigray Region) Rightly famous for its obelisks, Axsum was the capital of the Axumite kingdom – once one of the four kingdoms of the world. It was also home to the Queen of Sheba whose ruined palace and bathing pool can still be found in and near the town. According to Girma (1997), the civilization was particularly dynamic during the reign of Queen of Sheba, due to foreign trade relations, administration, religion and other social institutions. According to legend, queen of Sheba went to great king Solomon in Jerusalem and to gain Knowledge, as she had heard he was the wisest king on earth at that time.

BAHIR DAR HOST COMMUNITY



The River Nile, the longest river in Africa, in Ethiopia. From Lake Tana, the Blue Nile, known locally as Abbay, flows from Ethiopia to meet the White Nile in Khartoum to form the great river that gives life to Egypt and the Sudan. It has been said that the Blue Nile contributes up to 80% of the Nile's flow. Nowhere is it more spectacular than when it thunders over the Tisissat Falls near Bahir Dar.

The Blue Nile gathers its volume mainly from Lake Tana, in the Ethiopia, in the Ethiopian highlands. Locally the Blue Nile is known as Abbay. The Blue Nile rises at a spring site upstream of Lake Tana in Ethiopia. The river flows west then north until it eventually meets the White Nile at Khartoum. The smoke of fire is known locally as Tisissat -"Smoke of Fire". The Blue Nile falls 400meters (1,312 feet) wide when in flood, and dropping over a sheer chasm more than 45 meters (150 Feet) deep. The fall throws up a continuous spray of water, which drenches onlookers up to a kilometer away. Many notable visitors, including the late eighteenth-century traveler James Bruce, and, in more recent times, Queen Elizabeth II of Britain has visited it.

Lake Tana, the largest lake in Ethiopia is the source of the Blue Nile from where it starts its long journey to Khartoum and on to the Mediterranean. The 37 islands that are scattered about the surface of the Lake shelter fascinating churches and monasteries, some of which have histories dating back to the 13th Century.

According to Birdlife International (2007),bird line's online world bird database, there is a number of bird species thought to exceed 20,000 seasonally.Lesser Flamingo(phoeniconaias minor), Wattled Ibis (bostrychia carunculata minor),, Pallied Harrier(circus macrourus), Roughet,s Rail (Rauouget's rougetii), Wattled crane (Grus carunculatus), White-collard pigeon (Columbia albitorques), Black-winged lovebird(Aragorn's tarnta), White-cheeked Turaco (Turaco Leucotis), Abyssinian owl (Asio abyssinicus), Nyanza swift (Apus



niansae), Banded Barbet (*Lybius undatus*), Dark-headed oriole (*Oriolus monacha*), White-backed Tit (*Parus leuconotus*), Montane white-eye (*Zosterops polioastrus*), Slender-billed stiring (*onychnathus tenuirostris*), Rueppell's Robin-chat (*cosypsphia semirufa*), Rueppell's chat (*myrmecocichia malaena*), Tacazze sunbird (*Nectarinia Tacazze*), Swainson's sparrow (*passer swainsoni*), Baglafaecht weaver (*pioceus Baglafaecht*), Abyssinian Citril (*Serinus citrinelloides*), Yellow-rumped seedeater (*Serinus xanthopygius*).

THE KONSO HOST COMMUNITY

The southern Nations Nationalities people's Regional State (SNNPRS) is a federal entity comprised of the former regions: 8, 9, 10 and 11. It is located in south-western Ethiopia bordering Kenya and Sudan. The capital of the southern Nations, Nationalities, and people's Regional State is Awasa.

The Konso, pagan society erects eerie wooden totems replete with phallic symbols over the graves of the dead and have numerous cults based around the breeding and veneration of serpents. The Konso have adopted a complex age grading system similar to that of the Oromo. Shared drums, symbolizing peace and harmony are and are beaten in rituals circulated from village to village according to a fixed cycle that mark the transition from one age grade to the next. As cited in <http://www.capitalethiopia.com/2006>, the corner stone of the Konso culture, however, is a highly specialized and successful agriculture economy that, through terracing buttressed with stone, enables these people to extract a productive living from the none-too-fertile hills and valleys that surround them. As cited on Birdlife International (2007), there are many types of species of birds which includes the following: Eastern chanting-goshawk (*melierax poliopterus*), Buff-crested bustard (*Eupodotis gindana*), Red-bellied Go-away-bird (*corythaixoides leucogaster*), Black-billed wood hoopoe (*phoeniculus somaliensis*), Eastern Yellow-billed hornbill (*Tockus flavirostris*), Von der Decken's Hornbill (*Tockus deckeni*), Black-throated barbet (*Tricholaema melanocephala*), Red and yellow barbet (*trachyphonus erythrocephalus*), D'Arnaud's Barbet (*Trachyphonus darn Audi*), Friedman's Lark (*Mirafrapa Pulpa*), Somali crombec (*Sylvietta isabellina*), Scaly chatterer (*Turdides aylmeri*), Rufous chatterer (*Turdoides rubiginosa*), Shelley's starling (*Lamprolornis shelly*), Golden-breasted staling (*Cosmopsarus regius*), Bristle-crowned starling (*onychnathus salvadorii*), Magpie starling (*speculipaster bicolor*), Kenya violet backed sunbird (*anthreptes orientalis*), Hunter's sunbird (*Nectarinia habessinica*), Parrot-billed sparrow (*passer gongonesis*), White-headed buffalo-weaver (*Dinmelia dimelii*), Purple Grenadier (*uraeginthos ianthinogaster*), Red-Rumped waxbill (*Estrilda charmosyna*) and Somali Golden-breasted bunting (*Emberiza polioleura*).

LALIBELA HOST COMMUNITY

Lalibela, 642 kilometres from Addis Ababa, is internationally-renowned for its rock-hewn churches which are sometimes called the "Eighth Wonder of the World". Physically prised from the rock in which they stand, these monolithic churches were originally thought to have been built in the 12th century during the reign of King Lalibela, but some have been dated back to the 10th century. There are eleven churches, assembled in three groupings:



Ethiopia's one of the ancient countries in the world known for its rock-churches (Asrat, 2007). Though it is very difficult to date these churches accurately, it is very likely that most of them flourished during the medieval period. Undoubtedly, however, there are few churches, which date back to the close of Axumite period around the 5th and 6th centuries A.D. It is customary to associate the town of Lalibela with Jerusalem (the Holy Land) certainly by the local people and some writers. Sometimes the site is also called the second Jerusalem; Jerusalem in Ethiopia or African Jerusalem, apparently for a number of reasons.

First, the construction of the rock-hewn churches by king Lalibela was believed to be a deliberate attempt to create the second Holy Land, in Ethiopia. It was done to minimize the suffering and death of Ethiopian Christians in the deserts of Muslim lands on their journey to Jerusalem. Lalibela was thus a substitute for Jerusalem as a place of safety for pilgrims. Second, various place names in Lalibela are related to places of the holy land (Jerusalem). Third, according to local traditions the rock-hewn churches of Lalibela symbolizes the earthly and heavenly Jerusalem.

That is why the churches are still a source of inspiration and hope for Ethiopian Christianity, as they were considered comparable in significance to those in Jerusalem. Pilgrims to Lalibela are believed to have shared the same blessings as pilgrims to Jerusalem (Sergew,

1972).

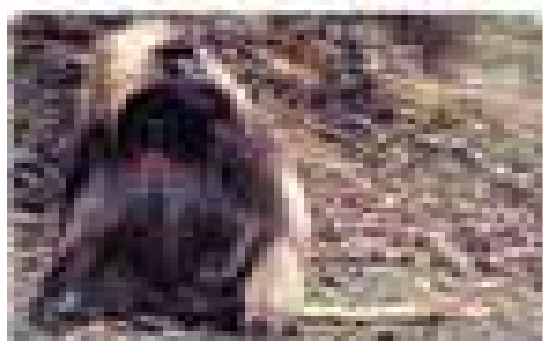
The church combines Tangible and cultural intangible cultural heritage According to Mengistu (1997), Cultural heritage can be divided in to two major categories: tangible cultural heritage and intangible cultural heritages. The research and conservation of cultural heritage Proclamation of 209/2000 has also defined Tangible cultural heritages as: Cultural heritage that can be seen and felt and includes immovable or moveable historical and manmade cultural heritage. According to the research and conservation of cultural heritage proclamation 209/2000, intangible cultural heritage is defined as: "Any cultural heritage that cannot be felt by hands but can be seen or heard and includes different kinds of performances and show, folklore, religious, belief, wedding and mourning ceremonies, music, drama, literature and similar other cultural values, traditions and customs of nations, nationalities and peoples."

THE SEMIEN MOUNTAINS NATIONAL PARK (NP)

The joys of Mule-trekking and of the Ethiopian scenery, reach their ultimate perfection at Semien Nation Park., surely one of the most beautiful stretches of unspoilt mountain wilderness surviving in the world today. Here are several of Ethiopia's tallest peaks, including the towering Ras Dashen which, at 4,543 meters, is the 4th highest Mountain in Africa. The principal camps, consisting of simple lodge accommodation, have been established on a line running horizontally across the national park. From any one of these-Lima Limu in the west, Sankaber, and Geech in the east-the traveler may venture out on foot or mule-back to discover the unique scenery, flora and fauna of the Semien range.

Nicknamed the "lion monkey" because of its characteristics mane of fine auburn hair, the Gelada is a polite and cautious creature quite unlike the more common baboons found elsewhere in Africa. The heart-shaped patch of bare, reddish skin seen on the chests of both male and female has given rise to another nickname for this species, "bleeding-heart baboons." Geladas are strict vegetarians and are to be seen in large groups roaming over the grassy slopes of the high Semien, digging for the roots and bulbs on which they feed.

Found only in Ethiopia's high country, their 'sacred heart' a patch of bare skin on the chest distinguishes them from any other species of baboon.





The Red Fox, Semien Wolf or Abyssinian Wolf: can also occasionally be seen in the national park, although curiously given its name, it is far common in the Bale Mountains far to the south and east. Neither a wolf nor a fox, it is in fact a member of the dog family, but the only one of its genus. It has a bright red coat with white under markings, and a black tail, and stands about 60 centimeters high at the shoulder. Semien wolf, endemic to Ethiopia, also known as the Semien jackal of Abyssinian wolf (3000-4500meters high)



Walia Ibex the last remaining habitat in the world and rare. It is a type of large wild goat weighting up to 120 kilogram's; with long, curved densely ridged horns. It is estimated that fewer than 1000 individuals of this species remaining existence, although, fortunately for the trekker, one of their favorite grazing grounds is only a few hours walk from Sankaber camp. Rarely found at altitudes below 2,400 meters, these lovely, shy creatures are hard to approach. Ecology has adapted them to live on nearly vertical cliff faces, where they can sometimes be seen in the morning or evening browsing on narrow, grassy ledges.

According to Francesco (2006), over the past several years, it has become evident that tourism can only flourish in a safe and peaceful environment. Following an attack on tourists in sharm el sheikh or Antalya, the murder of the children of foreign visitors in Namibia, the kidnapping of tourists in Yemen and the bombardments in Lebanon, tourism in these countries collapsed. Peace is a necessary condition for tourism development but at the same time tourism itself is a vital force for peace, in two ways.

- a) Because the direct and non-mediated contracts it engenders between visitors and host communities are irreplaceable; how can we feel enmity towards someone we know personally, someone whom we have received or who has received us? and
- b) Because both destinations and tour operators in the same regions are linked by common interests and by a common destiny, around shared development projects: why oppose peace when it works to everyone's advantage, unlike conflict, which benefits no one.

In the years to come, fostering the emergence of a culture of peace through tourism will continue to be an obligation for the United Nations World Tourism Organization (UNWTO). The reduction of poverty has become one of the most compelling challenges of our time. Poverty cannot be summed up as a lack of income-it is a multi-dimensional and complex phenomenon with an intricate relationship to issues such as diseases, illiteracy, infant mortality, environmental degradation and any other aspects. With respect to poverty, tourism not only brings wealth, but also provides an incentive to fight it given the fact that a certain minimum level of environmental and health standards is necessary in order to be able to welcome visitors.

This process has begun and we must help it along. Over the past decade, the annual growth rate of tourist arrivals in developing countries has been higher than the world average. In 2005 they received some 326 million arrivals which generated 205 billion dollars in revenues. In the 1990's such countries experienced stronger growth in their international tourism receipts than the industrialized countries, which demonstrates the existence of a competitive advantage in their favor.

Contrary to a common misconception revenues from tourism in most developing countries are much larger than the "leakages" in the form of induced imports or repatriations of profits that it may generate. In all developing countries, tourism has shown itself to be a highly labor intensive activity that opens up opportunities for the businesses that provide products and services to the tourism industry. Its impact is particularly strong in the local farming and fishing industries, handicrafts and even the construction industry. With the development of micro credit, it represents fertile ground for private initiative. It serves as a foothold for the development of a market economy where small and medium-sized enterprises can expand and flourish. In poor rural areas, it often constitutes the only alternative to subsistence farming which is in decline.

RESPONSIBLE TOURISM (as cited at <http://www.responsible/tourism>)

- Minimizes negative economic, environmental and social impacts;
- Generates greater economic benefits for local people and enhance the well being of host communities, improves working conditions and access to the industry.
- Involves local people in decisions that affect their lives and life chances;
- Makes positive contributions to the conservation of natural and cultural heritage to the maintenance of the world's diversity.
- Provides more enjoyable experiences for tourists through more meaningful connections with local people and a greater understanding of local cultural, social and environmental issues.
- Provide access for physically challenged people and is culturally sensitive,
- Engenders respect between tourists and hosts and builds local pride and confidence.

As cited in <http://www.responsibletourism/partnership>, responsible tourism vision in Gambia states that "to make Gambia a better place to visit and a better place to live in – recognizing that it is the interaction between guests and hosts in a secure and enjoyable environment that should be experienced in Gambia and which encourages people in return."

RESPONSIBLE TOURISM POLICY FRAMEWORK IN GAMBIA

Responsible tourism policy framework in Gambia focused on three major responsibilities discussed here in under. These are Economic, Social Responsibility and Environmental Responsibility.

a) Economic Responsibility

As cited at <http://www.responsibletravel.com/partnership>, responsible tourism policy for the Gambia states, its economic responsibility as follows: The Gambia as a destination will increase both national and local community earnings from tourism and outlined three major objectives to be achieved within five years.

i) Assess Economic Impacts as a Prerequisite to Developing Economic Growth:

- Extend the season to create better employment conditions and to provide a stronger base for local economic development
- Increase the contribution from tourism to the maintenance of cultural heritage, traditional ways of life and wildlife and habitats
- Encourage business relationship between originating, market companies and local and emerging enterprises.
- Consider the opportunity costs of tourism for the local community and their livelihoods and be prepared to accept that there may be more appropriate economic opportunities for people in their area.
- Maintain and encourage economic diversity, avoiding over-dependency on tourism
- Ensure that tourism initiatives and investments contribute to local economic development strategy and avoid developments which negatively impact on local communities.
- Ensure that market and financial feasibility assessments are competently completed before raising expectations and exposing the community or local entrepreneurs to risk.

ii) Maximize Local Economic Benefits by Increasing Linkages and Leakages:

- Encourage and strengthen the informal sector to become part of the formal sector, through partnership and other business linkages by encouraging local purchasing.
- Encourage accommodation and tour operating business to co-operate in order to enrich the product; increase average length of stay and visitor spending; assist local entrepreneurs to establish themselves and market new products and services creating additional jobs and other livelihood opportunities by developing complementary products.
- Maximize economic benefits for local communities by encouraging tourists to purchase locally produced crafts.
- Encourage formal sector businesses individually and together to source goods and services from the local community; and to assist with the development of the local capacity to supply tourism goods and services consistently at appropriate price and quality and on a sufficient scale to meet the requirements of the industry.
- We shall work with the industry to achieve these objectives and encourage them to provide visitor feedback on their products and provide marketing training and managerial support.
- Encourage tour operators to be more innovative in their itineraries by for example, including markets, local museums, heritage sites, arts and crafts and local restaurants and by doing so encourage visitor spending.
- Recognizes that excessive competition in the informal sector contributes to hassling and undermines both quality and livelihood opportunities. We will work with the formal and informal sectors to diversify provision and to match supply and demand.

iii) Implementation

We will work in a spirit of partnership with all stakeholders to achieve our responsible tourism objectives. We will:

- Work with the formal and informal sectors to identify partnership and joint initiatives which can assist in the development of the tourism industry in the Gambia
- Seek to establish targets for improving the quality of the tourism experience in the Gambia and for improving revenues to the national economy and in particular to local communities.
- Report annually on the progress made towards achieving our objectives, transparency is essential in ensuring accountability and developing trust. We will encourage self-regulation, but this is only possible within a framework of transparent reporting.

b) Social Responsibility

Tourism provides opportunities for human interaction; at its best these relationship can take the form of African culture between hosts and guests. However, tourism can also bring social problems and it has to be worked out with the formal and informal sectors, government and local communities to address the issues that arise.

There are two major tasks.

i) Involve Local Communities in Planning and Decision Making

- Encourage participation by all stakeholders, the formal and informal sectors, government and communities.
- Involve the local community by creating opportunities for them to engage with the process of planning for tourism development in the Gambia
- Develop awareness of the positive aspects of tourism and of ways of mitigating negative impacts, through education within the school curriculum and public education initiatives with communities
- Pay particular attention to practical strategies involving all stakeholders to prevent the sexual exploitation of the children.
- Assess social impacts in the tourism development process and planning, to maximize positive impacts and minimize negative ones.

ii) Maintain and Encourage Social and Cultural Diversity

- Tourism development should not compromise respect for social, cultural and religious rights.
- Use local guides to ensure that the community speaks for itself and to increase the revenues going into the local community.
- Encourage opportunities for visitors to interact with locals as equals in a structured and guided manner.
- Develop a local social contract with participation and contributions from the community for interactions and behavior between the local community and tourists.
- Negative social and cultural impacts associated with tourism such as increased crime, drug and alcohol abuse, prostitution and child sex abuse should be monitored and action should be taken with local communities to minimize negative impacts and enhance positive ones.

c) Environmental Responsibility

The natural environment of Gambia is an important resource for the tourism industry; it is in the interest of the industry that is considered. The tourism industry is also a major consumer of natural resources and its environmental impacts need to be managed, particularly where its impacts adversely affect other stakeholders.

Positive and Negative Effects of Tourism

According to Tariku (2004), tourism as a contributor to pro-poor growth has both positive and negative consequences. The characteristics of pro-poor tourism are presented below (available at <http://www.pro-poortourism.org.uk>):

a) Positive Characteristics

- More labor intensive than manufacturing and can also involve more intensive use of unskilled and semi-skilled labor
- Employs a high percentage of women as compared to other industries
- Can build on assets of the poor such as culture and natural resources.
- Can involve a wide variety of micro enterprises, informal sectors and SME's;
- Potential means for responsible and sustainable tourism development.

b) Negative characteristics

- Expropriation of land, water and other assets of the poor by tourism industry
- Entry barriers to poor entrepreneurs since the industry is information and marketing intensive
- Less economic linkages due to high transaction costs

- Undesirable cultural impacts
- Environmental degradation may result if necessary actions are not taken.

These negative effects of tourism can be overcome, if there is a sound tourism development policy and implementation focusing on poverty reduction through the involvement of both the local community and entrepreneurs. Thus, its advantages outweigh the disadvantages, if tourism development is planned and implemented properly.

As cited in <http://www.grips.ac.ip/alumni/uzbikistan>, tourism provides 10 % of the world's income and employs almost 1/10 of the world's workforce. Positive effects of tourism may include:

- Developing positive attitudes towards each other
- Learning about each other's culture and customs
- Reducing negative perceptions and stereotypes
- Developing friendships
- Developing pride, appreciation, understanding, respect and tolerance for each other's culture.
- Increasing self-esteem of hosts and tourists
- Psychological satisfaction with interaction

So social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding, respect and liking. Residents are educated without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes and so on. For example, in Uzbekistan, particularly in such famous regions as Samara and, Buhara and Horezem tourist contributes significantly to their preservation of traditional handcrafting, wood carving, hammered copper work, handmade silk and carpets and maintenance of architectural and historical monuments. On the other hand, terrorism can increase tension, hostility and suspicion. Claims of tourism as a vital force for peace are exaggerated.

In most all-inclusive package tours more than 80 % of traveler's fees go to the airlines, hotels and other international companies not to local business men and workers.

- Large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions preventing local farmers and workers from reaping the benefit of their presence.
- Tourism has the power to affect cultural change among these are over development, assimilation, conflict and artificial reconstruction, and tourism may dilute or even destroy it.
- Tourism often grows into mass-tourism. It leads to the over consumption, pollution and lack of resources
- However, from the ecological point of view tourism is often more acceptable and preferable than any other industrial production as it is environmentally friendlier.
- Local communities use the natural resources but they also protect them.

As cited in <http://www.grips.ac.jp/alumni/uzbikistan>, in order to decrease the negative effects on local societies, we can check the following points when arranging a tourism activity in a region or taking part in it.

- Are local people involved in the tourism industry as employees?
- Does the organization cooperate with the local business?
- Does it have a respectful attitude to the local culture?
- How many economic benefits will the local population get from tourism?
- Are tour operators concerned about ecological hotels, transport and restaurants?

Francesco (2006) has identified seven major challenges of tourism, as presented hereunder:

- The need for a better understanding of the economic importance of tourism through the satellite account
- The congestion of sites and infrastructure resulting from the continuous increase in tourist flows
- The need to encourage the liberalization of trade in services while respecting the principles of sustainable development
- Appraising tourism's contribution to understanding among nations and to the promotions of a culture of peace;
- The introduction of new information and communication technologies
- The contribution of tourism to the fight against poverty and to job creation and
- The growing need for harmonious partnership between the public and private sectors.

Contrary to common misconception, revenues from tourism in most developing countries are much larger than the "leakages" in the form of induced or repatriation of profits that it may generate. In all developing countries tourism has shown itself to be a highly labor intensive activity that opens up opportunities for the business, that provide products and services to the tourism industry. Its impact is particularly strong in the local farming and fishing industries, handicrafts and even the construction industry. In fact, with the development of micro credit, it represents fertile ground for private initiatives.

As cited in Douglas <http://www.mailto:lainsworth.snv>, a larger number of families are now directly engaged in and benefiting from tourism and are more favorable towards tourists which results in longer visitor stays and better tourism experience. As cited in CarolineAshley@adi.org.uk, Laos in May 2006, an assessment of the tourism economy estimated that tourists spent US \$ 23 million per year within probing of which around 27 % accrued to semi-skilled and fairly urban, with some capital or skills. The supply chain for food and silk, however, representatives more than half the cash flow, and involved many poor and more rural households. A study was undertaken in the area of value chain to boost participation by the poor in tourism in Gambia (reported in 2005 annual register).

As cited in <http://www.propoortourism.org.uk>, annual register 2006, 20% of the farmers supply more than 50 % of its products to hotels. In addition, farmers report receiving as much as 40 % more for their produce, than if they had sold to vendors wholesale. As cited in <http://www.tribal.voice.co.uk>, a one year travel foundation funded project in Kenya seeks to transform the currently unsustainable "kipass Massai village". Tourism is located in the western end of the massi mara game reserve in Kenya.

The project Kipass Massai village aims to:

- Significantly increase the economic benefit from tourism to the local community
- Develop a quality village tourism experience that encourage genuine cultural exchange
- Provide UK tour operators and destinations suppliers with a sustainable cultural tourism excursion to responsibly market to their client.
- Disseminate good practice and lessons learnt from the project to enable other community tourism ventures to improve the sustainability of their business.

As cited in <http://www.spier.co.za/>, a South African Hotel, Spine reported in the 2005 annual register of its action to shift procurement to small local black business. Spine has initiated the following two specific initiatives.

- The staff catering service has been outsourced to a black previously disadvantaged member of staff and is breaking even as a business,
- Owing to a directive from senior management stating that all on-site construction materials should be both locally sourced and have as small as ecological footprint as possible.

COMMUNITY BASED INITIATIVES

Community based initiatives that were carried out in many countries like, Peru, Vietnam, India, Rwanda, Ethiopia are discussed briefly here in under.

a) Peru

As cited in <http://www.yachagu.wayi.org>, in the shadow of Peru highest mountain. 24 peasant families have developed Yayachaqui wayi the responsible travel center managed and owned by a recently formed peasant association, aims to inform and educate travelers on responsible travel and community tourism in the region.

b) Vietnam

As cited in <http://www.yachagu.wayi.org>, Vietnam Doi village household income was less than \$15 USD life in the village is defined by poverty. In January 2004 SNV together with HUE department initiated the Doi village cultural tourism project.

By adopting a community based planning approach and effective cooperative stakeholders including local Government, community associations, local tourism training institutions and tourism business this project is showing positive results.

New and expanded income earnings opportunities have been created for more than 50 % of village households, through direct involvement in tourism activities and the links with handicrafts and honey productions. Now, a community development has been established which collects 20 % of tourism revenues.

c) India

As cited in <http://www.help tourism .com>. in west Bengal, India help tourism was established in 1991 and has pioneered the sustainable developments of communities through ecotourism in rural areas. The program is running in cooperation with Association for Conservation and Tourism (ACT). The goals of both organizations are:

- Linking protected areas or world natural heritage sites with peoples livelihood through tourism
- Nature conservation and presentation of traditional cultures encouraging pride in indigenous and historical heritage.
- Alternative Livelihood for Protection of Important Natural Areas and Environment (ALPINE).
- Terrorism to tourism and peace (political stability assuring safe visits and peace).
- Support-social uplift, poverty alleviation, people's ownership in rural India through tourism.

d) Rwanda

As cited in <http://www.amahoro.tours/>, in the foothills of virayunga in Rwanda's northern province, international tourists visiting the Gorillas are being encouraged to visit local communities via a new partnership with a local tour operator, Amahoro tours and a small Rwandan tour operator (established 2003) sells gorilla visit permits and guest transport to the park.

The tour company helped local communities to set up umbrella associations of 13 communities associations which are now becoming a business Amahoro tourism allies. The 13 community's have 180 members some of which receive tourists others focus on food production and nurseries and some are not yet involved in the tourism supply chain. The communities are paid fees directly by the tour operator and or tourist. For example, a one day community trip for those people will bring US \$ 80 to three communities reaching 50 people directly.

e) Ethiopia

As cited in <http://www.tourismethiopia.org>, a dialogue on cultural heritage in sustainable development 16th April 2007 carried out in Ethiopia. The economic impact of tourism in Lalibela –hub of the historic route was identified as follows:

- Tourism creates direct jobs for 50 people, who in turn support 4.4 family members.
- 3740 people depend on -1/4 of the population of bugna woreda
- Tourism generated \$2.35 million for over enterprise in 2004.
- Each tourist represents a per capital income of \$167 to the economy of Bugina wereda. The per capital income break down to the economy of Bugina takes the following forms: Accommodation 45 %, Transport services 19%, Church 13%, Restaurant and bars 10%, Suppliers of goods 8%, Craft sellers 1 %, Tourist guides 1% and Others including 2% of beggars.

RESIDENTS ATTITUDE TOWARDS TOURISM ACTIVITIES/MARKETS

As cited in <http://www.fs.fed.us/ne/newtown square>, residents of Valdez Alaska were studied to understand their attitudes towards the perceptions of tourism development in their community. This study provided an assessment of resident's support for or against current and potential future levels of tourism. Specifically, resident's rate tourist markets by the impact they have on Resident's Quality Of Life (RQOL) and economic livelihood.

Three models provide a background to examine resident's perceptions to tourism activities in a community or area. Butler (1980) illustrated the nature of changes in a destination life cycle model that suggests over time, based on a destination gaining popularity, more tourists brings changes in the tourism system. These changes are enhanced by entrepreneurial and corporate activities of locals and outsiders eager to gain economically. Butler's model illustrates changes as a whole, but this model could also be studied according to tourist market segments. Over time in a destination, some tourist market segments will continue and flourish, and other segments will diminish for a variety of reasons.

AP and Crompton (1993) profiled four levels of reactions by resident's to tourism activities. The first level is embracement, which describes a euphoric stage where residents holding very positive attitudes toward tourists and their impacts. Tolerance is next on the continuum and describes residents who hold positive on some impacts and negative toward others. Adjustment is the third level on the continuum, where the residents have learned to cope with tourists and find ways of continuing with their lives with tourists crowding their community. Finally, the withdrawal strategy describes a community where residents leave when the tourists arrive.

Smith (1989) suggested residents react to both the type and quantity of tourists. Her seven types of tourist range from explorer, which represents an independent traveler, to a charter, which represents large group touring, and she suggests that these tourist segments impact a community differently. The explorer tourist accepts the local conditions and environment and tries to fit in with and get along with residents. The researcher on Alaska used a 4-page questionnaire which included 24 questions. Many of the questions were rating a list of features or statements. Specifically, the questionnaire asked resident's to rate visitor market segments impacting the local economy and their own quality of life using a 5-point Likert scale with "1" being very positive, "2" very negative. A "no opinion" option was also provided for those respondents who may not be familiar with the tourist market segments under enquiry.

The theoretical contribution of this research shows that Valdiz residents hold a mix of tolerance and embracement strategies (AP and Crompton, 1993) toward tourist market segments. The strong support for the economic impact that tourism brings, particularly with summer tourism markets, shows the locals embrace their current dependence and future livelihood on tourism.

METHODS

The respondent group consisted of the top five tourist host communities in Ethiopia identified and selected by MOCT marketing experts. These communities included Axsum, Bahir Dar, Konso, Lalibela and Semien Mountain National Park. Community members who are able to read and write as well as 18 years and above were selected as target groups.

The main purpose of the questionnaire was to identify attitudes/satisfaction levels of host communities regarding tourism activities undertaken in their respective localities. The questionnaire was translated from English into Amharic by a licensed document translation office operating in the capital city Addis Ababa, Ethiopia to extract the necessary information from residents.

The questionnaire contains section like positive and negative dimensions of tourism, identification of main concerns of tourism, the expected volume tourist traffic into the locality, major areas that call for improvement of tourism marketing in the area and respondents profile.

The number of questionnaires distributed was 650 copies in total. In other words, 150 copies of same questionnaire were distributed to each of the five communities. A closer follow up with the sincere support of host community tourism experts were made to facilitate the distribution and collection process of the questionnaires as well as to maximize the response rate.

The actual response rate was different from community to community. The actual response rate in Axsum was 59 % (88/150), Bahir Dar 73 % (110/150), Konso 50 % (75/150), Lalibela 53 % (80/150), and Semien Mountain national Park 60 % (90/150).

Once the data's were collected, and then the usable questionnaires were sorted out or edited, coded, entered on the data editor and processed using SPSS. During analysis independent T-test, one way – ANOVA and stepwise multiple regression analysis were used to process and interpret the collected data; wherever they were deemed appropriate. Moreover, descriptive statistics were also used for descriptive- research- oriented research questions.

DATA ANALYSIS AND INTERPRETATION

H1: The positive tourism dimensions are not significant drivers of the host community opinions towards the tourism marketing activities in the respective host communities.

H2: The Negative tourism dimensions are not significant drivers of the host community opinions towards the tourism marketing activities in the respective host communities.

TABLE 1: A COMPARATIVE ANALYSIS ON THE FIVE TOP TOURIST TRAFFIC AREAS IN ETHIOPIA

s/n	significant dimensions	Axsum	Bahir dar	Konso	Lalibela	Semien NP
1	Positive Dimensions of Tourism Vs. Overall satisfaction level of residents	<ul style="list-style-type: none"> Alpha coefficient =0.5505 R= .771 R²=.594 F value =(24.035) Significant level = (.000). 	<ul style="list-style-type: none"> Alpha coefficient =(0.5678) R= .789 R²=.622 F value =(58.076) and Significant level= (.000) 	<ul style="list-style-type: none"> Alpha coefficient = (0.5656) R= .694 R²=.482 F value =(8.904) and Significant level (.000) 	<ul style="list-style-type: none"> Alpha coefficient =(0.6313) R= .893 R²=.798 F value =(40.644) and significant level =(0.000) 	<ul style="list-style-type: none"> Alpha coefficient =(0.6804) R= .817 R²=.668 F value (42.720) and a small significant level = (.000).
		<ul style="list-style-type: none"> money spent by tourism, good for community, easy access to tourist areas, selling goods to tourism, obtaining new skills 	<ul style="list-style-type: none"> money spent in tourism remains in the community, easy access to the areas tourists use, stimulates local culture & crafts, creates jobs for local residents, personally benefit from tourism industry, helps community to obtain services, personally speak to tourists 	<ul style="list-style-type: none"> money spent in tourism remains in the community, easy access to the areas tourists use, stimulates local culture & crafts, creates jobs for local residents, personally benefit from tourism industry, helps community to obtain services, personally speak to tourists regularly) 	<ul style="list-style-type: none"> feel secure in my job, working in tourism, good for our community, selling goods to tourists, money spent in tourism remains in the community, helps obtaining new skills, participate in development planning 	<ul style="list-style-type: none"> money spent in tourism remains in the community, control over tourism, helps obtaining new skills, speak to tourists regularly
2	Negative Dimensions of Tourism Vs. Overall satisfaction level of residents	<ul style="list-style-type: none"> Alpha coefficient =(0.5796) R= .798 R²=.636 F value =(28.656) and Significant level (.000) 	<ul style="list-style-type: none"> Alpha coefficient =(0.7561) R= .697 R²=.487 F value =(50.416) and Significant level = (.000). 	<ul style="list-style-type: none"> Alpha coefficient = (0.5864) R= .830 R²=.690 F value =(30.671) and Significant level = (.000) 	<ul style="list-style-type: none"> Alpha coefficient =(0.7845) R= .918 R²=.843 F value (207.021) and Significant level = (.000). 	<ul style="list-style-type: none"> Alpha coefficient =(0.5805) R= .822 R²=.676 F value (59.695) and a small significant level= (.000).
		<ul style="list-style-type: none"> Bothering me while working, raises price of goods and services, raises crime rates, uses natural resources needed, violates community traditions 	<ul style="list-style-type: none"> violates of community traditions, cause rise in crime rates 	<ul style="list-style-type: none"> bothering me at work, causes rise in crime rates, violates community traditions, Raise prices of goods and services, uses natural resources needed 	<ul style="list-style-type: none"> raises prices for goods, bothering me at work 	<ul style="list-style-type: none"> Causes rises in crime rates, raises prices for goods, tourism harms the environment)

ANALYSIS OF THE HYPOTHESIS TESTED REGARDING HOST COMMUNITIES

- 1) Alpha coefficient- describes the internal reliability and consistency of factors/variables used.
- 2) R - value shows a strong /moderate or low / degree of relationship between tourism dimensions and overall satisfaction level of residents
- 3) R² - Shows the variations explained by the model
- 4) F -value indicates the overall variance accounted for in the model.
- 5) The associated Sig value = (.000). < p value (< 0.05)
- 6) Thus, the null hypothesis is rejected on an F statistics of the above variables/dimensions.

TABLE 2: SIMILARITIES AND DIFFERENCES AMONG TOP TOURIST TRAFFIC DESTINATIONS IN ETHIOPIA

S/N	Items	Axsum	Bahir Dar	Konso	Lalibela	Semien
1	Expected volume of tourists	<ul style="list-style-type: none"> • (83%) of the respondents preferred more tourist inflow than now • (13%) opted for maintaining the current level • 4% preferred much more tourist inflow 	<ul style="list-style-type: none"> • 67 % of respondents want more tourism activities • nearly 23 % need much more tourism now and • 10 % preferred to have same tourist inflow in the future. 	<ul style="list-style-type: none"> • 62 % of respondents want more tourist inflow, • 28 % need much more tourism than now and the rest • 10 % needed same, or less or much less than the present traffic. 	<ul style="list-style-type: none"> • 66 % of respondents want much more tourism activities, 28 % need more tourism, • 4 % preferred to have the same tourist inflow and the rest • 2% preferred less or much less than the current level of tourist traffic. 	<ul style="list-style-type: none"> • 59 % of respondents want much more tourism activities, • 30 % need more tourist inflow, • 9 % preferred to have the same tourist inflow and the remaining • 2% preferred less and much less tourist inflow than the present level
2	Main concerns regarding tourism Activities	<ul style="list-style-type: none"> • 60 % of the respondents identified harassment by beggars, • 14% of stealing and damaging historical heritages, and • 11% tourist hostile community members as a major concern in tourism activity in Axsum. 	<ul style="list-style-type: none"> • 63 % of the respondents identified environmental degradation • 7 % violates local traditions and culture. • 6 % identified increased number of illegal guides and • 5% identified poor or non-maintenance of historical heritages. 	<ul style="list-style-type: none"> • 16 % of the respondents equally identified low awareness level of community members and harassment by local beggars as major concern • 12 % residents identified tourist hostile community members, • 11% believed taking nude photographs of local girls as their main concern. 	<ul style="list-style-type: none"> • 28 % of the respondents identified poor or non maintenance of historical heritages, • 20 % theft as main concern for tourism. • 14 % of the respondents identified stealing and damaging historical heritages and wide spread of HIV by irresponsible tourists as their main concern equally. • 11% identified, non - availability of considerable benefits to the community and harassment by local beggars with equal weight, and • 3% identified increased number of illegal guides in their locality as their main concern. 	<ul style="list-style-type: none"> • 22 % of the respondents identified harassment by local beggars, • 21 % identified non-availability of entertainment facilities as main concern for tourism. The study further revealed, • 16 % of the respondents identified tourist hostile community members, • 14 % increased number of illegal guides, • 13 % non - availability of considerable benefits to the community • 4% of the respondents identified equally for violation of local traditions and culture, and low awareness level of community members
3	Measures to be taken to improve the performance of tourism	<ul style="list-style-type: none"> • 55% Developing the infrastructure • 10% Developing a clear & comprehensive host community policy & strategy • 7% Conducting a regular survey on the needs of the tourists • 6% identified improving hotels, banking and telephone facilities, while • 5 % identified developing tourist controlling mechanisms during their stay 	<ul style="list-style-type: none"> • 55% of the residents identified promoting the community • 12% identified protecting heritages and environmental degradation • 5% identified availability of potable water, making regular survey on needs of tourists, and maintaining peace and stability. • 18% of the respondents together have identified developing the host community, reallocating money earned to the community, clear and comprehensive tourism policy and strategy, training local and legal guides who speak the local language, receiving tourist fees on legal voucher, upgrading awareness level of the community and developing tourist controlling mechanisms to improve the performance of tourism in the community. 	<ul style="list-style-type: none"> • 19 % of the residents identified maintaining peace and stability and protecting heritages and environmental degradation; • 17% identified promoting the community while • 16% availability of potable water will improve performance of tourism in the community • .13 % training local and legal guides who speak the local language, • 4% identified equally building hotels, banks, telecom and other facilities and developing the host 	<ul style="list-style-type: none"> • 26 % of the residents identified protecting heritages and environmental degradation, • 19 % identified availability of potable water, • 16 % of the respondents identified making regular survey on needs of tourists, • 14% identified clear and comprehensive tourism policy and strategy, • 13 % identified training local and legal guides who speak the local language, 	<ul style="list-style-type: none"> • 26 % of the resident's identified making regular survey on needs of tourists, • 13 % of the respondents identified promoting the community • 12 % of respondents identified clear and comprehensive policy and strategy regarding tourism development in the host community and • 11% identified availability of potable water to improve tourism performance in the community.

				community, reallocating income generated from tourism to the community	<ul style="list-style-type: none"> 8 % identified developing tourist controlling mechanisms during their stay, while 5 % identified receiving tourist fees on legal vouchers by the relevant bodies to minimize corruption 	<ul style="list-style-type: none"> 8 % of the respondents equally identified reallocating income to the community, training local and legal guides who speak the local language and receiving tourist fees on legal vouchers and 7% developing the host community to enhance tourism performance community.
4.	Most welcomed tourists	<ul style="list-style-type: none"> Highly spending tourists (43 %) those who suggest how to develop tourism in the locality (23 %) those who have good image about Ethiopia(15 %) 9% identified tourists who disseminates good information about the community, 6% tourists who share ideas with elders, respect for local tradition & culture and 5 % of the residents identified highly friendly tourists 	<ul style="list-style-type: none"> 56 % of the residents identified tourists with big interests in local traditions, 15 % of residents identified tourists with a good image about Ethiopia, 9% identified disciplined and well behaving tourists, 7 % identified respect for local tradition and culture, 5 % of the residents identified highly spending tourists and 2 % residents identified tourists who suggest ideas how to develop tourism, highly friendly tourists, tourists who disseminate good information about the community independently. 	<ul style="list-style-type: none"> 15 % of the residents identified respect for local tradition and culture, about 14 % of residents equally identified highly friendly tourists, tourist who visit with legal documents, and tourists who disseminate good information about the community are to be welcomed. 12 % identified all types of tourists are welcomed. 8 % of the respondents equally identified ,disciplined and well behaving tourists, tourists with big interests in local traditions, tourists who suggest ideas how to develop tourism , tourists who share ideas with elders tourists. 11 % of the respondents welcomed all types of tourists. 	<ul style="list-style-type: none"> 28 % of the respondents identified highly spending tourists as the most welcomed tourists, 18 % of the respondents identified disciplined and well behaving tourists, 16% of respondents equally identified highly friendly tourists ,and tourists who disseminates good information on about the community, 13 % preferred tourists with a good image about Ethiopia while 10 % identified all types of tourists 	<ul style="list-style-type: none"> 41 % of the respondents identified highly spending tourists as the most welcomed tourists, 12 % of the respondents identified tourists who share ideas with elders, 11% tourists who disseminate good information about the community and 8 % of the respondents identified equally tourist who visit with legal documents and all types of tourists welcomed in their community 7 % of respondents equally identified, respect for local tradition and culture, tourists who suggest ideas how to develop tourism and tourists with a good image about the community
5	Overall satisfaction /over all attitude of residents	<ul style="list-style-type: none"> Good (41%) 38 % as excellent and 22 % as satisfactory. 	<ul style="list-style-type: none"> 46% of the respondent's found tourism activity in their community as good, 27% as excellent and 26 % as satisfactory. 	<ul style="list-style-type: none"> 43% of the respondents in Konso felt good about tourism activities in the area, 33 % found it satisfactory and 24 % as excellent 	<ul style="list-style-type: none"> 39% of the respondents felt good regarding performance tourism in their community, 36% found it satisfactory and the 24% found it very good. 	<ul style="list-style-type: none"> 48% of the respondents perceived tourism activities in the community as satisfactory 27% as good and the rest 26 % of the respondents perceived as excellent.
6.	Availability of significant difference in the overall satisfaction level of residents	<ul style="list-style-type: none"> by gender and religion 	<ul style="list-style-type: none"> by occupation and religion 	<ul style="list-style-type: none"> by length of stay, occupation and age. 	<ul style="list-style-type: none"> by Gender, occupation, employment, in the industry, length of time and social class 	<ul style="list-style-type: none"> by gender, occupation, employment in the industry, length of time they lived in the community, and level of income

CONCLUSIONS

This study examined the overall attitude of five top rated tourist host communities in Ethiopia towards tourism activities. Descriptive analysis was used to analyze the demographic profiles of residents. An attempt was made to explore the host community attitudes about tourism positive and negative dimensions' in relation to the tourism marketing activities in their respective localities. A stepwise multiple regression analysis was utilized for this purpose. The result of the study demonstrated that there was a significant relationship between positive and negative dimensions' on the overall attitude/ satisfaction level of residents. Moreover, the study revealed the expected volume of inbound tourists for the future, major concerns, measures to be taken to enhance tourism performances and type of most welcomed tourists by community members in the selected five major tourist destinations. The study also disclosed the significant mean

response differences in the overall satisfaction level of host communities in terms of resident's demographic characteristics, such as gender, age, education level, and total household incomes using a two-tailed independent t-test and One-way ANOVA.

The cultural and economic impacts of international tourism on host communities in many respects are quite remarkable. It is used as instrument to widely share cultural attitudes and consumer habits. It fosters social unity in countries and the integration of those who may have felt excluded. Since it promotes encounters and dialogue between visitors and hosts, it fosters their knowledge of each other. It further enhances mutual recognition of individuals and groups alike at the national level as well as international level. On the other hand it leads to an irreversible deterioration of sites, the over – use of natural resources, the impairment of biodiversity, the degradation of historic monuments through overcrowding, the precarious nature of seasonal work, the unlimited exploitation of workers uprooted from the areas around resorts, the decline in cultural production and craftsmanship, organized sex tourism involving children. Tourism is an instrument in the fight against poverty and to job creation. Poverty is not only a matter of lack of money but a multi-dimensional and complex phenomenon with an intricate relationship to issues such as disease, illiteracy, infant mortality, environmental degradation and many other aspects. Tourism provides not only wealth but also provides an incentive to fight.

Tourism is a highly labor-intensive activity which opens up opportunities for the businesses that provide products and services to the tourism industry. Its impact is particularly strong in the local farming and fishing industries, handicrafts and even the construction industry. With the development of micro-credit, it represents fertile ground for private initiative. It serves as a foothold for the development of a market economy where small and medium – sized enterprises can expand and flourish. Although at low level the poorest economies like Ethiopia benefit from tourism receipts.

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