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OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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THE IMPACT OF TOURISM DEVELOPMENT ON THE ECONOMIC, CULTURAL, ENVIRONMENTAL AND SOCIAL DIMENSIONS: PERCEPTION OF RESIDENTS' OF GONDER AND ITS NEARBY RURAL COMMUNITIES IN ETHIOPIA

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ABSTRACT

The major objective of this study is to investigate the impact of tourism development on the economic, cultural, environmental and social dimensions of residents of Gonder and nearby rural communities with respect to their level of satisfaction. Area sampling method with equal number of samples was used to the two adjacent areas. The questionnaire had been hand-delivered to 150 residents of Gonder and 150 residents Semien national park area. From the 300 questionnaires distributed 180 questionnaires were collected and only 150 were found usable which implied a 60% nominal and 50% real response rate respectively. The result of the study showed the existence of a significant relationship between some of the predictor variables and dependent variables. For example, "A small group of people are benefiting from tourism; the cost of tourism development is high; high-spending tourists have affected residents way living negatively; Tourism provided traditions and customs' valorization; development of tourism created an incentive to conserve natural resources; tourism development resulted in overcrowded walking paths, parks and other outdoor places" were found having a significant relationship with the overall level of satisfaction of residents. The relationship for other variables with the dependent variables was insignificant. The finding assists in formulating host friendly tourism - oriented policies to convert residents into satisfied community members. The study identified a number of specific impact factors that have a significant relationship with the level of satisfaction of the residents.

KEYWORDS

host communities, perceptions, resident segments. Tourist destination, tourism impacts.

INTRODUCTION

Travel and tourism is the second largest global industry with daily international revenues of approximately US\$2 billion, and investments of 12 percent of world GDP. Tourism, as a dynamic and exchange process, involves a direct and reciprocal relationship between users and producers of the tourism product. This interaction component is usually the essential element which characterizes a tourism experience. The destination point for this study is Gonder and its rural communities located in the Northwestern part of Ethiopia. Gondar is 50 kilometres north of Lake Tana, 500 kilometres north-western of Addis Ababa and nestles in the foothills of the Simien mountains at 2,200 metres above sea level. Gondar was the capital of Ethiopia from the rise of Fasilades to the fall of Tewodros (1632-1855) which is reflected in the many castles and palaces in the city. Gondar was founded by Emperor Fasilides (also known as Fasilidos or Fasilidas) around 1635. Nobody knew exactly why the emperor chose to build his capital there. Popular legends say that an angel prophesized about the Ethiopian capital being built at a place whose name starts with the letter G. Another legend claims that it was God who chose the place where the city would be built, saying that Fasilides found the place after following a buffalo during one of his hunting expeditions. One thing that has always been constant in Gondar's history is its strong appreciation for art and culture. The impact was so strong that present-day Gondar has now become a popular tourist destination because of the castle of Fasilides, the palace of Iyasu the Great, and various churches and monasteries.

FIGURE-1: GONDER: FASILADES AND THE SIMIEN MOUNTAIN NATIONAL PARK



The Simien Mountains National Park is found North West of Ethiopia, at about 885 km from Addis Ababa. The dramatic landscapes of the Semen Mountains (i.e. the extreme escarpments and their thousands of meters of sheer cliffs) are the result of massive seismic activity in the area about 40 million years ago (Miocene and Oligocene, geological period).. The annual mean temperatures range from about 18oc at 2600m altitude to about – 2oc at 4400 m altitude. The Simien Mountain is the home of Gelada Baboon, Walia ibex & Red Fox shown below respectively.

FIGURE -2: WALIA IBEX, GELADA BABOON & RED FOX SHOWN BELOW RESPECTIVELY



REVIEW OF LITERATURE

The tourism literature has accorded an increasing importance to residents' support for tourism in fostering tourism development (Andriotis, 2004; Gursoy and Rutherford, 2004; **Gursoy et al., 2002**; Teye et al., 2002; **Fredline and Faulkner, 2000**; **Ryan et al., 1998**). The literature also reveals that the possibility of gaining residents' support for tourism is influenced by residents' characteristics. **Caneday and Zeiger (1991)** suggest that residents' involvement in tourism in generating economic or social benefits can influence their attitude towards tourism. For example, residents with an economic dependence on tourism have a strong positive attitude towards tourism but they are also "quick to identify negatives associated with tourism" (Inbakaran and Jackson, 2006, p. 61). **Akis et al. (1996, p. 481)** note that if social costs are overlooked, local residents may question "whether their visitors are an unqualified blessing".

There are a number of factors that influence residents' attitudes towards tourism. Some of them involve the distance of residents' homes from the main tourist destination (Murphy and Andressen, 1988), the type of tourism (**Dogan, 1989**), the length of residents' stay in the community (Allen et al., 1988); Liu and Var, 1986), and residents' demographic characteristics (Sharma and Dyer, 2009; Chen, 2000; Pizam and Pokela, 1985; **Fredline and Faulkner, 2000**; **Lankford, 1991**). Generally, a positive attitude towards tourism is associated with gender (female), employment, level of income, level of education, and the place where people live (e.g. urban or rural areas) (Allen et al., 1993; Inbakaran and Jackson, 2006).

In a study by **Inbakaran and Jackson (2006, pp. 70-71)**, resident clusters were found to differ only in their negative attitudes towards tourism development with age; life cycle stage of residents themselves, and of tourism development; and distance from a major attraction. There was, however, a correlation between levels of tourism and negative host attitudes such that "residents of host communities perceived tourism to produce a number of socio-cultural changes" (**Canosa et al., 2001, p. 52**). **Canosa et al. (2001, p. 52)** suggest this could include "[...] a decrease in honesty, friendliness and sincerity, and an increase in theft and alcoholism [...] and greater sexual permissiveness".

Tourism, as a dynamic and exchange process, involves a direct and reciprocal relationship between users and producers of the tourism product. This interaction component is usually the essential element which characterizes a tourism experience. This can have both positive and negative consequences and therefore should be carefully monitored in order to minimize the costs implied with the tourism process (Sheldon and Abenoja, 2001). Positive and negative elements (referred in tourism literature as impacts) can be transferred both to the tourists and the resident population, since the tourism product can only be consumed in the destination.

One of the first studies to recognize that the economic effects of tourism alone did not give a comprehensive vision of the tourism phenomenon was by **Pizam (1978)**. In his research, he examined the negative impacts of tourism on the social sphere and as a result, numerous research projects have been produced focusing on this dimension. One aspect of social impact research which is often investigated, concerns the effects of tourism on the host community. In order to measure inevitable tourism impacts on local population and the perceptions developed, reactions displayed by residents should be investigated, thus an analysis of attitudes from the local residents should be involved:

[...] attitude is a psychological tendency that is expressed by evaluating a particular entity with some degrees of favor or disfavor [...] evaluating refers to all classes of evaluative responding, whether overt or covert, cognitive, affective or behavioral (**Eagly and Chaiken, 1993**).

Thus, attitudes could be very similar to beliefs, but they additionally possess an evaluative component; understanding attitudes of the people means understanding if residents are supportive or exert opposition towards tourism development projects, and understanding their attitudes allows for the adoption of an adequate responsive mechanism to the negative influences that arise from the tourism exchange (**Williams and Lawson, 2001**; **Sharma and Dyer, 2009**).

Past research on the social and cultural sphere conducted in previous decades, had a tendency to examine the factors that are likely to influence and partly deviate the perceptions of impacts, both taking into account the dependent variables (the elements that directly depend on tourism) and the independent variables (the factors that are independent on tourism and may or may not exert a direct influence on the perceptual patterns of residents).

According to AP, J. (1992): [...] in developing and attracting tourism to a community, the goal is to achieve outcomes that obtain the best balance of benefits and costs for both residents and tourism actors. Residents evaluate tourism in terms of social exchange, that is, evaluate it in terms of expected benefits or costs obtained in return for the services they supply. Hence, it is assumed host resident actors seek tourism development for their community in order to satisfy their economic, social, and psychological needs and to improve the community's well-being.

IMPORTANCE OF THE STUDY

This research is critical for destination marketers, tourism development strategists and policy makers to seriously enquire into the perception of residents towards development of tourism in their respective communities in order to gain their support.

HYPOTHESES

H₀: There is no significant relationship between economic dimensions and the overall perception of residents towards tourism development in their community.

H₀: There is no significant relationship between economic variables and the overall perception of residents towards tourism development in their community

H₀: There is no significant relationship between cultural dimensions and the overall perception of residents towards tourism development in their community

H₀: There is no significant relationship between environmental dimensions and the overall perception of residents towards tourism development in their community

H₀: There is no significant relationship between social dimensions and the overall perception of residents towards tourism development in their community

OBJECTIVES OF THE STUDY

The main objective of the study is to examine the impact of tourism development on the economic, cultural, environmental and social dimensions as perceived by the residents of Gonder and its nearby rural communities.

RESEARCH METHODOLOGY

The research methodology /approach used were purely quantitative in nature. A total of 300 hand-delivered questionnaires were distributed to residents of Gonder and nearby rural communities. Altogether, 180 questionnaires were collected (giving us a nominal response rate of 60%) out of which 150 questionnaires were found usable (50% real response rate).

The questionnaire consisted of 35 questions, divided into two major parts. The first section included General Information questions about the socio-demographic profile of the respondents who participated in the investigation in order to understand the importance of the industry for the single person and the level of reliance on tourism as a consequence.

The second section of the questionnaire include Basic Information Statements, presented in order to identify the level of agreement or disagreement of people with the different impacts caused by tourism (in particular economic, cultural, environmental and social dimension), with one final statement the overall level of satisfactions that residents gained from the tourism development effort undertaken in their locality.

The questionnaire used was designed based on the research works of Aguilo' and Nadal (2005) in their study for the Balearic Islands and that of Akis et al. (1996) in Cyprus; A minor modification has been made on the questionnaire. Data has been analyzed using descriptive and regression analysis.

RESULTS AND DISCUSSIONS

Once the data are collected it is edited, coded, cleaned and then entered in to the SPSS (Statistical Package for Social Sciences) version 17.0. It was used to compute and analyze the data. The researcher tried to use different books for SPSS ultimate use. The statistical tests that are used in the analysis of data included reliability (Cronbach alpha), validity, descriptive statistics (compare two means), frequencies (using tables, percentages and graphs), and regression analysis was used to analysis the data.

VALIDITY AND RELIABILITY

The validity of a scale refers to the degree to which it measures what it is supposed to measure. Unfortunately, there is no single clear-cut indicator of a scale's validity. The validation of a scale involves the collection of empirical evidence concerning its use. A number of different steps were taken to ensure the validity of the study. First data was collected from respondents who are residing in the host community; survey question were made based on literature review and frame of reference to ensure the validity of the result; questionnaire has been pre-tested by pilot test before starting the survey. Questionnaire was tested by 50 residents; data has been collected through two weeks, within this short period of time and no major event has been changed with the related participants.

According to George and Mallery Cronbach's (1951) Alpha reliability coefficient normally ranges between 0 and 1. The closer Cronbach's alpha coefficient is to 1.0, the greater the internal consistency of the items in the scale. The writers provide the following rule of thumb: ' $\geq .9$ =excellent; $\geq .8$ good; $\geq .7$ acceptable; $\geq .6$ questionable; $\geq .5$ poor; and $\leq .5$ unacceptable. Cronbach's alpha of 93.8%, which implies an excellent degree of internal consistency of data, which is qualified for further statistical analysis. Thus the Cronbach's alpha value is .883 which put the internal consistency of the study in good category.

TABLE 1: RELIABILITY STATISTICS (ALL IMPACT DIMENSIONS)

Cronbach's Alpha	N of Items
.883	34

Source: Gonder Survey, 2013

2. Demographic Profile of Respondents

The demographic profile of the total number of respondents who participated in the study showed the following breakdown. The study participant composed of 59.9% males and 38.9% females. The age of the majority group represented was 18-30 (68.4%). The second largest group was 31-40 (25.7%). The least respondent group was 41-50 (4.6%). 57.2% of the respondents single followed by 29.6% of married while 3.9% were widowed and 7.9% divorced. For educational level, the highest number of respondents (37.5%) college Diploma, 37.5% college degree and 6.6% graduate Degree. The largest number of respondents (36.8%) lived greater than 10 years followed 26.3 % who lived 3-4 years in the area. However 17.1% have lived less than 2 years. With regard to income 30.9% of the respondent's monthly income greater than \$2000 while the least monthly income group is 1.3% and earns less than \$500.

3. REGRESSION ANALYSIS

The regression analysis was conducted for each dimension of tourism development and the results are presented in the following section. In all the estimated models, R is the multiple correlation coefficients between all of the predictor variables and the dependent variables. R^2 is frequently used to describe the goodness-of-fit or the amount of variance explained by a given set of independent/predictor variables. The F Statistics represents a test of the null hypothesis that the expected values of the regression coefficients are equal to each other and that they equal zero. In other words, this F statistics tests whether the R^2 proportion of variance in the dependent variable accounted for by the independent/predictors is zero. A value of $P < .05$ indicates that there is a significant relationship between the independent/predictor variables and the dependent variable i.e.; overall satisfaction with the tourism development in Gonder.

3.1 THE IMPACT OF TOURISM DEVELOPMENT ON ECONOMIC DIMENSION

The Model Summary gives the R (.421) and R square (.177). The R square value tells how much of the variance in the dependent variable (overall satisfaction with the overall satisfaction of residents) is explained by the model (which includes the twelve variables stated in the economic dimensions). This means that the model explains 17.7 % of the variance in overall satisfaction of residents on tourism development. When a small sample is involved, the R square value in the sample tends to be a rather optimistic overestimation of the true value in the population (Tabachnick & Fidell, 2001). In this case the researcher has taken enough samples and the adjusted R square value is not optimistic overestimation.

H₁: There is no significant relationship between economic dimensions and the overall level of satisfaction of residents towards tourism development in their community.

To assess the statistical significance of the result it was necessary to run an ANOVA. This tests the null hypothesis that multiple R in the population equals 0. The result of the analysis showed that, the independent variables significantly predicts the overall satisfaction of residents, $F = 2.441$, $/p < .000$.

TABLE 2: TABLE COEFFICIENTS-ECONOMIC DIMENSIONS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.964	.725		1.329	.186
Tourism is likely to create more jobs for your community.	.158	.080	.191	1.982	.049
Employment opportunities are offered to externals rather than locals	.029	.085	.037	.346	.730
Economic benefits of tourism go to a small group of people.	.182	.084	.180	2.156	.033
Tourism is likely to provide more business for local people and small businesses.	.154	.083	.184	-1.861	.065
High-spending tourists are likely to affect negatively our way of living.	.149	.072	.190	-2.066	.041
The cost of developing tourist facilities is too much.	.195	.087	.192	2.243	.026
Tourism is likely to attract more investment to your community.	.000	.090	.000	.002	.998
Tourisms likely to create additional tax revenue from tourists for local governments.	.108	.078	.123	1.386	.168
The prices of goods and services are likely to increase because of tourism.	.154	.095	.163	1.627	.106
The price of real estate (e.g. house, land, etc.) is likely to rise because of tourism.	.140	.075	.177	1.854	.066
Improving public facilities for tourists' use is a waste of taxpayers' money.	.141	.081	.154	1.738	.085
Tourism is likely to put more pressure on local services such as police and fire protection, utilities, roads.	-.007	.073	-.007	-.090	.928

a. Dependent Variable: Overall satisfaction level on the tourism development in the area

Source: Gonder Survey, 2013

As shown in the table 13, the coefficients indicate the increase in the value of the dependent variable for each unit of increase in the predictor variable. Four of the economic dimension: "Tourism is likely to create more jobs for the community ($P < .049$); "Economic benefits of tourism go to a small group of people" ($P < .033$); "High-spending tourists are likely to affect negatively residents way of living" ($P < .041$) and "the cost of developing tourist facilities is too much" ($P < .026$) have a significant relationship with the overall satisfaction level of residents in Gonder. However, the rest of the items indicated in table 12c did not show a significant relationship the overall satisfaction level of residents in Gonder.

3.2 THE IMPACT OF TORISM DEVELOPMENT ON CULTURAL DIMENSIONS

The Model Summary gives the R (.332) and R square (.110). The R square value tells how much of the variance in the dependent variable (overall satisfaction with the overall satisfaction of residents) is explained by the model (which includes the nine variables stated above). In this case the value is .110 expressed as a percentage (multiply by 100) it becomes 11.0%. This means that the model explains 11.0 % of the variance in overall satisfaction of residents on tourism development. When a small sample is involved, the R square value in the sample tends to be a rather optimistic overestimation of the true value in the population (Tabachnick & Fidell, 2001). In this case the researcher has taken enough samples and the adjusted R square value is not optimistic overestimation.

H₂: There is no significant relationship between cultural dimensions and the overall level of satisfaction of residents towards tourism development in their community.

To assess the statistical significance of the null hypothesis that is to test the null hypothesis that multiple R in the population equals 0; it was necessary to run an ANOVA. The result of the analysis showed that, there is a significant relationship between economic dimensions and the overall level of satisfaction of residents towards tourism development in their community ($f = 1.929$, $/p < .000$.)

TABLE 3: COEFFICIENTS-CULTURAL DIMENSION

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.528	.587		2.603	.010
Tourists learn about locals' culture	.073	.077	.088	.949	.344
Residents learn about tourists' culture	.052	.085	.065	.613	.541
Tourism provides traditions and customs' valorization	.195	.087	.193	2.234	.027
Tourism incentives the restoration of historical buildings	.138	.085	-.165	-1.631	.105
Tourists exert an undesirable effect on locals' habits	.094	.084	.100	1.116	.266
Tourism causes changes in local culture and traditions	.070	.073	.089	.951	.343
Meeting people from other regions of the world is a valuable experience to better understand their culture and society	.008	.076	.010	.103	.918
Tourism is likely to result in more cultural exchange between tourists and residents	.099	.082	.108	1.211	.228
Tourism is likely to encourage development of a variety of cultural activities by the local residents	.025	.082	-.028	-.301	.764

a. Dependent Variable: Overall satisfaction level on the tourism development in the area

Source: Gonder Survey, 2013

As shown in the table 13, the coefficients indicate the increase in the value of the dependent variable for each unit of increase in the predictor variable. One of the cultural dimension items "Tourism provides traditions and customs' valorization ($P < .027$); have a significant relationship with the overall satisfaction level of residents in Gonder. However, the rest of the items indicated in table 13 did not show a significant relationship the overall satisfaction level of residents in Gonder. The t - value was 2.234. This indicated that "Tourism provides traditions and customs' valorization independently affects overall satisfaction level of residents in Gonder ($t > 2$) (Chang and Chang, 2010).

3.3 THE IMPACT OF TOURISM DEVELOPMENT ON ENVIRONMENTAL DIMENSIONS

The Model Summary gives the R (.310) and R square (.096). The R square value tells how much of the variance in the dependent variable (overall satisfaction with the overall satisfaction of residents) is explained by the model (which includes the six variables stated in the environmental dimension). In this case the value is .096 expressed as a percentage (multiply by 100) it becomes 9.6%. This means that the model explains 9.6 % of the variance in overall satisfaction of residents on tourism development in Gonder. When a small sample is involved, the R square value in the sample tends to be a rather optimistic overestimation of the true value in the population (Tabachnick & Fidell, 2001). In this case the researcher has taken enough samples and the adjusted R square value is not optimistic overestimation.

H₃: There is no significant relationship between environmental dimensions and the overall level of satisfaction of residents towards tourism development in their community.

To assess the statistical significance of the null hypothesis that is to test the null hypothesis that multiple R in the population equals 0; it was necessary to run an ANOVA. The result of the analysis showed that, there is a significant relationship between environmental and the overall level of satisfaction of residents towards tourism development in their community ($F = 2.512$, $/p < .000$).

TABLE 4: COEFFICIENTS –ENVIRONMENTAL DIMENSION

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.959	.472		4.150	.000
Tourism is likely to result in noise and pollution.	.111	.080	.134	1.396	.165
Construction of hotels and other tourist facilities are likely to destroy the natural environment.	.099	.084	.124	1.188	.237
Tourism development is likely to provide an incentive for the conservation of natural resources.	.208	.088	.206	2.361	.020
Tourism is likely to result in traffic congestion.	.075	.079	.089	.953	.342
Tourism development is likely to provide more parks and other recreational areas for local residents	.096	.069	.123	1.384	.169
Tourism is likely to change our local culture	.032	.078	.035	.411	.682

a. Dependent Variable: Overall satisfaction level o the tourism development in the area

Source: Gonder Survey, 2013

As shown in the table 14, the coefficients indicate the increase in the value of the dependent variable for each unit of increase in the predictor variable. One of the items incorporated in Environmental Dimension “*Tourism development is likely to provide an incentive for the conservation of natural resources*” ($P < .020$); have a significant relationship with the overall satisfaction level of residents in Gonder. However, the rest of the items indicated in table 13c did not show a significant relationship the overall satisfaction level of residents in Gonder. The t - value was 2.361. This indicated that “Tourism provides traditions and customs’ valorization affects overall satisfaction level of residents in Gonder ($t > 2$) (Chang and Chang, 2010).

3.4 THE IMPACT TOURISM DEVELOPMENT ON SOCIAL DIMENSION

The Model Summary gives the R (.292) and R square (.085). The R square value tells how much of the variance in the dependent variable (overall satisfaction with the overall satisfaction of residents) is explained by the model (which includes the nine variables stated under social dimensions.) In this case the value is .085 expressed as a percentage (multiply by 100) it becomes 8.5%. This means that the model explains 8.5 % of the variance in overall satisfaction of residents on tourism development. When a small sample is involved, the R square value in the sample tends to be a rather optimistic overestimation of the true value in the population (Tabachnick & Fidell, 2001). In this case the researcher has taken enough samples and the adjusted R square value is not optimistic overestimation.

H₄: There is no significant relationship between social dimensions and the overall level of satisfaction of residents towards tourism development in their community.

To assess the statistical significance of the null hypothesis that is to test the null hypothesis that multiple R in the population equals 0; it was necessary to run an ANOVA. The result of the analysis showed that, there is a significant relationship between environmental and the overall level of satisfaction of residents towards tourism development in their community ($F = 2.685$, $/p < .000$).

TABLE 5: COEFFICIENTS –SOCIAL DIMENSIONS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.810	.460		3.931	.000
Local residents are likely to suffer from living in a tourism destination.	.079	.077	.094	1.024	.308
Tourism is likely to lead to prostitution in your community.	.081	.083	.101	.970	.333
Tourism is likely to result in unpleasantly overcrowded walking paths, parks and other outdoor places in your community.	.202	.087	.200	2.312	.022
Tourism is likely to increase the crime rate.	.075	.079	.090	.957	.340
Our roads and other public facilities are likely to be kept at a high standard because of tourism.	.044	.078	.047	.562	.575

a. Dependent Variable: Overall satisfaction level on the tourism development in the area

Source: Gonder Survey, 2013

As shown in the table 13, the coefficients indicate the increase in the value of the dependent variable for each unit of increase in the predictor variable. One of the social dimension items “*Tourism is likely to result in unpleasantly overcrowded walking paths, parks and other outdoor places in the community.*” ($P < .022$); have a significant relationship with the overall satisfaction level of residents in Gonder. However, the rest of the items indicated in table 15c did not show a significant relationship the overall satisfaction level of residents in Gonder. The t - value was 2.312. This indicated that “Tourism provides traditions and customs’ valorization” independently affects overall satisfaction level of residents in Gonder ($t > 2$) (Chang and Chang, 2010).

FINDINGS

The findings reflected that Economic benefits of tourism go to a small group of people; High-spending tourists are likely to affect negatively our way of living; The cost of developing tourist facilities is too much; Tourism provides traditions and customs’ valorization; Tourism development is likely to provide an incentive for the conservation of natural resources; Tourism is likely to result in unpleasantly overcrowded walking paths, parks and other outdoor places in your community were found having a significant relationship with the overall level of perceptions of residents.

RECOMMENDATIONS

Tourism developers, policy makers and destination marketers other stakeholders involved in tourism development need to work towards realizing the following objectives.

- Tourism strategists /marketers need to focus on those significant variables as per the perceptions of residents and act accordingly.
- Projects need to be designed to obtain the best balance of benefits and costs for both residents and tourism actors.

CONCLUSIONS

From a general perspective, the results of the study showed the most significant variables that need exceptional attentions by tourism developers whenever they plan to develop their strategies. However, these findings suggest that successful sustainable tourism developers need to consider different resident segments before they start investing resources. The findings also suggest that the local people may be willing to enter the exchange process if they believe that the project is for the benefit of their community. Proposed project designed for the local community should be in line with community aspirations so that tourism developers will be able to convince the relevance of the project to others.

LIMITATIONS

The findings reflect the perceptions of sample population of resident's perception on tourism development with regard to economic, cultural, environmental and social dimensions. Since the research didn't incorporate questions that may examine resident's perception towards possible gains and benefits from tourism development, the findings of this study could not address as to whether the gains outweigh the costs or vice versa.

SCOPE FOR FURTHER RESEARCH

This study didn't examine the perception of residents from different resident segments perspective. Thus, it is more commendable for other researchers to undertake a research by designing a sample of residents segments based on set of criteria. Thus, successful sustainable tourism developers may consider different resident segments reactions or reflections before they start investing resources.

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