

## **Socio-economic and Environmental Effects of Tourism in Konso Terrace and Cultural Landscape, Ethiopia: Perception of Local Communities**

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### **Abstract**

*Tourism is a huge industry, which is a Source of immense benefits to the host communities and damages to their socio-cultural and environmental aspects. . The local communities' perception of these impacts is also a vital subject that determines their involvement in the development of the sector. This study was conducted to assess the perception of Konso-Karat communities, in Southern Nations Nationalities and Peoples' Region of Ethiopia, about the socioeconomic and environmental impacts of tourism in Konso Terrace and Cultural Landscape, which is one of the UNESCO World Heritage Sites in Ethiopia. The data for the research were collected using questionnaires, interview, observation and consultation of documents and literatures. Data were analysed using descriptive statistics like frequencies and percentages of each response, a t-test and ANOVA. The study revealed that much of the benefit accruing from tourism goes to a few individuals, mainly those who have direct contact with tourists. However, the majority of the community is very pleased with some impacts of tourism, like taking pride in their culture, strengthening cultural heritage preservation, publicising the local Konso culture to the rest of the world, and building the positive images of Konso as a magnificent tourist attraction. On the other hand, the study showed that the sign of infuriation against the impacts of tourism in broadening rural to urban migration, criminal acts, materialising some of their cultural values and aggravating school dropouts. The result also indicated a growth in their resentment on the role of tourism in exacerbating the cost of living, expenditure of locals, and congestion and crowding of settlement. The benefit from the tourism, more than any other factors, has shaped the perception of local community members. Hence, in the endeavour to attain sustainable tourism development with socioeconomic sustainability in Konso, every stakeholder should take the necessary steps to reduce the hazards and maximize the remunerations.*

**Keywords:** *tourism, terrace and cultural landscape, UNESCO world heritage, perception, Konso.*

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## Introduction

Ethiopia has declared tourism as one of the major pillars of national development (Ayalew 2009). The sector, in its three regimes (a period of nearly half a century) has passed through different ups and downs. Today, the sector has become a promising Source of earning foreign currency. According to the UK Department for International Development (DFID), Ethiopia is one of the countries where tourism is undoubtedly contributing for economic growth (DFID April 1999). In 2011, for example, the total revenue of USD 411.6 million was generated from inbound international tourism (Ministry of Culture and Tourism, MOCT 2012). The country stands at the top position in Africa with nine heritage sites registered in the United Nations Educational Scientific and Cultural Organization (UNESCO) as world heritages (ARCCH 2012) and nine of the eleven early human ancestors along with the oldest stone tools (Mulugeta 2012).

Konso is widely known for the diverse tourist attractions. The Cultural Landscape, which was registered as a world heritage in 2011 including the natural scenic areas and cultural properties like the traditional stone wall towns (*Paleteta*), ward system (*Kanta*), cultural space (*Mora*), the generation pole (*Olayta*), the dry stone terracing practices (*Kabata*), the burial marker (*Waka*) and other living cultural elements are some of the reSources that make the area the centre of tourism (Mamitu 2002). Olanta, Dera, Dokatu , Gamole, Buso, Mechelo, Mecheke, Burjo, Gaho, Gumi, Atikile villages and New York are the most visited sites in the woreda (Konso Culture and Tourism Office— KCTO 2012; Briggs 2010). The revenue the government generated from the fee paid by tourists alone grew

from ETB 76,122 in 2006/7 to ETB 508, 073 in 2011/12. The number of international tourists visiting the place was 8603 in 2011 and the locals were 3571 (KCTO 2012). Tourism has also motivated/initiated the establishment of different institutions and facilities and vice-versa. According to KCTO, two lodges, four hotels, three pensions and two restaurants with the total of at least 234 bed-rooms were built and giving full services to their respective standards (2012).

Sometimes, the economic and infrastructural growths brought by tourism capture the whole attention of the locals and make them overlook its negative sides. Studies on the impacts of tourism reveal that though tourism has such a great role in transforming the peoples' livelihood, the circumstances where the development of tourism brings implausible results like environmental degradation and commoditisation of cultural values are also many (Weaver and Lawton 2010; Ritchie *et al.* 2008). It wedges both negative and positive influences on some major of social and cultural aspects of the community, like the social relationship, behaviours, understanding of the surrounding world, settlement patterns, mechanisms of practicing and preserving cultural heritages, and the image of the destinations (Dinaburgskaya and Ekner 2010; Hsu 2006; Noronha 1979; Kastenholz *et al.* 2006; Mbaiwa 2011; Nunko and Ramkissoon 2009).

Currently, in Konso, there are also concerns among community members that the stated and other indigenous cultural activities and social life are leaving their usual position. There is increasing resentment that cultural tourism reSources like *waka* and rhino horn are exposed to illicit trafficking; and above all, some cultural elements are gradually losing their grandeur. Begging and following and harassing tourists are also growing

significantly (Philips and Carillet 2006). In some parts of the locality, the children, cowboys and few adults quarrel with their fellows in attempts to get some “surplus/waste” materials like water bottles. The number of absentees from school seems to rise during the pick season of tourism. On the other hand, the development of different social institutions, cultural practice and show forums are also found to be booming in the past few years. But, it is difficult to simply come up with whether these and other socio-cultural changes have happened as a result of tourism or else factors (Brunt and Curtney 1999).

The most important thing is the way the local communities perceive the impacts. This is because if the communities perceive that the benefit they get from tourism outweighs the losses it causes, they develop positive attitude towards the development of the sector. The affection for the development on its side raises their involvement in the business and care for the resources whose end becomes sustainable development of tourism. Thus, undertaking intensive studies on the perception of the local communities on the socioeconomic impacts of tourism is vital. This is because it bears the basic components for policy makers, tourism business entrepreneurs and other stakeholders to decide on the ways to increase benefit and minimise encounters (Brunt and Curtney 1999; Nunko and Ramkissoo 2009; Rowat and Engelhardt 2007; Pe´rez and Nadal 2005).

There is a huge gap in researches especially on the sociocultural and economic impacts of tourism and the perception of the local communities in Ethiopia. The attempts of few individuals like Abbink (2000) and the publication of the Regulation of Ethics of Tourism in December 2011 by Ministry of Culture and Tourism (MoCT) can be taken as indicator of the

attention paid for the social and cultural impacts of tourism is worth to mention. Since the impacts as well as the perception of people towards the impacts differs from place to place and time to time (Dinaburgskaya and Ekner 2010; Pe´rez and Nadal 2005), research needs to be conducted in different parts of the country to understand the intensity and width of the problem and come up with concrete decisions at country or regional level.

Chang and Yeoh (1999) note that conducting a research on the perception of residents of such an area is highly recommendable in that it helps planners and decision-makers to understand local communities' level of awareness of the effects of tourism, their attitude towards/against it, and decide on what measures should be taken before things get worse (if the effects are negative) and how to enhance the strong sides found. Moreover, since the major attraction of this place is the living cultural elements, assessing the social and cultural benefits accruing from encounters faced due to tourism is vital.

Therefore, this study intends to examine the perception of the local community of Konso on socioeconomic impacts of tourism and the major factors affecting the perception of the local community. Moreover it looks into the stage of the development of tourism in the area, and the attitude of the local community towards the development of the tourism sector.

### **Theoretical Framework**

The sustainable development of tourism depends greatly on plans set and implemented. The effectiveness of the plans itself is largely attached with the perception of the local communities on the impacts of tourism (Lickorish and Jenkins 1997; Hsu 2006). But the angles via which every

people sense or view the impacts are not identical (Dinaburgskaya and Ekner 2010). Researches conducted on the area in different parts of the world reveal that there are inter- as well as intra-community differences in people's perception of the social and economic impacts (Ap 1990; Besculides *et al.*, 2002). Scholars have also moved step forward and theorised the reason why some segment of the population perceive tourism impacts differently than the others. In fact, in social research, especially where the reasons behind certain human behaviours are diagnosed, undergoing empirical observation(s) is difficult without theory (Harrington 2005). Some of those theories are reviewed hereunder.

### *Dorxy's Irridex Model*

From many discussions showing determinants of peoples' attitudes to tourism, Doxy's irritation index (irridex) model is one of the pioneer theories (Alhasanat 2008). Its formulation was based on the research in Barbados and in the Niagara Falls area in Canada (Qin 2009). "Doxeys Irridex model suggests that residents' attitudes toward tourism may pass through a series of stages from "euphoria" through "apathy" and "irritation" to "antagonism," as perceived costs exceed the expected benefits" (Wang *et al.* 2006, pp 412). The theory generally concludes that with increase in the number of tourists to certain localities and intensification of tourist-host contact, the perception of the local communities towards the sector and its impacts incline more towards negative ones (Alhasanat 2008). Wang *et al.* (2006), citing Mason and Chenye (2000), notes that the impacts of tourism remain unnoticeable at the early stage of development of the sector. However, gradually the ways locals communicate and react with tourists and tourism business runners

indicate the stage of the development along with the impacts of the sector. The degree of hostility of the locals is different at different stages of development, ranging from feeling of happiness and welcoming tourists (euphoria) to the last stage where tourists face irritated hosts, including those who take violent reactions (antagonism) (Qin 2009; Tofik 2012; Mowforth and Munt 2003).

Though the model is quite important in giving insights into the factors influencing hosts attitude and perceptions, critiques have outlined that considering every host community as responding homogenously and assuming unidirectional development stages and impacts of tourism are the major shortcomings of the model (Alhasanat 2008; Mason and Chenye 2000; Qin 2009). In addition to this, the theory considers every community as responding rationally which may not be the case everywhere.

#### *Bulter's (1975) Tourism Area Life Cycle (TALC) Model*

Tourism Area Life Cycle (TALC) model is one of the models most likely developed to counterbalance the shortcomings of Doxys model. It suggests that the perception, attitude and reaction of different communities as well as the members of a given community towards tourism and its impacts are different (Brunt and Curtney 1999; Wang *et al.* 2006; Nunko and Ramkissoon 2009; Alhasanat 2008). Brunt and Curtney (1999) further discusses that the ways people of different ages see the impacts are not alike. Neither the perception of residents of an area for different periods of time remains similar. However, this model failed to explain the relationship between people's attitude and the impacts of tourism (Wang *et al.* 2006). Besides, the cycle it puts as describing the development is not

similar across different destinations. The other limitations of the model are its consideration of every destination going through the same path and the difficulty in distinguishing the boundary between the stages of development of the destination (Alhasanat 2008; Nunko and Ramkissoon 2009).

### *Social Exchange Theory (SET)*

This is a theory explained in the work of Ap (1990), making its central focus on the idea that hosts' attitude towards tourism is moulded by the degree of benefits it generates and costs they incur (Andereck *et al.* 2005; Wang *et al.* 2006; Tofik 2012; Nunko and Ramkissoon 2009). Aref and Redzuan (2009) note SET to be the most preferable framework-setting theory in studying the impacts of tourism. The theory is not limited to studying people's views on the impacts of tourism but also their preparedness to take active roles in the development of the sector (Pe´rez and Nadal 2005). If the locals believe the benefit tourism leaves supersedes the encounters, then comes positive attitudes from their side. In fact, both the perception of the residents and the satisfaction of tourists, which could be taken as the result of smooth tourist-host relation, matter for the development of the industry(Choi and Sirayaka 2005). However this theory has shortcomings in that it presumes every community and its members to be equally rational (Alhasanat 2008) and to have somehow similar level of awareness. It also assumes individual knowledge of members of a community to have solely derived from personal experience, neglecting social construction roles which have been discovered so far (Nunko and Ramkissoon 2009).

### *Mean-End Chain Theory (MECT)*

This is relatively a new model developed to overcome the conceptual limitations found in the theories discussed above, mainly SET and TALC. It revolves around the argument of Russell and Faulkner (1999) who mainly contended that perception of people towards tourism and its impacts is something formed based on historical and social backgrounds. Therefore, studying the historical and social contexts of a person drawing more on qualitative method of investigation than quantitative is vital to understand people's attitude (Harvey 2001; Nunko and Ramkissoon 2009). It also postulates that customers' behaviours and actions which shape residents perception are attributes of the supply side and their expectations (Harvey 2001). Nunko and Ramkissoon (2009) explained the importance of MECT in depth and note that if historical and social contexts of an individual behaviour are not studied well, it becomes difficult for researchers and policy makers to clearly come up with the major reason(s) behind the difference in the attitudes of locals regarding tourism impacts if social and historical aspects are not studied well (Nunko and Ramkissoon 2009).

Despite being good tool for detail studies on human attitude, MECT has got the following hindrances: (1) It assumes all human knowledge sequentially from concrete to abstract and means to end. (2) Its central thought, the relationship between values and attitudes, could be challenged by artificial abstraction. (3) The probe questions the model advises to employ as a component of Laddering technique could be exhaustive for respondents and may lead artificial response from the interviewees.

### *Complexity Theory*

Complexity theory is a theory whose central idea is developed from the assumption that human behaviour is not predictable, but rather unstable and complex (McKercher 1999). Stacey *et al.* (2000) argue it to have developed from chaos theory of Prigogine and Stengers (1984) which has got great acceptance in natural science fields like biology, physics and metrology. Originally, the theory developed the thought that the nature and materials as well as the way they operate in it are difficult to understand owing to their irregularity and complexity. This thought gradually came to social sciences and humanities where it was deemed important by the scholars of the field to explain human nature (Ritchie *et al.* 2003). The theory leads to embracement of the idea that it is difficult to say individuals or groups perceive certain thing(s) in the way they actually do because of this and that particular reason.

Tourism, in this regard is a complex phenomenon that entails chaotic and unpredictable interaction (McKercher 1999). Hence, the theory is very important to identify and discuss the nature of complexity of the discipline, which remained unrecognised for long time. It is also recommendable to be applied mainly in the conflict-prone areas where concrete and linear solutions are hardly obtained by people like policy researches (Russell and Faulkner 1999), which are indicators of social interaction and human attitude and behaviours. For instance, issues like host-guest and intra-host relationships are better typified and discussed by the theory. Moreover, the theory better fits a general category of researches named exploratory and descriptive researches more than other types. Since issues like dialogue, dictation and storytelling are the principal manifestations of human

interaction, qualitative methods like ethnographic and narrative research approaches are recommended here (Stacey *et al.* 2000). The theory also recognises the relevance of strength, weakness, opportunity and threat (SWOT) analysis.

Since nobody can be sure that he/she has reached the degree of knowledge to understand all or the highest level of complexity of human behaviours, it opens space for lifelong learning process when it comes to studying human attitudes. It may otherwise also make people to be reluctant to do research and limit them to use only “complex” to show human behaviours. In addition to this, the theory and its methodologies need further development and explanations on the state of affair. It is also difficult to clearly identify the boundaries where the “concrete/simple” and “complex” behaviours are distinguished.

## **Materials and Methods**

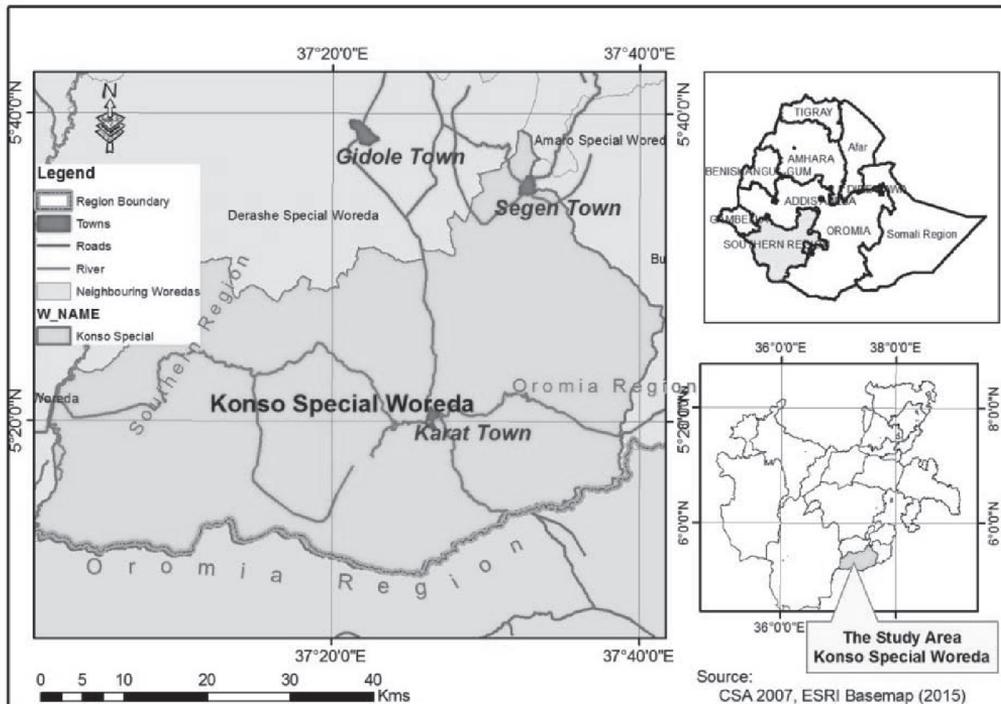
### *Description of the Study Area*

The study was undertaken in Karat, the administrative centre of Konso Woreda (administrative district) found in Southern Nations Nationalities and Peoples Regional State (SNNPRS). Formerly, Konso was one of the special woredas in the regional state. But, later in 2011, it became part of a newly established administrative zone Segen Area Peoples Zone (SAPZ). It is surrounded by Derashe and Amaro woredas in the north and North East, Burji Woreda in the east, Oromiya Regional state in the south and Debub Omo Zone and Elee woreda in the west. Its absolute location lies between 50<sup>0</sup>15' and 50<sup>0</sup>30' north and 37<sup>0</sup>15' and 37<sup>0</sup>30' east (Fig. 1). The total area of the woreda is about 2354.3 km<sup>2</sup>.

Karat, the administrative town of Konso Wereda is located about 600 kms south of Addis Ababa on the Addis Ababa-Arbaminch-Jinka road. It is situated on the bank of Segen River at an altitude of 1650m above sea level (CSA 2007; ESRI Basemap, 2015). The town is an intersection place for roads from Arbaminch, Fiseha Gennet-Yabello and Jinka. Karat was formerly known as Bqawle, was a market place where people used to meet for market exchanges and other socio-political issues (Senait 1989; Mamitu 2002).

The Name *Karate/Garate* was given to the people and the area in general by a Konso chief called Aba Dibe, who lived about four hundred years ago (Senait 1989). Most of the historical documents discussing about the origin and settlement of Konso people are developed from the oral traditions and myths because of the absence of materials written on the issue during the very time of their settlement. Watson (2009) notes that“...the earliest known written accounts of Konso date back only one hundred years”(pp. 28). According to the Konso tradition, the name Konso is derived from *Honso*, which is the name of a big green tree which grows in their area or the name of great wooded hill near the market of *Baqawle* (Senait 1989). The traditions indicate that the Konso have originally come from two major directions. The eastern (Liben-Borana and Burji) and western directions (Dirashe, Mashile, Gewada and Tsemay areas) (Senait 1989).

Figure 1. Location Map of Konso



The area is dominantly inhabited by the Konso people, who, like people in most parts of Ethiopia, are predominantly agricultural community. They are also well known suppliers of souvenir products of weaving (to South Omo, Gardulla, Borena, Wolaieta and Arsi), iron works, and pottery (Mamitu 2002). According to Konso Municipality (2012), however, the commerce and services sectors are at the point of overtaking the dominance of agriculture in the town.

### *Methods of the Study*

#### *Research Design*

Research methods employed for studying peoples' perception of the impacts of tourism on their socioeconomic aspects are found to be different from one researcher to the other. Some like Brunt and Courtney (1999) and

Nunko and Ramkissoon (2009) argue in favour of qualitative approaches. But, others like Alhasanat (2008); Andereck *et al.* (2005); and Hsu (2006) have used quantitative approaches for their studies on similar issues. To come up with complete and sounding research results, the researcher employed both the qualitative and quantitative approaches in combination.

### *Sample and Sampling Technique*

Karat town has a total population of 4890, of which 2,353 were males and the rest 2,537 were females (Konso Municipality 2012). About 2918 of them were in the age of 15 years and above. The latter were purposefully taken for the research. The major reason behind taking only the residents who were aged 15 years and above at the time of the data collection was because they are more likely to understand the sense of the questions they are asked and answer from their experiences and knowledge as compared to the under 15.

Stratified sampling technique was put in use where the aforementioned residents were classified into mainstream residents (that have no direct involvement in tourism) and tourism stakeholders (runners of tourism business, staff members in tourism bureau, and community elders). One hundred six (106) residents were sampled from the mainstream residents using the following formulae of Israel (2009).

$$n = \frac{N}{1 + N(\alpha)^2},$$

Where:  $n$  = is the sample,  $N$  = the total population and  $\alpha$  = the confidence interval = 0.05,

The sample, according to the formulae, should have been 399.92. But, as the research approach employed here was a mixed methods research

approach, the 106 person respondents were considered to be representative enough. In addition, 18 persons involved in tourism-pertinent activities (tour-guides, lodges, hotels, pensions, restaurants, Tourism Management Office, schools, as well as local elders) were selected as key informants and interviewed.

Then, in the selection of individual respondents out of the municipal list of residents, the researcher used systematic random sampling. Furthermore, quota sampling was also used for drawing samples from tourism stakeholders.

### *Types of Data and Data Collection Instruments*

The types of data collected included both primary and secondary data.

#### *Primary Data*

First hand information aimed at scrutinising the perception of the residents was collected through questionnaire, observation and key informant interview, as specified here.

Questionnaire: To the Konso Karat residents' perception of the socio economic impacts of tourism, a questionnaire containing 120 close-ended questions was prepared and administered. The questionnaires had two major parts. The first part comprising questions about the respondents' socio-demographic backgrounds; and the second part containing questions that allow the measurement of respondents' perception of the socioeconomic impacts of tourism via five-scale Likert's approach (i.e. strongly disagree, disagree, not sure, agree, strongly agree).

Originally, the questionnaire was prepared in English language, and then it was translated into Amharic and administered. Two persons that could

speakers both Amharic and Konsigna were hired and to explain the items for respondents who had difficulties in understanding some words or concepts in the questionnaire. The questionnaires were administered by the researchers and the two bilingual interpreters, who speak both Amharic and Konsigna.

*Key Informant Interviews:* Since quantitatively measuring the attitude scale of residents alone may not yield deep insights into the locals' views (Nunko and Ramkisson 2009), the researchers found it important to include explanatory responses of the residents who were considered to have a special link with tourism. Open-ended questions were prepared for this purposes.

Different authors consider different segments of the host population as the key stakeholders in tourism. The most influential of them are tour operators and guides, accommodation and food and drink serving institutions and community leaders or elders (Aref and Redzuan 2009; Mbaiwa 2011). Also academic institutions have great shares to play in the development of tourism by teaching different tourism-related subjects and arranging tour trips. Three out of fourteen legal tour guides, 1 person from 2 lodges, 2 persons from 4 hotels, and 1 person from 3 pensions in the town were sampled as key informants and interviewed. Besides, 2 persons from Tourism Management Office, 3 from schools and 6 local elders were sampled from tourism stakeholders and interviewed.

*Observation:* As it has been discussed above one of the instruments used to collect primary data was observation. This was used to see and get the details of socio-cultural aspects going on, and strengthen the discussion

part of the research. Hence, both structured and unplanned observations were conducted following the checklist.

### *Secondary Data*

Published and unpublished materials, such as journal articles, reports, theses and books were critically reviewed in addition to the primary data Sources.

### *Data Analysis*

Both qualitative and quantitative analysis methods were used. For the quantitative one, the Statistical Package for the social sciences (SPSS software version 20), helped the researcher in working with descriptive statistics like frequencies and percentages of each responses. In addition, a t-test and ANOVA were employed to identify possible associations between perception of people and demographic profile.

## **Results and Discussion**

### *Views of the Community on the Positive Impacts of Tourism*

Under normal circumstances, some of the socioeconomic impacts are directly linked to benefit at community level whereas others benefit primarily individuals, though their collective effects are reflected at community level, as well. For instance, construction of roads or similar infrastructure and opening of job opportunities cannot have equal level of significance for the whole community at once. Therefore, for clarity, it is important to discuss direct community level benefits and the individual level benefits that cumulatively translate into community benefits separately, as discussed below.

### *Direct Community-Level Benefits*

One of the most important direct community-level impacts of tourism is the improvement of the image of the destinations (Alhasanat 2008). As presented in Table 1, about 81.1% of the local community agreed that the statement is true in the case of Konso too, and 10.4% disagreed with the idea. Whereas, the rest 5.7% were unaware of whether tourism has such role. The mean response of 4.25 shows that the communities more or less agree on the view that tourism is playing a pivotal role in building the positive image of Konso. Similarly, all of the interviewed tourism stakeholders appreciated this role of tourism. An interviewee from Konso secondary school reported that, “it is doubtful whether there are any other sectors that can compete with tourism in terms of building the image of Konso”.

Table 1. Perception of the respondents on the positive impacts of tourism

Level of agreement or disagreement	Perception statements				
	Tourism is playing pivotal role in building the positive image of Konso	Tourism is strengthening brotherhood and coexistence between locals and peoples of different countries	Tourism is promoting gender equality in Konso	Tourism is promoting the development of infrastructures and leisure facilities in Konso	
Strongly disagree	4	5	8	5	4.7
Disagree	10	3	5	6	5.7
Not sure	6	13	28	15	14.2
Agree	21	35	30	31	29.2
Strongly agree	65	50	35	49	46.2
Total	106	106	106	106	100.0
Mean	4.25	4.15	3.75	4.07	

*Source:* Household survey

The other positive way tourism affects the community's social life is by bringing a good tourist-host relationship (Besculides *et al.* 2002). It even goes further step and shapes the nature of pattern of international relationship between states (Qin 2009). With mean response of 4.15, the residents of Karat agree that tourism is bringing brotherhood between the community and the tourists visiting the area. A little more than 80% of the respondents agreed that tourism yielded strengthening of brotherhood between them and people from different countries; whereas 7.5% of the respondents disagreed and the rest 12.3% were not sure of the effects of tourism in that regard. A hotel receptionist illuminated that the growth of tourism added, with the hospitable approach of the local community, is attracting tourists even to the level of making foreigners to invest in tourism industry in Konso. The intermarriage observed between the locals and foreigners can also be taken as another good example of the positive impacts of tourism in tourist-host relationships.

Men and women tend to share equivalent, if not equal, position of work with the advancement of tourism (Ratz 2006; Alhasanat 2008). A study conducted in Petra, Jordan reveals the rise in number of women workers in the industry (Alhasanat 2008). For the question on whether tourism is promoting gender equality, about 61.3% of the sample residents reported they agree while 26.4% of them reported they are not aware. The remaining 12.3% disagreed on the statement "tourism is promoting gender equality". The mean of 3.75 shows that, the community agrees on the positive roles of tourism in promoting gender equality, but with considerable level of distrust. Most of the stakeholders refrained from attributing the development of gender equality of work to tourism. For example, an interviewee from a hotel said, "I do not think gender equality

has come due to tourism. [It is] [r]Rather [due to] policy changes. Of course it is undeniable that the job opportunity [opportunities] tourism institutions are opening for women are increasing.”

As indicated in Table 1, a little more than three-fourths of the respondents (i.e. 75.4%) agreed that tourism is an agent for the development of infrastructures and leisure facilities; while 10.4% contradicted the thought and the rest 14.2% were not sure of that effect of tourism. The mean 4.07 suggests that the community embraces tourism as one of the agents behind the expansion of transportation, energy, and communication infrastructures. A local tour guide and a worker in KCTO indicated the opening of internet services and construction of cultural centres and roads to- and from-attraction sites as typical examples for the effects of the sector on infrastructure development.

T-test results presented in Table 2 show that age, with the significance  $p=0.009$ :  $p < 0.05$  is a significant factor of difference in the occupants' perception of the effects of tourism on image building. The comparison of means also implies that the elderly were more certain about the positive image building role of tourism in the locality than the youths. This could be because the elderly can compare the image of the locality in the past with what it is at present times on the basis of their personal experience. The result also showed that respondents' family size substantially accounts for the difference in the locals' perception of the role of tourism in strengthening brotherhood and coexistence among peoples of different countries ( $t=0.041$ :  $t < 0.05$  (2-tailed), and in promoting gender equality, as well ( $t=0.007$ :  $t < 0.05$ : 2-tailed ). The residents with large family were

doubtful about the role of tourism in promoting both brotherhood and coexistence and gender equality than respondents with small family size.

Table 2. Factors affecting respondents' perception of the positive impacts of tourism

The premises	Significantly influencing Factor (s)	Signi. value	Mean	Total (N)	
Tourism is playing pivotal role in building the positive image of Konso	Age	0.009 (2-tailed)	15–30	4.07	75
			31–60	4.70	30
			>60	5.00	1
			Av/total	4.25	106
Tourism is strengthening brotherhood and coexistence between locals and peoples of different countries	Family size	0.041 (2-tailed)	Alone	4.35	23
			2–4 prsn	4.20	55
			5–8 prsn	3.95	22
			7–10 prsn	4.50	4
			>10 prsn	2.00	2
Av/total	4.15	106			
Tourism is promoting gender equality in Konso	Family size	0.007 (2-tailed)	Alone	4.00	23
			2–4 prsn	3.87	55
			5–8 prsn	3.45	22
			7–10	2.75	4
			>10	2.50	2
Av/total	3.75	106			
Tourism is promoting the development of infrastructures and leisure facilities	Benefit from tourism	0.020 (2-tailed)	No benefit	3.87	39
			Little	3.86	29
			Somehow	4.35	31

Source: The researchers' survey (2012) and (2013)

The difference might have emanated from the experience that those who live in small family have more time to be with tourists and practically see the changes than those with large family size. The t-test results on residents' perception of the function of tourism in enhancing infrastructural developments revealed an influential dynamic of the difference among the residents ( $t=0.020$ ;  $t<0.05$ ; 2-tailed). The agreement on the matter rose with the rise in the amount of benefit generated from the sector.

Tourism is an important agendum which serves as an intersection point for business activities and preservation of cultural heritages (Gordin and Matateskaya 2010; Besculides *et al.* 2002). The community acknowledged the roles of tourism in serving as an intersection point for business activities and for preservation of cultural heritages in Konso as promising ( $M= 4.28$ ). Totally, about 78.3% agreed, 16% were indifferent and 5.7% rejected. This is one of the positive sociocultural impacts of tourism most accepted by the respondents.

Among the manifestations of preservation of culture is enhancing the protection of cultural heritages from damage and extinction. According to a local tour guide, the material cultural elements like *wakes*, rhino horns and the like that were exposed to illegal trafficking have now begun to be preserved and put in museums and culture centres. A supervision expert from KCTO dictates the existence of direct share for the community from the incomes got from the sectors, which are meant to invest in repairing the old *moras* (traditional public gathering halls) and the other endangered cultural heritages. As it is presented in Table 3, the idea that "Tourism is leading to the revalorisation of forgotten culture", is agreed by 75.5% of the respondents; whereas, 11.3% do not believe it is true.

Table 3. The perception of the respondents on tourism impacts of strengthening preservation of culture

Perception	Preservation of cultural heritages is strengthened due to tourism		Tourism enhances the development of cultural elements like art, handicrafts, music, e.t.c.		With growth in tourism forums where cultures are practiced and shown are spreading		Tourism is leading to the revalorization of forgotten culture		Tourism is globalizing our/local culture	
	N	%	N	%	N	%	N	%	N	%
Strongly disagree	3	2.8	6	5.7	15	14.2	9	8.5	7	6.6
Disagree	3	2.8	6	5.7	7	6.6	3	2.8	4	3.8
Not sure/	17	16.0	20	18.9	21	19.8	14	13.2	7	6.6
Agree	21	19.8	43	40.6	34	32.1	37	34.9	22	20.8
Strongly Agree	62	58.5	31	29.2	29	27.4	43	40.6	66	62.3
Total	106	100.00	106	100.00	106	100.0	106	100.00	106	100.00
Mean	4.28		3.82		3.52		3.96		4.28	

Source: Household Survey

As the t-test result in Table 4 shows, there is a significant inter-age difference ( $t= 0.038$ : 2-tailed) in the acuity of the residents on the role of tourism in globalising local culture. The study has ascertained that the young are suspicious on the role of tourism in globalising the local culture than the elderly. Coming to their view on the share of tourism in strengthening the preservation of cultural heritages, family income has become an influential factor of difference between the respondents, with t-test result of  $t= 0.041$ :  $t < 0.05$  (2- tailed). Low income-earners were found more convinced on the matter than those who have comparatively sufficient income. There is a sizeable degree of homogeneity among the residents on the function of tourism in developing different cultural components, widening places and events to practice and show cultures and revalorisation of the ignored cultural elements.

Table 4. Factors affecting the perception of the residents on tourism impacts of culture

The premises	Significantly influencing factor (s)	Signi. value	Mean	Total (N)	
Tourism is playing pivotal role in globalizing local culture	Age	0.038 (2-tailed)	15-30	4.13	75
			31-60	4.63	30
			>60	5.00	1
			Av/total	4.28	106
Preservation of cultural heritages is strengthened due to tourism	Income	0.041 (2-tailed)	<1000	4.40	23
			1000-3000	4.29	55
			3001.01-5000	4.00	22
			Above 5000	3.00	4
			Total	4.28	2

Source: Household survey

### *Individual-Level Benefits*

The points raised in relation to whether tourism wedges at individual level included step up in education and innovation, the change in the time usage pattern, widening of job opportunity, the improvement in the quality of life and diet system, development of sense of pride in ones culture and improvement of knowledge about peoples and cultures in different parts of the world are the major positive impacts. The cumulative of these individual-level benefits becomes community-level benefit.

Literature stresses that education and innovation are the great livelihood aspects that tourism hits (Alhasanat 2008; Pérez *et al.* 2008). The seasonal nature of tourism, which gives locals better time to prepare new kinds of products to win the narrow market, may become the agent of innovation (Blichfeldt 2009). As shown by the data in Table 5, the community fairly recognised the contribution of tourism in raising locals' education and innovation with the mean result 3.73. About 65.1% of the respondents agreed; 12.3% disagreed; and 22.6% responded they do not know.

To explain tourism effects in promoting education and innovation a respondent/interviewee from Konso Culture and Tourism Office, KCTO, said, "We can see the reality in Konso. Part of the money collected from tourists and tourism institutions is used to fulfil school facilities. This upgrades the conduciveness of teaching-learning environment. Handcrafts with different designs are also growing"

With the development in tourism and the interaction between the host and tourist, the locals' knowledge of the community of different parts of the world boosts (Brunt and Curtney 1999; Besculides *et al.* 2002; Nunkoo and Ramkissoon 2009).

The result in Table 5 shows that the residents have favourable feeling towards the impact of tourism on their knowledge (M= 4.09). About 77.4% of the respondents agreed that tourism is enhancing their understanding about the world society; whereas 12.3% reported it is not. The rest 10.3% reported that they are not sure whether it is doing so or not. A tour guide says, “for example, most of the tourists that come to Konso are Europeans, mainly Germans, Dutch and Italians and the interaction with them has thought us a lot about Europe and other [parts of the] world.”

Table 5. Perception of the respondents on tourism impacts on education, innovation, jobs and quality of life

Perception	Tourism has facilitated my educational and innovative works		Tourism has broadened my understanding about the world		Wider job opportunities have been created by tourism		I have improved my time usage as a result of tourism usage		Tourism has improved the quality of my life and dieting system		Tourism has made me proud of my culture	
	N	%	N	%	N	%	N	%	N	%	N	%
Strongly disagree	8	7.5	7	6.6	8	7.5	12	11.3	16	15.1	4	3.8
Disagree	5	4.7	6	5.7	6	5.7	11	10.4	11	10.4	3	2.8
Not sure/	24	22.6	11	10.4	11	10.4	21	19.8	28	26.4	8	7.5
Agree	40	37.7	28	26.4	42	39.6	32	30.2	30	28.3	27	25.5
Strongly agree	29	27.4	54	50.9	39	36.8	30	28.3	21	19.8	64	60.4
Total	106	100.0	106	100.0	106	100	106	100.0	106	100	106	100
Mean	3.73		4.09		3.92		3.54		3.27		4.36	

Source: Household survey

The statement “Wider job opportunities have been created by tourism” was acknowledged by great majority of the respondents (76.4%) but rejected by 13.2%; the rest 10.4% were not sure of that. The community reasonably recognises the role of tourism in creating jobs with the mean value of 3.92. The findings are similar to the realities in Petra, Jordan and the perceptions of residents in the part of Colorado, USA and many others (Alhasanat 2008; Besculides *et al.* 2002; Pérez, *et al.* 2008).

The contribution of tourism in improving the locals` quality of life is great (Besculides *et al.* 2002; Eraqi 2007). As to whether tourism is bringing in improvements in the quality of life and diet system of the Konso people, 48.1% said they agree; 25.5% disagreed; and 26.4% claimed lack of knowledge. Totally more than a quarter of the residents were not sure of tourism in improving the locals` quality of life; and the same number of residents were against the idea. This, with the mean agreement level of 3.27, is found to be the least acknowledged positive sociocultural impact of tourism by the community. In this regard, a teacher in Konso secondary school said: *“Some people, of course, are living better life than before. But it is difficult to attribute this impact to tourism, leaving aside very important factors like spread of education and commercial activities”* .

The influence of tourism on the time usage pattern of the locals is the second least agreed upon positive impact of tourism in Konso (M=3.54). In this regard, 58.5% of the respondents perceived that tourism is improving the usage of time; 21.75% disagreed; and 19.8% reported they are not sure of the effect of tourism in improving the usage of time. Also a worker in a hotel said the role of tourism in this regard is not that towering.

Tourism brings to local communities the feeling of pride in their culture (Alhasanat 2008; Besculides *et al.* 2002). Of the respondents, 85.9% agreed that it is true in their case, too. In fact, few of them (6.6%) disagreed over the statement, while the rest 7.5% were not sure of the issue. This, as well as the mean agreement level of 4.36, shows that the sense of pride created in the locals' mentality is the most positive socio-cultural impact tourism has owed them at the community level. There was no significant disparity between the residents' perceptions on the matter. Three Konso elders and a worker in KCTO blamed the monarchial régimes for degrading the pride that some members of the Konso people had and they gratified tourism for bringing the sense of pride back to the people.

The t-test result shown in Table 6 revealed that the residents with different academic status differed significantly in their belief on the effects of tourism in improving their time usage pattern ( $t=0.028$ :  $t < 0.05$ : 2- tailed) as well as on its roles in improving education and innovations ( $t= 0.035$ :  $t < 0.05$ : 2- tailed). Respondents with primary level education showed more conformity with holders of college certificate and diploma in their perception of the effects of tourism in improving their time usage pattern, education and innovations. People who benefit much from tourism and those who do not are decidedly different in their view on the role of tourism in enhancing the locals' quality of life and diet system. The latter ones were more apprehensive of the case ( $t= 0.042$ :  $t < 0.05$ : 2- tailed). Respondents did not show such a considerable difference on the contribution of tourism in broadening their knowledge of the wider world, job opportunity and pride in their culture.

By and large, the residents of Konso Karat are found to be blissful on the positive sociocultural impacts of tourism but with great concern on the symptom of its decline. The development of the sense of pride by culture in to the mind of the community members, preservation of cultural heritages and the steps moved in globalization of the local culture were witnessed by the residents to be the outstanding sociocultural benefits of tourism. Whereas its role in improving the quality of life, broadening the platform of practicing, and displaying local culture and progressing the time usage pattern are the less detected positive impacts.

Table 6. Factors affecting the perception of the residents on tourism effects on education and innovation, time usage and quality of life

The premises	Significantly influencing factor(s)	Sdigni . value	Comparison of mean	Total (N)
There is a remarkable improvement in my education and innovative works due to tourism	Educational status	0.035 2-tailed	No schooling	3.83 6
			Primary educn.	4.23 13
			Secondary educn.	3.87 47
			Diploma or certificate	3.26 19
			Degree and above	3.48 21
			<b>Total</b>	<b>3.73 106</b>
Tourism has influenced my time usage pattern	Educational status	0.028 2-tailed	No schooling	3.58 6
			Primary education	3.91 13
			Secondary education	3.43 47
			Diploma or certificate	2.28 19
			Degree and above	3.03 21
			<b>Total</b>	<b>3.43 106</b>
Tourism is improving the quality of my life and nutrition	Benefit from Tourism	0.04 2-tailed	No benefit	3.10 39
			Little	3.00 29
			Somehow	3.58 31
			Much	4.00 7
			<b>Total</b>	<b>3.27 106</b>

*Views of the Community on the Negative Impacts of Tourism*

Studies on the consequences of tourism reveal that besides bringing in benefits of different forms, tourism bears various implausible sociocultural impacts. These impacts are discussed in general categories as spread of deviant behaviours, change in the indigenous social relationship patterns, livelihood and lifestyle changes, cultural authentication problems, and settlement pattern changes.

*Social Deviances*

One of the negative impacts of tourism is the spread of social deviances (Ap 1990; Alhasanat 2008; Brunt and Curtney 1999; Wang *et al.* 2006). As can be discerned from the data in Table 7, about 39.7% of the respondents disagree on the effect of tourism in spreading socially-deviant activities such as extra-marital sex, unwanted pregnancy, abortion, prostitution, homosexuality, drug addiction, and gambling in their area. Whereas, 39.4% agreed and the other 25.5% said they are not sure whether that has been happening. Almost one-fifth of the respondents strongly agreed on the actual occurrence of social deviances. The mean agreement  $M= 2.81$  also signifies the decline in ecstasy of the community on tourism due to the stated impacts.

A local tour guide contends that sometimes they encounter male tourists asking them to coordinate the way to have sex with teenage girls with their virginity. The interviewee proceeds,

But we tell them such acts are deadly rebuffed by the community. Finally, if they prove their attempts became futile, they come to the town and spend their night with commercial sex workers. This by

itself is contributing to the rise in number of commercial sex workers).

Table 7. Respondents’ perception of effects of tourism in spreading social deviances and crimes

Perception	With the development in tourism, socially deviant behaviours like extra-marital sex, unwanted pregnancy, abortion, prostitution, homosexuality, drug addiction, gambling, etc		Crimes like theft, illegal trafficking, rape, etc increase with the growth of tourism	
	N	%	N	%
Strongly disagree	36	34.0	25	23.6
Disagree	6	5.7	7	6.6
Not sure	27	25.5	20	18.9
Agree	16	15.1	25	23.6
Strongly agree	21	19.8	29	27.4
<b>Total</b>	<b>106</b>	<b>100.0</b>	<b>106</b>	<b>100.0</b>
<i>Mean</i>		<i>2.81</i>		<i>3.25</i>

Source: Household Survey

Crimes are labelled differently from other social deviances because they are considered offensive and punishable anti-social acts both by law and social norms unlike social deviances whose condemnation comes from the side of the community social norms alone. Tourism could also be one of the responsible factors for increase in crime (Ap 1990; Brunt and Curtney 1999). Similarly, 50.9% of the sample residents perceived that tourism is enhancing the spread of crimes (legally intolerable acts) like theft, illegal trafficking, and rape; 30.2% said it is not; whereas, 18.9% were indifferent

about the matter (Table 7). It could be understood from here and the mean agreement level 3.25 that the outsized members of the community tend to condemn tourism when crimes are committed.

Almost all respondents from tourism stakeholders and elders felt looting and illicit trafficking of material heritages to be expanding at large scale as a result of tourism. On the other hand, harassment against tourists is also reported to be carried out by few youngsters. A worker in KTCO said, “tourism has become the reason for upcoming of robbers who have formed a sort of group. They deceive tourists pretending [as if they were] local tour guides and either force them to pay large amount of money than usual or rob them if they refuse to pay”.

There was a very significant difference among respondents in their perception of tourism as responsible for the spread of socially-deviant behaviours; and the difference was influenced by distance of respondents house from tourism attractions, income level, family size, marital status, and personal benefits taped from the sector with significance values:  $t=$  0.016, 0.028, 0.028, 0.035, and 0.035, respectively ( $t < 0.05$ : 2- tailed) (see Table 8). Respondents whose houses are nearer to tourism institutions, those earning better income, the married, those who live in large family, and those who benefit much from the sector recognised the brunt of tourism on the affair more than their counterparts without those parameters. This could be because the stated groups of the community have greater exposure to tourism and its impacts.

Personal benefits from tourism and family size shape the community's perception of tourism as exacerbating crimes,  $t=$  0.004 and 0.030, respectively ( $t < 0.05$ : 2- tailed). Those who have strong tie with the sector

(benefit from it more) and those who have large family size are more convinced about the impact of tourism on enhancing criminal acts.

Table 8. Factors affecting respondents’ perception of tourism as contributing to socially-deviant behaviours and crimes

The premises	Significantly influencing factor (s)	Signi. value	Comparison of mean	Total (N)			
With the development in tourism, socially deviant behaviours like extra-marital sex, unwanted pregnancy, abortion, prostitution, homosexuality, drug addiction, gambling, etc are spread	Distance of residence from tourism accumulated area (tourism institutions)	0.016 2-tailed	<100m	2.82	33		
			100–500m	3.19	32		
			501–1000m	3.08	25		
			1–1.5km	1.67	3		
			1.5-2km	1.00	4		
			>2km	1.89	9		
			Total	2.81	106		
	Average family monthly income	0.028 2-tailed	<1000	2.57	53		
			1000-3000	2.88	42		
			3001.01-5000	3.75	8		
			Above 5000	3.67	3		
			Total	2.81	106		
			Respondents’ marital status	0.035 2-tailed	Married	3.09	56
					Unmarried	2.59	44
	Separated	2.00			1		
	Divorced	1.00			2		
	Widowed	2.33			3		
	Family size	0.028 2-tailed	I live alone	2.43	23		
			2-4 persons	2.69	55		
5-8 persons			3.27	22			
7-10 persons			4.00	4			

			>10 persons	3.00	2
			Total	2.81	106
	Benefit from tourism	0.035	No benefit	3.05	39
		2-tailed	Little	2.90	29
			Somehow	2.77	31
			Much	1.29	7
			Total	2.81	106
Crimes like theft, illegal trafficking, rape, etc. increase with the growth of tourism	Family size	0.030	I live alone	3.09	23
		2-tailed	2-4 persons	3.00	55
			5-8 persons	3.82	22
			7-10 persons	3.50	4
	Benefit from tourism	0.004	No benefit	3.41	39
		2-tailed	Little	3.93	29
			Somehow	2.71	31
			Much	1.86	7
			Total	3.25	106

*Source:* Household survey

### *Social Relationship*

Tourism, as a factor for the opening of new job opportunities and change in the work patterns of women, could also contribute to changes in marriage culture and family size (Pe´rez and Nadal 2005). In the case of Konso, the residents showed disagreement on the role of tourism in leading to change in the indigenous marriage culture and nature of family size (M= 2.55) (Table 9). About 43.4% of the respondents argued against the premise; 23.6% said that they perceived the effect; and the rest 33% (which is large number of respondents) were not sure as to whether the industry affected culture of marriage and decisions relating to family size. Actually, the number of respondents who reported having perceived the effect still

suggests the high likelihood of that effect of tourism, though the changes cannot be blamed to it alone. A worker in KCTO, for example, expressed having noticed continuous changes in the marriage culture and family size of the community are caused more by modernization than tourism. A Community elder on his part said: *“Konso people were usually known to help each other, forming different clusters which were mostly based on blood and marriage ties. No one is also allowed to marry a member of his/her very clan. But nowadays, things are leaving their usual stands”*.

The tendency of rise of conflicts between tourists and the host communities and between the host themselves has been observed in different parts of the world as a result of ill-managed tourism growths (Besculides *et al.* 2002). The elderly members of a community turn apathetic with the young (Alhasanat 2008), mainly accusing the young for letting foreigners to challenge what they used to consider sacred. About 58.5% of the respondents the residents in Karat slightly disagreed (with mean rating of 2.23) on the effect of tourism one of the agents for intergenerational conflicts; while 17.9% agreed over the statement. A remarkable part of the respondents, 23.6%, reported they were not sure of the effect.

Table 9. Respondents' perception of the effects of tourism on marriage and social relationship

Perception	Premises						Tourism is exacerbating intergenerational (inter-age) Conflict		
	The local are changing indigenous marriage pattern and nature of family size issues			Tourism is weakening the social bonds between marriage partners, family members, neighbours, etc					
	N	%	N	%	N	%			
Strongly disagree	37	34.9	41	38.7	3	30.2	5	47.2	
Disagree	9	8.5	12	11.3	1	12.3	1	11.3	
Not sure	35	33.0	32	30.2	2	18.9	2	23.6	
Agree	15	14.2	10	9.4	2	22.6	8	7.5	
Strongly agree	10	9.4	11	10.4	1	16.0	1	10.4	
Total	106	100.0	106	100.0	106	100.0	106	100.0	
Mean	2.55			2.42			2.82		2.23

Source: Household Survey

The t-test result in Table 10 indicates that income (with  $t = 0.017$ ;  $t < 0.05 = 2$ -tailed) was an important determinant of the astonishing difference between respondents' view on the effects of tourism on local communities' indigenous marriage culture and family size determination. Those who earned large income charged tourism in this respect more than the low income earners. The ANOVA test result in Table 10 also shows that the difference was also there in their perception of the role of tourism in monetising the relationship among the members of the community on the basis of their occupation and benefit from tourism,  $t = 0.029$  and  $0.032$ , respectively ( $t < 0.05$ : one way ANOVA). Accordingly, residents who were employed in NGOs and those who benefited nothing from tourism tended to blame tourism for monetising relationships among the host people. There was a relatively high degree of similarity in the perception of the residents on the share of tourism in deteriorating the social bonds and fostering intergenerational conflicts.

Table 10. Factors affecting respondents' perception of tourism as contributing to deteriorating social relationships

The premises	Significantly influencing factor (s)	Signi. value	Comparison of means		Total (N)
The locals are changing indigenous marriage culture and family size observing the tourists	Average family monthly income	0.017 2-tailed	<1000	2.34	53
			1000-3000	2.60	42
			3001.01-5000	3.12	8
			Above 5000	4.00	3
			Total	2.55	106
The growth of tourism is enhancing monetisation of relationships among the community members	Benefit From Tourism	0.029 (one way ANOVA)	No benefit	3.05	39
			Little	2.90	29
			Somehow	2.77	31
			Much	1.29	7
			Total	2.81	106
	Occupation	0.032 (one way ANOVA)	Student	2.40	15
			Self-employed	3.19	48
			Government employed	2.76	29
			Employed in NGOs	3.25	4
			Others	1.70	10
Total	2.82	106			

Source: Household Survey

***Livelihood and Life Style Changes:*** As the number of tourists climbs and reSources are shared by more people, the cost of living in the destinations also goes up (Brunt and Curtney 1999; Ratz 2006; Alhasanat 2008). Along with escalation in the cost of living, the nature of family entertainment, marriage, and family size and other social aspects leave their original form. As shown in Table 11, close to half of the respondents (48.1%) agreed and strongly agreed that tourism is exacerbating the cost of living in Konso. Whereas, 38.6% disagreed and 23.2% desisted from voting any. The mean 3.09 also shows that the community is annoyed of tourism's effect of fostering the raise in cost of living. The price of every item, mainly food stuffs, was reported to have been on continuous increase in the past five years.

Similarly, 41.5% of the respondents blamed to tourism the increase in their spending system; 34% asserted that was not true in Konso ; the rest 24.5% were not sure whether it is responsible for that or not. The residents perceive there is a significant rise in the expenditure by the locals (M= 3.1). A hotel receptionist said, *“especially the youngsters spend even more than their earnings. It is nice if they spend their money on necessary things. But here, money goes to alcohol, fashion clothes, etc. than to education and family issues.”*

Table 11. Perception of respondents on tourism impacts on livelihood and business

Perception	Cost of living is increasing the due to the growth of tourism	Locals are increasing their spending seeing tourists	The local community members wearing and speaking styles are being substituted by the tourists one	With spread of tourism and its business, the number of students dropping out of schools and involving in other business is increasing	Tourism is widening begging and more tourist following					
	N	%	N	%	N	%	N	%		
Strongly disagree	29	27.4	23	21.7	19	17.9	27	25.5	20	18.9
Disagree	12	11.3	13	12.3	8	7.5	6	5.7	5	4.7
Not sure	14	13.2	26	24.5	21	19.8	19	17.9	19	17.9
Agree	22	20.8	18	17.0	24	22.6	29	27.4	28	26.4
Strongly agree	29	27.4	26	24.5	34	32.1	25	23.6	34	32.1
Total	106	100.0	106	100.0	106	100.0	106	100.0	106	100.0
Mean	3.09		3.10		3.43		3.18		3.48	

*Source: Household Survey*

The indigenous life styles of the local community, including their ideologies, behaviours, and dressing and speaking styles ((Besculides *et al.* 2002; Brunt and Curtney 1999) are highly exposed to change in favour of those of tourists. Generally “demonstration effect” was perceived by the residents of Konso-Karat as stern socio-cultural problem prevailing in the community (M= 96 3.43). As perceived by 54.7% of the respondents, the dressing and speaking styles of the locals are being gradually substituted by those of tourist; whereas 25.5% said they are not. The rest 19.8% were not sure whether or not that is taking place.

In different places tourism has enticed school dropouts (Alhasanat 2008). The residents of Karat (50.9% of them) also agreed that tourism is fostering increase in school dropouts in their areas too (M= 3.18); whereas 31.1% of the respondents resisted the premise; and the rest 17.9% had no information about that. This shows that a significant portion of the respondents see tourism both as promotive of education on one hand but also contributing to rises in school dropouts on the other.

According to a worker in KCTO, schools tend to run out of students during the pick seasons of tourism business. The interviewee further noted that that is because handcraft products like the casts of *waka*, hand woven scarves, e.t.c., which the students make with less effort, are sold to posh prices. This makes students busy buying materials and machineries, preparing the souvenirs, and selling the products. This increases the time of their absence from schools and leads to dropout.

Though tourism is an important sector that brings greater job opportunity, it may also spread begging and mere following of tourists (Lepp 2004).

In the present study, 58.5% of the respondents agreed over the statement that tourism is spreading begging and following tourists in Konso. The other 23.5% of the respondents objected the premise, and 16.0% reported ignorance about the idea, respectively. The community labelled begging to be the second worst sociocultural impact of tourism in Konso (M=3.48) next to cultural fabrication. Local guides explained tourists with distorted perception of the country and the local people; they also described them as attention-seekers who want to be called generous. Interviewees with KCTO discussed that,

Begging was as condemned as crime in Konso. Even if a person gets older and weaker and fails to farm or do other business, he/she would prepare a cotton wool sitting in his/her house and sell it. But today not only kids but also adults are seen begging tourists.

As it could be seen from Table 12, the ANOVA and t-test results show that benefit from tourism is a very influential factor of difference among the Konso -Karatians in their perception on tourism impacts of fostering changes in indigenous wearing and speaking styles ( $t= 0.023$ : one way ANOVA), begging and mere tourist following ( $t= 0.012$ : 2- tailed), and exacerbation of cost of living ( $t= 0.011$  2- tailed). The comparison of means indicates that residents who benefit much recognised the function of tourism in bringing demonstration effect (substitution of indigenous dressing and speaking styles) than the less and non-benefiting ones. But, it was those who had no or little benefit from the sector that ascertained the role of tourism in exacerbating begging and escalation of cost of living. The ANOVA test result on the residents' opinion on the role of tourism in (worsening) the expenditure pattern of the locals, age with  $t= 0.023$  (one

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 way ANOVA) were found to be the influential factors of difference where  
 the young residents recognised the presence of the effect on the ground.  
 The dwellers have not shown difference on the force of the sector on the  
 widening of school dropouts.

Table 12. Factors affecting respondents' perception on the role of tourism on livelihood and business

The premises	Significantly influencing factor(s)	Significance value	Comparison of mean	Total (N)	
Locals tend to increase their spending seeing tourists	Age (Years)	0.023 (one way ANOVA)	15-30	3.33	75
			31-60	2.60	30
			Above 60	1.00	1
			<b>Total</b>	<b>3.10</b>	<b>106</b>
Local community members' dressing and speaking styles are being substituted by those of the tourists	Benefit from tourism	0.023 (one way ANOVA)	No benefit	3.46	39
			Little	3.86	29
			Somehow	2.84	31
			Much	4.14	7
<b>Total</b>	<b>3.43</b>	<b>106</b>			
Tourism fosters dependency, begging and following tourist by reducing locals' work habit, schooling and self-sufficiency	Benefit from tourism	0.012 2-tailed	No benefit	3.05	39
			Little	2.90	29
			Somehow	2.77	31
			Much	1.29	7
<b>Total</b>	<b>2.81</b>	<b>106</b>			
It is increasing the cost of living	Benefit from tourism	0.011 2-tailed	No benefit	3.49	39
			Little	3.17	29
			Somehow	2.74	31
			Much	2.14	7
<b>Total</b>	<b>3.09</b>	<b>106</b>			

Source: Household Survey

*Cultural Authentication Problems:* Some tourist hosts think presenting the same thing always would be boring for visitors; and thus opt to incorporate new elements that, they think, would “beautify” the culture more (Besculides *et al.* 2002). In the endeavour to generate greater tourist flow, locals may wish to widen the platform for visitors and thereby allow them to do what is culturally impermissible, and thereon result in cultural commoditisation (Mbaiwa 2011; Tofik 2012). These are how culture(s) gradually loses their indignity and authenticity (Besculides *et al.* 200; Mbaiwa 2011; Tofik 2012).

In the present study, 62.3% of the respondents perceived that Tourism in Konso is resulting in “cultural fabrication”; whereas, 19.8% rejected the statement, while 17.9% were not sure of it (Table 13). This, as the residents labelled, appears to be the highest negative sociocultural impact of tourism (M= 3.65). It shows that the community is getting irritated with this impact of tourism. Most of the interviewed tourism stakeholders have referred this to be afflicting the community but none of them were in a position to pose examples to explain this. Cultural commoditisation as an impact of tourism in Konsowas admitted by 47.2% of the respondents; whereas, 36.8% said it is not there; and the remaining 16% were not sure. Also the mean agreement 3.21 indicates that the sizeable part of the community considers tourism in this regards as an agent behind loss of value of some elements of their culture.

Table 13. Respondents’ perception of tourism as inducing cultural modification and commoditisation

Perception	Locals’ incorporate new elements into the cultural aspects of tourist attraction (cultural fabrication)		Tourism is leading to commoditisation of culture	
	N	%	N	%
Strongly disagree	15	14.2	22	20.8
Disagree	6	5.7	17	16.0
Not sure	19	17.9	17	16.0
Agree	27	25.5	17	16.0
Strongly agree	39	36.8	33	31.1
Total	106	100.0	106	100.0
Mean	3.65		3.21	

Source: Household Survey

A tour guide says:

There are some public gatherings where traditional judgments are made. It is traditionally forbidden to cross them. There is also a stone of oath where the compound in which it is suited is not allowed to be crossed by menstruating women. Neither smoking nor kissing is also tolerated. Besides, there is also a coronation stone where traditional power transfer takes place. Nobody is allowed to sit or plunk [down] on the stone.

But, according to the guide, there is high tendency from the side of some locals to let tourists do the stated taboos, for more return.

An interviewee from KCTO resorted that “*wakas* were originally meant only to be situated on the graves of heroes and leaders. But due to the unwise use of tourism by some members of the community they are losing their grandeur. Very shockingly, some local women are also seen putting-off their clothes on the request of tourists to take their photos and get paid”.

Generally, the interviewed tourism stakeholders reflected more resentment over the commoditisation of local culture, due to tourism, than other populace.

*Settlement Changes:* The spread of new job opportunities due to the increase in tourism-related business makes people in other places to immigrate to tourism centres (Brunt and Curtney 1999). In the present study, 50% of the respondents agreed and strongly agreed that tourism is enhancing migration; 28.3% didn't agree; and 21.7% were sure of the occurrence of settlement changes due to tourism. In fact, both the high proportion of respondents on the agreement side and the high mean agreement suggest that the residents have found migration to be among the depressing impacts tourism is wedging on their sociocultural existence. In relation to this, a KCTO worker had this to say:

I blame domestic tourism in this case. Persons were in Konso before and left the territory in search of job and livelihood come to visit their families after sometime pretending to be “rich” in their dressing style and expenditure. This by itself makes the local youngsters to be influenced by what they see and move to urban areas. With this, the original working culture (work pattern) of Konso community is gradually changing.(A KCTO worker.)

Eraqi (2007) stated that in Hurgada and South Sinai, Egypt, congestion and crowding of settlement followed the development of tourism in the area. Similarly, in the present study, a large number (44.4%) (M= 3.10) of respondents had the perception that tourism is triggerring congestion of settlement in Konso; 33% disagreed on that effect of the industry; and the remaining 22.6% reported lack of knowledge of the issue (Table 14).

Table 14. Respondents’ perception of effects of tourism on migration, gentrification, and crowding and congestion of settlement in the host communities

Perception	Tourism is intensifying migration hence		Congestion and crowdedness are worsening due to tourism	
	N	%	N	%
Strongly Disagree	20	18.9	21	19.8
Disagree	10	9.4	14	13.2
Not sure	23	21.7	24	22.6
Agree	25	23.6	27	25.5
Strongly Agree	28	26.4	20	18.9
Total	106	100.0	106	100.0
Mean	3.29		3.10	

Source: Household Survey

*Communities’ Perception of the General Impacts of Tourism*

To capture responses pertaining to local communities’ perception of the socioeconomic impacts of tourism, a premise that says “generally the

positive socioeconomic impacts of tourism outweigh the negative ones” was put forth, and 59.4% of the respondents agreed and strongly agreed; 26.4% disagreed and strongly disagreed; and the rest 14.2% were indifferent (Table 15). Also from the mean agreement 3.51 affirms that large portion of the residents perceives the socioeconomic benefits accruing from more than the encounters faced due to tourism. In fact, another significant number of the respondents also believed and dared to say that the consequences surpass the benefits from the development of the sector in the area. Still a remarkable part of them reported they have no knowledge on this. However, comparison of the aggregate means of the positive impacts and the aggregate mean of the negative impacts (i.e. 3.93 and 3.43, respectively) indicates that the positive socioeconomic impacts of tourism outweigh the negatives. All of the interviewees also agreed that tourism owes the community much more than what it is destroying.

However, benefits, mainly income, from tourism have uneven distribution among members of the community. The finding shows that 39 (36.8%) of the respondents benefited nothing from tourism; whereas 31 (29.2%) and 29 (27.4%) of them reported that they gain fair and very less benefits, respectively. Only 7(6.6%) of them were found to be benefiting much from tourism. An interviewee from Konso Culture and Tourism Office, KCTO, underlined this idea, saying: *“great part of the economic benefits from the sector goes to a few individuals, not to the public”*.

Table 15. Residents' the perception of the on the aggregate sociocultural impacts of tourism

Perception	Generally the positive sociocultural impacts of tourism outweigh the negative ones	
	N	%
Strongly disagree	15	14.2
Disagree	13	12.3
Not sure	15	14.2
Agree	29	27.4
Strongly agree	34	32.1
Total	106	100.0
Mean		3.51

*Source:* Household Survey

## Conclusion

The main objective of this research was to assess the host community perceptions of the socioeconomic impacts of tourism. The enormous part of the community are very pleased with some impacts of tourism, like the perpetuation of the locals' "pride in their culture", "strengthening cultural heritage preservation", "globalising the local Konso culture", and "building the positive images of Konso as the most stupendous sociocultural benefits of tourism. The residents have also shown the sign of infuriation against the impacts of tourism in broadening rural-urban migration, criminal acts, materialising their cultural values, widening begging and mere following of tourists, and aggravating school dropouts. The result also indicates a growth in hosts' resentment on the role of tourism in exacerbating the cost

of living, expenditure of locals, and the congestion and crowding of settlements.

Benefits from tourism, , are found to be shaped more by the residents' perception of the impacts of tourism than by any other factor. Perceptions of the members of the community who benefit much from tourism very significantly differed from those who benefit little or no from it. This finding was consistent with the dictates of the social exchange theory (McKerchers 1999). Other socio-demographic aspects like marital status and household family size are also important determinants of residents' insight on tourism impacts followed by income, occupation, educational status, age, distance from tourism centres and religion. This finding is compatible with that of Brunt and Curtney (1999) and Alhasanat (2008). Gender and residency have got negligible room; and this is in tandem with the findings reported by Wang *et al.* (2006). This results of this study designates that though it is not that long since tourism became a formal agendum of development in Konso, the residents of the town have fairly loosed their euphoria for tourists and seem to be on the way to penetrate into the second stage of Doxys irritex model (i.e. apathy). This reveals the growing need for carefully-managed development of the sector than simple enhancement.

Hence, in the endeavour to attain sustainable tourism development with socio-cultural and environmental sustainability at the Centre, every stakeholder should take the necessary steps to reduce the hazards and maximise the remunerations. The community, mainly the residents of Konso-Karat, should be aware of the significances of their indigenous sociocultural life, environmental reSources, and heritages. Every members

of the community should also feel responsible as to serve as a guard for preservation and protection of reSources. Involving the people in construction of community eco-lodges, serving local foods and beverages, and as local tour guides, will also enhance the economic gains of the community and support the development.

The responsibility of the government is very wide and crucial (UNWTO 2011) in promoting and managing tourism in a way it feeds into sustainable socio-economic development while holding the negatives at their bare minimum. Therefore, the government (mainly the local government at woreda and zonal levels) should devise or set mechanisms for fair income distribution and using the income from tourism for investing in concrete developmental projects like schools and health centres. There is also an evident need for training locals on entrepreneurial activities and skills to promote tourism development should also be set.

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