

THE STATUS OF KAFFA AS TOURIST DESTINATION: TOURISTS' PERSPECTIVE

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ABSTRACT

Nowadays, tourism is growing remarkably in global economy and becoming means for changing the life of nation's at large and local people specifically in terms of economic, political, social and environmental aspects. Even though Ethiopia has amazing natural and manmade tourism potentials in different corners of the country, most of them are under researched and not utilized yet. Among these under researched and not utilized parts of the country but owning huge tourism potentials, Kaffa is exemplary. This paper examines or describes the status of Kaffa as tourist destination in perspective of tourists. For the sake of attaining the predetermined objective, descriptive research design was used. Questionnaire and own observation were used as means of data collection. Sample of 300 respondents from domestic and international tourists who visited or have exposure about Kaffa were considered. Descriptive statistics were applied for data analysis. Accordingly, the study revealed that hospitality of local people, safety of Kaffa to travel, political stability, immense tourism resources like rich diversity of flora and fauna, eco-tourism, coffee tourism and cultural tourism resources are promising but general infrastructure, tourist infrastructure and awareness creation are not promising about Kaffa as tourist destination. Therefore, coordinated effort from all stakeholders is required in order to solve problems revealed in this study.

Keywords: Kaffa, Ethiopia, Tourism, Destination

INTRODUCTION

Based on the definition of World Tourism Organization (UNWTO, 2008), the travel of persons or group of individuals from their usual location to unusual location or environment /places/ for the purpose of vacation /private/ or commercial/professional/ is called tourism. Applying tourism as path or instrument to bring promising outputs like upgrading the name of places in order to capture the interest of

industrialists; changing the life of the community; creating ethnocentric feeling in the community and making the area politically promising for the visitors should be the task of destination marketing (Horner S. & Swarbrooke J., 1996). Demand and supply should be balanced in practicing destination marketing. Planning to attract more tourists and making the destination comfortable for investment, equipping places with general and tourist infrastructure, capturing the intention of intermediaries should be balanced when practicing destination marketing (Prideaux B. & Cooper C., 2003).

According to UNWTO (2018), the overall world visitor influx was 11.88 billion arrivals during 2017 which was 1.6 times greater than world population. The whole world income from visitors (Inland and global visitors) were \$5.3 trillion during 2017 which was 6.7 per cent of world GDP. In 2017 the total world investment was augmented by 4.1 per cent than 2016 which was \$839.68 billion. Two hundred ninety two million people were employed in tourism sector during 2016 which was 10 per cent of overall world employment and tourism become reason for 298 million people to be employed in 2017. Due to this highly increasing man power demand, tourism sector is challenged by lack of skilled man power. Developing nations like African countries showed quicker growth than developed countries in terms of income from tourists and number of visitors. In 2017, developed countries total number of international visitors increased by 2.2 per cent than 2016 whereas Africans recorded 8 per cent of additional international visitors than 2016 (WTCTF, 2018).

Based on the catalogue of travel and tourism 2013, Ethiopia as African country continuously improved tourism capacity position universally and regionally in terms of endangered species, nature based global heritages, value-based capacity natural life from 140 countries (Ministry of Culture and tourism, 2015). Kaffa becomes among Ethiopian regions with amazing natural, manmade, cultural, historical and eye-catching tourism potentials and destinations; though marketing of these resources is not utilized. Kaffa is also known for 250 plant species 17 of them endemic, more than 300 groups of birds were registered 11 of them are endemic, 300 mammalian species are found in Kafa, the home of different waterfalls, hot springs, big rivers, mountains, Natural bridges, Bamboos, grasslands and wetlands, natural caves, man-made war holes

called “Hiriwoo” and different artefacts (NABU, 2015).

LITERATURE REVIEW

According to World Tourism Organization, 2004, if individuals or group of people tour or travel as well as have some time to unusual destinations for less than single year for the purpose of commercial, vacation or other intention it is called tourism. Based on the definition of World Tourism Organization 2013, if the visitors visit the specific area or the location such area is known as destination.

In today’s competition driven world, marketing of destinations is becoming recognized as core instrument for sustainable development of destinations for visitors (UNWTO, 2011). Naturally, tourist destination comprises numerous diverse products that it has complex measurements than consumer goods. Visitors have the culture of participating in many happenings like eating foods, using room services, visiting destinations and joining events. (Boo, et al., 2009) The nature of tourism product needs undergoing through it; since the taste, experience or feeling will vary for each tourist. The general feeling of tourists about specific destination can be affected by various attributes of destination product like topography, environment hygiene, and fun with residents (Morgan, et al., 2002). Tourists, business owners and local people are among the crucial participants in tourism business. Even though due to diverse nature of their desires bringing these participants for common goals become challenging, getting the collaboration of business owners and local people is uniquely crucial to deliver amalgamated and unique information to tourists (Garcia, et al., 2012). Government become another crucial participant in the tourism industry in a way that its role influences tourism business through rules and regulations regarding entry permits, boundary regulations, subsidy and duties (Morgan, et al., 2002).

Power of destinations’ eye catching or attractiveness is core reason inspiring visitors to visit specific place (Ritchie & Crouch, 2005). Collecting resources together for destinations promotion; the challenging nature of destinations for ease of marketing and supporting each other in destination marketing for achieving common goals become the main reasons to build cooperative tactic in marketing of destinations (Palmer A. & Bejou

D., 1995). Suppliers consider destinations are built from many offering categories from many providers whereas visitors consider destinations are combined offerings which can satisfy them and let them to associate with counter destinations. Thus, the view of suppliers and tourists on destinations concept are quite different that it must be treated accordingly (Buhalis D., 2000; Grangsjö Y., 2003; Wang Y., 2008). Cox and Wray (2008) explained that offering supreme satisfaction to visitors and assuring the continuous development of destinations are two main roles of destination marketing.

Customers with high experience, top educational qualifications and more expectations are challenging to easily satisfy their requirements. Therefore, to sustainably develop nations' tourism sector marketers must be critically conscious in current competitive destination market (Guliyev, S. M., & NURIYEVA, K. M., 2017). The popularity of the brand, amenities and facilities, value to tourists, accessibility and attraction of places are the main defining pillars of the whole tourism product (Middleton V. & Clarke J., 2001). According to Pike (2012), the environment, scenery, facilities, various attractions and public together built up the complex nature of destinations.

Dimitrios (1999) concluded that there must be balance between the promising nature of resources in the community and strategic plans of all responsible bodies in destination marketing. Distinguishing their offerings and building relationships among community and private industry for organizing the delivery should be done by the destinations. Applying modern technologies will allow destinations to boost their capacity of competition. Among the main determinants of destination marketing product development, recognizing and discovering the emerging opportunities, upgrading tourism offerings, and improving tourist services and accommodations are the main (Alhroot A., 2007). Destinations' historical background, economic and political situation and the culture of the society which are fundamentals in defining challenges and opportunities must be taken in to considerations for the success of tourist destinations (Joan C., et al., 2015).

There are complicated product offerings and various participants in marketing of destinations.

Due to difficulty of managing relationships among participants, marketing of destinations become challenging (Machlouzarides, 2010; Middleton, 2009; Pike, 2012; Bohalis, 2005). Alistair (2006) revealed that talent of innovation, service superiority and experience-based marketing are core components in tourism and hospitality industry. According to Deffner and Metaxas (2005), in addition to attracting a greater number of tourists, destination marketing should focus on community development, changing the image of the country in global glance and sustainable growth of the domestic economy. Applying tourism in order to change the image of the area for capturing the attention of investors, upgrading the infrastructural development in the community, making the local people to feel prouder & sense of belongingness by their area and transforming the environment are among basic tasks of destination marketing (Baker M. & Cameroon E., 2008).

The area or the environment with unique feature of appealing and motivating individuals to travel as well as have reasonable time in the area is known as destination (Leiper N., 2004). Improving the capacity of the destinations in competitive environment must be done by government and destination marketing organizations in collaboration in order to attract more tourists and to win tough competition. Since tourism plays a great role in changing environmental, economic, political and social sphere of the society that the global society should consider tourism as key role player in their regional policy (Lusticky M., Kincl T., 2012). According to Crompton (1979), brand building and marketing of destinations have key role in sustainable tourism development of the environment. When choosing destinations, tourists consider the environment's safety from physical harm as crucial factor (Mulugeta G. & Belay A., 2016). Destinations' Accessibility, culture, history, environment natural resources, infrastructure and enjoyment directly affect tourist perception. Moreover, Destinations' environment, eye-catching nature, facility, enjoyment, general and tourist infrastructure are among crucial factors affecting tourist satisfaction (Rajesh R., 2013).

Some national and international researchers who conducted their studies on tourism sector of Ethiopia. Among these Biazen, H. T. (2009) Explored the view of Swedish visitors towards destinations in Ethiopia by focusing on the demand of single nation; J. A. Jonker and B. M. K.

Robinson (2016) studied on Tourism in Ethiopia as an urgent opportunity for economic diversification through review and case study method; Geremew, Y. M., Alemayehu, H. B., & Meskele, A. T. (2017) focused on challenges and potentials for marketing and developing tourism products in the case of World heritage sites in Amhara National Regional State ; ABAY F. (2014) assessed FDRE Ministry Of Culture And Tourism Communication For Promoting Tourist Sites: The Media Of Communication In Focus; Getahun W. (2017) analysed what Ethiopian tourism marketing and performance seems like based on secondary data; Ohsoon Yun (2014) studied on Coffee Tourism in Ethiopia: Opportunities, Challenges, and Initiatives even without considering the detail facts about the origin of coffee Kaffa; Mulugeta G., Belay A. (2016) found how to brand Dire Dawa to market as emerging travel destination.

RESEARCH GAP

As clearly reviewed above there are some national and international researchers who conducted their studies on tourism sector specifically on destination marketing in Ethiopia.

None of these researchers have given the attention to natural, cultural and historical destinations Like Kaffa. The tourism sector in Kaffa, amongst different corners of country, has not been focused by different scholars. It is possible to say beautiful tourism potentials of Kaffa have not yet been taken up by different researchers. Against these backdrops, this research paper is intended to assess the status of Kaffa as tourist destination in perspective of tourists.

OBJECTIVE OF THE STUDY

To assess the status of Kaffa as tourist destination.

RESEARCH METHODOLOGY

Research design

The cross-sectional descriptive survey was used for this study. Since the researchers used only one-shot data or the data were collected once in a time without repetition; as research design the cross-sectional descriptive survey was considered as appropriate. Additionally, the descriptive type of survey was employed in order to clearly describe the status of Kaffa as tourist destination.

Description of the Study Area

Kaffa zone is found in south western Ethiopia with 465 km far from Addis Ababa, the capital of

Ethiopia. Administratively, Kaffa Zone is divided into twelve Woredas (administrative districts) and two city administrations. The capital of Kaffa zone is Bonga town. The origin or birth place of Coffee Arabica is located in Kaffa Zone, Decha woreda, Mankira Kebelle, Buni village still mounting under a shadow of trees in Kaffa's Moist Agroecological Zone. The region is rich in different animals and plant species as natural resources; immense cultural and historical resources as well as eye-catching environments as tourism potentials.

Target Population of the Study

According to N.K.Malhotra and S.Dash (2016) Target population is the entire group substances or sets owing the data required for the study by which the conclusions are to be inferred. Therefore, the local and international tourists who visited or had exposure about Kaffa are the target population of this study.

Sampling Design

The sample size of the study included local and international tourists. Sample of 300 tourists were included in the study as respondents through convenience sampling technique. From this sample 151 local and 149 international tourists were taken conveniently. The researchers considered convenience non probability sampling technique because the numbers of visitors as area and country level are unknown that this technique made the researcher to take easily accessible or convenient visitors as respondents.

Data Collection

Primary and secondary sources of data were considered. Questionnaires as primary source were distributed to local and international tourists to have information about the status of Kaffa as tourist destination. Secondary data was conducted through reports of the organizations, historical recordings and reviewing literature for examining the status of Kaffa as tourist destination.

Data Analysis

The quantitative data collected as primary source was analysed through descriptive statistical techniques with the help of SPSS version 25. The researcher used descriptive statistics technique for describing the existing scenario of Kaffa as tourist destination through tabulation. Percentage, mean, mode as well as standard deviation analysis techniques were applied for quantitative data analysis.

Significance of the Study

This study would play significant role for research community, government, different stake holders and people of Kaffa. The research community would use this study as reference on the area of destination marketing and focus on feature research direction which would be proposed by this study. This study would have immense significance for decision makers like government and different stake holders by giving finding-based recommendation on how to make Kaffa tourist Destination. Finally, the people of Kaffa would be beneficiary from this study when the recommendation which would be proposed by this study would be practiced by government and different stakeholders.

Scope of the Study

This study was delimited geographically and conceptually. Geographically, this study was conducted in Ethiopia, southwest Ethiopia, specifically in Kaffa Zone. Conceptually, this study totally focused on the Tourism marketing concept specifically current status of Kaffa as tourist destination in the perspective of visitors.

DATA ANALYSIS

The main purpose of this paper is to assess the views of tourists on the current status of Kaffa as tourist destination. For the success of this study, the researcher conducted survey on 300 tourists who visited or have awareness about Kaffa. Accordingly, the detail analysis of the survey is presented as follows.

Table 1: Statistics of the Tourists

N	Total Distributed	300
	Valid Response	300
	Missing Response	0

Source: Own survey (2019)

As clearly shown on the table above, from the total of 300 distributed questionnaires all the 300 questionnaires are filled and returned to the researchers. This shows the tourist respondent's response rate is 100 per cent.

Table 2: Demography of Respondents

		Frequency	Percent
Nationality	Domestic	151	50.3
	International	149	49.7
	Total	300	100.0

Gender	Male	160	53.3
	Female	140	46.7
	Total	300	100.0
Age	20-35	22	7.3
	36-50	159	53.0
	51-65	119	39.7
	Total	300	100.0
Education level	College diploma	42	14.0
	Degree	136	45.3
	Graduate or postgraduate	122	40.7
	Total	300	100.0
Occupation	Service	38	12.7
	Professional	207	69.0
	Self employed	26	8.7
	Student	9	3.0
	Other	20	6.7
	Total	300	100.0
Marital status	Single	43	14.3
	Married	221	73.7
	Divorced	36	12.0
	Total	300	100.0
International travel experience	No travel so far	94	31.3
	1-2 times	55	18.3
	3-5	55	18.3
	More than 5 times	96	32.0
	Total	300	100.0
Travel to Ethiopia	For the first time	37	12.3
	Twice or more	263	87.7
	Total	300	100.0

Source: Own survey (2019)

The above table 2 shows tourist respondents, demography. Based on their nationality, majority of the respondents or tourists are Domestic (Ethiopians) 151(50.3 per cent) tourists followed by international (more than 20 countries) 149 (49.7 per cent) are among tourists who visited Kaffa or have exposure about Kaffa. Based on gender distribution, majority of the respondents or tourists are Males (53.33 per cent) while the remaining tourists who visited or have exposure about Kaffa, Ethiopia are Females (46.67 per cent). Considering the age category, majority of the respondents or tourists are between 36-50 (53 per cent) followed by 51-65 (39.67 per cent) and 20-35 (7.33 per cent). According to the education level of

respondents or tourists, majority of tourists who visited or have awareness about Kaffa are degree holders (45.33 per cent) and Graduate or postgraduate (40.67 per cent). Regarding their Occupation, most of the tourists with exposure about Kaffa are Professionals (69 per cent) followed by Service (12.67 per cent) and self-employed (8.67 per cent). Based on the marital status, the survey revealed that the majority of Tourists are Married (73.67 per cent). Regarding international travel experience of respondents or tourists, 32 per cent of tourists have more than 5

times international travel experience, 31 per cent of them have no international travel experience, 18.33 per cent of them have 1-2 times international travel experience and 18.33 per cent of them have 3-5 times international travel experience.

Based on tourists travel experience to different parts of Ethiopia, 87.67 per cent of them have twice or more times travel experience to different parts of Ethiopia and the remaining 12.33 per cent of them said that they are travelling to different part of Ethiopia for the first time.

Table 3: Awareness of Tourists about Kaffa

		Frequency	Percent
Travel to Kaffa, Ethiopia	For the first time	171	57.0
	Twice or more	129	43.0
	Total	300	100.0
What comes to your mind when you hear about the name Kaffa, Ethiopia	Coffee	134	44.7
	Colobus monkey	8	2.7
	Culture	27	9.0
	Flora & Fauna	74	24.7
	History	17	5.7
	Natural beauty	29	9.7
	Topography	5	1.7
	Wildlife	6	2.0
	Total	300	100.0
The knowledge you have about Kaffa, Ethiopia	Limited knowledge	193	64.3
	Knowledgeable or aware	107	35.7
	Total	300	100.0
If you have certain level of knowledge about Kaffa what was your source of information?	Previous travel experience	12	4.0
	Friends	81	27.0
	Magazine	40	13.3
	Internet	8	2.7
	Books	111	37.0
	Stories	14	4.7
	News paper	9	3.0
	Academic articles	19	6.3
	Documentaries	4	1.3
	Others	2	.7
Total	300	100.0	
The main motivation in traveling to Kaffa, Ethiopia	New places/culture/way of life	108	36.0
	Intellectual development	65	21.7
	To attend cultural events	76	25.3
	Rest and relaxation	22	7.3
	Others	29	9.7
	Total	300	100.0

Source: Own survey (2019)

Table 3 clearly shows **Awareness of Tourists about Kaffa**. According to the travel experience of tourists to Kaffa, 57 per cent of the tourists travelled to Kaffa for the first time and 43 per cent of them travelled to Kaffa two or more times.

Based on the survey intended to identify what comes in to mind of tourists when they hear about the name Kaffa; 44.67 per cent of them said coffee comes in to their mind, 24.67 per cent of them said flora and fauna comes into their mind, 9.67 per cent

of them said natural beauty comes in to their mind, 9 per cent of them said culture comes in to their mind, 5.67 per cent of them said history comes in to their mind, 2.67 per cent of them said Columbus monkey comes in to their mind, 2 per cent of them said wild life comes in to their mind and the rest 1.67 per cent of them said topography comes in to their mind when they hear about the name Kaffa.

Regarding awareness level of respondents about Kaffa, 64.33 per cent of respondents have limited knowledge or awareness about Kaffa and 35.67 per cent of them are knowledgeable or aware about Kaffa.

Additionally, 37 per cent of respondents use book as source of information about Kaffa, 27 per cent of them use friends, 13.3 per cent of them use Magazine, 6.3 per cent of them use academic articles, 4.7 per cent of them use stories, 4 per cent of them use previous travel experience, 3 per cent of them use Newspaper, 2.7 per cent of them use internet, 1.3 per cent of them use documentaries and 0.7 per cent of them use other sources as sources of information about Kaffa. Regarding the

main motivation of respondents in travelling to Kaffa the survey indicated that 36 per cent of the respondents are motivated in travelling to Kaffa for discovering new places/culture/way of life, 25.33 per cent of them for attending cultural events, 21.67 per cent of them for intellectual development, 7.33 per cent of them for rest & relaxation and 9.67 per cent of them are motivated in travelling to Kaffa for other reasons.

The table 4 demonstrates that from diploma holder tourists or respondents 76.2 per cent of them have limited knowledge about Kaffa and 23.8 per cent of them are knowledgeable or aware about Kaffa. In addition to this from Degree holder tourists or respondents, 62.5 per cent of them have limited knowledge about Kaffa and 37.5 per cent of them are knowledgeable or aware about Kaffa. Besides this, from Graduates or postgraduate tourists or respondents, 62.3 per cent of them have limited knowledge or awareness about Kaffa and the remaining 37.7 per cent of them are aware about Kaffa.

Table 4: The association between Education level and the knowledge level about Kaffa

			The knowledge you have about Kaffa		Total
			limited knowledge	knowledgeable or aware	
Education level	College diploma	Frequency	32	10	42
		per cent within Education level	76.2 per cent	23.8 per cent	100.0 per cent
	Degree	Frequency	85	51	136
		per cent within Education level	62.5 per cent	37.5 per cent	100.0 per cent
	Graduate or postgraduate	Frequency	76	46	122
		per cent within Education level	62.3 per cent	37.7 per cent	100.0 per cent
Total		Frequency	193	107	300
		per cent within Education level	64.3 per cent	35.7 per cent	100.0 per cent

Source: Own survey (2019)

Table 5 reveals that from tourists motivated in travelling to Kaffa to discover new places/culture/way of life, 92.6 per cent of them are International tourists and 7.4 per cent of them are domestic tourists. Additionally, from those who are motivated for intellectual development, 78.5 per cent of them are domestic tourists and the rest 21.5 per cent of them are international tourists. Moreover, from tourists motivated to attend

cultural events, 65.8 per cent of them are domestic tourists and 34.2 per cent of them are international tourists. Furthermore, from respondents or tourists motivated for rest and relaxation, 100 per cent of them are domestic tourists. Finally, from the tourists or respondents motivated for other reasons, 69 per cent of them are domestic tourists and 31 per cent of them are international tourists.

Table 5: The association between main motivation in traveling to Kaffa and Nationality

			Nationality		Total	
			Domestic	International		
The main motivation in traveling to Kaffa	To discover new places/culture/way of life	Frequency	8	100	108	
		per cent within the main motivation in traveling to Kaffa	7.4 per cent	92.6 per cent	100.0 per cent	
	Intellectual development	Frequency	51	14	65	
		per cent within the main motivation in traveling to Kaffa	78.5 per cent	21.5 per cent	100.0 per cent	
	To attend cultural events	Frequency	50	26	76	
		per cent within the main motivation in traveling to Kaffa	65.8 per cent	34.2 per cent	100.0 per cent	
	Rest and relaxation	Frequency	22	0	22	
		per cent within the main motivation in traveling to Kaffa	100.0 per cent	0.0 per cent	100.0 per cent	
	Others	Frequency	20	9	29	
		per cent within the main motivation in traveling to Kaffa	69.0 per cent	31.0 per cent	100.0 per cent	
	Total		Frequency	151	149	300
			per cent within the main motivation in traveling to Kaffa	50.3 per cent	49.7 per cent	100.0 per cent

Source: Own survey (2019)

Table 6 shows that from domestic tourists or respondents, majority (40.4 per cent) of them use their friends as source of information about Kaffa followed by 25.2 per cent of them use books as source of information about Kaffa. In addition to this, from international tourists who have exposure

about Kaffa, majority (49 per cent) of them use book as source of information about Kaffa followed by 16.1 per cent of them use magazine and 13.4 per cent of them use friends as source of information about Kaffa.

Table 6: The association between Nationality and Source of information

			If You Have Certain Level of Knowledge About Kaffa What Was Your Source of Information										Total
			Previous Travel Experience	Friends	Magazine	Internet	Books	Stories	News Paper	Academic Articles	Documentaries	Others	
Nationality	Domestic	Frequency	12	61	16	5	38	6	9	0	3	1	151
		per cent within Nationality	7.9 per cent	40.4 per cent	10.6 per cent	3.3 per cent	25.2 per cent	4.0 per cent	6.0 per cent	0.0 per cent	2.0 per cent	0.7 per cent	100.0 per cent
	International	Frequency	0	20	24	3	73	8	0	19	1	1	149
		per cent within Nationality	0.0 per cent	13.4 per cent	16.1 per cent	2.0 per cent	49.0 per cent	5.4 per cent	0.0 per cent	12.8 per cent	0.7 per cent	0.7 per cent	100.0 per cent
Total		Frequency	12	81	40	8	111	14	9	19	4	2	300
		per cent within Nationality	4.0 per cent	27.0 per cent	13.3 per cent	2.7 per cent	37.0 per cent	4.7 per cent	3.0 per cent	6.3 per cent	1.3 per cent	0.7 per cent	100.0 per cent

Source: Own survey (2019)

General Views of Tourists on the Status of Kaffa as Tourist Destination

The main objective of this study was to assess the views of tourists on the status of Kaffa as tourist destination. Through questionnaire the data were collected from 300 tourists who visited or have awareness about Kaffa. Accordingly, the detail analysis of the survey is presented as follows.

Reliability Test

The degree to which a measure delivers unswerving results on monotonous trials. Internal consistency is part of reliability applicable when someone is using many items in the instrument or questionnaire in order to measure a construct, the association of items must be uniform for all respondents. It can be measured by Cronbach Alpha with acceptable alpha value of greater than 0.7(Ajay kumar,2017).

Accordingly, the researcher tried to test the internal consistent reliability of items considering the Cronbach’s Alpha value with the help of SPSS version 25.

Table 7: Internal consistency test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.775	.792	9

Source: Own survey (2019)

Based on the above table, nine items internal consistency was computed and the result of Cronbach Alpha shows 0.775. Therefore, the alpha value greater than 0.7 is considered as good internal consistency measurement. Based on this, alpha value of 0.775 shows nine items internal consistency is good and confirmed the instrument as reliable for this study.

Table 8: Tourism resources in Kaffa

	N	Minimum	Maximum	Mode	Mean	Std. Deviation
There are unique variety of flora and fauna in Kaffa, Ethiopia	300	3	5	5	4.52	.539
Kaffa, Ethiopia is the best destination for coffee tourism	300	3	5	5	4.44	.596
Kaffa, Ethiopia is best destination for Eco-tourism	300	3	5	5	4.49	.575
Kaffa, Ethiopia is best destination for cultural tourism	300	3	5	4	4.30	.514
Generally, Kaffa, Ethiopia has fairly developed infrastructure	300	2	4	2	2.20	.519
Tourist infrastructure is fairly established in Kaffa, Ethiopia	300	2	4	2	2.29	.637
Ethiopia is politically stable country	300	2	4	4	3.19	.951
Kaffa, Ethiopia is safe place to travel	300	3	5	5	4.49	.569
The local people in Kaffa, Ethiopia are friendly and hospitable	300	3	5	5	4.52	.569
Valid N (listwise)	300					

Source: Own observation (2019)

Flora and Fauna

According to the table 8, the tourists were requested to put their views on “There are unique variety of flora and fauna in Kaffa, Ethiopia” ranged from 1-strongly disagree to 5-strongly agree. As a result, most of the respondents strongly agree (mode=5) that there are unique variety of flora and fauna in Kaffa, Ethiopia. The mean value 4.52 which approaches to 5=mode additionally supports the same and Standard Deviation of ±0.539 clearly shows there is no significant deviation from mean that most of the respondents deviates towards strongly agree.

Coffee Tourism

Based on the table 8, respondents are required to rate their views ranged from 1-strongly disagree to 5-strongly agree about the item “Kaffa, Ethiopia is the best destination for coffee tourism”. Accordingly, most of the tourists strongly agree (mode=5) that Kaffa is the best destination for coffee tourism. The mean=4.44 which is approximate to mode and standard deviation=±0.569 which has no significant variation from mean additionally supports majorities strongly agree that Kaffa is the best destination for coffee tourism.

Eco-Tourism

Table 8 clearly shows tourists views ranged between 1-strongly disagree to 5-strongly agree about the question “Kaffa, Ethiopia is best destination for Eco-tourism”. Based on tourists’ response, majority of them strongly agree (mode=5) that Kaffa is best destination for Eco-tourism. Even the values of mean=4.49 and standard deviation= ± 0.575 support the value of mode since there is no significant deviation among respondents.

Cultural Tourism

As indicated on the table 8, tourists are asked to express their views ranged from 1-strongly disagree to 5-strongly agree about the issue “Kaffa, Ethiopia is best destination for cultural tourism”. Consequently, majority of tourists Agree (mode=4) that Kaffa, Ethiopia is best destination for cultural tourism. The same is supported by the values of mean=4.30 and standard deviation= ± 0.514 since both values indicate the absence of significant variation from mode.

General Infrastructure

On the table 8, tourists’ views were asked about “Kaffa, Ethiopia has fairly developed infrastructure”. Their views were expressed in terms of level of agreement ranged between 1-strongly disagree to 5-strongly agree. Based on their views, majority of the tourists disagree (mode=2) that Kaffa, Ethiopia has fairly developed infrastructure. Additionally, the value of mean=2.20 which is approximate to value of mode=2 supports the same view. Not only this, but also when we see the value of standard deviation= ± 0.519 , it shows there is no significant deviation from mean which still supports the result.

Tourist Infrastructure

The table 8 shows about the tourists view on the availability of tourist infrastructure in Kaffa, Ethiopia. Tourists were required to put views from 1=strongly disagree to 5=strongly agree about the issue “Tourist infrastructure is fairly established in Kaffa, Ethiopia”. Therefore, majority of the tourists disagree (mode=2) that Tourist infrastructure is fairly established in Kaffa, Ethiopia. Mean=2.29 near to mode and standard deviation= ± 0.637 which shows no significant deviation from mean supports the result of mode.

Political Stability

Regarding table 8, tourists were asked to show their views between 1-strongly disagree to 5-strongly agree about the issue “Ethiopia is politically stable country”. As a result, majority of the tourists agree (mode=4) that Ethiopia is politically stable country. Even though majority of the respondents agree on this issue, the value of mean=3.19 far from mode and the value of standard deviation= ± 0.951 showing significant deviation from mean indicates there are also tourists disagree and neutral on the political stability of Ethiopia.

Safety of Kaffa to Travel

Table 8 shows the response of tourists regarding Kaffa is safe place to travel. They are asked to put their views ranging from 1-strongly disagree to 5-strongly agree about “Kaffa is safe place to travel”. Thus, majority of them strongly agree (mode=5) that Kaffa is safe place to travel. This result is also supported by mean=4.49 near to mode and standard deviation= ± 0.569 which has no significant deviation from mean.

Local Peoples’ Hospitality

According to table 8, tourists were requested to express their views ranging from 1-strongly disagree to 5-strongly agree regarding the item “The local people in Kaffa, Ethiopia are friendly and hospitable”. Consequently, majority of the tourists strongly agree (mode=5) that the local people in Kaffa, Ethiopia are friendly and hospitable. The same is supported by mean=4.52 close to mode and standard deviation=0.569 which has no substantial deviation from mean.

MAJOR FINDINGS

- Majority of the respondents are Domestic (Ethiopians) 151(50.3 per cent) tourists followed by international (more than 20 countries) 149 (49.7 per cent) are among tourists who visited Kaffa or have exposure about Kaffa.
- Majority of the respondents who visited or have exposure about Kaffa are Males (53.33 per cent), aged between 36-50 (53 per cent), educationally degree holders (45.33 per cent), occupationally professionals (69 per cent) and with Married (73.67 per cent) marital status.
- Regarding international travel experience of respondents, majority 32 per cent of

- respondents have more than 5 times international travel experience followed by 31 per cent of them have no international travel experience. Regarding respondents' travel experience to different parts of Ethiopia majority (87.67 per cent) of them have twice or more times travel experience to different parts of Ethiopia.
- According to travel experience of respondents to Kaffa, majority (57 per cent) of the tourists travelled to Kaffa for the first time and 43 per cent of them travelled to Kaffa Two or more times.
 - When respondents hear about the name Kaffa, majority (44.67 per cent) of them said Coffee comes in to their mind followed by flora and fauna (24.67 per cent), Natural beauty (9.67 per cent), Culture (9 per cent), History (5.67 per cent), Colobus monkey (2.67 per cent), Wild life (2 per cent) and Topography (1.67 per cent).
 - Majority (64.33 per cent) of respondents have limited knowledge or awareness about Kaffa and 35.67 per cent of them are knowledgeable or have awareness about Kaffa.
 - Majority (37 per cent) of respondents use book as source of information about Kaffa. Moreover, 27 per cent of them use friends, 13.3 per cent of them use Magazine, 6.3 per cent of them use academic articles, 4.7 per cent of them use stories, 4 per cent of them use previous travel experience, 3 per cent of them use Newspaper, 2.7 per cent of them use internet, 1.3 per cent of them use documentaries and 0.7 per cent of them use other sources as sources of information about Kaffa.
 - Majority (36 per cent) of the respondents are motivated in travelling to Kaffa for discovering new places/culture/way of life followed by 25.33 per cent of them for attending cultural events, 21.67 per cent of them for intellectual development, 7.33 per cent of them for rest & relaxation and 9.67 per cent of them are motivated in travelling to Kaffa for Other reasons.
 - Educationally, from diploma holder tourists or respondents, majority (76.2 per cent) of them have limited knowledge about Kaffa. From Degree holder respondents, majority (62.5 per cent) of them have limited knowledge about Kaffa. From Graduates or postgraduate tourists or respondents, majority (62.3 per cent) of them have limited knowledge or awareness about Kaffa
 - From tourists motivated in travelling to Kaffa to discover new places/culture/way of life, majority (92.6 per cent) of them are International tourists. From those who are motivated for intellectual development, majority (78.5 per cent) of them are domestic tourists. From tourists motivated to attend cultural events, majority (65.8 per cent) of them are domestic tourists. From tourists motivated for rest and relaxation, all (100 per cent) of them are domestic tourists.
 - From domestic tourists or respondents, majority (40.4 per cent) of them use their friends as source of information about Kaffa followed by 25.2 per cent of them use books as source of information about Kaffa. From international tourists who have exposure about Kaffa, majority (49 per cent) of them use book as source of information about Kaffa followed by 16.1 per cent of them use magazine.
 - Most of the respondents strongly agree (mode=5) that there are unique variety of flora and fauna in Kaffa, Ethiopia.
 - Most of the respondents strongly agree (mode=5) that Kaffa is the best destination for coffee tourism.
 - Majority of respondents strongly agree (mode=5) that Kaffa is best destination for Eco-tourism.
 - Majority of tourists Agree (mode=4) that Kaffa, Ethiopia is best destination for cultural tourism.
 - Majority of the tourists disagree (mode=2) that Kaffa, Ethiopia has fairly developed infrastructure.
 - Majority of the tourists disagree (mode=2) that Tourist infrastructure is fairly established in Kaffa.
 - Majority of the tourists agree (mode=4) that Ethiopia is politically stable country. Even though majority of the respondents agree on this issue, the value of mean=3.19 far from

mode and the value of standard deviation= ± 0.951 showing significant deviation from mean indicates there are also tourists disagree and neutral on the political stability of Ethiopia.

- Majority of tourists strongly agree (mode=5) that Kaffa, Ethiopia is safe place to travel.
- Majority of the tourists strongly agree (mode=5) that the local people in Kaffa, Ethiopia are friendly and hospitable.

CONCLUSION

There are different corners in Ethiopia for tourism business or marketing but places or corners like Kaffa had untapped tourism resources. Attaching places like Kaffa with tourism business do have multidimensional benefits that this paper intended to assess the current status of Kaffa as tourist destination in Ethiopia. Therefore, based on the major findings of this paper the researcher concluded the following basic conclusions.

Even though Ethiopians or local tourists are dominant in visiting Kaffa, there are many international tourists like German, British, American, China visiting Kaffa. Tourists who are male, within the age of 36-50, degree holders, professionals, and married are the major visitors of Kaffa. Many tourists visited Kaffa for the first time but they do have the experience of visiting different parts of Ethiopia and have more than 5 times international travel experience. Tourists who visited or have exposure about Kaffa highly associate the name Kaffa with Coffee, flora & fauna, natural beauty, Culture & History and colobus monkey. Though many visitors have limited awareness about Kaffa, they have used book, friends, Magazine, academic articles, stories, previous travel experience as source of information about Kaffa. The main motivation of tourists in travelling to Kaffa is all about for discovering new places/culture/way of life, for attending cultural events, for intellectual development and for rest & relaxation. Regardless of their educational background, majority of tourists have limited knowledge or awareness about Kaffa. From tourists who are motivated in Travelling to Kaffa to discover new places/culture/way of life, majority of them are International tourists. From those who are motivated for intellectual development, cultural event and rest & relaxation, most of them are domestic tourists. Domestic tourists use their

friends as main source of information about Kaffa and International tourists use books as well as magazine as main source information about Kaffa.

There are unique variety of flora and fauna in Kaffa, which has power of attracting local and international tourists. Kaffa is tourist's preferred or best destination for coffee tourism, for eco-tourism and for cultural tourism. Apart from different tourism resources, Ethiopia as a country is politically stable country; Kaffa is safe place to travel; the local people in Kaffa are friendly and hospitable for attracting tourists. Kaffa is gifted in natural and man-made tourism resources but Kaffa has no fairly developed general infrastructure as well as Tourist infrastructure is not fairly established in Kaffa that making Kaffa as tourist destination is still challenging.

Giving priority for tourism business in Kaffa, increasing the promotional effort for awareness creation about Kaffa, increasing the effort for developing general infrastructure (roads, airports, transport facilities) and fairly establishing tourist infrastructure (hotels, tour operators, shopping) become recommended and home work of local, regional and federal government as well as tourism marketing organizations for making Kaffa as tourist destination.

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