



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION

**ASSESSING THE PROMOTIONAL PRACTICES OF
TOUR & TRAVEL OPERATORS IN ADDIS ABABA**

BY
MAHLET MOGES

May, 2022
ADDIS ABABA

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SGS/0182/2013A

ADVISOR: Getie Andualem (Asst. Prof.)

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DECLARATION

I, the undersigned, declare that this thesis “ASSESSING THE PROMOTIONAL PRACTICES OF TOUR & TRAVEL OPERATORS IN ADDIS ABABA” is my original work, prepared under the guidance of Getie Andualem (Asst. Prof.). All sources of materials used for this thesis have been duly acknowledged. I further confirm that, the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Name

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May, 2022

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a University advisor.

Dr Getie Andualem



Advisor

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May, 2022

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ABBREVIATION AND ACRONYMS

AU	African Union headquarters
DMO	Destination Marketing Organization's
ETOA	Ethiopian Tour Operators Association
IMC	Integrated marketing communication
ISBA	Incorporated Society of British Advertisers
ITB	International travel trade show
MOCT	Ministry of Culture and Tourism
TTO	Tour and Travel Operators
UNWTO	United Nation World Tourism Organization
UNECA	United Nations Economic Commission for Africa;
UNESCO	United Nations Educational, Scientific and Cultural Organization
WTM	World Travel Market
WTO	World tourism organization

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Abstract

This study was conducted under the title “assessing the promotional practice of tour and travel operators in Addis Ababa” The main objective of the study is to examine whether the mix of the promotion elements have been applied effectively by Tour and travel operators. The study is descriptive in its nature and employed both qualitative and quantitative research methods. The main sources of primary data in the study were Tour and travel operators. Questionnaires were used to collect data which was then coded and analyzed using descriptive statistics. The target population of the study was composed of 300 Tour and travel operators which are found in Addis Ababa and 171 respondents properly completed questionnaires. One person from each selected Tour and travel operators filled the questionnaires based on the experience and knowledge in the area. Among the findings, it was revealed that the mixes of the promotional elements are important means of communication with international tourists. Though they are not yet effectively combined to use them, the reason could be due to limited tourism product development, high package price for the existing product, poor promotional strategy and program, lack of attention and knowledge on tourism marketing and promotion strategy and limited integration among Tour and travel operators. It is recommended to customize promotion strategy and program that consists proper mixes of promotional elements to attract more tourists that best suits to tourism resources of the country.

Key terms: - *International tourist, Promotion, Promotional mixes, Tour operators and Tourism*

CHAPTER ONE

INTRODUCTION

1.1. Background of The Study

Tourism is defined scientifically as the sum of the phenomena and relationships arising from interaction among tourist, business suppliers, host governments, host communities, origin government, Universities, Community colleges, Nongovernmental organization in the process of attracting, transporting, hosting, managing the tourists and others Visitors (Mckercher, 1995).

The use of appropriate promotional mix to address the available and unique tourism products to the travelers can assist to exist in the competitive market environment. The promotional mix is a term used to express the collection of tools any firm can use to create awareness and try to persuade the benefit and features of products to the prospects and customers.

As noted in the Practical Guide to Tourism Destination Management (2006), Promotion is one element of the overall destination marketing mix which is extremely important and visible one. Unless the promotion drive is properly supported by the other elements of the core destination marketing mix, namely product, pricing and distribution channels, the promotional effort will not deliver the required return on investment.

David Bojanic (2008) has also discussed in his Handbook of Hospitality Marketing Management on the promotion element of the marketing mix includes all of the communications associated with marketing a product or service. The promotion mix consists of four elements: advertising, personal selling, publicity, and sales promotion. Advertising and publicity are forms of mass communication using a variety of mediums such as television, radio, newspaper, magazines, direct mail, and the Internet. Advertising is a paid form of mass communication with an identified sponsor, while publicity is a non-paid form of mass communication without a sponsor (i.e., it is free and objective). Personal selling is a form of interpersonal communication sponsored by the firm. Sales promotion is a short-term inducement to purchase a product or service. Some examples of sales promotions are contests, sweepstakes, premiums, and product bundles.

Now where direct and indirect competitions are intensified and buyers are more rational in their buying decisions, promotion becomes unavoidable managerial concern of all companies in all industries of the world. To this end, managers, particularly, marketing managers are so busy in planning promotional campaign, i.e. studying customers' perception, developing the promotional objectives and strategies, media planning, appointing the right spokesperson and budgeting for the campaign implementation. They, therefore, invest from thousand to billions of dollars in marketing communication with the hope that it will enhance company performance by increasing sales, assuring brand recognition, evaluating market share and increasing profit as well.

As noted by the World Tourism Organization (2007) in the Practical Guide to Tourism Destination Management, Promotion is one element of the overall destination marketing mix, albeit an extremely important and visible one. However, unless the promotions drive is properly supported by the other elements of the core destination marketing mix, namely product, pricing and distribution channels, the promotional effort will not deliver the required return on investment.

The tourism sector is essential for the growth and development of nation's economy. According to Nicolas Vaugeois (2013) tourism is an attractive business tool for economic development specifically in the developing world. Many travelers do appreciate Ethiopia for the suitability of the climatic condition, less tourist expense comparing to other African countries, reach with various tourism resources and considered as among the peaceful and stable few African countries. Simply having various tourist products in a destination will not attract international tourists. It is most important to effectively promote all of natural and man-made tourism resources to the target customers.

To this end, the strategy formulation, implementation and controlling of the promotion is required to be well organized, structured, directed, coordinated, integrated and executed as well. In contrast, unorganized, undirected, unplanned and less integrated promotional efforts would be a source of company's inefficiency. Not only would it be worthless but also it adds little value to the company's performance.

1.2. Statement of The Problem

A promotional activity is a business activity that communicates a company's interests and embodies a transmission-reception of a variety of information between internal business processes and external business relationships. Promotion has the roles of informing, persuading, inducing action, and reaching and affecting a diversity of publics.

The UNWTO (2012) has illustrated in its report the importance and challenges of tourism. It can be seen as having many benefits and costs. And also has noted that it generates local employment, both directly in the tourism sector and in various support and resources managements sectors. Tourism stimulates profitable domestic industries - hotels and lodging facilities, restaurants and other food services, transportation systems, 3 handicrafts, and guide services. Tourism generates foreign exchange for the country and injects capital and new money into the local economy. Tourism diversifies the local economy, particularly in rural areas where agricultural employment may be insufficient. Employment opportunities will be created in the business communities due to the arrival of tourists who need goods and services.

Ethiopia, a country with numerous outstanding tourism resources but a victim of long lived bad image, still lacks studies conducted in the area of promotional practices at a country level in general and tourist destination area in particular. It is evident that the country has long been associated with drought, famine, war and political unrest. Politically, the coming to the power of the Derg regime after the imperial government had messed up every single development concern, thus, contributing to the several damage of the flourishing tourism sector (Yabibal, 2010).

Although Ethiopia has many internationally recognized tourist attractions, its share in the tourism market relative to other African countries is very low. The total number of international tourists and total tourism receipt in Ethiopia for the year 2016 and 2017 was 1,959,750 and 780 million USD respectively in year 2016 and 2017; According to the data obtained from UNWTO Tourism Highlights 2018 Edition; A report on International Tourism Trends of the year 2017, which is far less than other African countries, such as Egypt, South Africa, Tunisia, Morocco, Kenya and Zimbabwe (UNWTO, 2017). Ethiopia is the first from the continent by having more world heritage sites, but they are not well optimized at the moment. In short, tourism in Ethiopia is at its

low level of development and its effect on economic development was not given attention until recent times.

A perception study conducted among Swedish tourists towards Ethiopia revealed that most subjects had no awareness about the country as a tourist destination. Most tourists have lack of awareness and knowledge towards the tourism resources of the country (Teshale, 2010).

Undertaking effective promotional activities by tourism stakeholders is very important to increase tourist volume and creates positive image of the country. Tour operators are one of the major stakeholders in tourism industry and are intermediaries who meet tourists directly and have a great power to change the image and attract more tourists to a country.

Even though tour operators have significant role in promoting the country's tourism resources, as my observation and access to look previous studies in National Archives which has collection of studies conducted by Ministry of Tourism and different tourism stakeholders, online portals, and Addis Ababa University libraries, there is lack of study conducted in promotional practices of tour operators in Ethiopia.

1.3. Research Questions

Emanating from the statement of the problem, this study tried to answer the following questions:

1. What is the mix of the promotional elements mostly practiced by tour operators?
2. Does tour operators 'use effective promotional strategy to identify the possible segment travelers based on the tourist categories?
3. What are the mixes of the promotional tools that are appropriate& relevant to attract more tourists?
4. What promotional activities are undertaken by tour operators to attract international tourist?

1.4. Objectives of the study

1.4.1. General objective

The general objective of this study was to assess to assess the promotional practices of tour & travel operators in Addis Ababa

1.4.2. Specific objectives

Specifically, the study aimed to attain the following objectives:

- To identify the mix of the promotional elements practiced by tour operators to address international tourists.
- To assess the effectiveness of promotional strategy used by tour operators.
- To assess the appropriate & relevant promotional tools to attract more tourists' resources.
- To identify appropriate promotional activities to attract international tourist.

1.5. Definition of Terms

- **Promotion-** is more than just the use of several communication-based activities. All forms of the promotional mix should be planned and implemented in a manner that will satisfy organizational objectives (Percy in Kitchen, 2005:75).
- **Promotion mix-** is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers. (the chartered institute of marketing, 2004)
- **Tourism-** Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2017).
- **International Tourist-** is anyone who visits a tourism resource of a country on temporary bases that is not his usual place of residence for at least 24 hours.

- **Domestic Tourist**-Any person who travels within the country where he resides to a place other than his usual place of residence for at least 24 hours or one night or Someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons (LinkBC, 2008, p.8).
- **Tour operator**- a person or a company that purchase separate elements of transportation, accommodation and other services and combine them into package which they then sell directly or indirectly to consumers (**Holloway, 2004**).

1.6. Significance of the study

This research study will have the following significance;

- It will help tour operators to review and evaluate the level of promotional practice performance and its effect in the growth of the country's tourism industry.
- It will provide a direction for tour and travel managers to examine the effective promotional mix that can attract more tourists.
- The findings of this research will also contribute to the growth of tourism sector by identifying the problems related to the subject matter and providing information to concerned bodies like policy makers, tourism planners, tourism marketers and academicians.
- Finally, it is also expected to extend its significance to the society at large as a starting point for further study in the area.

1.7. Scope of the study

Geographic Delimitation: The study is limited to promotional practices of tour operators which are found in Addis Ababa. The study is concerned in the areas of promotion strategy, applicability of promotional mix and appropriate promotional tools to attract more domestic and international.

Conceptual Delimitation: To make the study manageable it focuses on the effectiveness promotional mixes in attracting international tourists in the case of Addis Ababa city. The study is concerned in the areas of promotion strategy, applicability of promotional mix and appropriate promotional tools to attract more domestic and international tourists and did not include other

areas of marketing mix, even though they have power in influencing company's performance. Although promotion mix strategies may vary from industry to industry, the dimensions of the promotional mix tools comprise sales promotion, commercial advertising, digital marketing, tradeshow and official websites. Through these dimensions of promotional mix tools, the revisit intention of international tourists had measured.

Methodological Delimitation: The unit of measure in this regard is foreign tourists, who came to Addis Ababa at least once in the period of 2018-2019 (just a year before first case of COVID-19 is confirmed). But other foreign tourists who came to the country before the stated period as well local tourists were intentionally excluded, as they were out of the scope of this study.

1.8. Organization of the study

The paper is organized into five chapters.

- The first chapter provides general back-ground and introduction information about the study. In this part, Introduction, statement of problem, research questions, objective of the study, and lay out of the paper is included.
- The second chapter outlines the review of different literatures related to areas under study. Contain definition of terms and concepts about the promotional mixes elements on tourism.
- The third is the methodology part which contains; research design, data sources, sampling technique and data analysis. Presents and analysis data collected through the primary and secondary means using questionnaires.
- The fourth chapter presents and analysis data collected through the primary and secondary means using questionnaires
- Finally, there is chapter five about conclusions and recommendation of the study

1.9. Limitation of the Study

The study focuses on the promotional activities of travel companies in Addis Ababa. Among the key limitations are a lack of published materials (little empirical evidence in the promotion strategies of tour operators in Addis Abeba) and a lack of locally performed studies in the area.

Despite the fact that there are classic 4Ps/marketing mixes and newer, more enlarged 7Ps that serve as marketing mixes in the service industry, the focus of this research is confined to promotional mixes. The focus of this study is limited to Addis Abeba-based travel and tour providers; hence, additional travel operators situated outside of Addis Abeba are not included. Another research restriction is that the study's outcome is totally dependent on the replies of the respondents who took part in it.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. INTRODUCTION

Successful management of an organization's communications with its customers, intermediaries and other publics is essential. Without proper marketing communication, a well-designed and manufactured product could go unnoticed, no matter how agreeable the price. Different marketing communication methods are used to make sure that the product or service being produced is noticed. Marketing is an essential part of travel and tourism because of the issue of seasonality. Fluctuations in demand have to be overcome since high costs are incurred when products remain unsold. Thus potential clients need to be informed of the tourism products in order for them to be sold.

The combination of marketing communication tools chosen greatly affects the success of the marketing communication effort. It is often extremely difficult to decide which marketing communication tools to choose from since there are many tools, each with numerous strengths and weaknesses.

The aim of this chapter is therefore to discuss each marketing communication method and its application to the tourism industry where possible. The discussion starts with an explanation of the communication model. An exploration of the marketing mix, consisting of product, price, distribution (place) and an introduction to marketing communication (promotion). Since the study focuses on marketing communication, personal communication methods, namely direct marketing, interactive media and personal selling and non-personal marketing communication methods, that is, advertising, sales promotion and public relations, are discussed at length. Tourism industry in Ethiopia is briefly discussed. The chapter concludes with discussing promotional strategy and conceptual framework of the study.

2.2. The Marketing Mix

The marketing mix represents the organization's marketing offering and consists of the controllable variables that the organization puts together to satisfy the needs and desires of the target market. The traditional marketing mix has four components, namely, product, price, place and promotion.

2.2.1. Product

Products or market offerings are the basis of any business, which is why the product can be regarded as the reason for marketing. If there were no product (or service), there would be nothing to sell. A company aims to make the product different and better in a way that will cause the target market to favor it and even pay a premium price for it (Kotler, 2012). The tourism product may comprise a place, service, tangible products or experiences. The tourism product can be thought of either as the total tourism product (the total holiday package consisting of accommodation at various hotels and different types of transport used) or that of the individual producer.

2.2.2. Price

Price is the value the seller and buyer assign to the product. Since pricing information is often a key factor in motivating consumers to act, information about pricing is probably the most important message that can be transmitted to consumers. The main difference between price and the other three marketing mix elements is that it produces revenue, whereas the others create costs (Burnett & Moriarty, 1998). Communicating affordability constitutes an important pull factor in drawing tourists to particular destinations. When used in tourism, a product package is sold which includes airfare, transport, accommodation, entertainment and meals, usually at a lower rate than if each component were to be purchased separately.

2.2.3. Place

Place is an important consideration because tourists must travel to the destination in order to consume the tourist product. Tasks include making contact with potential buyers, negotiating, and contracting, transferring title, providing local inventory, transportation and storage. These tasks may be performed entirely by the manufacturer or entirely by intermediaries. In the case of

tourism, since the market offering is a service, inventory and storage cannot take place because, hotel rooms, for example, if not sold for a certain night, cannot be sold again - the concept of perish ability is evident.

2.2.4. Promotion

Promotion or marketing communication is the final element in the marketing mix. It is intended to send marketing-related messages to a selected target audience and to persuade consumers to purchase the product. It therefore covers all those communication tools that can deliver a message to a target audience.

2.3. The Role of Marketing Communication in the Marketing Mix

Marketing communication is the process of effectively communicating product information or ideas to target audiences. To communicate the marketing message effectively, companies must realize that everything they do can send a message. Product, price and distribution can communicate information to audiences. Marketing communication is therefore the element used to showcase important features of the other three components of the marketing mix to increase the odds that the consumer will purchase a product.

The five factors found in all marketing communication are persuasion, objectives, contact points, stakeholders and marketing communication activities (Burnett & Moriarty, 1998). Since this study focuses on marketing communication activities, they will be discussed at length in terms of tourism where applicable. Firstly, a brief discussion of persuasion, objectives, contact points and stakeholders is necessary.

Persuasion. All marketing communication tries to persuade the target audience to change an attitude or behavior or provide information. Marketers can persuade in a variety of ways, including providing incentives, giving reasons why a product should be purchased or supplying information on a certain product. Marketers also actively listen to the concerns of people in the market. .

Objectives. All marketing communication is goal directed. Generally, marketing communication objectives involve creating brand awareness, delivering information, educating the market and

advancing a positive image for the brand or company. The ultimate goal is to help sell the product to keep the company in business.

Contact points. These are points where the consumer and product/company come into direct contact with each other. Successful marketing requires managing and coordinating marketing messages at every contact point the brand or company has with its target audience. Although marketers can plan formal contacts (such as advertising or direct marketing), unplanned contacts take place frequently and relay informal messages that audiences infer. To be successful in communicating positive messages, companies need to ensure that messages at every contact point work together so that they persuade consumers to purchase products.

Stakeholders. A stakeholder is anyone who has a stake in the success of a company or its products. Various parties can be regarded as stakeholders, for example, customers, shareholders, employees, distributors, suppliers and the media. As mentioned previously, marketing communication sends messages, ideas and information to target audiences. To communicate the marketing message effectively, companies must realize that everything they do can send a message. Planned and unplanned messages can be sent into the environment.

2.4. Personal Marketing Communication

Personal communication channels include two or more people communicating with each other personally (Kotler, 2012). This might be done in person, person to person, over the phone, or over e-mail. There are several choices, which will be described in the next sections. The power of personal communication resides in the ability to personalize the message to the individual to whom it is being delivered, as well as the ability to get instant feedback.

2.4.1. Personal Selling

According to the World Trade Organization, shared knowledge and human interactions are critical in marketing tourism destinations. As a result, the travel trade channel is seen as a way of tourism distribution, consisting of a network of persons working in travel agencies, tour operators, and supplier companies, all of whom have the ability to influence the destination's reputation and visibility.

Personal selling is a type of marketing communication that involves making direct personal contact with customers in order to enhance sales. Personal selling is when a corporate representative presents a product or an idea to a potential consumer face to face. Because of the one-on-one connection, rapid feedback is possible, and changes to the message may be made right away.

Because most purchase choices are based to various degrees on knowledge and persuasion, personal selling is nearly always more effective than other methods of advertising (Reich, 1997). There isn't enough time or room in an advertising to provide all of the answers to a potential customer's inquiries. The fundamental issue is Because the sales staff can only contact a fixed number of clients each month, personal selling is not as successful at reaching huge numbers of decision makers as mass media.

2.4.2. Word of mouth

There are several situations why people seek suggestions from others. If one has faith in the source of the referral, one is more likely to act on it. As a result, both the service provider and the service seeker have profited from the recommender's efforts. As a result, it is clear that word of mouth may be a very effective kind of marketing communication since it is both free and reliable.

In the tourist sector, not only delivering exceptional service but also ensuring that consumers are pleased at all times is a good method to develop word of mouth. If they are satisfied, they will tell others about their amazing experience, and the individuals they tell will hopefully use the service again in the future. In the tourist industry, having customers sign a guest book is a good way to get word of mouth on paper. This may be used to collect testimonials that can be read by future clients. Such testimonials might be included on the company's website or in a brochure (Reich, 1997).

2.4.3. Direct marketing

Direct marketing is a type of interactive marketing communication that involves the use of one or more advertising mediums to elicit a quantifiable reaction and/or transaction in any place.

Organizations use direct marketing to interact directly with target consumers in order to elicit a reaction (Belch & Belch,2001).

Direct marketing employs a variety of direct-response channels, including direct mail, interactive television, direct selling, telemarketing, e-mail, and the Internet. The tools that direct marketers employ to implement the communication process are known as these media. Direct-response media transmit messages to specified geographic and electronic addresses and can be used to communicate brand messaging to identified consumers or prospects.

2.5. Non-personal marketing communication

Media, atmospheres, and events are examples of non-personal communication channels. Broadcast media (TV and radio), print media (newspapers and magazines), electronic media (CD-ROMs, web pages), and display media (billboards, signs, and posters) are all examples of media. Events are occurrences designed to communicate specific messages to target audiences (such as news conferences, sponsorships, or new product launches, arranged by an organization's public relations department). Atmospheres are used to create or reinforce the buyer's credibility (essential to the tourism product), and atmospheres are used to create or reinforce the buyer's credibility (essential to the tourism product). The media will be covered first in the parts that follow, followed by sales promotion and public relations.

2.5.1. Advertising

Advertising is a non-personal form of mass communication or direct-to-consumer communication that is paid for by a variety of businesses, nonprofit organizations, and individuals who are identified in some way in the advertising message and who hope to inform or persuade members of a specific audience. (Shimp, 2000)

Advertising disseminates information about companies and brands. In the long term, advertising builds demand for a product. Advertisements attempt to alter consumers' mental states in order to increase their awareness and interest. Although the advertising may not result in a sale right away, it is likely to predisposition the audience to buy the promoted goods.

Advertising tries to encourage people to take action by delivering facts or appealing to their emotions. Persuasion is the deliberate attempt by one person to persuade or motivate another person by the use of logic, emotion, or both. When creating an advertisement, keep these basic advertising characteristics in mind.

2.5.2. Sales Promotion

Sales promotion is a marketing communication function that encourages action by adding tangible value to a brand offering (Duncan, 2002). Sales promotions are thus popular in tourism owing to the intangibility and perish ability of tourism products.

Sales promotions are used to provide strong incentives to purchase and are often used to boost sales. They vary between being extremely subtle and extremely dramatic, depending on the specific promotional activity chosen. There may be a strong element of immediacy inherent in their use, because when a product is bought, the sales promotion accompanies the purchase.

Sales promotion consists of various promotional activities which can be used to target buyers, respond to special occasions and create an incentive for purchase. It stimulates sales by offering an extra short-term incentive to act or justify action. Sales promotion is based on the premise that each brand or service has an established perceived price or value. It changes the accepted price-value relationship by increasing the value, lowering the price, or both (Burnett & Moriarty, 1998). Thus sales promotion offers consumers an immediate inducement to buy a product by the simple step of making the product more valuable.

2.5.2.1. Trade Promotion

Sales promotion can be targeted at resellers and sales forces (called trade promotion) considered using a push strategy. When aimed at consumers, (referred to as consumer promotion), it is regarded as a pull strategy.

2.5.2.2. Consumer Promotion

Consumer sales promotions are directed at the ultimate users of the product. Sales promotion has had a significant role in tourism and hospitality marketing mainly because most offerings are

perishable. Marketers are able to use sales promotion techniques to encourage sales or stimulate demand. Sales promotion should be used on a short-term ad hoc basis rather than continuously. It should be used at irregular intervals, particularly if the market is seasonal. The reason for this is that over-use of sales promotions can lead to consumer expectations of additional benefits offered as the norm. A vast array of techniques can be used. In the tourism industry, discounts, sampling, coupons, competitions, promotional gifts, point-of sale materials, patronage awards and trade shows are sales promotion techniques which have proved to work well.

2.5.3. Public Relations

Public relations (PR) are a management function which enables organizations to achieve effective relationships with various publics in order to manage the image and reputation of the organization. Public relations are a popular marketing tool in tourism because of the credibility of the message.

Maintaining effective public relations has a number of benefits since a company will receive a reasonable amount of exposure and a positive image will be portrayed. Certainly one of the positive outcomes of publicity is credibility. Experts believe that consumers tend to trust the media more than they do advertisers. Consumers prefer to be informed rather than "sold to" (as in advertising) and will thus possibly take more cognizance of an article written by a newspaper journalist about a product than an advertisement. Editorial comment carries more authority and credibility since readers expect advertisements to support the company placing the advertisement (Rowley, 2001).

One advantage of PR is that there are no advertising costs involved. Publicity usually involves sponsoring an event or conducting a press conference, which costs the company money, but being mentioned in the newspaper the next day is free. Effective PR requires commitment to the company and resources for a planned and focused program.

The costs of public relations activities often appear less than for other types of promotions. This is because articles may appear in newspapers and magazines which are usually expensive to place advertisements into. In addition, such articles tend to have higher credibility because of the lack of an obvious commercial sponsor. This enables public relations to be an effective means of marketing communication.

2.5.3.1. PR's Publics

Public relations must be sensitive to two types of publics, namely internal and external publics. Internal publics are the people with whom an organization normally routinely communicates in the ordinary course of work, such as employees, investors, suppliers, customers. External publics are the people with whom an organization communicates but does not have regular or close ties, such as the financial community, government officials, special interest groups and the media.

2.5.3.2. Public Relations Tools

Public relations have certain tools that are used to inform its publics of the company. These tools include crisis management, media relations, corporate relations, customer relations and events and sponsorships.

a) Crisis Management

When negative incidents occur, it is important to use public relations to ensure that the company's version of the event is presented, and thereby attempt to lessen any damage that may have been caused by the unexpected event. It is essential for the company to act quickly and responsively towards the negative incident. Tourism destinations are particularly vulnerable to negative publicity because if something happens at a specific destination, such as floods or terrorist attacks, travelers will be reluctant to visit the area.

b) Media Relations

Aim of media relations is to provide newsworthy information to the press, radio and television to gain publicity. Media relations are imperative for marketing purposes, necessitating development of contacts with local, national and specialist media. PR staff should also be prepared to assist media contacts should they call with any requests for information or interviews. The media relations function of PR is primarily responsible for publicity. Media relations specialists develop personal relationships with the media covering their industry or company. They provide information in the form of story ideas, press releases and other publicity materials, serve as a source or find an expert when a reporter needs to speak to someone knowledgeable.

c) Corporate Public Relations

The objective of corporate relations is to promote understanding and a good image of the company both internally and externally. "Corporate public relations" is the term for high-level counseling with senior management about a company's overall reputation, its image in the eyes of various stakeholders and its response to issues that may affect its success.

d) Special Events and Sponsorships

Sponsorship is a viable means to generate publicity, especially by sponsoring a competition or event, even if it is in conjunction with another company. The sponsors are always mentioned and thanked, and goodwill is created for them. Social events such as company picnics or sports days, can also generate publicity. Such activities may simply be used to create a pleasant atmosphere and build relationships with employees and customers, investors and important stakeholder publics.

2.5.3.3. Public Relations and Communication

PR was described as one of the most cost-effective ways of promoting the destination brand and product offering is through effective media communication, i.e. providing the various printed and electronic media with interesting and newsworthy stories about the destination, which could then be included as editorial content in the various media. In addition to the obvious cost advantages associated with editorial coverage versus PR, stories about the destination in editorial format carries more credibility as it is the objective view of the writer and not advertising that is designed to influence.

It was depicted that Communication and PR to be promoted with various objectives in mind including:

- Continuous image and brand building, which could include stories, releases and other messages
- Tactical Campaign PR - This includes communication in support of specific campaign messages, events, personalities, special promotions, etc.

- Image defense and crisis management- Communication and public relations are key methods of reducing the potentially negative impacts of crisis events in the destination e.g. criminality, terrorism, natural disasters, health scares, etc.

2.6. Tourism Industry in Ethiopia

Tourism is one of the largest and fastest growing global industries. It is a vibrant in creating significant employment and economic development, particularly in many developing countries. Over the last few decades, tourism has become one of the main sectors of the global economy, not only because of its contribution to the Gross Domestic Product (GDP) of different countries, but also because of the employment it generates (Cooper, Fletcher, Fyall, Gilbert, & Wanhill 2008). So far, many definitions of tourism have emerged as a result of the growth and changes of tourism- related activities, but there is one simple definition that has been accepted for a long time now: It is a temporary movement of people to destinations outside their normal places of work or residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Ibid). More importantly, the World Tourism Organization (WTO, 2004) defines tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” (Ibid). Moreover, in 1981 (after the definition adopted by the League of Nations in 1937), the International Association of Scientific Experts in Tourism (AIEST) stated: “Tourism may be defined in terms of particular activities, selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home” (De Groote, 1995:28).

In 1973, the National Tourism Resources Review Commission provided more specific definition for tourism as “A tourism is one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he/she stays overnight or returns the same day” (McIntosh, Goeldner, & Ritchie, 1998, pp. 11-12). There are many forms of tourism enjoyed throughout the world from the sun, surf and sand (3S) tourism, eco-tourism, adventure tourism, sport tourism, health and spa tourism, cruise tourism, cultural and heritage tourism, festivals, family reunions and business/convention tourism (Ibid). 24 According to Mill (1990) tourism is not an industry itself, but it contributes to

a range of other industries. Tourism is an activity engaged in by people who travel. For many countries tourism is the number one commodity in the international trade market (Mill, 1990).

In countries those endowed with significant tourist attractions, tourism has emerged as a new impetus for economic growth because its ability to generate foreign exchange and employment. A concise analysis of the economic impact of tourism for a developing country is important to guide the policy intended to develop tourism and augment its benefit on the economy (Dwyer and Forsyth, 1993). Tourism impacts on the economy through tourist's expenditure on different (mostly non-traded) goods and services (Hazari and Sgro, 1995:243). Thus, the tourist expenditures may be regarded as an inflow of foreign exchange that can lead to an appreciation of the exchange rate, hence reduction of the domestic price of exports, which acts as a disincentive to exporters. More generally, the economic impact of tourism can be examined by analyzing its impact on the growth of production, use of the factors of production or on the country's balance of payments (Miki é, 1988: 302). Tourism is a phenomenon that warrants investigation due to its impacts economically and socially to a region or country.

According to *Tourism Towards 2030*, UNWTO's recently updated long-term outlook and assessment of future tourism trends, the number of international tourist arrivals worldwide is expected to increase by 3.3% each year on average from 2010 to 2030. This represents some 43 million more international tourist arrivals every year, reaching a total of 1.8 billion arrivals by 2030. Based on the information from countries with data available, tourism's contribution to worldwide gross domestic product (GDP) is estimated at some 5%. Tourism's contribution to employment tends to be slightly higher and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect). For advanced, diversified economies, the contribution of tourism to GDP ranges from approximately 2% for countries where tourism is a comparatively small sector, to over 10% for countries where tourism is an important pillar of the economy. For small islands and developing countries, the weight of tourism can be even larger, accounting for up to 25% in some destinations.

Tourism was explained again by WTO as the sum of the phenomena and relationships arising from interaction among tourist, business suppliers, host governments, host communities, origin government, Universities, Community colleges, Nongovernmental organization in the process of

attracting, transporting, hosting, managing the tourists and others Visitors (Mckercher, 1995). And Tourists are people who travel to and stay in places outside their environment for more than twenty-four hours and but not more than one consecutive year for leisure, business and others purpose but not related to the exercise of an activity remunerated from within the place visited (WTO, 20098). Holloway also defined Tourist as someone who travels to see something different and then complain when things are not the same (Holloway, 1994).

In his study Tourism in Africa, Doreen (Feb. 2001) has also stated that Given its cross sectorial nature, tourism can only grow sustainably if it is integrated into the country's overall economic, social and physical planning policies. Where national attractions are shared with neighboring countries, joint or regional promotion and marketing can be effective. National policies must conserve the country's cultural and environmental heritage to preserve the resource base on which tourism is based.

2.6.1. History of tourism industry in Ethiopia

Ethiopia was one of the first African countries to establish a tourist industry and, in the 1960s; tourist arrivals grew at the rate of 12 per cent a year. By 1974, when the Emperor Haile Selassie was overthrown and replaced by a military regime, Ethiopia's tourist sector was on a par with Kenya's. Ethiopia then had actually more to offer than Kenya: both had coastlines, spectacular scenery and abundant wildlife, but Ethiopia also had historic sites and an identity defined by its own history, culture and peoples, rather than by colonialism as depicted in the manual of Ministry of Urban Development and construction. (September, 2006).

Furthermore, it was described in the manual that in common with many other countries (notably Morocco, Tunisia, Egypt and Kenya that also started investing in tourism in the late 1960s), tourism was considered a key economic growth sector in Ethiopia as early as 1966 when the first Tourism Development Master Plan was developed. Guided by the plan, the government invested heavily in tourism infrastructure in the subsequent decade – including establishing the consultants Arthur D. Little who wrote the Master Plan and who also wrote the plans for Egypt, Kenya and Tunisia.

Ethiopian Airlines for international and domestic air access, building airfields around the country at key tourism sites, building hotels at or near these sites, and establishing a national tourism operation to take tourists to the hotels and attractions. The main attraction was the “Historic Route” which at the time (1968-73) Ethiopian Airlines was servicing with seven flights per day (up to 280 passengers daily). The “Historic Route” took place in Addis Ababa, Lalibela, Gondar, Axum and Asmara as elaborate in the manual of Ministry of Urban Development and Construction (September, 2006).

From 1974 for two decades, the Ethiopian tourism industry suffered from the adverse effects of a prolonged civil war, recurrent drought and famine, strained government relations with tourist generating countries, and restrictions on entry and free movement of tourists during the military government from 1974 to 1991. During this period, apart from periodic upgrades of the infrastructure (such as airports and roads), there has been little investment and successive governments have largely overlooked the sector. The sector is in urgent need of re-investment, in particular, the cultural and natural attractions, and human resources that form the basis of the tourism product, have been completely neglected as mentioned in manual of Ministry Of Urban Development And Construction (September, 2006).

It was illustrated that the linkages to international tourism networks, both for marketing and research purposes, have also been neglected. Lack of coordination between stakeholders and the government resulted in poor infrastructure development and under developed tourist sites as well as a shortage of skilled workers in the sector. Generally, there was lack of marketing and promotional strategy as well as low awareness of tourism by local communities. In addition, the limited share of tourism earnings reaching the local community is affecting the sustainability of the sector and is having a negative impact on the contribution of tourism towards poverty alleviation.

By adding its explanation, the Ethiopian context for developing tourism is somewhat unique in Africa in that the country has been, until recently, closed to foreign investors. This has resulted in an unusual and potentially powerful paradigm where businesses in the tourism sector are almost entirely Ethiopian-owned (either by government, the Ethiopian Orthodox Church or the private sector). On the other hand, this closed and relatively controlled system has stifled the development

of a creative and innovative industry in terms of product development, crafts, exploration of new attractions, etc.

Ethiopia has also so many magnificent historical and natural sites and diverse cultural, historic and heritage tourism attractions. And therefore has great potential to develop itself as a tourist destination. However, the country could not get the economic benefits it deserves from the sector as it was stated in the manual of Ministry of Urban Development and Construction (September, 2006).

Furthermore, Ethiopia is a strategically important country in the Horn of Africa for most countries and therefore, many international meetings and conferences are held in Ethiopia. This creates a huge demand for accommodation at an international standard and even an increase in such a demand is expected in the future because the importance of Ethiopia has been growing and many international organizations have been continuously strengthening their institutions and augmenting their personnel in Ethiopia as described in the manual of Ministry of Urban Development and Construction (September, 2006).

The supply of accommodation, however, is far below the level needed to meet the demand. There are only limited five-star hotels in Addis Ababa and hotels of an international standard can rarely be found in other urban regions, even where there are international tourism attractions, such as Lalibela. Many hotels and lodges are under construction, stimulated by the initiative of The Government of Ethiopia (GOE) and the sharp rise in demand. Since the hotel industry can create job opportunities for so-called blue collar workers, the development of the hotel industry benefits not only the tourism sector but also poverty reduction. On top of the importance of the industry itself, since hotels are at the center of supply chains, such as food, handicrafts and tour operations, focusing on the hotel industry provides an occasion to overview those associated 28 industries at the same time. The GOE consider tourism development important as can be seen in its recent reform of ministries.

According to the manual of Ministry of Urban Development and Construction (September, 2006), the Government of Ethiopia (GOE) has now prioritized tourism development in its development strategy, the Plan for Accelerated and Sustained Development to End Poverty (PASDEP),

Millennium Development Goals (MDGs), Growth and Transformation Plan (GTP) and tourism policy to optimize the existing tourism resources as a driving force of economic growth for the whole country. In light of all these, the government planned to make Ethiopia one of the top ten tourist destinations in Africa by the year 2020 with an emphasis on maximizing the poverty reducing impacts of tourism and to change the international image and positioning of the country. The sector should be planned in a comprehensive way to foster the contribution of tourism on the general economic development of the country.

The Tourism Commission will upgrade to the Ministry of Culture and Tourism (MoCT) in 2005. MoCT has, at the same time, the responsibility for cultural issues, which were taken care of by the Ministry of Youth and Sports previously. Tourism development is further given due attention during the period of GTP as an important driving force of the country's economy. Tourism is the third biggest foreign-currency-earning industry in as Ethiopia adapted from the manual of Ministry of Urban Development and Construction (September, 2006).

Tourism industry is increasingly recognized as a valued mechanism for job creation, economic development and poverty reduction. Emerging economies from Thailand to Kenya to Mexico have benefited over time from this sector. Though growing and diversifying their tourism resources they have leveraged them into economically productive assets. Similarly, Ethiopia is well-positioned to leverage its vast tourism potential through integrated mix of the promotion elements to address its tourism resources. The potential for growth of attracting international travelers may be promising too due improvements and great attention of the GOE and the stakeholders.

2.6.2. Tourism resource of Ethiopia

Tour operators perform a distinct function in the tourism industry. They purchase separate elements of transportation, accommodation and other services and combine them into package which they then sell directly or indirectly to consumers. They are sometimes called as wholesalers in the sense that they purchase services and break bulk (buy in large quantities in order to sell in small quantities).

Tour operators – sometimes called packagers or tour wholesalers – offer consumers their selection of tourism products that form complete packages of holiday services in destinations selected by the company. These services can include for example transportation, accommodation, possible day trips, sightseeing tours and meals. Most often holidays organized by tour operators are not longer than one to two weeks in length and include only one destination, but exceptions occur, such as trekking tours and other tour packages where tourism services in several locations are included (Holloway, 2002).

And they often own their own charter airline and their tours are divided into two seasons, winter and summer. Specialist tour operators offer tour packages which all have a unifying factor, such as same type of accommodation or transportation, same theme or same country of destination.

Tour operators aim to create packages that can be sold to the consumers with a compatible and attractive price while at the same time making enough profit to run the business. This is assured by the concept called ‘bulk buying’, which means that the tour operator buys a large number of e.g. hotel rooms and airline seats to get discounts and be able to offer their packages to consumers at an attractive price. Other things often bought in bulk are airport transportation, taxi transportation and local entertainment that can be sold to the customers in advance or on site. The tour packages are sold to the public using different types of marketing tools, such as paper form (leaflets and brochures), TV advertising or online advertising (Holloway, 2002).

In Ethiopia, most of tour operators offer a very familiar range of tour, including the one day or half day Addis Ababa tours, the one-day Excursion from Addis Ababa and range of two-thirteen day tours to historic sites, national parks, and other tourist circuits of the country. Still, a number of tour operators are beginning to diversify other unique tours that exploit the full diversity of Ethiopia, including hiking tours, birds watching, hunting, etc. are emerging. Besides, there are many individuals and companies with Tour Operation licenses but have not yet fully started the business. Instead of this, they use the license for other purpose and sometimes for speculating in the sector so that they escape the government taxation. These need thorough inspection activities in order to suspend the illegal action. There are 300 registered tour operators which are currently working in Addis Ababa (Ministry of culture and Tourism, 2012).

2.7. Tourism history of Addis Ababa

The city administration has described on its official web-site that the site of Addis Ababa was chosen by Empress Taytu Betul and the city was founded in 1886 by her husband, Emperor Menelik II. The name of the city Addis Ababa was taken from parts of the city called *hora Finfinnee* ("hot springs") in Oromo. Another Oromo name of the city is Sheger. Menelik, as initially a King of the Shewa province, had found Mount Entoto a useful base for military operations in the south of his realm, and in 1879 visited the reputed ruins of a medieval town, and an unfinished rock church that showed proof of an Ethiopian presence in the area prior to the campaigns of Ahmad Gragn. His interest in the area grew when his wife Taytu began work on a church on Entoto, and Menelik endowed a second church in the area (www.city government of Addis Ababa).

The ESTDP (2012) stated that Addis Ababa is the starting point for most tourists regardless of their purposes of visits. Many international conferences take place in Addis and international organizations are located there. We have no information about pre- and post-convention tours to places out of Addis Ababa. However, this could be an additional segment in tourism and help to promote Ethiopia as a destination for leisure, recreation, holidays and business trips. Many leisure tourists start their round trip as well in the capital. In 2010 a total of 403.000 tourists were counted in Addis Ababa.

It is also mentioned by the ESTDP report that The Culture and Tourism Bureau in Addis Ababa has existed in its new structure for five years by now. It consists of a cultural department, a tourism department and a controlling & supporting department. The tourism department is in charge of promotion (trade fairs, acquisition of events and congresses) and controls the cultural heritage sites. It enhances, control and promote tourism and interact with different stakeholders in the city.

The Addis Ababa Tourism Bureau has stated in their un published magazines (may, 2014) as Addis Ababa is the diplomatic capital of Africa, home of African union, the United Nations Economic Commission for Africa (UNECA), regional U.N. agencies and more than 100

embassies and diplomatic missions from all over the world –making the city where one finds the highest concentration of international organizations and embassies in the world after Washington D.C, New York and London. Healthy weather, spectacular scenery, therapeutic spas and hot springs, fauna and flora, world class cultural and historical attractions, rich folk traditions, quality accommodations, tour and travel organizations are some of the ingredients that can make Addis Ababa a successful tourist destination where the tourist feels a complete sense of welcome.

The WTO (may, 2012) also mentioned that Cities appeal to a broader market, they are easy to reach and they have a lot to offer, this also brings a new spending pattern that can go from those staying in budget hotels to the five-star hotel customer, but all have one thing in mind: they want to discover and visit other cities. Cities need to assess their products and understand which of their products offerings appeal to the market. Cities are constantly growing and in a constant state of change to provide its visitors the experiences and products they expect and these products and experiences are also constantly changing in order to adapt to an increasing demand. All this triggers a constant investment in infrastructure, promotion, and conservation ultimately benefiting tourists and local residents.

2.8. Designing the Promotional strategy

According Kotler (2002), designing a promotional strategy and program involves the following stages:

2.8.1. Identifying target audiences

Targeting was considered as the most critical components of a successful tourism destination marketing strategy. It has been advised that to clearly defined and profiled target market segments which ensures the most immediate results and best return on investment. Hence, the existing target market profiles could be further enhanced by analyzing their characteristics (e.g. lifestyles, benefits sought, purpose of trip, etc.) where to reach them (where they live, shop, exercise, socialize, etc.) and how to reach them 33 (what they read, watch, how they buy, etc.). This clearly requires thorough market research.

2.8.2. Determining the promotional appropriation

It has been mentioned in determining the promotional budget; the challenge is to find out a balance between the scope of the objectives set and the available budget and affordability to achieve these. Meaning that every element of the potential promotional mix should be critically evaluated and monitored in terms of return on investment e.g. cost per contact/enquiry, conversion cost, circulation (reach and penetration) achieved, life span of the medium used, profile of the audience reached and whether it fits the brand personality and enhances the credibility of the brand.

2.8.3. Establishing the mix of promotional elements.

There is no clear distinction between generic promotion and sales conversion-directed promotion. However; there is a growing trend to establish joint marketing agreements and partnerships with private operators to facilitate immediate conversion and customer ratification.

2.9. Main Distribution and Promotion Channels

a) Sales through travel agencies

Sales through travel agencies were stated as distribution channel related to domestic and foreign travel agencies and aimed at two generic segments: foreign tourists who buy travel packages and domestic tourists who make use of package tours. (WTO, 2013)

b) Trade and tourism exchanges

Fairs and exhibitions – at different levels – are an alternative form of presentation and sale of products to intermediaries and the general public. Their main advantage is the potential for establishing personal contact between different private and public tourism businesses according the explanation in the guide. (WTO, 2013)

c) Professional associations

Professional associations were mentioned as an important vehicle for unifying their members' offerings, creating a corporate image, promoting public relations and participating in order to

expand their presence in the domestic market, and to enter into agreements with new distribution channels or institutional customers. (WTO, 2013)

d) Notes and press releases

It was suggested that to make use of this resource; select the media best suited to your product and your target audience; consider as well as the strategy used by competing destinations. (WTO, 2013)

e) Internet

The Internet was described as one of the most effective communication, information and promotion tools in today marketing activities. It was advised to depended on accessibility and knowledge, explore and use different options (web sites, emails, web advertising) to contact your former clients to keep them updated, communicate with travel agencies and publicize on different web pages, among other things. (WTO, 2013)

2.10. Empirical Studies on tour operators' business

There are some papers conducted in tour operators' business. However, because of more relevance to the current study and the papers are supposed to give more recent information, three papers were selected. The papers are analyzed on the basis of their objectives and findings; and their contribution to the current study.

The first study was conducted by Girmay (2014) on the topic entitled as "assessing on the effectiveness of integrated promotion to attract international tourists to the city of Addis Ababa". The general objective of the study was to assess on effective mix of the promotional schemes undertaken by the city tourism authorities and its stakeholders to aware and attract international tourists.

The findings of the paper implied that that there is average integration and cooperation of tourism stakeholders to promote the city tourism products and potentials to the international levels. The stakeholders have attempting to promote together heavily through the use of Professional associations, Trade and tourism exchanges activities, web/Internet, and international bench

marking. This may indicate that individual promotion efforts are more dominate to assure one's own benefits from the tourism actors. The Tourism authorities have no clear promotional strategy and program which can be used as a guide. It also described that there is an attempt to promote the country. And the city together with the Tour and Travel Operators, regional tourism bureaus and offices, and the city government. However, there is no strong integration yet. There is no clear cut strategy of promotion to promote integrally with effective mix of promotion with TTO and others. The TTOs are at the front for harvesting the benefits of tourism, but they have less interest to cover the required amount of promotion cost (Girmay, 2014).

This study is used as a foundation for the current study. It showed that there is no integration among stakeholders in promoting the country. But it did not state the integration of tour and travel operators and their promotion strategy and program. The current study analyzed the tour operator's promotional practices status specifically.

Another study was conducted by Abiy (2014) on the topic entitled as assess the use of social media as a marketing tool for Tour operators located in Addis Ababa.

The results of the study indicated that most of the Tour Operators in Addis Ababa are not using social media through developing social media strategy and the resulting SWOT analysis for effectively utilizing the existing potential of social media as a marketing tool (Abiy, 2014).

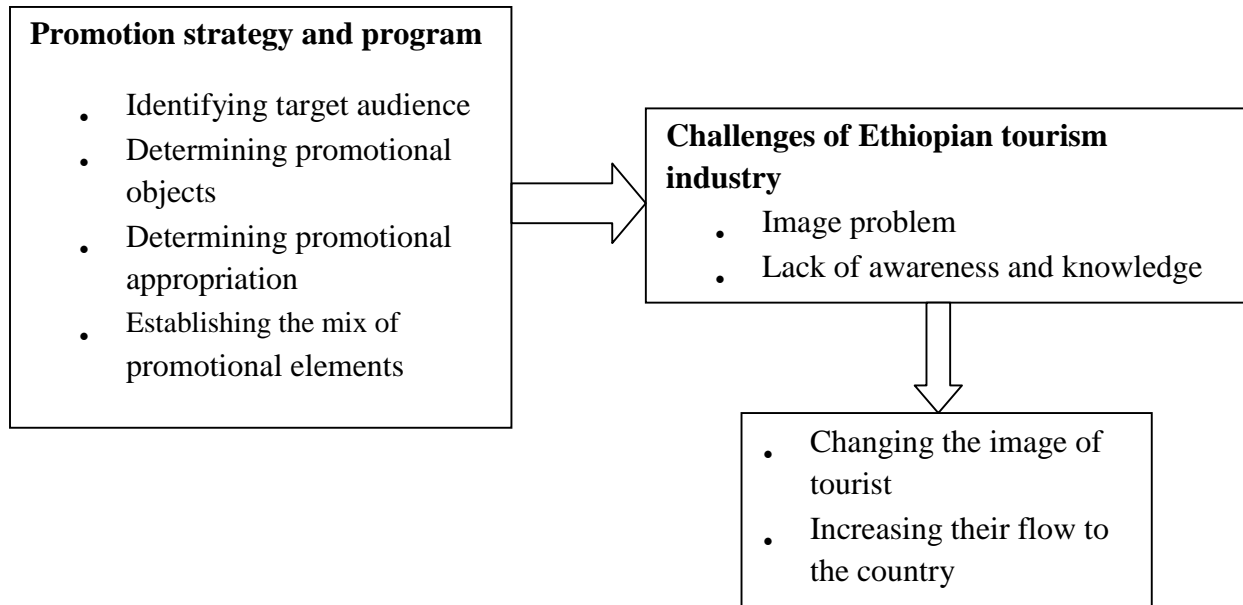
This study is also used as a bench mark for the current study in that it shows that Tour Operators in Addis Ababa are not using social media through developing social media strategy. But the paper did not comprehensively analyze the overall promotional practices of tour operators in Ethiopia. On the other hand, the current study comprehensively analyses the overall promotional practices of tour operators in Ethiopia.

Another study was conduct by Hameed Aldebil, Noreyah Aljiboor (2014) its foreign paper done on the topic entitled as The Impact of the Tourism Promotion-Mix Elements on the Foreign Tourists' Mental Images of the Jordanian Tourist Destinations. The main objective of the study is identifying the impact of the tourism promotion-mix elements which are represented in advertisement, publicity, public relations, personal selling, and sales promotion - on the foreign tourists 'mental images of the Jordanian tourist destination. how the foreign tourists' attitudes

towards the Jordanian tourist destinations Identifying the most influential promotion-mix element on attracting the foreign tourists towards the Jordanian tourist destinations they would like to visit Measuring the satisfaction level of the foreign tourists about the services provided by the tourist destinations during their stay or visit in Jordan.

It was concluded that the impacts of the tourism promotion-mix elements on the foreign tourists' mental images of the Jordanian tourist destinations vary. For instance, advertisement is the most influential promotion-mix element on the foreign tourists' mental images of the Jordanian tourist destinations. That is because it can interpret 47.4 % of the change that occur in the dependent variable. However, sales promotion is the least influential promotion-mix element on the foreign tourists' mental images of the Jordanian tourist destinations. That is because it can interpret 29.1 % of the change that occur in the dependent variable. It was concluded that there are statistically significant differences between the extents of influence of the tourism promotion-mix elements on the foreign tourists' mental images of the Jordanian tourist which can be attributed to their nationality

2.11. The Conceptual Framework



Source; Own Survey Output (2022)

Figure: 2.1 Conceptual frame work

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

In order to achieve any goal, finding the approach is the most important stage of the work. Thus, this chapter outlines the methodology that was used for research and the theoretical foundations behind the approaches and their definition. It also contains research approach, data collection, method, and credibility of the research findings. Finally, a summary of research methodology is presented.

3.2. Research Approach

Yin (1994) suggests that the best research method to be used for a study depends on that study's research purpose and the accompanying research questions. Mainly, qualitative or quantitative or both. The quantitative and qualitative refers to the means through which one chooses to discuss and analyze the selected data. The study attempted to quantify the results through statistical summary or analysis as well as described the results that are not expressed in numbers. Therefore, quantitative research approach is applied.

3.3. Research Type

Research can be classified as descriptive, explanatory and exploratory depending on the specific purpose that the research tries to address. The researcher has interacted with tour operators to obtain facts, opinions and attitudes on their promotional practices.

As a result, descriptive research is the research design chosen for this study. The researcher tried to describe and interpret promotional strategies and promotional mix being adopted, promotional message appropriateness and consistency as being obtained from tour operators.

The study has been made through the use of available literatures which are relevant to this study and in this study the survey method was utilized effectively to collect data. The key variables measurements which are appropriate for the study were identified carefully. Different factors or

mixes which have how promotional mix attracting international tourists and applicable only to this study were adopted.

3.4. Data Source and Collection

Both primary and secondary source of data were used for the purpose of this study so as to make the research more organized and rich with important information.

This study has dealt mainly with the primary data that was collected with the help of questionnaires. Primary data encompass the original research conducted on a topic (Cooper &Schindler, 1998). These data are collected if information needed for a specific purpose is not available, or if the information is not already available in published form and primary data ensures that they provide unbiased information that is relevant, clear and accurate.

Unstructured and structured questions were prepared and distributed to the tour and travel operator found in the city based on self-administered questionnaires. Questionnaires for the purpose of this study were prepared based on different literature reviews related to the objectives of the study. The structured questionnaires have four parts. The first and second parts contain questions regarding respondents' demographic profile. The third and fourth parts included questions regarding promotional strategy and promotional message appropriateness and respondents were asked to rate according to their choice and open ended questions

A five-point Likert's scale was considered to measure the promotional mix used or applied by tour and travel operators. Secondary data are historical data previously collected and assembled for some research problem or opportunity situation other than the current situation (Cooper &Schindler, 1998). The secondary data was collected using magazines, manuals, various studies and tourism actors' official web-sites.

3.4.1. Target Population

The population can be defined as the entire group under study as specified by the objectives of the research (Cooper &Schindler, 1998). The main objective of this study is to examine the promotional practices of tour operators in attracting tourists. Therefore, the populations of this study are 300 tour and travel operators which are found in Addis Ababa (MoCT, 2013).

3.4.2. Sampling Size

A sample is a subset of the population being studied. It represents the larger population and is used to draw inferences about that population. The sample size selection on the bases of (Green, et.al, 2004,). It is true that census survey requires so much time, effort and money. To this end, social science research is generally about inferring patterns of behaviors within specific population. That is, it is difficult to study the entire population because feasibility and cost constraints. Hence, it is reasonable to select a representative sample from the population/target group of interest for survey (Bhattacharjee, 2012)

Among the total number of tour operators, 171 is calculated as sample size using the formula described here under (Israel, 1992). After the determination of sample size using the below mentioned formula, convenience sampling will be employed for individual observation. A non-probability convenience sampling method was used to select each respondent. The selected TTO operators assigned one person from their respective company to fill both close ended and open ended questions. So the total of 171 persons which have more knowledge and experiences in the subject filled both type of questionnaires. The study is considered Bole, Mexico, Piasa and Meskel Square surrounding areas because these are places where many tour and travel operators are found and easily accessible and proximity to the researcher's place of work.

$$n = \frac{N}{1 + (N * e^2)} \quad \text{where } N = \text{number of total population}$$

$n =$ required sample size

$e =$ level of confidence=95%(0.05)

Data Analysis Technique

According to Yogash k.s (2006) the analysis of data serves the following main functions: To make the raw data meaningful, to test null hypothesis, to obtain the significant results, to draw some inferences or make generalization, and to estimate parameters. In order to address the research objectives, the descriptive research method was used. Descriptive statistical tools were used effectively in order to address the research objectives.

3.5. Validity and Reliability of Instruments

3.5.1. Validity

All the survey questionnaire items in this study have shown to be valid and reliable. Face and content validity of the items were reviewed by two instructors who have expertise in research on tourism and hospitality industry. Comments made by these individuals were incorporated to make better of the survey items.

3.5.2. Reliability

Reliability refer to the stability of the measure used study the relationship between variables. On the basis of the comment from the experts, lengthy items were excluded and only the selected items were used. These items were selected based on item total correlation found among experts. The criterion was that the item-total correlation being more than 0.7. In addition, using the Cronbach's alpha criteria, the reliability estimates of the items indicate adequate level of internal consistency

3.6. Data analysis

In order to address the research objectives, the descriptive research method has been adopted. A descriptive statistical tool has been used effectively in order to address the research objectives. To do so, SPSS version 26 was used to analyze the data that was obtained through questionnaire from the respondents.

3.7 Ethical Consideration

Ethics are norms or standards of behavior that guide moral choices about behavior and relationships with others (Cooper and schinder, 1998). The goals of ethics in research are to ensure that no one is harmed or suffers adverse consequences from research activities. Responsible research anticipates ethical dilemmas and attempts to adjust the design and procedures during the planning process rather than treating them as an afterthought. To research the respondents, the student researcher provided formal letter to get accurate information from different tour operators which are found in Addis Ababa. The respondents were given privileges of not writing the names, company and no one was forced to fill the questionnaires unwillingly and without making clear the actual purpose of carrying out the research to him/her.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Response rate

This section is divided into two parts: the first deals with the presenting of data derived mostly from closed-ended structured surveys about tour operators' promotional activities. The section's structure is based on the questionnaire's sequential sequence in order to show the data and deliver the survey's empirical results.

The second section focuses on presenting data obtained from open-ended questions. Based on the proposal, the student researcher developed two open-ended questions to examine/assess the tour operator integration, and tour operator general strength and weakness.

The student researcher distributed 171 and collected 146 questionnaires from the respondents. By relying on the data obtained through questionnaires, the data was analyzed by frequency distribution as follows.

4.2. Demographic Background of Respondents

Table: 4.1 Gender of the employees of the company

		Frequency	Percent
Valid	male	68	46.6
	female	78	53.4
	Total	146	100.0

Source; SPSS Survey Output (2022)

As shown in the table above, male respondents contribute 46.6 % or 68 in number while the rest 78 respondents or 53.4 % are female employees of the tour and travel companies in Addis Ababa. This reveals that the responses are evenly distributed by gender, leading to the conclusion that tour and travel operating firms in Addis Ababa provide equal work opportunities to men and women on a professional level.

Table: 4.2 Age of the employees

		Frequency	Percent
Valid	18-20 years	6	4.1
	21-30 years	88	60.3
	31-40 years	16	11.0
	41-50 years	23	15.8
	Above 50 years	13	8.9
	Total	146	100.0

Source; SPSS Survey Output (2022)

From the findings, the age of the employees 4.1% of the respondents were aged 18-20 years, 60.3 % of the respondents were aged 21-30 years, 11 % of the respondents were aged 31-40 years, 15.8% of the respondents were 41-50 years and 8.9% of the respondents were above 50 years. Based on the results, it is clear that the respondents are of various ages, which may contribute to the heterogeneity of the data obtained.

Table: 4.3 Highest academic qualification

		Frequency	Percent
Valid	Diploma	18	12.3
	Degree	80	54.8
	Masters and above	48	32.9
	Total	146	100.0

Source; SPSS Survey Output (2022)

As may be seen in the table above, 12.3 % of the respondents were diploma holder, 54.8 % of the respondents were degree holder's, 32.9 % of the respondents were a Master's degree holders. This is significant because respondents are required to have a rudimentary comprehension of the link between the independent variables (promotional mixes) and the tour and travel operating firms' sales success.

Table: 4.4 Length of service in the TTO company

		Frequency	Percent
Valid	Between 1 and 5 years	86	58.9
	Between 5 and 10 years	36	24.7
	Above 10 years	24	16.4
	Total	146	100.0

Source; SPSS Survey Output (2022)

Out of the total 146 respondents in the survey, 58.9 % of the respondents have been working in the tour operation company between 1 and 5 years; On the other hand, 24.7 % of the respondents have been working in the tour operation company for 5-10 years and 16.4 % of the respondents have been working in the tour and travel operation company for more than 10 years, and they more familiar and experienced with their work. Given that all of the respondents are educated and have worked in the travel and tour operation business for a longer length of time, the respondents' work experience may be used to get accurate data on the link between the independent and dependent variables.

Table: 4.5 Work of position in the tour operation company

		Frequency	Percent
Valid	General manager	26	17.8
	Marketing manager	24	16.4
	Tour operator	32	21.9
	Tour guide	17	11.6
	Finance officer	27	18.5
	Other	20	13.7
	Total	146	100.0

Source; SPSS Survey Output (2022)

As shown in the table above, 17.8%(26) of the respondents are General managers, 16.4%(24) are marketing managers, 21.9%(32) are tour operators, 11.6%(17) are tour guides, 18.5%(27) are finance officers, and the remaining 13.7%(20) are from other occupations. The respondents work as general managers, marketing managers, tour operators, tour guides, financial officers, and other tourism professionals, according to the information gathered. Because they are all in the appropriate position to give information on promotional mixes and their impacts on tour and travel company promotional mix, this can ensure the accuracy of the data obtained.

4.3. Descriptive Analysis

This section summarizes tour operators' promotion strategy, with a focus on identifying target audiences, determining promotional objectives, determining promotional appropriation and establishing the mix of promotion elements, the applicability of promotional mixes and creating awareness, and the most appropriate elements in attracting more tourists.

Table: 4.6 Promotion strategy and program

Promotional Strategy	Not Effective		Less Effective		Neutral		Effective		Very Effective		mean	St.dv
	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%		
Identifying target Audiences	12	8.2	25	17.1	46	31.5	45	30.8	18	12.3	3.22	1.123
Determining the promotional objectives	6	4.1	13	8.9	63	43.2	37	25.3	27	18.5	3.45	1.024
Determining the promotional appropriation	7	4.8	24	16.4	43	29.5	50	34.2	22	15.1	3.38	1.078

Establishing the mix of promotional element	6	4.1	28	19.2	52	35.6	54	37	6	4.1	3.18	.930
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Source; SPSS Survey Output (2022)

The respondents were asked if they had developed a promotional strategy, specifically in terms of identifying target audiences, determining promotional objectives, determining promotional appropriation, and establishing the mix of promotion elements to rate their effectiveness on the Likert's five-point scale. that promotion strategy and program is effective. This means that most of the respondents (30%) firms have identified their target tourists, determined promotional objectives and appropriation by establishing the promotional mix of elements. This suggests that the majority of respondents' businesses have defined their target visitors, established advertising objectives and priorities, and created a promotional mix.

A marketing communicator, according to Kotler and Armstrong (2009), begins with a certain target audience in mind. Following the identification of the "target audience," the marketer must determine the intended reaction.

4.4. Applicability of the mix of the promotional elements

Table: 4.7 Applicability of the mix of the promotional elements

Promotional mix applicability	Never applied		Less applied		Modestly applied		Many times applied		Always applied		mean	St.dv
	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%		
Sales promotion	6	4.1	16	11	32	21.9	80	54.8	12	8.2	3.52	.941
Public relation	13	8.9	20	13.7	45	30.8	53	36.3	15	10.3	3.25	1.101
Advertisement	6	4.1	20	13.7	43	29.5	43	29.5	34	23.3	3.54	1.115
Personal selling	24	16.4	16	11	50	34.2	34	23.3	22	15.1	3.10	1.267
Direct marketing	12	8.2	25	17.1	31	21.2	66	45.2	12	8.2	3.28	1.100
Official website	19	13	4	2.7	55	37.7	52	35.6	16	11	3.29	1.126
Word of mouth	13	8.9	17	11.6	45	30.8	39	26.7	32	21.9	3.41	1.207
Trade show/events	19	13	10	6.8	46	31.5	44	30.1	27	18.5	3.34	1.234

Source; SPSS Survey Output (2022)

Looking at the various forms of promotional mix applicability and their effect on the tour operators, as outlined in the table above, it is evident that most of them have an important contribution. Most of them responded that they apply the promotion mix elements mainly through sales promotion, participate in trade show/events, direct marketing, public relation, advertisement and focus on word of mouth, official website and personal selling in order

4.5. Effectiveness of Promotional elements in creating awareness and attraction

Table: 4.8 Effectiveness of Promotional elements in creating awareness and attraction

Promotional mix applicability	Never aware/attract		Less aware/attract		Average		More aware/attract		Extremely aware/attract		mean	St.dv
	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%		
Sales promotion	13	8.9	22	15.1	33	22.6	53	36.3	25	17.1	3.38	1.193
Public relation	1	0.7	39	26.7	47	32.2	38	26	21	14.4	3.27	1.033
Advertisement	6	4.1	18	12.3	44	30.1	46	31.5	32	21.9	3.55	1.090
Personal selling	1	0.7	34	23.3	53	36.3	48	32.9	10	6.8	3.22	.906
Direct marketing	1	0.7	20	13.7	71	48.6	27	18.5	27	18.5	3.40	.965
Official website	7	4.8	38	26	36	24.7	25	17.1	40	27.4	3.36	1.264
Word of mouth	13	8.9	53	36.3	35	24	30	20.5	15	10.3	2.87	1.152
Trade show/events	12	8.2	28	19.2	52	35.6	40	27.4	14	9.6	3.11	1.084

Source; SPSS Survey Output (2022)

The respondents have been asked which Promotional elements are creating better awareness to the target tourists: -according to their response, the next list of promotional elements create better awareness in their proceeding order for the target tourists; Sales promotion, Advertisements, Personal selling, Official website, Trade show/events, Public relation, Word of mouth and Direct marketing creates awareness to the target tourists in proceeding order.

This means that sales promotion affects foreign tourists first, followed by advertising and personal selling. Direct marketing and word of mouth provide less results. They may have planned and determined these mixes in their promotional strategy and program because it is found as effective

4.6. Appropriateness of promotion mix

Table: 4.9 Appropriateness of promotion mix

Appropriateness of promotion mix	Not appropriate		Less appropriate		Neutral		Appropriate		Most appropriate		mean	St.dv
	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%		
Sales promotion	12	8.2	6	4.1	50	34.2	52	35.6	26	17.8	3.51	1.091
Public relation	6	4.1	33	22.6	42	28.8	48	32.9	17	11.6	3.25	1.062
Advertisement	7	4.8	30	20.5	29	19.9	35	24	45	30.8	3.55	1.254
Personal selling	12	8.2	17	11.6	63	43.2	34	23.3	20	13.7	3.23	1.088
Direct marketing	1	7	20	13.7	71	48.6	27	18.5	27	18.7	3.17	1.159
Official website	7	4.8	38	26	36	24.7	25	17.1	40	27.4	3.61	1.174
Word of mouth	13	8.9	53	36.3	35	24	30	20.5	15	10.3	3.11	1.232
Trade show/events	12	8.2	28	19.2	52	35.6	40	27.4	14	9.6	3.23	1.291

Source; SPSS Survey Output (2022)

The respondents have been asked whether mix of Promotional elements that are most appropriate to reach to the target tourists. It can be observed that from the table Sales promotion, Public relation, Advertisements, Trade show/events, Official website, Personal selling, Word of mouth, and Direct marketing as most appropriate in proceeding orders. According to the findings, an effective promotional mix includes a balance of its five tactics, which include advertising, public relations, sales promotion, direct marketing, and personal selling, according to the Chartered Institute of Marketing (2009).

4.7. Evaluation mechanisms

Table: 4.10 Evaluation mechanisms

Evaluation mechanisms	Not Effective		Less Effective		Neutral		Effective		Very Effective		mean	St.dv
	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%		
Sales promotion	18	12.3	14	9.6	33	22.6	66	45.2	15	10.3	3.32	1.167
Public relation	18	12.3	7	4.8	56	38.4	58	39.7	7	4.8	3.20	1.048
Advertisement	12	8.2	25	17.1	37	25.3	43	29.5	29	19.9	3.36	1.213
Personal selling	18	12.3	18	12.3	51	34.9	32	21.9	27	18.5	3.22	1.240
Direct marketing	18	12.3	32	21.9	35	24	40	27.4	21	14.4	3.10	1.250
Official website	7	4.8	23	15.8	42	28.8	37	25.3	37	35.3	3.51	1.170
Word of mouth	12	8.2	47	32.2	29	19.9	24	16.4	34	23.3	3.14	1.318
Trade show/events	18	12.3	26	17.8	44	30.1	31	21.2	27	18.5	3.16	1.269

Source; SPSS Survey Output (2022)

The respondents have been asked Which evaluation mechanisms does your company effectively to assure the appropriateness of the promotion tool/s? It can be observed that from the table Sales promotion, Public relation, Advertisements, Official website, Direct marketing, Word of mouth, Personal selling and Trade show/events as most effective in proceeding orders. According to the findings, an effective promotional mix includes a balance of its five tactics, which include advertising, public relations, sales promotion, direct marketing, and official website, according to the Chartered Institute of Marketing (2009).

4.8. Regional potential source

Table: 4.11 Regional potential source

Regional potential source	Not potential source		Less potential source		Neutral		More potential source		Very potential source		mean	St.dv
	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%		
North America	6	4.1	18	12.3	31	21.2	46	31.5	45	30.8	3.73	1.148
South America	13	8.9	32	21.9	47	32.2	48	32.9	6	4.1	3.37	1.037
Europe	6	4.1	1	0.7	36	24.7	53	36.3	50	34.2	3.01	.996
Asia	10	5.2	40	27.4	35	24	45	30.8	26	17.8	3.96	1.072
Australia	18	12.3	26	17.8	27	18.5	54	37	21	14.4	3.23	1.254
Africa	7	4.8	42	28.8	50	34.2	23	15.8	24	16.4	3.10	1.137

Source; SPSS Survey Output (2022)

The respondents have been asked whether their company identified segments of potential international tourists' sources by region: - Accordingly, from the total respondents as they respond more potential source and very potential source 53(36.3%) and 50(34.2%); large number of them selected Europe as the first, North America second, Australia third, Asia fourth, South America fifth, and Africa sixth when observed from the table on the very potential source column. It implies that their promotion effort will be exerted to the top potential sources of international tourist on Europe, North America and Australia.

4.9. International tourist's categories

Table: 4.12 International tourist's categories

International tourists categories	Not possible		Less possible		Neutral		More possible		Very possible		mean	St.dv
	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%		
Business	18	12.3	18	12.3	41	28.1	39	26.7	30	20.5	3.31	1.273
Leisure	6	4.1	16	11	56	38.4	34	23.3	34	23.3	3.51	1.091
Young	6	4.1	19	13	47	32.2	49	33.6	25	17.1	3.47	1.052
Conference attendant	8	4.9	24	16.4	44	30.1	19	13	59	40.4	3.77	1.149
Senior group	24	16.4	12	8.2	36	24.7	49	33.6	25	17.1	3.27	1.304

Source; SPSS Survey Output (2022)

The respondents have been asked if they determine the main possible international tourists' categories that can be attracted to the city tourism resources? Accordingly, from the total respondents as they respond foreign tourists conference attendant are more attracted to the city tourism, next young, tourists who came for business, tourists who came for conference attendant or meeting, senior group and leisure.

4.10. Evaluation mechanisms

Table: 4.13 Evaluation mechanisms (feedback)

Evaluation mechanism	Not Effective		Less Effective		Neutral		Effective		Very Effective		mean	St.dv
	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%	Frequ ency	%		
Tourist direct feedback	15	10.3	18	16	27	15.9	62	40.6	24	17.2	3.60	1.171
Tourists comment card	12	8.2	18	12.3	22	15.1	54	37	40	27.4	3.63	1.237
Tourists comment on official web	18	12.3	24	16.4	56	38.4	33	22.6	15	10.3	3.02	1.142
Professionals feedback	20	15.1	49	33.6	26	17.8	51	34.9	20	13.7	3.29	1.076
Senior group	24	16.4	19	13	44	30.1	46	31.5	13	8.9	3.03	1.212

Source; SPSS Survey Output (2022)

The respondents were asked if they use evaluation mechanisms to ensure that the promotion tools are appropriate. All respondents stated that they have evaluation mechanisms in place. They were also questioned if they employ various assessment processes to ensure that the advertising tools are appropriate. According to the table, tourist direct feedback is prioritized, followed by Tourist comment card, professional feedback, Tourist comment on official web and senior group. It implies that majority of tour operators collect feedback from tourists at the end of specific tour as well as immediate interval periods and very few of them at long intervals.

4.11. Presentation of open ended questionnaires results

The main focus of this part is the presentation of data resulted from open ended questions. Based on the proposal, the student researcher prepared four open ended questions to examine/ assess the problem that affect the growth of domestic tourism, the possible measures to be undertaken by tour operators to increase domestic tourism, the integration of tour operators as well as the general strength and weakness of tour operators.

- Tour operators were asked How do you evaluate the integration of tour operators in Ethiopia in

Most of the tour operators have answered that there is less integration among tour operators because they focus on their own income rather than on the country's image. promoting the country, they added that an attempt is being made to collaborate through the Ethiopian Tour Operators Association. There hasn't been much development toward the desired level, and there isn't currently a solid integration. and they state that not doing well because of the present pandemic scenario,

They also added that there is no clear cut promotion plan at the highest level to promote holistically via effective mix marketing communication with TTO and others. They also stated that the Ethiopian Tour Companies Association spends more time defending its very existence on concerns of awarding privileges and financial matters than it does promoting the nation and integrating tour operators. They concluded that tour providers in Ethiopia solely focus on marketing their own.

And some of the tour operators responds that The integration on tour operation in Ethiopia is good in now a day because the people itself is getting the idea/awareness of tour and travel in the tourism of the country The Tour Operators Are Working hard to promote the country through different ways, they try to promote by updating their websites, Guides, press releases, Blogs, Social Media. Tour operators have a significant impact in promoting the country. And explained that Due to the current pandemic situation it is not going very well but on the bases of promoting the country they stated that at this time the tour operators are working in improving in so many ways so it's in a good condition to promote our countries.

- Tour operators were asked that Would you can generally mention the strength and weakness of the tour operator's promotional practices in Ethiopia to compete at international level?

Strength

Their strength is that they are well informed about the tour sites and all their efforts to promote our country should be encouraged. However, most of them lack an influential social media presence which is the most accessible way to promote and get feedbacks. And also if they can find a way to collaborate with foreign tour companies, it would be nice to get experience and widen their horizons.

As we know Ethiopia has many source or places to visit by the tourists. The strength is it give information about the country to the people or for the tourist that came to visit. It can be use as one way of generating income for the country

Tour and travel agencies have a membership that called Ethiopia Tour Operators Association (ETOA), Being a member of the ETOA. The organization serves as a vital mechanism for integrating their members' services, establishing a corporate image, developing public relations, and engaging in order to grow their market presence and engage into agreements with new distribution channels or institutional clients.

Their strength is that they are well informed about the tour sites and all their efforts to promote our country should be encouraged. However, most of them lack an influential social media presence which is the most accessible way to promote and get feedbacks. And also if they can find a way to collaborate with foreign tour companies, it would be nice to get experience and widen their horizons. The major strength of tour operators' promotional practices is using a website and attending different trade fairs

Weakness

They stated that the country and the city are being promoted in collaboration with Tour Travel Operators, regional tourist agencies and offices, and the local administration. However, there is still a lack of robust integration. There is no one-size-fits-all integrated marketing approach.

TTO and others are communicated with. TTOs are in the lead when it comes to reaping the benefits of They are interested in tourism, but not in covering the requisite amount of advertising costs.

Only concentrating on a few advertising methods, such as the Sales promotion, official website and a trade show. There is no one efficient advertising aspect, but the mix of factors is crucial. Advertisement, for example, is a single marketing element with its own set of benefits and drawbacks.

The weakness of the tour Operators are they don't use digital marketing compare to other international company. They don't have much budget for promotion and marketing because of the COVID 19 and the current country condition and also not working collaborator with Governmental institutions like Embassy and The weakness is tour operators are charging the client more money as compared to the service they provided and lack of follow up or asking a feedback. The weakness is the tour operator and tour guides don't have enough knowledge to explain the resources we have and doesn't know how to handle the tourist and what makes them are handled

They are not well organized. The only flaw is that what people anticipate and what they get are not equal in certain ways. For example, the promotion and advertising are so high that when it gets to reality, it is not as expected.

The majority of tour operators have less integration among themselves because they focus on their own income rather than the country's image, lacks product knowledge and skilled manpower, there is no clear promotion strategy for most of the company, focusing only on certain promotional, messages transferred through various promotional tools lacks consistency and dependability are tour operators' major weaknesses.

1. The respondents have been asked have evaluated the growth of domestic tourism in Ethiopia.

The growth of domestic tourism in Ethiopia is at very infant stage. They mentioned the core problems that affect the growth of domestic tourism in Ethiopia and is summarized as follows: -

➤ Almost no one in the country's community is interested in learning about the country's tourism resources and the environment in which they live. The culture of the Ethiopian people does not include visiting the local tourist attractions. Instead of promoting their own culture to others, the kids and teenagers are copying western culture. This is because the task at hand lacks both dignity and strength. Because they have little understanding of domestic tourism, individuals inadvertently despise the industry.

➤ Despite some encouraging activity in the business, the Ethiopian government pays relatively little attention to the tourist industry as a whole. The government is in charge of constructing the facilities and infrastructure, including the roads, railroads, and lodging, required to enable domestic travel. In the majority of industrialized nations, the government invests in housing, transportation, and other areas to provide low-cost domestic travel. Additionally, there are no government-established, well-run tour groups that promote individuals getting to know their own country. The government has not established a clear policy, is not collaborating with tour companies, and does not encourage them to expand domestic tourism. As a result, the budget and attention given by the government is still at very low level.

2. The respondents have been asked to suggest possible promotional and related measures to develop domestic tourism. Accordingly, they believed that they are not working on domestic tourism and suggested possible measures to develop domestic tourism and is summarized as follows:

➤ Ethiopian travel operators should use different advertising strategies to raise public awareness as their first and most important action. They advised us to promote the nation's tourism resources using written and non-printed media including TV, radio, flyers, folders, magazines, as well as through social media sites like Facebook, Google+, Twitter, and others in the local language. The use of various public relations tools, such as news to generate positive news about the company and its product, the

preparation of special events like news conferences, press tours, educational programs designed to reach the targeted publics, special event sponsorship, community activity participation, public affairs activities, etc., are other crucial promotion strategies that should be used. they should work on like hiking program to attract more domestic tourists.

- International tourism is at its best level in a country where domestic tourism is flourishing. International tourism is successfully expanding in a nation where domestic tourism is rising. A nation with citizens who are sufficiently aware of, knowledgeable about, and experienced in their own nation is a potent marketing tool. While they are at home or abroad, they advertise their nation through word-of-mouth marketing. This is valid for nations where tourism brings in a big volume of visitors and a sizable amount of income. Additionally, they said that in nations where tourism has expanded well, the majority of tourists and revenues come from domestic travel. As a result, the growth of domestic tourism is base for the growth of international tourism.
3. The respondents were asked whether they design promotion strategy and program that enables to attract international tourists.
- As a result, they made it clear that marketing and marketing development are their main priorities. Although there is some promotion, there is no distinct promotion plan; it is a part of the marketing and promotion strategy on the balanced score card (BSC). They don't have any particular promotion strategies or plans for Addis Ababa. All of the areas, including Addis Ababa, have adopted BSC's marketing tactics. The advertising plan for Addis Ababa mostly targets internal travelers, with some attention paid to foreign travelers. The city tourism bureau has begun to work with the cities in cooperation.
4. How effective it is the integration of the tourism stakeholders?
- The regional tourist agencies and offices, the municipal administration, and tour operators, they said, are all making an effort to collaborate. There hasn't been much development toward the necessary level, and there isn't currently a solid integration. They said that there is no definite plan of action for promotion at a higher level that would integrate successful mix marketing with communication with TTO and other parties. They said that while TTOs are in the forefront of capturing the advantages of tourism, they fall short of covering the necessary sum for tourist communication costs.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary of major findings

The main findings are summarized as follows:

- Based on the majority (74.6%) tour and travel operators' response, assumed that they promotion strategy and program is effective. This means that most of the respondents' firms have identified their target tourists, determined promotional objectives and appropriation by establishing the promotional mix of elements.
- From the responded survey, it is found that they apply the promotion mix elements mainly through sales promotion, participate in trade show, and direct marketing. It means that their promotional strategy and program have not planned and decided the promotional mixtures.
- On the other hand, the mix of the promotional elements; Sales promotion, Advertisements, personal selling, Official Web-Site, Trade Show/Event, Public relation Word of Mouth and Direct Marketing are considered by the Tour and Travel Operators as most appropriate tools to reach large target tourists and they have chosen them in order of their importance in ascending orders.
- From the respondent survey most of the international tourist's categories are who are conference attendants, young, tourists who came for business, senior group and leisure.
- Almost every tour operator gathers feedback from travelers via their official website, tourist comment cards, direct on-site input, and professionals at various intervals. Many of them collect input on a daily, weekly, or monthly basis, with some doing so every six months or yearly. It's possible that many of them realized the value of customer input in improving their company's future success.
- The majority of tour operators have less integration among each other because they focus on their own income rather than on the country's image, lacks product knowledge and skilled manpower, there is no clear promotion strategy for most of the company, focusing only on certain promotional, messages transferred through various promotional tools lacks consistency and reliabilities are the major weaknesses of tour operators.

- The major strength and weakness of the tour operators are they are well informed about the tour sites and all their efforts to promote our country should be encouraged. However, most of them lack an influential social media presence which is the most accessible way to promote and get feedback. And also if they can find a way to collaborate with foreign tour companies, it would be nice to get experience and widen their horizons. And their weakness is Only concentrating on a few advertising methods, such as the Sales promotion, official website and a trade show. There is no one efficient advertising aspect, but the mix of factors is crucial. Advertisement, for example, is a single marketing element with its own set of benefits and drawbacks.

5.2. Conclusion

The main sources of the data in the study were 146 TTOs. Both close ended and open ended questionnaires were used to collect data and which was analyzed using SPSS. In line with the objectives of the study, the main findings are concluded as follows:

The majority of tour operators have revealed that the mix of the promotional elements; Sales promotion, advertisement, personal selling, trade show/events, direct marketing, official web-site, direct marketing, focus on word of the mouth are mostly applied in proceeding order. On the other hand, the majority of the tour operators believes that the mix of the promotional elements; sales promotion, advertisement, personal selling, official website, trade show/events, public relation, word of mouth and direct marketing are creating awareness to the target tourists in proceeding order. These choices may have been made since they've recognized these combinations over time and via their experiences in the field of tourist marketing and promotion, and they'll be used in the future. However; the mix of the promotional elements; sales promotion, public relation, advertisements, direct marketing, official website, word of mouth, personal selling and trade show/events are most appropriate or effective means to address the target tourists in proceeding order. This implies that the majority of the tour operators use of the mix of the promotional elements in terms of their application, awareness creation and appropriation brings varying result.

Even though, many of them have said that they applied the above mentioned mixes, they selected that participation in sales promotion, trade shows/events, direct marketing, public relation, advertisement, word of mouth, official website and personal selling are the mixes to create high

awareness to the target international tourists orderly. These selections could be due to they have identified these combinations through time and their experiences in the sector of tourism marketing and promotion and they would be applied in the future.

Almost all TTO'S have also selected that they collect feedback of their prospect as well as regular international tourists using tourist direct feedback is prioritized, followed by Tourist comment card, professional feedback, Tourist comment on official web and senior group. Many of them the gather the feedback from daily, weekly to monthly bases, some of them every 6 months and yearly, and a few of them they don't collect at all. It may mean that many of them understood the importance of collecting their tourists' feedback will assist them improve their company future performance.

Accordingly, TTO from the total respondents as they respond more potential source and very potential source large number of them selected Europe as the first, North America second, Australia third, Asia fourth, South America fifth, and Africa sixth when observed from the table on the very potential source column. It implies that their promotion effort will be exerted to the top potential sources of international tourist on Europe, North America and Australia. And most of the foreign tourists are who are conference attendants, young, tourists who came for business, senior group and leisure.

The tour operators' greatest strength and weakness is that they are highly versed about the tour locations, and all of their efforts to promote our country should be commended. However, the majority of them lack a powerful social media presence, which is the most accessible means of promoting and receiving feedback. It would also be beneficial if they could find a method to partner with international tour businesses to gain expertise and broaden their horizons. And one of their flaws is that they only use a few promotional strategies, such as sales promotions, an official website, and a trade show. There is no one part of advertising that is effective, but the combination of aspects is critical. For example, advertising is a single marketing element with its own set of advantages.

To expand domestically, effective promotional activities and measures are essential. International tourism is at its maximum point in a country where domestic tourism is

flourishing. International tourism is successfully expanding in a nation where domestic tourism is rising. A nation with citizens who are sufficiently knowledgeable, aware of, and experienced with his or her nation is a potent marketing tool. While within or outside of their own country, individuals advertise their nation through word-of-mouth marketing. This is valid for nations where tourism brings in a big volume of visitors and a sizable amount of income. They claimed that in order to grow domestic tourism, they must work hard and together.

The tourism authorities don't have a well-defined promotional strategy or plan that may be utilized as a benchmark. They explained that the Balanced Score Card (BSC) includes information on the development and marketing of tourism, allowing regions and cities to plan and carry out these activities while balancing their professional capabilities and financial resources.

5.3. Recommendations

When used in a balanced manner, integrated marketing communication mixes such as advertising, personal selling, sale promotion, public relations, and direct marketing play a significant role in influencing international tourists to become aware, influence, persuade, and attract international tourists.

To address and attract more visitors, an adequate advertising plan and program should be implemented. It is essential that TTOs adopt strong marketing and promotion methods in order to remain competitive. This may be accomplished by engaging well-trained experts, developing their ability through short or long-term training, and sharing expertise from well-developed and effectively employed tourist resources, as well as doing market research. Promotional efforts must concentrate on a promotional strategy that focuses on the shared interests of foreign visitors in the target market. To boost foreign tourists, it is critical to define target tourists, decide promotional objectives, and determine promotional appropriation by constructing the correct balance of promotion components.

To remain competitive, the tourism authority of Addis Ababa, Tour and Travel Operators should employ strong marketing communication and promotion tactics to attract foreign travelers. This may be accomplished by recruiting highly-trained experts, expanding their ability through short

or long-term training, and sharing experience from which their tourist resources have been effectively produced and exploited, as well as doing market research.

The promotional activities must center on an integrated marketing communication strategy that focuses on the target market's shared interests among foreign travelers. To boost foreign visits to the country, it is critical to define the targeted tourists, select promotional objectives, and decide promotional appropriation by building appropriate integrated marketing communications.

The TTO Rather of attempting to advertise themselves, they must collaborate with one another, as well as foreign tour operators and tourist authorities, in order to save expenses and obtain a profitable return on investment.

To ensure maximum international tourist awareness and attraction to the city's tourism resources, close collaboration between the government, the private sector (e.g. tour and travel operators), tourism, and marketing professionals is required to design properly integrated marketing communication tools.

Tourist word-of-mouth must be prioritized, as well as extensive and well-planned use of e-marketing. Customers are seeking advice from other consumers over the Internet, according to academics (e.g. blogs). As a result, the city's tourism players should employ similar interest groups and communities, as well as social networking sites, as the primary resource for creating awareness and influencing, such as Trip Adviser, Expedite, Real Travel, and I go U go.

Domestic tourism has to receive a lot of attention. The expansion of domestic tourism serves as a springboard for that of international tourist. To increase their knowledge and awareness as well as tailor their pricing approach to their capability, they must employ various promotion media created to cater to local tourists. To grow domestic tourism, they must collaborate with a variety of tourist stakeholders.

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St. Mary's University school of Graduate Studies
MBA Program
(Questionnaire for Customers)

Dear Respondent,

Currently I am a student of St. Mary's University and I am doing my MBA thesis Work. The objective of this survey is to gather, analyze, and synthesize relevant, accurate, sufficient, and timely information that will provide insights about ***“Assessing the Promotional practices of tour operators in Ethiopia: the case of Addis Ababa.”*** The findings of this survey will be used to make recommendations to enhance the degree of attraction of Overseas tourists into Ethiopia. This questionnaire consists of four sections: **Section I** deals with the general profile of the respondent, **Section II** covers ***Tourism Promotion-Mix Elements*** & **Section III** deals with ***enhancing Ethiopia as a tourist destination*** section **IV** open ended and section **V** interview questions: . The information you provide in this survey will be used for the stated purpose and it will be held confidential. Taking part in this survey is completely voluntary and anonymous. The questionnaire will take no more than 20 minutes. Your co-operation is highly appreciated!

Thank you in advance for your cooperation and timely response!!

Mahlet Moges (The student Researcher)

Section-I: Demographic Profile

Instruction: - Please select an appropriate option that reflects your opinion.

1. Gender:

1. Male

2. Female

2. Age:

1. 18 - 20 years

4. 21 – 30 years

2. 31 – 40 years

5. 41 – 50 years

3. above 50 years old

3. Your highest academic qualification

1. Diploma

4. Higher Diploma

2. Degree

5. Masters and above

3. Others-specify

4. Length of Service in the travel and tour operation company

1. Between 1 and 5 years

2. Between 5 and 10 years

3. Above 10 years

5. What is your work position in the tour operation company?

1. General Manager

4. marketing manager

2. Tour operator

5. Tour guide

3. Finance officer

6. Other

Section-II: Tourism Promotion Strategy /Promotion Programs

- A) **Direction:** - Please evaluate the following Promotion related statements in relation to enhancing the tourism destination in Ethiopia by encircling the appropriate number against each statement. Where, 1= Not effective at all, 2=less effective; 3= Neutral; 4= Effective; 5= Very effective

1) How effectively does your firm design the following promotional strategy and program to influence international tourists for the city's destinations?						
	Promotion strategy & program	1	2	3	4	5
1.1	Identifying target audiences					
1.2	Determining the promotional objectives					
1.3	Determining the promotional appropriation					
1.4	Establishing the mix of promotional elements					

Ranking Promotion Elements in Relation to Communicating the Target Tourists

Direction: - Please rank the Promotion Elements to communicate well with respect with the target tourists? Where, 1= Never applied, 2=less applied; 3= modestly applied; 4= many times applied; 5= always applied.

2) Which of the promotional mix does your firm apply to communicate well with the target tourists? Please, put them orderly or sequentially in terms of their applicability.						
Promotional Mix		1	2	3	4	5
2.1	Sales promotion					
2.2	Public relation					
2.3	Advertisement					
2.4	Personal selling					
2.5	Direct marketing					
2.6	Official website					
2.7	Word of mouth					

2.8	Trade show/ event					
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B) The Role Integrated Marketing Communication Elements in creating Awareness & Attract International Tourist.

Direction: - Please evaluate the following statements related to integrated communication elements in creating awareness and attract international tourists to Addis Ababa. Where, 1= Never aware /attract, 2= Aware /less aware; 3= Average awareness /Average attraction; 4= Attract More /Aware More; 5= Aware /Attract Extremely.

3) Do you believe the identified integrated marketing communication elements are creating awareness & attract international tourist to Addis Ababa tourism products?						
Promotion Mix		1	2	3	4	5
3.1	Sales promotion					
3.2	Public relation					
3.3	Advertisement					
3.4	Personal selling					
3.5	Direct marketing					
3.6	Official website					
3.7	Word of mouth					
3.8	Trade show/ event					

C) **Promotion Methods In Promoting Addis Ababa**

Direction: - In your own opinion, evaluate which of the following promotion methods are more appropriate in promoting Addis Ababa city by encircling the appropriate number. Where 1 = Not Appropriate, 2 = Less Appropriate; 3 = Neutral; 4 = Appropriate; 5 = Most appropriate.

4) Which of the promotion methods do you consider as most appropriate to promote the city's tourism resources?						
Appropriate promotion Mix		1	2	3	4	5
4.1	Sales promotion					
4.2	Public relation					
4.3	Advertisement					
4.4	Personal selling					
4.5	Direct marketing					
4.6	Official website					
4.7	Word of mouth					
4.8	Trade show/ event					

5) Which evaluation mechanisms does your company apply to assure the appropriateness of the promotion tool/s?						
Evaluation mechanisms		1	2	3	4	5
5.1	Sales promotion					
5.2	Public relation					
5.3	Advertisement					
5.4	Personal selling					
5.5	Direct marketing					
5.6	Official website					
5.7	Word of mouth					
5.8	Trade show/ event					

Section-III: Sources and Categories of International Tourists

A) The following Questions are concerning sources and categories of international tourists identified by your establishment. Please tick/select your answer on the give box.

Direction: - Please evaluate the following statements who is/are the region/s segmented as essential potential sources of international tourists for the city’s tourism orderly? Where 1 = Not potential sources, 2 = less potential sources; 3 = Neutral; 4 = More potential sources; 5 = Not potential sources

6) Who is/are the region/s segmented as essential potential sources of international tourists For the city’s tourism o		1	2	3	4	5
Region potential sources						
6.1	North America					
6.2	South America					
6.3	Europe					
6.4	Asia					
6.5	Australia					
6.6	Africa					

Direction: - In your own opinion, evaluate the main possible international tourists’ categories that can be attracted to the city tourism resources? Where 1 = Not possible, 2 = less possible; 3 = Neutral; 4 = More possible; 5 = Not much possible

7) Do you determine the main possible international tourists' categories that can be attracted to the city tourism resources?						
International tourists categories		1	2	3	4	5
7.1	Business					
7.2	Leisure					
7.3	Young					
7.4	Conference attendant					
7.5	Senior groups					

Direction: - Please evaluate the following which evaluation mechanisms does your company apply to assure the appropriateness of the promotion tool/s? Where 1 = Not effective, 2 = less effective; 3 = Neutral; 4 = Effective; 5 = Very effective;

8) Which evaluation mechanisms does your company apply to assure the appropriateness of the promotion tool/s?						
Evaluation mechanisms		1	2	3	4	5
8.1	Tourist Direct feed back					
8.2	Tourist comment card					
8.3	Tourist comment on official web					
8.4	Professionals feed back					
8.5	Senior groups					

Section IV. Open ended questions

Direction: - These are the question items used to collect basic information on domestic tourism.

9) How do you evaluate the integration of tour operators in Ethiopia in promoting the country?

10) Would you can generally mention the strength and weakness of the tour operator's promotional practices in Ethiopia to compete at international level?

Section V. interview questions

1. What are the major problems that affect the growth of domestic tourism in Ethiopia?
2. What promotional and related measures should be undertaken by the Ethiopian tour operators to develop domestic tourism?
3. Does your tourism bureau design promotion strategy and program that enables to attract international tourists?
4. How effective it is the integration of the tourism stakeholders to promote the tourism resources of the city?

