



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MBA PROGRAM

**DETERMINANTS OF EFFECTIVE TOURISM MARKETING
PRACTICES:
CASE OF ADDIS ABEBA CULTURE ARTS & TOURISM BUREAU**

BY: WOUBIT SEYOUM

ADVISOR: MESFIN TESHAYE (PHD)

JULY 2024

ADDIS ABABA, ETHIOPIA

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MBA PROGRAM

DETERMINANTS OF EFFECTIVE TOURISM MARKETING
PRACTICES:
CASE OF ADDIS ABABA CULTURE ARTS & TOURISM BUREAU

BY: WOUBIT SEYOUM

A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY, SCHOOL OF GRADUATE
STUDIES IN PARTIAL FULFILLMENT OF THE REQUIRMENTS FOR THE DEGREE OF
MASTER OF BUSNISS ADMINISTRATION

JUNE, 2024

ADDIS ABABA, ETHIOPIA

ST.MARY’S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MBA PROGRAM

DETERMINANTS OF EFFECTIVE TOURISM MARKETING PRACTICES: CASE OF
ADDIS ABEBA CULTURE ARTS & TOURISM BUREAU

BY WOUBIT SEYOUM
ID NO. SGS/0080/2015A

APPROVED BY BOARD OF EXAMINERS

Tesfaye Tilahun

Dean, Graduate Studies

Signature & Date



Mesfin Tesfaye (Ph.D)

Advisor

Signature & Date

Tarekegn Tamiru

External Examiner

Signature & Date

Alazar Amare(Ph.D)

Internal Examiner

Signature & Date



Acknowledgment

First and foremost, I am grateful to the almighty heavenly God for all things in my life! My sincere appreciation goes to all those who helped me with the completion of this thesis. Next, I am thankful for the support of my advisor Mesfin tesfaye (PhD) for his unreserved advice and constructive observation starting from very commencement up to thesis completion.

My heartfelt thanks go to my husband who supports me by taking care of our children & give time when it is necessary to focus on my study.

At last, all family member's especially w/ro Abeba seyoum in helping editing the final work.

.

Table of Contents

CHAPTER ONE	1
1. INTRODUCTION	1
1.1. Back ground of the study	1
1.2. Statement of the problem	1
1.3. Research questions	3
1.4. Objective of the study	3
1.5. Significance of the study	4
1.6. Scope of the study	4
1.7. Organization of the paper	5
1.8. Operational definition of key terms.....	6
CHAPTER TWO	7
Review of related literature	7
2.1. Theoretical review	7
2.1.1 Theories of Marketing.....	7
2.1.2 Definitions of Tourism Marketing.....	8
2.1.3.The Tourism Marketing Mix.....	11
2.2. Marketing Practice	13
2.3. Empirical Review	14
2.4. Conceptual framework	16
Chapter Three	17
3. Research Design and Methodology	17
3.1. Research Design	17
3.2. Research approach.....	18
3.3. Target population, Sample size and sampling techniques.....	18
3.3.1. Target population.....	18
3.3.2. Sampling Techniques and sampling size	18
3.4. Data Sources and Instruments.....	19
3.4.1. Questionnaires.....	20
3.4.2 Interview	20
3.4.3 Document Analysis.....	20
3.5. Data Analysis.....	20
3.6. Method of Data Analysis and interpretation	20

3.7. Validity &reliability.....	21
3.7.1validity.....	21
3.7.2.Reliability	21
3.8. Ethical Consideration	22
CHAPTER FOUR	22
4. Analysis and Data Interpretation	22
4.2. Response Rate.....	23
4.3. Demographic Profile of the Respondents.....	23
4.3.1. Gender	23
4.3.2. Age Groups of Respondents	24
4.3.3. Level of Education	25
4.3.4. Marital status of Respondents.....	26
4.4. Descriptive Analysis of Tourism marketing.....	27
4.4.1. Descriptive Statistics of determinants of Tourism Marketing	28
Political stability	28
4.4.2. Descriptive Statistics of Effective Tourism Marketing Practices.....	36
4.5 Correlation Analysis	37
4.6. Regression Analysis.....	39
Assumption	39
4.6.1. Normality	39
4.6.2. Linearity	40
4.6.3.Multi collinearity.....	41
4.6.4. Hetroscadecity	41
4.6.5 Auto correlation.....	41
Chapter Five	46
Findings, Conclusions and Recommendations.....	46
5.1. Findings	46
5.2. Conclusions	46
5.3. Recommendations	47
References	49
Appendices.....	52

List of Table

Table 1. Five-scale Likert’s Criterion	27
Table 2. Political stability	28
Table 3. Infrastructural facilities	29
Table 4. Stakeholder coordination	30
Table 5. Promotion.....	31
Table 6. Technology	33
Table 7 . Economy	34
Table 8. Human Resources	35
Table 9. Effective tourism marketing practices	36

List of Figure

Figure 1: Respondent’s Distribution based on Gender Source: (Field Survey, 2024)	24
Figure 2: Age Group of Respondents.....	25
Figure 3 <i>education level of Respondents</i>	26
Figure 4: marital status of Respondents Source: (Field Survey, 2024)	27

Acronyms

ANOVA	Analysis of Variance
AACATB	Addis Ababa Culture, Arts & Tourism Bureau
ETTC	Ethiopian Tourism Transformation Council
KI	Key Informants
MoCT	Ministry of Culture and Tourism
SPSS	Statistical Package for Social Science
TIC	Tourist Information Center
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
WTTC	World Travel and Tourism Council

Abstract

Addis Ababa city is rich in various tourism resources that could attract tourists from different parts of the world. However, in the city tourism marketing does not meet the tourism potential in reality. The purpose of this study was to identify determinants of effective tourism marketing practices, case of Addis Ababa culture arts and tourism bureau. The study was descriptive and explanatory in design and a cross-sectional method with quantitative and qualitative research approaches. Questionnaires and key informant interviews were the main data gathering tools. Purposive sampling technique was used to select the target population and the census was to determine the sample size of the population. Data were analyzed using descriptive and inferential statistics (percentage, frequency, mean, standard deviation, sig, correlation and regression) through SPSS version 26. The study revealed that political stability, infrastructural facilities, stakeholder cooperation, promotion, economy, technology and human resources are the major determinants of tourism marketing in AACATB. Besides, practices of the bureau need focus on potential customers, TICs, digital marketing, knowing and advertising those attractions & destinations.

Therefore, to market tourism effectively, the AACATB should develop TICs, work with stakeholders, promote where there is market using technological plat forms, hanging all with competent human resource.

Keywords: Determinants, Effective, Tourism Marketing, Practices

CHAPTER ONE

1. INTRODUCTION

This section is designed to address the background of the study, statements of the problem, research question, Objectives of the study, Methodology, Significance of the study, Scope and delimitation of the study, Organization of the paper and operational definition of key terms.

1.1. Back ground of the study

Marketing is much more than advertising : it's about knowing your customers, partners, and competitors; segmenting, targeting and positioning; communicating persuasively; innovation and launching new services and programs; developing effective delivery channels; forming partnership and strategic alliance; performance management and pricing/cost recovery. Marketing turns out to be the best planning platform for a public agency that wants to meet citizens' needs and deliver real value. In the private sector, marketing's mantra is customer value and satisfaction.in the public sector it is citizen value and satisfaction. (Kotler and lee, 2007)

Marketing must surely now be seen to be an essential part of public sector management .but many public sector organizations especially not-for-profit are realizing that strategic marketing can help address two challenges: the challenge of meeting mandates and satisfying stakeholders needs in the face of diminishing resources, and the challenge of meeting specified revenue or cost recovery targets. (Olivier serrat, 2017)

In theory the marketing planning process consists of analyzing marketing opportunities, selecting target markets, designing marketing strategies, developing marketing programs and managing the marketing effort.in practice, companies must always be moving forward with marketing programs, innovating products and services, staying in touch with customer needs, and seeking new advantages rather than relying on past strengths.(Kotler & keller,2012).

By taking in to account the above major practices the researcher organized those determinants that affect tourism marketing practices: political stability, infrastructural facilities, stakeholders' coordination, promotion, technology, economy &human resource.

The Ethiopian tourism industry has a lot of effort going to support both the government and private stakeholders working in the marketing activities (UNECA,2015). The reason for the government to support the tourism industry is the country has untapped and diverse tourism potential. This diverse tourism resource of the country needs marketing activity to promote the attractions of the country and give significant attention to achieving the Growth and Transformation Plan (MoCT, 2015).

Addis Ababa as one of the major cities that are found in Africa is expected to have firmed tourism marketing practices in its bureau to attract and retain tourists who wants to get access what is going on as well as who doesn't but have the potential to see the city. Addis Ababa culture Arts &Tourism bureau was established in 2008 by declaration 64/2018.with the aim of ensuring lasting social and economic prosperity by studying, developing, and promoting the cultural ,artistic, historical and natural attractions of the people of the city and making them accessible to the community and building a good image of the city. Though its role is broad and can be stretched to the level which impact lives of citizens of the city at large extent, it is unable to do so (AACATB, 2022) from those inabilities marketing tourism of the city can be seen as a major area to be seen and addressed. So the above mentioned problem related with tourism marketing practices motivated the researcher to conduct study on investigating determinants of tourism marketing practices of Addis Ababa culture Arts &Tourism bureau. As to the current researcher knowledge, no research has been conducted on this title.

1.2. Statement of the problem

Tourism marketing is important for tourism businesses to effectively implement their activities and improve their ability to maintain relationships with customers and meet their desires by providing better service and diversifying their products around the world (Al-hazmi& Hassan, 2020). At present, marketing relevance in tourism is beyond doubt, playing a pivotal role in developing the market economy of the country (Palupi & Slavov, 2020).

Tourism marketing and promotion are also the most vital activities in the tourism industry to ensure sustainable tourism development (Selemon& Kumar, 2018). Tourists or visitors who come and visit Ethiopian tourism attractions have little information, which does not meet Ethiopian tourism potential in reality. This indicates that there is a poor operation in tourism marketing (Teshale, 2010).

Tourism in Africa is growing with records indicating an increase in international tourist arrival from 250 million in 2022 to 1.3 billion in 2023 (UNWTO 2022, 2023). from this Addis Ababa, the capital of Ethiopia didn't come up with 10 most visited countries .according to new list by

(WTTC,2023) Egypt, morocco and Tunisia are most visited country in Africa with 11.7,10.9&6.4 million tourists respectively.

Addis Ababa is the diplomatic capital of Africa & the seat for AU &ECA, owns tremendous tourist attraction sites in Ethiopia. The gate for Domestic and international tourists of the country. It has the plan to become one of the top 5 tourism destination in Africa by 2031(AACATB, 2022).to achieve this it is crucial to market what it has.it is highly essential to address tourists locally &internationally using different tourism marketing opportunities.

There are plenty of previous studies conducted on tourism marketing in different countries. Tourism marketing helps to develop the travel and tourism industry (Al- Masud, 2015; Argon et al., 2020; Avraham & Ketter, 2016; Balamuraly & Lawrence, 2022); Hsu et al., 2017). However, tourism marketing is determined by political unrest, lack of human resources, shortage of budget for marketing, lack of promotional tools, and problems in identifying tourism products (Addisu, 2019; J fourie, 2013; Singh, 2020). But they have not explored the practices of tourism marketing and the nature of the selected area is different from the researchers' area. On the other hand, in Ethiopia, very few scholars studied and identified tourism marketing factors. Addisu bekele (2019)and Simegn asmare(2021) studied tourism marketing factors in bale mountain &Addis Ababa, and their findings indicate that tourism marketing is influenced by legal, economic, political, technological, socio-cultural, and lack of top management commitment, limited research, and development. But, they fail to address the determinants of tourism marketing practices, and their findings is only on factors of tourism market demand so it is differ in the study area of the current study.

Getnet (2022) identifies tourism marketing challenges, practices &prospects in Gondar city, Ethiopia. And recommended Culture and tourism departments should be better organized and run by well-qualified experts, and academic institutions should provide special short and long-term employee training to produce competent, trained, and quality human resources to develop tourism marketing in the study area.

Dagnachew et al., (2022) investigated tourism destination marketing challenges and prospects in the Southern route of Ethiopia. However, their work missed determinants of tourism marketing practices, and they recommend that tourism marketing mix elements should be researched to understand tourist experiences and mitigate the problems faced in the destination. So, this study was effective in addressing tourism market mix practices (7Ps). In addition, the problem and the nature of the selected area under study are different. Currently, in Ethiopia, very few researchers

have conducted research and written articles on the issue of tourism marketing, and the above-mentioned Ethiopian scholars have tried to identify the factors in different areas, particularly in Addis Ababa city, where determinants of tourism marketing practices are not explored. In addition, scholars tried to pinpoint the problem at the regional level, and the research findings differed in the study area, so it required in-depth study at the ground level. Hussien (2021) recommends that the overall global rank and score of Ethiopia in terms of travel and tourism in the last 10 years was poor and needs immediate action to improve the performance of tourism marketing. Similarly, Dagnachew et al., (2022) today's tourism destination marketing should require great attention for tourism development.

Some researches focus on the marketing mixes others focus on potential on destinations To fill this gap, this research focus on in one side the determinants of tourism marketing &in the other marketing practices of Addis Ababa culture arts and tourism bureau Addis Ababa,Ethiopia.

1.3. Research questions

- To what extent political stability significantly affect tourism marketing practices?
- How well infrastructural facilities affect tourism marketing practices?
- How far stakeholders' coordination affect tourism marketing practices?
- How great a degree promotion affect tourism marketing practices?
- To what level Technology affect tourism marketing practices?
- To what degree Economy affect tourism marketing practices?
- To what magnitude human resources affect tourism marketing practices?

1.4. Objective of the study

General objective

- The general objective of the study is to investigate determinants of effective tourism marketing practices of Addis Abeba's culture ,Arts &tourism bureau.

Specific objectives

The specific objectives to undertake the study are as follows

- To investigate if political stability has significant effect on tourism marketing practices

- To check whether infrastructural facilities affect tourism marketing practices.
- To find out whether stakeholders coordination affect tourism marketing practices
- To explore if promotion affect tourism marketing practices
- To analyze if Technological problems affect tourism marketing practices
- To determine whether Economic problems affect tourism marketing practices.
- To explain whether skilled human resources affect tourism marketing practices.

1.5. Significance of the study

Proper practices of tourism marketing makes AACATB effective and efficient in satisfying customers, respondent institutions, stakeholders (hotels, tour operators,...) & help government to be accepted & trusted.

❖ The findings of this research

- Give additional knowledge for top level management and employees of the bureau to know and act on determinants of tourism marketing practices as described by the suggestions & recommendations of the research.
- As a capital city, it may contribute to different cities of the country to see their tourism marketing practices and may lead them to further study according to their situation.
- Benefit local & international customers of the bureau by addressing their demand regarding tourism marketing.
- Come up with result that can support the city's civil service bureau to further study.
- Contribute to academic understanding by describing determinants of effective tourism marketing practices of AACATB and also help for other researchers to use it as literature review.
- Help the researcher to get experience in conducting study and to award MBA

1.6. Scope of the study

Since the issue of tourism marketing is broad and can be studied from different angle, the study emphasizes or delimited to determinants of effective tourism marketing practices of Addis Ababa Culture Arts & Tourism Bureau. Moreover, conducting the study in large scale would be unmanageable in terms of time, finance and research manageability.

Furthermore, to make the research more manageable and for the sake of producing valuable research product the researcher limited the topic of the study only on determinants of effective tourism marketing practice of the bureau.

Conceptual scope

The study focused on investigating Determinants of effective Tourism marketing practices of the bureau by using seven different variables. Political stability, infrastructure facilities, stakeholder coordination, promotion, technology, economy and human resource.

Geographical scope

This study was conducted in Addis Ababa culture arts and tourism bureau which is found in Addis Ababa city around flamingo, bole. And also different hotels & tourist taxi associations who are found in the city which they really care & benefit from tourism marketing of the city.

Time scope

The research was conducted from December2024 to June 2024.

Methodological scope

This study has been descriptive &explanatory research with qualitative and quantitative research approaches. Both primary &secondary data was employed. Purposive sampling has been employed to select respondents for both interviews and questionnaires .Concerning to primary sources questionnaires was prepared for experts, team leaders &directors of tourism sector of the bureau and other stakeholder's managers & experts. Secondary source may include books, publications, and journal articles.

1.7. Organization of the paper

The study is consisted of five chapters. In the first chapter, the researcher has provide insights to What this study is about. The second chapter dealt with, an overview of different previous literatures that are theoretical and empirical. Chapter three described methods and methodologies that would be employed throughout the study. The data analysis findings of the study has been presented under section four. The last chapter, chapter five, summarized the study and recommends possible solutions.

1.8. Operational definition of key terms

Marketing-is the process by which companies creating and providing value for customers and make strong customer relationships so as to capture value from customers in return. (Kotler, 2012)

Tourism –comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for break, business and other basis.(UNWTO,2010).

Tourism marketing-it is the process in which organizations in the tourism industry identify actual &potential dimensions of tourism demand, communicate with demand carriers to know, assess the tourism needs and stimulate their desires, motivation and preferences for designing and adjusting the tourism offer (goods &services) for the best fulfillment of their requirements and exigencies while maximizing organizational objectives (kulsar,2011)

Practices-it may mean mere repetition whether or not accompanied by improvement.(Gates,1922)

Political stability-is consistent and predictable governance, absence of violence, and a stable political environments that fosters a sense of security and safety for tourists. (Dereje.C,2023)

Infrastructural facilities-refers to the services and facilities provided by a city to attract and accommodate tourists, there by promoting its tourism industry (Sonja. J, 2016)

Stakeholder coordination- may mean the process of organizing, managing, and facilitating communication and collaboration among various stakeholders with a vested interest in the organization (Yasir.K, 2023)

Promotion –refers to the activities and strategies aimed at attracting visitors and encouraging travel to a particular destination (Moza.M &Olympic.B,2022)

Technology–is the application of information communication technologies, artificial intelligence and automation systems to enhance the tourism experience, improve marketing strategies and transform the industry as a whole.(sudir.K,2018)

Economy –is a vital component that drives the growth and development of the tourism industry,which is a significant contributor to the overall economy of a city.(james.M,2004)

Human resource-according to megginson,human resource may be defined as the knowledge,skills,creative abilities talents and aptitudes obtained in the organization.(showkat.A &muzaffar A,2020)

CHAPTER TWO

Review of related literature

2.1. Theoretical review

2.1.1 Theories of Marketing

Adrian Palmer in his book Introduction to Marketing: Theory and Practice uses a new definition of marketing by the Chartered Institute of Marketing (CIM) from the United Kingdom, which describes marketing as “the strategic business function that creates value by stimulating, facilitating and fulfilling customer demand – it does this by building brands, nurturing innovation, developing relationships, creating good customer service and communicating benefits” (Palmer, 2012, p. 5).

Marketing theories are conceptual frameworks that guide marketing strategies and practices. There are numerous marketing theories, each offering insights in to consumer behavior, market

dynamics and effective marketing approaches. Some essential marketing theories include the marketing mix, Ansof matrix, pestel analysis, Maslow's hierarchy of needs and social identity theory. (James et.al, 2015)

A speech by marketing specialist Neil Borden in the 1950s was the first time the term "marketing mix" was used. Later marketing professor Jerome Mc Carthy refines Borden's ideas, creating the 4 P'S of marketing. He theorized that by using price, product, place and promotion together, a business could identify its core customer and how to reach them best. Later, in 1981, as the art of marketing grew even more and customer service became even more important, Bernard Booms and Mary j bitner added 3 more ps: people, physical evidence and processes. Thus the 7 p's of marketing was born. (Angela, B.2024)

Ansof matrix: created by the American planning expert Igor ansof,is a strategic planning tool that links an organizations marketing strategy with its general strategic direction.it presents four alternative growth strategies in the form of a 2*2 table or matrix.one direction of the matrix consider "product" (existing and new) and the other dimension consider "markets" (existing and new).(Ecobici.M,2017)

PESTEL analysis: is an analytical framework that helps businesses understand the external environment by examining political, economic, social, technological, environmental and legal factors. Created by Harvard professor Francis aguilar 1n 1967(louis F,2024)

Maslow's hierarchy of needs: it was in 1943 a psychologist Mr.Abrham Harold suggested his theory, based on the hierarchy of human needs. Maslow found that humans have five types of needs.they are driven by innate needs for survival, safety, love belonging ,esteem and self realization. The crux of the theory is that individuals most basic needs must be met before they become motivated to achieve higher level needs.(Anjanaean,2019)

Social identity theory: proposed by Henry tajfel and john turner in the 1970s, that individuals derive a portion of their self-concept from their membership in social groups. They proposed that the groups (e.g. Social class, family, football team, etc.) people belonged to were important sources of pride &self-esteem. (Jake .H, 2020)

2.1.2 Definitions of Tourism Marketing

Tourism marketing refers to the organized, combined efforts of the national, tourist bodies, and or the business in the tourism sector of the international, national or local area to achieve growth in tourism by maximizing the satisfaction of tourists (Shruthi, 2016). Tourism marketing is one of the main parts of the tourism business and it plays the greatest role. Currently, the marketing of tourism destinations is a new trend in tourism marketing. Therefore, the development of tourism marketing of a destination is very important in the tourism industry (Mahmudul, 2014).

Tourism marketing refers to the commercial discipline of attracting tourists to a specific location, which might be a state, a city, a specific heritage site or tourist attraction point, a hotel or a conference centre, or anything else (Fathy, 2022). In addition, it is a field of modern marketing knowledge that requires great attention from researchers in the case of tourism marketing and some believe that writing about tourism marketing is an attempt to inform about the vital role played by tourism marketing at the level of support for the tourism sector (Al-hazmi, 2020).

Tourism marketing is a system of management and organization used by tourism businesses to create new, more effective tourist and leisure services, produce them, and market them to turn a profit by raising the standard of the tourist offering and taking into account trends in the global tourism industry (Palupi & Slavov, 2020). Tourism marketing and promotion are essential business operations and the most crucial means of identifying consumer demands and creating practical goods or services to appeal to potential customers through an integrated marketing strategy (Selemon & Kumar, 2018).

Tourism marketing is also a scientific and coordinated implementation of the business policy by tourism projects to fulfil the needs of a group of specific consumers and to achieve an appropriate return & it includes all the efforts and activities of the organization; the tourism service provides different elements or parts, which aim to satisfy the tourists in a variety of forms and it is an activity where tourism marketers or agents provide all tourism services and facilities to attract tourists, meet their needs and desires to achieve organizational goals and increase their competitiveness and get appropriate profits as a result of their tourism activity (Sadq & Othman, 2019).

Tourism and recreation businesses must direct as much attention to marketing to customer sites as they do to attract them. In this respect, external and internal tourism marketing is important because dissatisfied customers can effectively cancel out an otherwise effective marketing policy. The main marketing functions in the tourism sector include market research, product formulation and development, analysis and selection of target markets, distribution networks, and product promotion (Abdel-Hafiz, 2007).

The world tourism market is experiencing continuous growth and deepening diversification, making it one of the fastest-growing economic sectors in the world. The arrival of foreign tourists increased from 25 million in 1950 to a total of 1,186 million in 2015. This trend is expected to continue, and the World Tourism Organization (UNWTO) predicts that the arrival of tourists worldwide will reach 1.8 billion by 2030 (UNWTO, 2018).

Tourism is one of the basic and greatest active sectors of the world economy, and for its fast step, it is known as the economic phenomenon of the century. Modern tourism is gradually more

intensive, business-oriented, and commercially planned activities, and tourism marketing is attractive and always more vital for a destination's competitiveness (Palupi & Slavov, 2020).

Tourism marketing is taken into consideration as crucial for a hit tourism development. Tourism traffic, both domestic and worldwide, for numerous functions like satisfaction, environmental exchange, and other purpose has accelerated significantly the duration of tourists in recent times (Shruthi, 2016).

Sub-Saharan Africa's travel and tourism market are very small. In 2018, the travel and tourism industry's GDP of African countries covered in the report summed at approximately \$42.1 billion, with 37.4 million tourist arrivals in 2017, about 1.6% and 3.0% of the global total, respectively.

However, the Weak domestic airline industry and a lack of airport density greatly undermine local economies in Sub-Saharan Africa (WTTC, 2019). Tourism marketing for developing countries is aimed at providing tools and strategies for altering the image of developing destinations and attracting international tourists and visitors (World Bank, 2016).

Lack of marketing in the tourism industry is one of the problems in developing countries. Today, marketing efforts are more important than production and sailing activity if a country has enough facilities and possesses the potential for tourism resources (Lamsou et al., 2013).

In Africa tourism marketing is concentrated in a few countries. Only 15 countries recorded more than 1 million visitors in 2015. While a small island like Mauritius welcomed almost one million tourist arrivals to its shores in 2013, its much bigger neighbour Madagascar counted only 196,000 arrivals (Bolaky, 2016).

Tourism marketing in developing countries aims to provide tools and strategies to change the image of developing destinations and attract international tourists and visitors despite the challenges posed by negative images (Avraham & Ketter, 2016).

In Cameroon, some of the main challenges faced in marketing the country as a tourism destination include the non-prioritization of the tourism industry by the government, which has led to the absence of a destination Management/marketing organization or a National Tourism Office (NTO) to draw up appropriate and practically implementable marketing plans, develop a branding and positioning strategy and strategize the role of information and communication technology (ICT) in tourism marketing (Nsom, 2011).

Despite occasional shocks, international tourism has continued to experience expansion and diversification that has seen the industry becoming one of the largest and fastest-growing economic sectors in the world. There is a lot of effort going on by both the government and private stakeholders working in the marketing activities of the Ethiopian tourism industry and the

government started to take important strategic steps toward structuring the Ethiopian tourism industry to increase the system. The most important measures are the establishment of the Ethiopian Tourism Transformation Council (ETTC), the Ethiopian Tourism Board (ETB), and the Ethiopian Tourism Organization (ETO) (UNECA, 2015).

In Ethiopia, the overall performance of tourism marketing practices is low (from regional average indicators) (Wassie, & Dhaliwal, 2017). Due to this marketing achievement tourism is influenced by a comprehensive analysis of the market, the tourist product, analysis systems, channels of sale, and product advertising in Ethiopia (Palupi & Slavov, 2020).

2.1.3. The Tourism Marketing Mix

The tourism marketing mix means the elements which include product, price, promotion and distribution, the four-P framework calls upon markets to decide on the product and its characteristics, set the price, decide how to distribute their product and choose methods for promoting their product. (Kotler & Bowen-2013-P9)

1. Product:

Quality- involves deciding on quality standards for the product and implementing a method of assurance on the performance level of staff and facilities. Tourism service providers are more likely to be successful if they can be depended upon to deliver higher-quality service levels than their competitors.

Range- it is necessary to decide how different individual products will fit into the overall range of the organizations products offered to the market

2. Place

Tourism enterprises have to decide on the range of offers and how each product fits into the product mix. Brandname- that is well known and associated with high satisfaction levels provides an improved image and added value to a product. Features and benefits- consumers buy products for the benefits they are expected to deliver. These features split into 2 basic categories: Reduced risk, Value-added benefits, (Cooper et al, 2008)

3. Price:

Premium pricing- here the decision is taken to set prices above market price, either to reflect the image of quality or the unique status of the product. Value for money pricing- here the intention is to charge medium prices for the product. Cheap value pricing- the objective here is to undercut the competition, and price is used as a trigger to purchase immediately. It is important that the price set for a product is right not only in itself, but also in relation to the other product marketed by the company. (Holloway & Robinson, 2004) Pricing is one of the tourist activities in the task

of tourism and an important element of the marketing mix elements of tourism cannot be compromised.

4. Promotion:

Advertising-is any paid form of non-personal communication through the media which details product that has an identified sponsor. The media may include travel guides, newspapers, magazines, radio, tv, direct mail and billboards. Sales promotion- involves any activity that offers an incentive to induce a desired result from potential customers, trade intermediaries or sales force. Personal selling- is an attempt to gain benefit through face to face or telephone contact between the sellers representative and those people with whom the seller want to communicate. Public relations- achieves coverage in mass medium and that is not paid for by the source, PR is important not only in obtaining editorial coverage but also in suppressing potential bad coverage. An organization that has good links with the media is more likely to have the opportunity to stop or moderate news that could be damaging to their organization prior to its release .PR can provide and enhance an organizations image.(Cooper et.al,2008)

5. Distribution (place):

The place is a business activity that makes the product available to the target customer (Kotler& Armstrong, 2014). This focuses on creating time, place, and ownership utilities of destination marketing (Abdel-Hafiz, 2007). Distribution is one of the important factors for selling tourist destinations. It is the organizational link between different organizations to distribute products and sells to confirm travel arrangements to the customers/tourists (Jonssons, 2005).

6. People:

Employees who are involved in service production. Many services will always require direct interaction between customers and contact personnel, the nature of these interactions strongly influences how customers perceive service quality. (Lovelock&Wirtz,2007).the tourism sector is depend on the efficiency of manpower and fully prepared to serve foreign tourists coming to destination because this sector requires direct contact between the worker and the tourist and is part of the success of the services provided

7. Physical Evidence:

The appearance of buildings, landscaping, vehicles, interior furnishing, equipment, staff members, uniforms, signs, printed materials, and other visible cues all provide tangible evidence of a firm's service quality. Service firms need to manage physical evidence carefully, because it can have a profound impact on customer's impressions. (Lovelock & Wirtz,2007).

8. Process:

The process of performing the service is similar to the process of production of goods. However in service business the process is in operation at the time of its consumption by the customer thereby making him an essential part of the production process. The effective management of the service processes increases the satisfaction level of customers and leads to repeat purchases and favorable words of mouth.(Bisht, et.al.2010)

2.2. Marketing Practice

In theory, the marketing process consists of analyzing marketing opportunities, selecting target markets, designing marketing strategies, developing marketing programs, and managing the marketing effort.

Companies must always be moving forward with marketing programs, innovating products and services, staying in touch with customer needs, and seeking new advantages rather than relying on past strengths.

Making marketing decisions in a fast-changing world is both an art and a science. To provide context, insight, and inspiration for marketing decision making, companies must possess comprehensive, up-to-date information about macro trends, as well as about micro effects particular to their business. Holistic marketers recognize that the marketing environment is constantly presenting new opportunities and threats, and they understand the importance of continuously monitoring, forecasting, and adapting to that environment.

In the public sector much of the marketing related activity is concerned with the satisfaction of customers despite the fact that there is frequently the absence of any direct or even indirect form of competition. Having a monopoly in terms of supply does not in itself kill off the need for marketing. In the case of the public sector a poor customer image does not enhance the organisation's image in the eyes of its other stakeholders. Indeed, in the context of such organizations, marketing may have a broader role to play by having to satisfy the interests of different and sometimes conflicting interests. We might consider replacing the term "customers" with stakeholders in any definition of the role and scope of marketing since these include customers as well as the many other individuals, groups and organizations that deal with or are even employed by an organization. A definition of marketing that best suits the purpose here is: "Marketing is the management process responsible for identifying, anticipating and satisfying stakeholder requirements and in so doing serves to facilitate the achievement of the organization's objectives".

In the 1990s, the public sector in various European countries started to see its clientele as customers and perceived the benefits of applying marketing tools and strategic marketing

planning (Cousins, 1990), in order to "sell" policies to citizens. Public organizations employ four types of marketing, which differ from each other in the objectives underlying them. First, "marketization" means that certain aspects of public-sector activities become akin to commercial marketing in the private sector by subjecting products and services to the competitive forces of the commercial marketplace. The aim is to bring down the price level and to bring the standard of quality more into line with customer demands (Chapman and Cowdell, 1998). Second, all organizations use marketing for promoting their self-interest. For instance, Burton (1999) suggests that public organizations use stakeholder marketing, to secure their continued existence by support from the market and society. Third, in the case of local authorities, marketing is used to promote the area under the responsibility of the public organization, such as city marketing. Finally, marketing may be instrumental in promoting key political objectives, i.e. the realization of social effects.

It has been suggested that the public and nonprofit sectors are badly in need of improved marketing practices (Kotler & Zaltman, 2001). However, given the many political and economic complexities of the public sector, marketing within this environment is more problematic than within the private sector.

The public sector is constrained in terms of the services it is obliged to provide and hence may be unable to implement a customer-led approach even if this is desired. Constraints may include: 1 Legislative restrictions 2 Political philosophies 3 Lack of physical resources 4 Lack of financial resources (Bean and Hussey, *ibid.*)

Marketing principles can be applied within the public sector but there may be difficulty in relating service delivery entirely to market principles. In suggesting that "market" principles may be applied in the public sector, there is an assumption that the market is an efficient and appropriate allocating mechanism for distributing public sector goods and services. In the past the public sector may have been lacking in possessing a marketing orientation. Mellor's (1993) argues that the notion of a "public good" and the "public interest" remain problematic in adopting market solutions to service provision. However, whatever the context, marketing principles can apply and staff need to be marketing oriented

2.3. Empirical Review

Tourism marketing practices are fundamental to attracting and retaining visitors, enhancing destination image and ultimately contributing to economic growth. Effective tourism marketing practice are multifaceted, involving economic, infrastructural and experiential factor. This

review synthesizes empirical findings on the determinants of tourism marketing practices, highlighting key factors.

Income and economic growth: increased average income in source markets significantly boosts tourism demand. Higher disposable income allows more people to travel, thus increasing the effectiveness of marketing efforts. Taking Wuhan City as an example, the data selected from 1996-2015, the result shows that there is a long-term stable relationship between the growth of residents' income and tourism consumption. The growth of residents' income has promoted tourism consumption. For every 1% increase in residents' disposable income, tourism consumption expenditure will increase by 1.1317. According to the result, it is possible to stimulate residents' tourism consumption by increasing the income level of residents and instituting some holiday welfare policies. (Ruoting.Z, 2020)

Infrastructure investment: infrastructure, such as transportation and accommodation facilities, play a critical role in tourism diversification and marketing success. Better infrastructure enhances accessibility and the overall visitor experience, making marketing campaigns more effective. Tourism infrastructure can be regarded as the physical elements that are designed and erected to cater to visitors. Serbia calls for public tourism infrastructure development projects totaling 450 million dinars, or more than 3.7 million euros. Investment in Macedonia is investment in the transport infrastructure and reconstruction of 2 airports, worth 87 million euros in 2018. For successful tourism development, the need for more intensive investment in modernization of infrastructure is increasingly appearing as a necessary condition. For the existence on the tourism market, which is becoming more dynamic and demanding, the question of improving competitiveness becomes crucial. (Sonja, J. & Ivana, I. 2016)

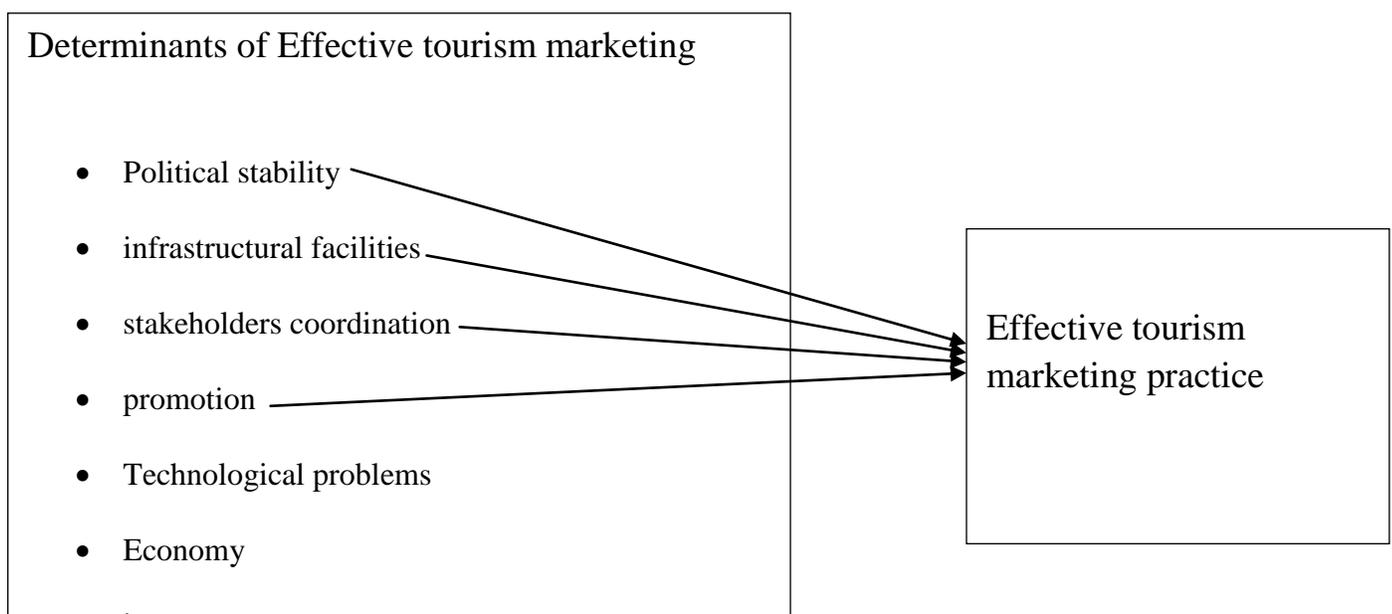
Political and economic stability: political risks and economic instability can negatively impact tourism demand. Studies indicate mixed results on the impact of political instability on tourism, with some regions showing resilience despite instability. Political stability improves tourism demand by 0.5% for every unit increase in the stability index (Solarin et al., 2023)

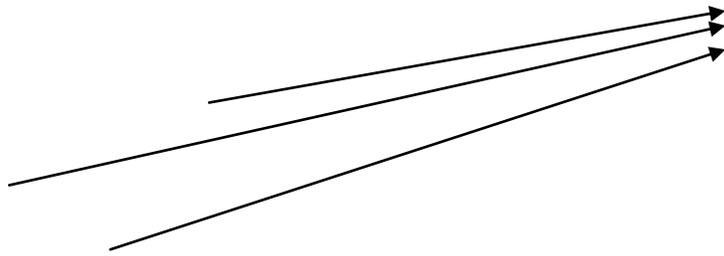
Promotion: cost of media (58%), seasonality (16.7%), unstable security (13.3%) and previous image of the destination (11.7%) are challenges of tourism in the destination. Finding low-cost media without compromising appropriateness to reach target audience. Curbing the problem of seasonality needs combined effort with other industry practitioners. Repurchase intentions, and post-purchase views formulate consumer attributes towards a product, image is not constant. (Dagnachew et al., 2022)

Technology has transformed the tourism marketing practices more dynamic interactive and customer focused.it has also enabled tourism companies to reach a wider audience, increase their online presence and provide better services to customers. Through the advancement of digital promotion people go for online to get information before making their final purchasing decision.in U.S. young people spend more time on digital media which is an average of 3.5 hours per day, there are many previous research studies on consumer behavior and digital marketing content and founded that consumer behavior is well influenced by digital marketing to make their final decision.(morosan &Bowen 2018).social media popularity influenced the marketing in tourism industry in a great extent(Gupta,2019) .it is indicated that 38% agree with YouTube has an influence on their buying decisions while 53% were strongly agrees with Facebook to change their buying decisions. Google has the power to influence the tourist more which is around 55% respondents& 44.5% strongly agree with websites. Due to these technological changes in digital channels the consumer decision making have shifted.(dinesh,et.al.2023)

Human resources play a crucial role in tourism marketing practices, as they are essential for delivering high quality services to tourists.in the tourism industry, human resources encompass not only employees but also their values, qualities, skills and knowledge. The characteristics of staff, including their skills and abilities, can influence the success of tourism marketing practices .in terms of tourism ,As Sandra (2015) points out a human factor is a key factor to reach success, competitiveness, and survival on the market because the new market values will be created from the knowledge, skills, abilities, motivation of the human. However past studies reported the challenges faced by the tourism industry.

2.4. Conceptual framework





Source: own, 2024

Chapter Three

3. Research Design and Methodology

Introduction

In particular, this study will describe the determinant of tourism marketing practices, case of Addis Ababa culture Arts & tourism bureau.

It comprises the research design, sampling and sampling technique, sources/ tool of data Collection, method of analyzing the data that was collect as well as the procedure of data collection.

3.1. Research Design

In this study descriptive & explanatory research design was employed to investigate the determinants of tourism marketing practices in Addis Ababa city. A descriptive study design,

which is concerned with narration of facts and characteristics concerning individuals, group or situation, is most often employed in social science research.

3.2. Research approach

This study used a combination of quantitative and qualitative research approaches to answer research questions and achieve the stated objectives, because the data was collected through questionnaires and interviews. The combination of these two methods has overcome some bias and limitations of using only one of the methods. Creswell (2014) a mixed research approach provides a more complete understanding of the research problem than either approach alone. Therefore, both quantitative and qualitative research approaches were employed in this study.

This method was chosen because it provides an advantage to adapt the strength and avoid the weaknesses of using a single (qualitative or quantitative) research method (Kothari (2004). A cross-sectional mixed research method approach has become popular since the use of both quantitative and qualitative methods provide better understanding of the research problem and discussing the findings, even though the procedures are time consuming, requiring extensive data collection and analysis in new research development methods (Creswell,2012).

Besides, due to the nature of this study on which some data can be numerical while others are demanding phenomenological explanations cannot be addressed using either a qualitative or a quantitative method alone may not address all the specific aims and research questions mentioned in Chapter 1 of this study. In this study,

Therefore qualitative data was gathered through direct interviews, focus group discussion and observation, Whereas quantitative data was gathered by using a survey questionnaire.

3.3. Target population, Sample size and sampling techniques

3.3.1. Target population

The target population of the study will be AACATB experts, team leaders & directors in main office and stakeholders of the bureau; hotel owners association, tourist taxi association, tour operators association, know your country association.

3.3.2. Sampling Techniques and sampling size

In conducting this study, both probability and non-probability sampling methods will be employed. In order to collect the important data our target population are from AACATB

experts, team leaders, directors,(250) hotel owners association,(135) and tourist taxi association(65).

Purposive sampling method will be employed. Whereas, simple random sampling will be used for gathering relevant data from different associations in Addis Ababa city.

Sampling is the selection of a given number of units of analysis (people, households, firms, etc...) from a population of interest. Generally, the sample size (n) is chosen in order to reproduce, on a small scale, some characteristics of the whole population (N). Since in tourism research the population size fluctuates and its number is unknown, simple random sampling was used to select 181 samples by using the under presented formula (Ishmael mensah, 2014), the sample size is calculated based on the following formula.

$$n=N/1+N(e^2)$$

$$n=450/1+450(0.5^2)$$

$$n=207$$

Where, n= sample size by using the above sample size determination formula, a total of 207 will be randomly selected as sample respondents for this study. Purposive (nonprobability) sampling technique will be used.

3.4. Data Sources and Instruments

Both primary and secondary data sources will be used in this study. Secondary source will be collected from different materials like written document, journal articles, books, different published and non-published papers and websites will be part of data sources.

The primary data was collected using questionnaire, which is the main data collection tool in this study, administered to the local communities as well as interviews and observation.

Questionnaire, interview and document analysis will be conducted so as to collect reliable data for the research. The data collection will conduct through the use of an attitudinal questionnaire and deep interviews. A questionnaire will be used as the data collection technique as, it can be tailored to meet the needs of almost any inquiry and is seen as effective when clearly defined information, on a restricted range of topics, is required.

The primary technique for collecting the quantitative data was modified questionnaire, containing 5-point Likert scale items.

3.4.1. Questionnaires

The questionnaire is designed mainly to generate data towards determinants of tourism marketing practices. For the process of data collection, a survey questionnaire, which consists both open-ended and close ended questions, were used as main tool together information from sample respondent. The questionnaire is first prepared in English and then translated into Amharic A pilot survey will be conducted with colleagues of the bureau to identify questions that are uncertain or misunderstood prior to actual management of the respondents' sample. The question will be modified based on the idea of the first test.

3.4.2 Interview

the researcher prepared an interview questions on the basis of a literature reviews for 4 interviewee. After that, the researcher applied them to collect qualitative data. In this way, in-depth interviews was conducted. Interviews was administered to the directors, team leaders & experts collected further primary data.

3.4.3 Document Analysis

In this research Document analysis was used in collecting data from documents or records such as the strategic and annual plans for tourism, annual reports.

3.5. Data Analysis

Once data was collected through different techniques then the collected data was edited, coded and analyzed in order to provide the findings of the study. Coherently, by using SPSS software. Results of the study was then presented in the form of tables, graphs and tables as per needed.

3.6. Method of Data Analysis and interpretation

The collected data from different sources was analyzed by using both descriptive and inferential statistics The data gathered using questionnaire was also analyzed by using the statistical package for social science(SPSS) .These data was first coded and organized for analysis. In analyzing the data collected through questionnaire, descriptive statistics was employed. Then, the analyzed data will be tabulated and presented in the form of frequency and percentage. Qualitative data obtained from interview will be analyzed and interpreted through thematic and description method

3.7. Validity &reliability

3.7.1 validity

The validity of the measurement instrument used to measure accurately without confusion with another feature.(surucu&maslakci,2020).it measure the degree to which the sample of test items represents the content of the test is designed to measure. Content validity ,was used in the study, to measure how well data was collected using instruments such as questionnaires &interviews (Heale&Twycross,2015).The study instrument validity is checked and evaluated by experts in the field of tourism.

3.7.2.Reliability

The reliability instrument gives consistent results under the same circumstances (surucu & maslakci, 2020).the researcher will conduct a pilot test to evaluate the reliability and validity .after the pilot test, this study will conduct a reliability analysis and examined the internal consistency of determinants of tourism marketing practice. Cronbach's result is between 0 and 1. But the acceptable reliability score is 0.7 or higher (Heale & Twycross, 2015). So, this study used Cronbach's alpha scale as a measurement of reliability, and the result indicated .90, 0.91,0.95,0.71,0.85,0.91,0.93 and .93, which are acceptable levels of reliability. Cronbach's alpha is 0.88.so the instruments are reliable.

Table 1. Reliability Test

Variables	Cronbach's Alpha	Total Number of Tested Items
Political stability	0.90	5
Infrastructural facilities	0.91	5
Stakeholder coordination	0.95	5
Promotion	0.71	5
Technology	0.85	5
Economy	0.91	5
Human resource	0.93	5
Effective marketing practices	0.93	10

Source: (Survey Data, 2024)

3.8. Ethical Consideration

When gathering information from respondents the researcher is required to follow a certain code of conduct (Bhandari, 2021).in this study the researcher assures the respondents that the information provided by them is used for only educational matters and not otherwise. Before collecting information from them,the researcher asks for permission from the respondents &asks them whether they are willing to be interviewed or given questionnaires to fill out or not. The researcher starts to collect information from them after getting permission. Therefore consent ðics are observed during the collection and presentation of the findings.to prove the ethical consideration the researcher avoids the name of the interviewee.

CHAPTER FOUR

4. Analysis and Data Interpretation

4.1. Introduction

This chapter deals with the study's major findings, mainly the determinants of effective tourism marketing practices of Addis Ababa city. Therefore, this chapter presents the results and discussion of the research findings obtained from the questionnaires and the interview. To collect and analyze data, the questionnaire was prepared in five-point Likert scale options (strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1)), used to measure the responses of the respondents. Finally, qualitative data obtained from the interview was presented and triangulated with the quantitative data. Before going to directly to discussion of the result, it would be better to introduce the respondents because having an understanding about the respondents may help to estimate the accuracy of the information provided by them. It may give an idea about how many respondents able to answer the questions forwarded with the acceptable degree of reliability. To collect relevant data for the study, questionnaires and interviews are employed. For primary data interview was conducted with directors and team leaders and questionnaires distributed to sample respondent of 181 to those Addis Ababa culture Arts &tourism bureau staff. The data collected through questionnaires are presented below with the help of pie cart, bar chart and tables. This chapter deals with respondent's demographic profile, educational background and marital status. As well as respondents opinion on existing tourism marketing practices is presented. Respondent's level of agreement are presented as follows.

4.2. Response Rate

A total of 210 questionnaires were distributed to the staffs of the bureau,tourist taxi association,hotel professional association, Of these, 181 were returned &filled and valid for analysis, and the remaining were partially filled and unfilled. The response rate of 50% is adequate for analysis and reporting, a rate of 60% is good, and a rate of 70% and above is excellent (Mugenda & Mugenda 2003 as cited by Tiberious et al., 2016). Therefore, the response rate of this study was 86%, which is excellent. As a result, the study's response rate was adequate for analysis and reporting

4.3. Demographic Profile of the Respondents

The general profile of the respondents, such as gender, age, level of education, and marital status, is analyzed separately as follows.

4.3.1. Gender

Among the total of 181 respondents, the majority of them were males that scored 97 (53.6%), and the remaining 84 (46.4%) were female respondents. The result shows in figure 2 below

gender of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	97	53.6	53.6	53.6
Female	84	46.4	46.4	100.0
Total	181	100.0	100.0	

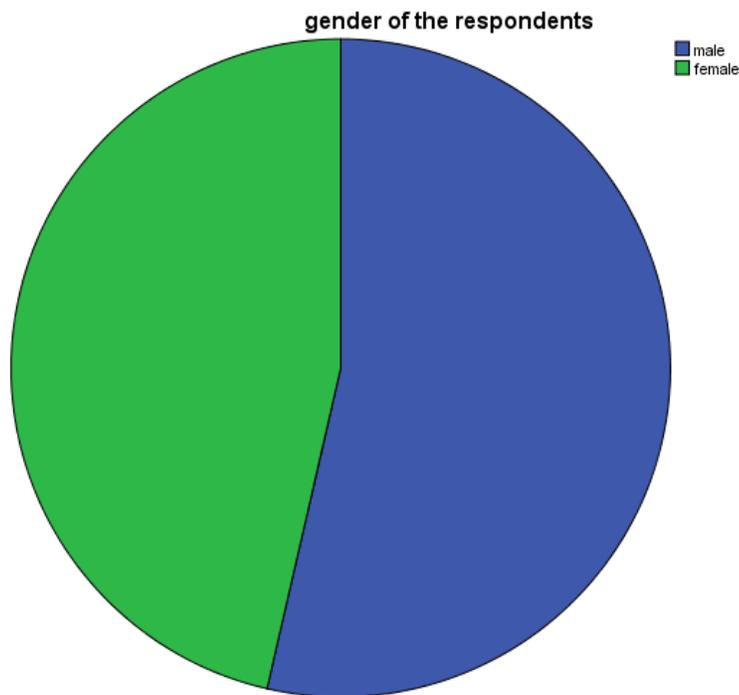


Figure 1: Respondent’s Distribution based on Gender
Source: (Field Survey, 2024)

4.3.2. Age Groups of Respondents

In terms of age groups, the majority of the respondents were between the ages of 25-35(60.8%), followed by the age groups of 36-45 (26.5%). The age groups between 46 -55 accounted for (8.8%), followed by 56-65(2.8%) and others were (1.1%).

age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
25-35	110	60.8	60.8	60.8
36-45	48	26.5	26.5	87.3
46-55	16	8.8	8.8	96.1
56-65	5	2.8	2.8	98.9
Other	2	1.1	1.1	100.0
Total	181	100.0	100.0	

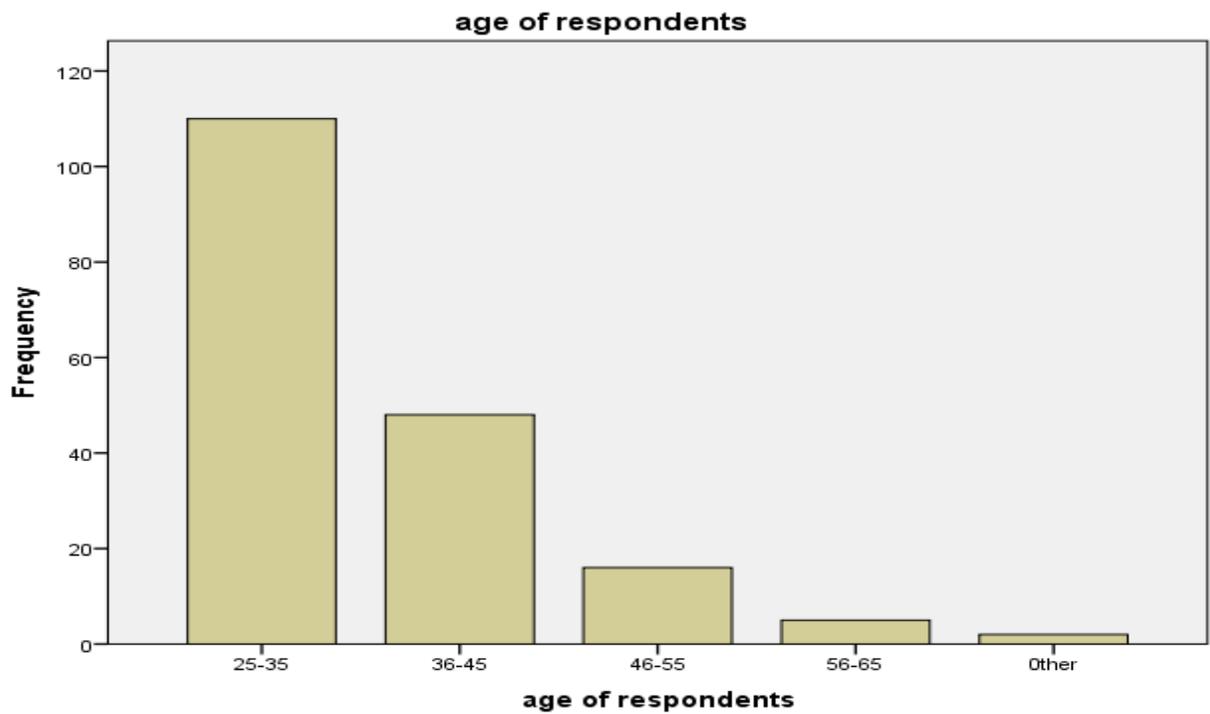


Figure 2: Age Group of Respondents

Source: (Field Survey, 2024)

4.3.3. Level of Education

As it can be seen from figure 4 below, the majority of respondents (68.8%) have a bachelor's degree, followed by a master's (18.8%). The remaining respondents have diplomas (7.2%), and very few respondents have P.hd (5%) and other also (5%).

education level of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
	1	.6	.6	.6
Diploma	13	7.2	7.2	7.7
Degree	123	68.0	68.0	75.7
Valid masters	34	18.8	18.8	94.5
Ph.D	5	2.8	2.8	97.2
Other	5	2.8	2.8	100.0
Total	181	100.0	100.0	

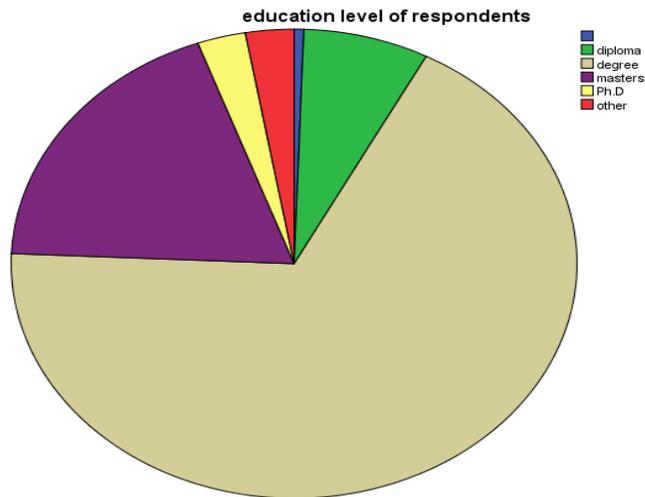


Figure 3 *education level of Respondents*

Source: (Field Survey, 2024)

4.3.4. Marital status of Respondents

In terms of marital status, the majority of the respondents were single (47%), followed by married (26.5%). The rest are divorced accounted for (4.4%), followed by widowed which is less than all categories.(1.7%) and others who didn't mention their status were (1.7%) .

marital status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	3	1.7	1.7	1.7
Married	85	47.0	47.0	48.6
Divorced	8	4.4	4.4	93.9
Widowed	3	1.7	1.7	98.3
Total	181	100.0	100.0	100.0

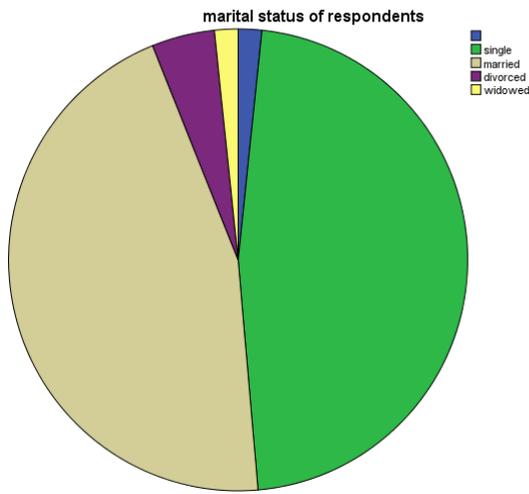


Figure 4: marital status of Respondents
Source: (Field Survey, 2024)

4.4. Descriptive Analysis of Tourism marketing

This part of the analysis is made based on a survey schedule gathered from 181 of the above mentioned respondents in Addis Ababa city using a 5-point Likert scale. In this study, the variables of determinants of effective tourism marketing practices, are analyzed. For a consistent interpretation of descriptive analysis, the following criterion is used;

Table 1. Five-scale Likert's Criterion

No.	Mean Range	Response Scale
1	(1.00 -1.80)	Strongly Disagree
2	(1.81 - 2.60)	Disagree
3	(2.61 - 3.40)	Neutral
4	(3.41 - 4.20)	Agree
5	(4.21 - 5.00)	Strongly Agree

Source: (Al-Sayaad et al. 2006 as cited by Getnet, 2022)

4.4.1. Descriptive Statistics of determinants of Tourism Marketing

Political stability

This study used assessment tools to identify how political stability affects tourism marketing.

The result of the analysis is treated by the mean value as follows

Table 2. Political stability

Political stability	N	M	SD	Level
Political stability increases the income from tourism market activity.	181	3.65	1.196	Agree
Political stability secures tourists safety.	181	3.73	1.148	Agree
The presence of political stability motivates investors to invest in the sector.	181	3.49	1.177	Agree
Natural and historical places become preserved.	181	3.68	1.109	Agree
Political stability enables tourism sector to have consistent policy.	181	3.66	1.087	Agree
Grand mean		3.642	1.1434	Agree
Note: M. Mean, SD. Standard Deviation Source: (Field Survey, 2024)				

As indicated in the above table 2, political stability in the country increases income from tourism market activity, secures tourists safety, motivates investors to invest, helps natural and historical places to be preserved & enables tourism sector to have consistent policy which have a mean value of 3.65, 3.73, 3.49, 3.68 and 3.66 respectively. From the result, all the mean values fall under the response scale of agree. Therefore, the respondents supported that political stability determine tourism marketing by increasing the income from tourism activity, securing tourists safety, motivating investors to invest in the sector ,preserving natural & historical places and enabling the sector to have consistent policy in the city.

According to the interviewee from the Addis Ababa city culture, Arts and tourism bureau (AACATB), *Political stability is a major determinant to tourism marketing. The political unrest in all over the country hinders tourists not to come to the city ,investors specially in hotel industry they are closing their hotels and rent it to other investments. (KI 1. April 5/2024).* Generally, tourism marketing is determined by political stability. Similarly, politically unstable destinations are forced to lose their revenue due to a decrease in domestic and foreign tourists, and the tourists canceled their journeys because of fear of political unrest in Fuji (Singh, 2020).

Infrastructural facilities

The infrastructure is the pillar of tourism marketing to attract and increase the length of tourists' stays, revisit the site, and get unforgettable experiences. Thus, to identify an infrastructural-related facilities which determine tourism marketing, the study used assessment tools that can describe infrastructure in the city. The result of the analysis is treated by mean value as follows (Table 3)

Table 3. *Infrastructural facilities*

	N	Mean	Std. Deviation	Level
The city road quality is high.	181	2.45	1.118	Disagree
Internet use and mobile phone network quality is high	181	2.45	1.152	Disagree
There is adequate water supply.	181	2.27	1.164	Disagree
Signage's avail for visitors to find tourist destinations	118	2.53	.688	Disagree
The city has modern and comfortable buildings and facilities for guests.	181	2.10	1.003	Disagree
Grand mean		2.36	1.025	Disagree
Note: M. Mean, SD. Standard Deviation Source: (Field Survey, 2024)				

As indicated in the above table 3, the mean values of the variable 2.45,2.45,2.27, 2.53&2.10 show that low quality of city road, internet as well as mobile phone network & inadequate water supply, difficult to find signage's &modern buildings are features of the city respectively. This indicates that the majority of the respondents disagreed on the high quality of citys road, internet use &mobile network and adequacy of water supply. The remaining signage's avail for visitors to find tourist destinations the city has modern and comfortable buildings and facilities. The interviewee from the Addis Ababa tourism marketing &promotion expert confirmed that, *as a tourist destination, Addis Ababa City does not have quality and standard infrastructure. Since foreign tourists who come to the city they want more comfort, good internet, water access to , easily accessible signage to every destinations &modern buildings . (KI 3. June 7/2024).*

Similarly, the other respondents agreed that poor quality of infrastructure makes it difficult to build structures for work and it reduces tourists' stay longer (KI 2. June 5/2024).

Therefore, lack of infrastructural quality is the determinant that affects tourism marketing in the study area. The other findings support that infrastructure is the backbone of the process of the tourism industry and that every tourism destination should be accessible to visitors and have roads, resting places, electricity, water availability, and communications (Selemon & Alemken, 2019). Similarly, the problems with infrastructure reduce the flow of tourists, both domestic and international staying in Sierra Leone (Kongoley-mih, 2017)

Stakeholder coordination

In tourism marketing, effective participation of various stakeholders is very important. Every sector wants coordination to work together and achieve the desired goal and objective. Thus, to identify stakeholder coordination that determine tourism marketing, the study used an assessment tool that can describe stakeholder coordination in Addis Ababa city. The result of the analysis is treated by the mean value in the table as follows (Table 4).

Table 4. Stakeholder coordination

stakeholder coordination	M	SD	Level
All stakeholders are identified	3.82	.544	Agree
stakeholders are invited to participate	3.42	.919	Agree
The relationship with the stakeholders in the sector has a positive impact on the tourism market.	3.67	.907	Agree
Stakeholders involve in decision making process	2.17	1.289	Disagree
There is careful planning together.	2.48	1.099	Disagree
Grand mean	2.48	0.9516	Disagree
Note: M. Mean, SD. Standard Deviation Source: (Field Survey, 2024)			

As the table 4 indicates, identifying all stakeholders, inviting to participate, the relationship with the stakeholders in the sector has positive impact on tourism market which have the mean value of 3.82, 3.42.and 3.67 falls under the response scale of agree. This shows that many respondents agree on the identification, participation &the relationship that could bring about the tourism

market and stakeholders coordination. The remaining ones are stakeholders involve in decision making process and there is careful planning which have a mean value of 2.17& 2.48 respectively. This implies respondents disagree on planning & decision making part of the stakeholders coordination.

The interviewee from AACATB confirms that; *Stakeholders' participation is essential. No professional can do it alone, and it is very interconnected. The relationships exist, but they start and do not last until the climax. Therefore, stakeholders are involved, but there is no sustainable and effective participation and a binding law is required (KI 1. April 27/2024).*

The other key informant/interviewee from a regional tourism marketing expert assured that *stakeholder participation is one of the most important. No stakeholder is not involved in tourism, but one of the issues with the tourism market is that it only gives to the government (KI 3. June 7/2024).*

Generally, effective and sustainable stakeholder coordination determine tourism marketing in the study area. Some researcher findings show that stakeholder integration is one of the challenges that hinder tourism marketing. Selemon & Alemken (2019) assures that the problem of collaboration and association affects tourism marketing. Similarly, the problem of strong linkage and collaboration among tourism stakeholders reduces tourism marketing (Kongoley-mih, 2017)

Promotion

Promotion is very important to get the attention of potential tourists, adjust the existing buyers, and influence them to visit and stay at a destination (Christian, 2016). Therefore, to identify dereminants of promotiona the study used assessment tools that can describe promotion that determine tourism marketing in Addis ababa city. The result of the analysis is treated by the mean values as follows (Table 5).

Table 5. Promotion

Promotion	M	SD	Level
There is advertisements in various media.	2.40	1.099	Disagree
The tourism wealth of Addis Ababa city is promoted well throughout the year.	2.26	1.067	Disagree
There is adequate tourist guide book	2.35	1.020	Disagree
The tourism sector provides discounts at different time.	2.88	.913	Neutral
Tourism sector uses digital marketing to promote.	2.24	1.285	Disagree
Grand mean	2.42	1.076	Disagree

As we see in the table 5 described, advertisement in various media, promotion of tourism wealth of Addis Abeba through out the year, there is adequate tourist guide book, the sector uses digital marketing which has the mean values of 2.40,2.26,2.35.&2.24respectively.this implies that the majority of the respondents disagree on promotional practices of the city.and the remaining the sector provides discounts at different time scored 2.88. The mean value falls under the response scale of neutral.

The interviewee from AACATB confirms that; *We have a TV program every Tuesday night 2:45 that broadcasts different events of the bureau, but not advertisement. we do have also guide book published last two years ago but we cant say that it is found in adequate status to address to tourists or any other service providers. we are not using digital marketing ads. In addition, the absence of using proper and organized digital marketing strategies, such as lack of using laptops and mobile applications to sell and promote products, poor online advertising, lack of an e-marketing system, and lack of using a strong website are all factors that affect and reduce the tourism market in the city (KI 2. July 5/2024).*

The other interviewee from tourism marketing expert states; *In terms of promotion, we have over-advertised the city's attractions by participating in different events in the city as well as in regions.. In our perception, we do not believe that there is a problem with advertising (KI 4. May27/2024).*

Generally, the study concludes that tourism resources in the city are promoted and advertised through advertising tools, but there is a problem with using digital marketing in the study area. Some scholars' findings indicate that the problem of practicing digital marketing or electronic devices (mobile application, laptop) for promotion is one of the problems for tourism marketing. This problem of digital marketing practice in the tourism industry influences the market in several ways, and it needs continuous training to apply, but it is very simple to promote the market to the global audience without a barrier (Baser, 2020). Customer behaviour is radically changing in tourism, mainly with the advance of the internet, so the problem of using digital marketing for tourism promotion affects the industry (Pitana & Pitanatri, 2016).

Technology

Technology is the major actor in tourism and hospitality, which reduces and replaces expensive

human labor with innovative technology (Saeed, 2021). Technology is a vital tool for the success of hospitality and tourism marketing. Therefore, to identify the technology that affect tourism marketing, the study used assessment tools. The result of the analysis is treated by the mean values as follows (Table 6).

Table 6. Technology

Technology	M	SD	Level
The high cost of Internet technology has a negative impact on the tourism market	4.10	.396	Agree
The problem of using Internet and online payment to facilitate the tourism market for tourists/customers	4.33	.504	Strongly agree
The skill to use tourism technology is weak	3.53	1.186	Agree
Tourism sector has computerized systems to distribute tourism products and services to international distribution.	2.44	1.275	Disagree
Tourism sector has direct relation with tourists/customers.	1.71	.555	Strongly disagree
Grand mean	3.22	3.916	Neutral
Note: M. Mean, SD. Standard Deviation Source: (Field Survey, 2024)			

As it can be seen from the above table 8, high cost of internet technology has negative impact on the tourism market, the skill to use tourism technology is weak which have the mean value of 4.10 & 3.53 respectively falls under the response scale of agree. The problem of using internet & online payment to facilitate the tourism market for tourists has the mean value of 4.33 falls under the response scale of strongly agree. the remaining are tourism sector has computerized systems to distribute tourism products and services to international distribution has and tourism sector has direct relation with tourists/customers., which have a mean value of 2.44 and 1.71 respectively and falls under the response scale of disagree & strongly disagree. This implies that there is weak expertise and a problem with using new technologies in the study area. One of the key interviewee assured that; *The main and major problem of Addis Abeba city tourism marketing is the absence of using digital marketing. Compared to star-related hotels, they use some technology. there is a problem with internet accessibility, some digital marketing objects to perform the system and tourism experts are not aware of and do not utilize such technological systems for tourism marketing activity (KI 2. June*

5/2024).

Therefore, the majority of respondents responded that technology affect tourism marketing in the study area. The tourism sector is one of the fastest growing sectors in the world, but the problem of using technology affects both the sector and the market. The problem of adapting to new technologies is the main problem of the sector in different countries and it reduces marketing activity (Saeed, 2021). Another finding supports that the problems of using digital technology like booking, online ticketing cash or credit card, and the internet affect tourism marketing and promotion (Khatri, 2019). Similarly, limited technological infrastructure is a problem for tourism marketing (Yechale et al., 2017a).

Economy

Tourism marketing is directly affected by the economy of the local people, governments, and tourists. Hence, to identify the economic challenges the study used an assessment tool that can describe economy that determine tourism marketing in Addis Ababa city. The result of the analysis is treated by the mean value in the table as follows (Table 7).

Table 7 . Economy

Economy	M	SD	Level
Low income of local residents has a negative impact tourism market	3.72	1.121	Agree
Inflation problem affect the tourism market	3.90	1.023	Agree
unemployment problem affect the tourism market	3.91	1.037	Agree
Tourism contribute revenue for the city's development	3.92	1.024	Agree
The problem of insufficient budget from the government affect the tourism market.	4.09	.894	Agree
Grand mean	3.9	1.0198	Agree

Note: M. Mean, SD. Standard Deviation Source: (Field Survey, 2024)

In the above table 8, the majority of the respondents agree on the problem of inflation, and the unemployment rate affects tourism marketing, which has a mean value of 3.90&3.91 respectively. This implies that the problems of inflation and unemployment severely reduce the purchasing power and length of tourist stays. The remaining low income of local residents scored a mean value of 3.72 , contribution of tourism for the city's revenue which has the mean value of 3.92& the problem of insufficient budget from the government scored 4.09,The mean value falls under the response scale of agree. This implies that the low average income of inhabitants and problems with financial support reduce recreation and enjoyment in tourist

attraction areas. The key informant interview by regional tourism marketing expert assured that; *In the city rising prices, low living standards, and increasing Unemployment is affecting the tourism market. This problem reduces the length of tourist stays, their purchasing power, and their ability to use products. Unemployment and the low standard of living in the community weaken the tourism income because people do not spend their spare time in tourist places and recreational areas (KI 4. may 7/2024).*

Therefore, the presence of an economic problem is a determinant factor for tourism marketing in the study area. Kongoley-mih (2017); Camilleri (2019) support that, tourism marketing is challenged by the low income of the people and fluctuation of foreign exchange rates which reduces purchasing powers of tourism products, and services.

Human Resource

The tourism industry is labour-intensive. Because of this, human resources are a logical component of the development of tourism marketing. Therefore, to identify the problems with human resources, the study used assessment tools that can describe human resources challenges that affect tourism marketing as fallow (Table 8).

Table 8. Human Resources

Human Resources	M	SD	Level
There is a problem of management commitment in the tourism sector.	3.66	.981	Agree
The workforce of employed people in the tourism sector is small.	2.61	1.142	Neutral
Employees of the tourism sector have the competence and skills to provide tourism services.	2.07	.830	Disagree
Staffs are always professional in serving guests	2.11	.802	Disagree
Tourism sector workers have an understanding of the tourism market.	1.97	.645	Disagree
Grand mean	2.484	0.88	Disagree
Note: M. Mean, SD. Standard Deviation Source: (Field Survey, 2024)			

As the above table 8 depicts, Employees of the tourism sector have the competence and skills to provide tourism services, Staffs are always professional in serving guests, tourism sector workers have an understanding of the tourism market. Have the mean value of 2.07,2.11 &1.97 and the mean value falls under the response scale of disagree. This implies that tourism marketing in Addis Ababa city is affected by lack of competent and skillful tourism personnel, problems in

serving guests and the problem of understanding of the tourism market. respondents agree on management commitment in the tourism sector which has the mean value 3.66. this affects tourism marketing activity in the city and on the work force of employed people in the tourism sector is small respondents have responded on level of neutral scale.

The response interview from the Addis Abeba city expert confirms that; *There is no shortage of human resources, but there is a quality problem. In the city, there are ample manpower resources who have studied and graduated in the field of tourism at the technical and vocational college or university level, but specially those who are found in tourism marketing and promotion they are not tourism management graduate. so there is a problem of quality of personnel, lack of knowledge of the work they are doing, and the attractions, and other information related to tourism and tourism marketing (KI 2. June 2/2024).*

The problem of human resources, like a lack of qualified and trained personnel and the problem of committed manpower, affects tourism marketing (Selemon & Alemken, 2019).

4.4.2. Descriptive Statistics of Effective Tourism Marketing Practices

Identifying effective tourism marketing is important to establish guidelines, policies, and strategies for successful tourism marketing in Addis Ababa city. As a result, to identify tourism effective tourism marketing practices in Addis Ababa city, the study used assessment tools. The result of the analysis is treated by the mean value as follows (table 9).

Table 9. Effective tourism marketing practices

EFFECTIVE TOURISM MARKETING PRACTICES	M	SD	Level
The market that the Tourism sector is focused on is clearly defined.	2.32	1.191	Disagree
The tourism sector understands its customers/tourists	2.36	1.229	Disagree
The tourism sector uses latest technological advancements	2.06	1.175	Disagree
There is effective social media practice	2.13	1.190	Disagree
The tourism sector sets clear business goals	2.37	1.202	Disagree
Regularly Online update the audience	2.22	1.148	Disagree
City's Attractions and destinations are already known & advertised	2.87	1.399	Neutral

EFFECTIVE TOURISM MARKETING PRACTICES	M	SD	Level
Tourism products & services Prices are fair	2.14	.350	Disagree
Packages are available for different seasons	2.06	1.196	Disagree
Tourist information centers are accessible to tourists	2.11	.310	Disagree
Note: M. Mean, SD. Standard Deviation Source: (Field Survey, 2024)			

In the above table 9, the majority of the respondents disagree on the market that the tourism sector is focused on is clearly defined (2.32), the tourism sector understands its customers/tourists (2.36), the tourism sector uses latest technological advancements (2.06), there is effective social media practice (2.13), the tourism sector sets clear business goals (2.37), Regularly Online update the audience (2.22), tourism products & services Prices are fair (2.14), Packages are available for different seasons (2.06) and the remaining one is city's attractions and destinations are already known and advertised, scored 2.87 falls under the response scale of neutral. This implies that in AACATB there is no effective marketing practice.

The key informant interview by city's tourism marketing expert assured that; *the sector simply is doing the facilitation of works like creating awareness in different training, celebrating tourism week & creating & participating in different events and so on. What are our customers/tourists is not well defined. And platforms to meet those customers again is unknown (KI4.may7/2024).*

4.5 Correlation Analysis

This research uses association analysis, which explores the magnitude of the associations between the variables examined. To have proof of convergent validity, Pearson correlation analysis was used. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo & Festinger, 2005). The degree and orientation of relationships (either positive or negative) and the strength of the interaction (-1.0 + 1.0) are seen by Pearson correlation coefficients. Perhaps the most fundamental and most useful indicator of interaction between two or more variables is correlations (Marczyk, Dematteo & Festinger,

2005) Pearson Correlation analysis According to Shukran (2003), as shown by Pearson product-moment, the relationship is represented by value within the range -1.00 to + 1.00. In the case of a perfectly rising (positive) linear relationship (correlation), the Pearson correlation is + 1; in all other cases, - 1 and 1 signify the degree of liner dependence between the variable.

Table 11 Correlations results of Political stability, infrastructural facilities, stakeholders' coordination, promotion, technology, economy, human resource, and effective marketing practices.

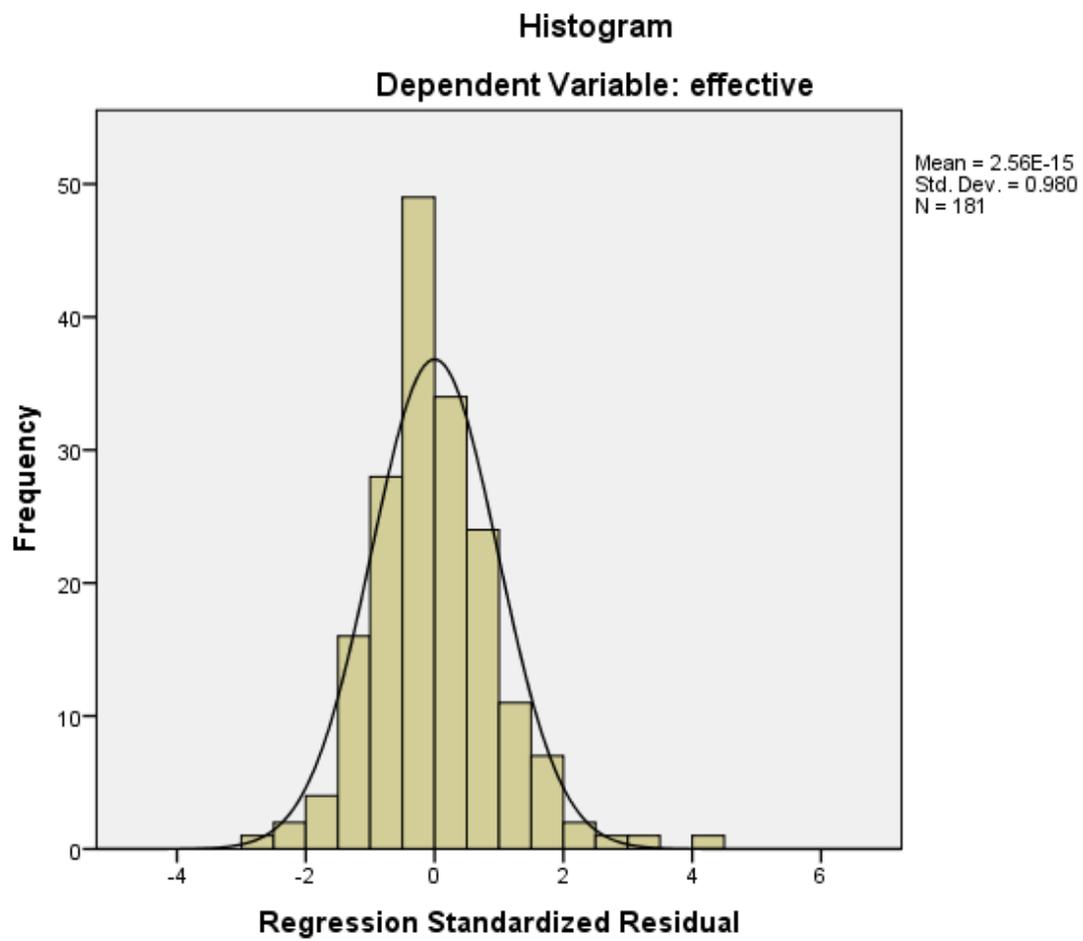
Correlations

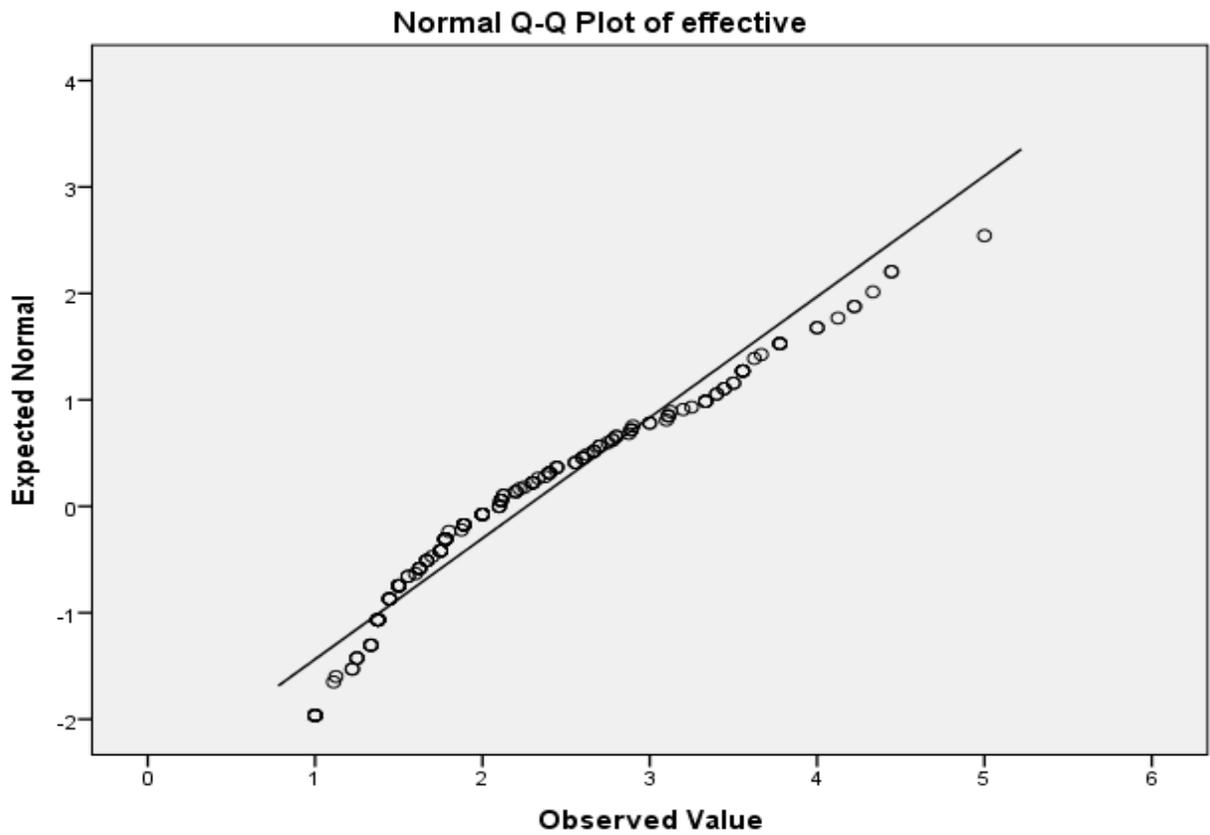
		Effective	political	infrastructural facilities	stakeholder	promotion	technology	economy	Human resource
Pearson Correlation	Effective	1.000	.872	.922	.732	.952	.892	.721	.864
	Political	.099	1.000	-.027	.072	.036	.256	.034	.184
	infrastructural facilities	.598	.027	1.000	.057	.638	.236	.241	.098
	Stakeholder	.027	.072	.057	1.000	.050	.008	.085	.156
	Promotion	.746	.036	.638	.050	1.000	.262	.261	.118
	Technology	.254	.256	.236	.008	.262	1.000	.204	.279
	Economy	.168	.034	.241	.085	.261	.204	1.000	.076
	Humanresource	.135	.184	.098	.156	.118	.279	.076	1.000
Sig. (1-tailed)	Effective	.	.093	.000	.359	.000	.000	.012	.035
	Political	.093	.	.357	.167	.315	.000	.326	.007
	infrastructural facilities	.000	.357	.	.223	.000	.001	.001	.096
	Stakeholder	.000	.000	.000	.000	.000	.000	.000	.000
	Promotion	.000	.315	.000	.252	.	.000	.000	.057
	Technology	.000	.000	.001	.457	.000	.	.003	.000
	Economy	.012	.326	.001	.127	.000	.003	.	.155
	Humanresource	.035	.007	.096	.018	.057	.000	.155	.
N	Effective	181	181	181	181	181	181	181	181
	Political	181	181	181	181	181	181	181	181
	infrastructural facilities	181	181	181	181	181	181	181	181
	Stakeholder	181	181	181	181	181	181	181	181
	Promotion	181	181	181	181	181	181	181	181
	Technology	181	181	181	181	181	181	181	181
	Economy	181	181	181	181	181	181	181	181
	Humanresource	181	181	181	181	181	181	181	181

4.6. Regression Analysis

Assumption

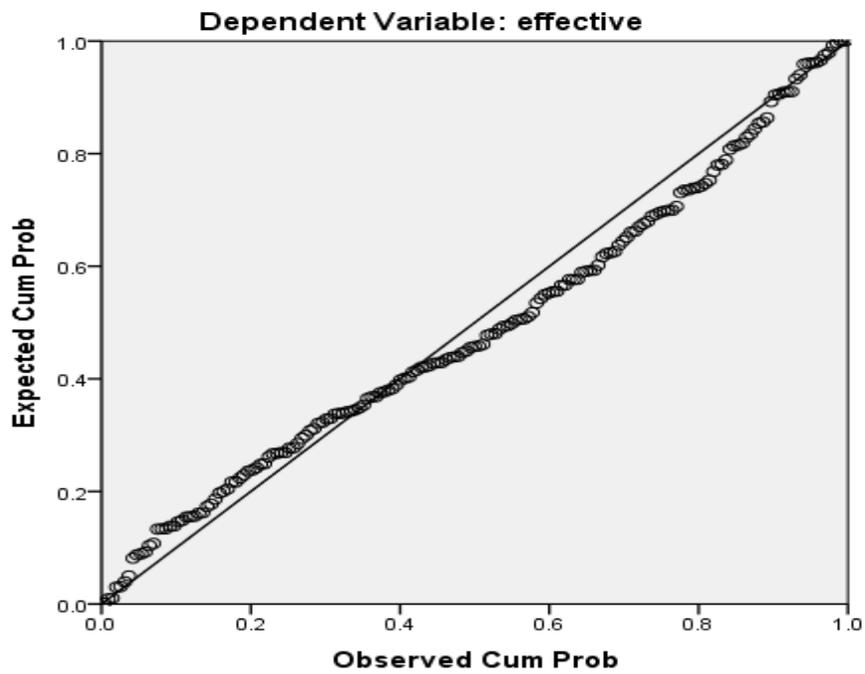
4.6.1. Normality





4.6.2. Linearity

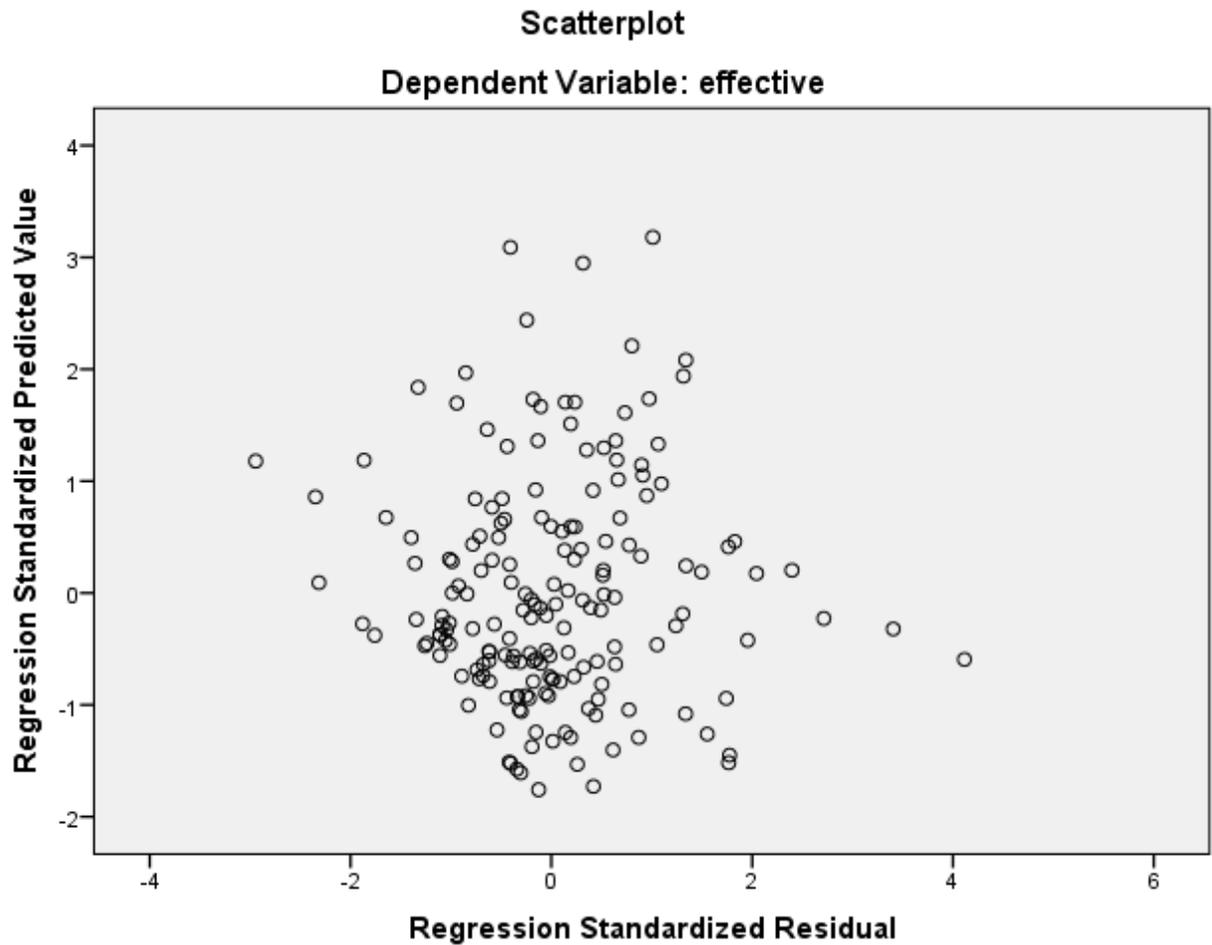
Normal P-P Plot of Regression Standardized Residual



4.6.3. Multi collinearity

To check multi collinearity we can check VIF, tolerance and correlation. VIF is below 2 which meets the standard below 10, tolerance is below 1 again which satisfies the standard between 1 & 2 finally correlation is below 0.7 meets the standard.

4.6.4. Heteroscedasticity



It meets because almost all rests between -3 and +3.

4.6.5 Auto correlation

To check auto correlation we see durbin Watson 1.705 which meets the standard between 1.5-2

Descriptive Statistics

	Mean	Std. Deviation	N
Effective	2.264	.88069	181
Political	3.642	.1434	181
infrastructural facilities	2.361	.77083	181
Stakeholder	2.483	.33236	181
Promotion	2.427	.91409	181
Technology	3.222	.36217	181
Economy	3.921	.32002	181
Humanresource	2.484	.49281	181

Correlations

		Effective	political	infrastructural facilities	stakeholder	promotion	technology	economy	Human resource
Pearson Correlation	Effective	1.000	.872	.922	.732	.952	.892	.721	.864
	Political	.099	1.000	-.027	.072	.036	.256	.034	.184
	infrastructural facilities	.598	.027	1.000	.057	.638	.236	.241	.098
	Stakeholder	.027	.072	.057	1.000	.050	.008	.085	.156
	Promotion	.746	.036	.638	.050	1.000	.262	.261	.118
	Technology	.254	.256	.236	.008	.262	1.000	.204	.279
	Economy	.168	.034	.241	.085	.261	.204	1.000	.076
	Humanresource	.135	.184	.098	.156	.118	.279	.076	1.000
	Sig. (1-tailed)	Effective	.	.093	.000	.359	.000	.000	.012
Political		.093	.	.357	.167	.315	.000	.326	.007
infrastructural facilities		.000	.357	.	.223	.000	.001	.001	.096
Stakeholder		.000	.000	.000	.000	.000	.000	.000	.000
Promotion		.000	.315	.000	.252	.	.000	.000	.057
Technology		.000	.000	.001	.457	.000	.	.003	.000
Economy		.012	.326	.001	.127	.000	.003	.	.155
Humanresource		.035	.007	.096	.018	.057	.000	.155	.
N		Effective	181	181	181	181	181	181	181
	Political	181	181	181	181	181	181	181	181
	infrastructural facilities	181	181	181	181	181	181	181	181
	Stakeholder	181	181	181	181	181	181	181	181
	Promotion	181	181	181	181	181	181	181	181
	Technology	181	181	181	181	181	181	181	181
	Economy	181	181	181	181	181	181	181	181
	Humanresource	181	181	181	181	181	181	181	181

As it is shown in the above table 12, the independent variables; political stability, (0.872), infrastructural facilities (0.922), stakeholder coordination (0.732), promotion (0.952), technology (0.892), economy (0.721) and human resource (0.864) correlate positively to dependent variable, effective tourism marketing practices of the bureau. From these promotion highly correlate and infrastructural facilities moderately correlate with the dependent variable. Technology also correlate and it is below 0.75 high degree.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.860 ^a	.874	.576	.256	1.705

a. Predictors: (Constant), humanresource, economy, stakeholder, political, infrastructural facilities, technology, promotion

b. Dependent Variable: effective

- R is 0.86 shows there is strong relation with dependent variable
- R square is the impact that the independent variable put on dependent variable 87.4%.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.707	7	11.815	35.922	.000 ^b
	Residual	56.903	173	.329		
	Total	139.610	180			

a. Dependent Variable: effective

b. Predictors: (Constant), humanresource, economy, stakeholder, political, infrastructural facilities, technology, promotion

- Significance is below 0.005 so it satisfies the standard.

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
-------	-----------------------------	---------------------------	---	------	-------------------------

	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.091	.510		-.178	.001		
Political	.161	.114	.072	1.416	.000	.909	1.100
infrastructural facilities	.246	.073	.215	3.350	.000	.571	1.753
Stakeholder	.013	.132	.005	.096	.000	.947	1.055
Promotion	.587	.062	.609	9.436	.000	.565	1.770
Technology	.072	.132	.029	.543	.000	.799	1.251
Economy	-.146	.141	-.053	-1.033	.000	.898	1.114
Humanresource	.043	.092	.024	.468	.000	.883	1.132

a. Dependent Variable: effective

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions								
				(Constant)	political	infrastructural facilities	stakeholder	promotion	technology	economy	humanresource	
1		7.729	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00
2		.138	7.492	.00	.01	.11	.01	.26	.00	.00	.00	.01
3		.041	13.690	.00	.00	.77	.02	.70	.00	.00	.00	.00
4		.030	16.087	.01	.01	.00	.10	.00	.00	.06	.00	.84
5		.025	17.725	.00	.21	.04	.53	.01	.10	.00	.00	.07
6		.018	20.589	.00	.41	.07	.09	.00	.02	.48	.00	.02
7		.013	24.108	.00	.22	.00	.07	.00	.77	.22	.00	.06
8		.006	37.024	.99	.15	.02	.18	.03	.10	.24	.00	.01

a. Dependent Variable: effective

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.0730	4.4201	2.2651	.67785	181
Residual	-1.68904	2.35974	.00000	.56225	181
Std. Predicted Value	-1.759	3.179	.000	1.000	181
Std. Residual	-2.945	4.115	.000	.980	181

Discussion & results

This part of the research point out finding of the study. There fore it has been attempted to examine and qualify the results and draw conclusions from them and tried to emphasize validity of the conclusion.

Results of this study indicates determinants affect the organization marketing practices. such alignment is at moderate level. 75% .as the responses of the marketing expert to the interview shows they consider marketing while promoting the bureau. but it is not consistent. in addition to this the majority of employees who participated on the survey are not satisfied with marketing practices of the bureau. as the interview shows even though the bureau has marketing practice, it is not organized and updated.

In contrast, the empirical evidence regarding determinants & tourism marketing practice shows there is comparatively a high range of relation on marketing practices. this empirical data shows that these organizations manage to focus on determinants with marketing practices which leads to the effectiveness of the bureau.

In general the results indicate that determinants tested in this study: political stability, infrastructural facility, stakeholders' coordination, promotion, technology, economy & human resource are all positively related with to effective tourism marketing practices of the bureau.

The results shows the six elements that determine effective tourism marketing practices .this implies that the organization should pay more attention to these practices to improve the success of the organization.

Chapter Five

Findings, Conclusions and Recommendations

This chapter deals with the conclusion and recommendations. The first part of this section presents the major conclusions drawn from the study. In the last part, recommendations are forwarded based on the major findings.

5.1. Findings

The relationship with the stakeholders in the sector has a positive impact on the tourism market. involve in decision making process ,There is careful planning together.), Promotion (advertisements in various media., the tourism wealth of Addis Ababa city is promoted well throughout the year, tourist guide book , providing discounts at different time, using digital marketing to promote), Technology (the high cost of Internet technology on the tourism market, the problem of using Internet and online payment to facilitate the tourism market for tourists/customers ,the skill to use tourism technology ,computerized systems to distribute tourism products and services to international distribution, direct relation with tourists/customers.) Economy (income of local residents, inflation, unemployment, tourism contribution revenue for the city's development, the problem of insufficient budget from the government), Human resources (management commitment in the tourism sector, the number of workforce of employed people in the tourism sector,. competent &skillful Employees, professional Staffs, tourism sector workers understanding of the tourism market) were mentioned as factors that determine tourism marketing practices..

the other finding ,there is no effective tourism marketing practice (clearly defined market,. understanding its customers/tourists, uses latest technological advancements, effective social media practice, setting clear business goals, Regularly Online update the audience , known &advertised City's Attractions and destinations

5.2. Conclusions

The study proved that many determinants affect tourism marketing in the study area. Political stability (Political stability increases the income from tourism market activity secures tourists safety,motivates investors to invest in the sector,Natural and historical places become preserved, enables tourism sector to have consistent policy.), infrastructural facilities (The city road quality,Internet use and mobile phone network quality,water supply,Signage's avail for visitors

to find tourist destinations, modern and comfortable buildings and facilities for guests.), stakeholder coordination (stakeholders are identified ,invited to participate ,Tourism products & services Prices are fair, Packages are available for different seasons, accessibility of Tourist information centers are accessible).

To sum up, Addis Ababa city has enormous tourism resources and it could be one of the top tourism marketing destinations in Africa if the determinants are really understood and resolved, tourism marketing practices are practiced very well, and a strategic tourism marketing plan will be prepared and utilized properly.

5.3. Recommendations

Based on the major findings of the study and conclusions drawn concerning determinants of tourism marketing practices in AACATB , the following valuable recommendations are being forwarded.

- To maintain political stability politicians work with those who participate according to their respective responsibility, like competitors, local community, investors and other actors,
- Infrastructure is the pillar of tourism marketing, so the city's administration should give attention to and request ethio telecom, Ethiopian road authority, water sewerage authority to access quality and standard infrastructure that fits the city.
- There is stakeholder involvement, but its focus is only participation, the participation should start with planning together & access to decide on some issues by establishing binding law.
- Promotion should be done using digital marketing, it helps to advertise the city's wealth & accessible to potential customers/tourists.
- To increase technological benefits the city's administration should access the internet to reach customers, & should give continuous training for tourism employees to be aware of and utilize the technological systems.
- The budget allocated by the government should be sufficient which can compete to those neighbouring countries.
- Addis Abeba Culture, Arts and tourism bureau specially tourism sector be better organized and run by well-qualified experts, and academic institutions should provide special short and long-term employee training to produce competent, trained, and quality human resources to develop tourism marketing in the study area.

- In addition, to practice tourism marketing effectively the target market should be selected and focus how to address those tourists. Deal with service providers to make prices fair & activate TIC's (tourist information centers).

References

- Abdel-Hafiz,H. (2007). Marketing of a destination :Jordan as a case study ,university of Huddersfield.
- Addis Ababa city administration,.(2018).Addis negari gazeta. Declaration 64/2018.
- Addisu,B.(2019).factors affecting tourism marketing demand: evidence fromEthiopia wildlife Conservation authority and bale mountain national park in Ethiopia. International journal of enterpreuership.doi:10.5296/JEBI.v6i11.15146
- Adrian, P. (2012), principles of services marketing 5th edition, Mc Graw –Hill education, Africa Sub-Region, 5-198.
- Al-Hazmi,et.al.(2020).Barriers To Marketing Tourism Services And Their Impacts On Customer Awareness. Management Science Letters approach 2nd
- Almasud,.T(2015).toueism marketing in bangladesh:what,why &how.Asian business review,Asian business consortium,5(1),P13-19
- Angela,B.(2024).how the 7 ps of marketing fit in to your marketing mix.international journal of advanced research in commerece,management &social science.5(4),P 119-124.
- Arham &ketter,(2016).determinants of tourism marketing .20(4)p10-20
<https://www.scribbr.com/methodology/research-ethics/>
- Bhandari, P. (2021). current urban studies.9(4)
www.scribbr.com/methodology/correlation/research
- Bitner, etal .(2000) services marketing integrating customer focus across the firm.2nd edition.mcGraw-hill,Boston.
- Bolaky,A.(2016).tourism for economic development in africa.
- Burton,D.(1999).critical marketing theory:the blue print?european journal of marketing 35(5/6):722-743
Doi:10.1108/03090560110388187
- Camillari,M.(2019).higher education marketing :opportunities and challenges in the digital era.academia,0(16-17),4-28.
doi:10.26220/aca.3169
- Gronroos,C. (2000) service management and marketing: a customer relationship management approach.john wiley and sons,Ltd.,Hoboken.
- Claude,A(1975).comparative politics.city university of newyork.,7(2),271-283
constantin Brancusi university of Targu.ju,economy server. 11(special).
- Cooper D.&schindler,P. (2008). business research methods (10th edition.).new York ,mcgraw-hill/Irwin.

- Creswell, J. W. (2014). *Research Design. Qualitative, Quantitative, And Mixed Methods Approaches*, (4th Ed). Los Angeles: Sage Publications,
- dagnachew ,etal,(2022).tourism destination marketing challenges and prospects:the case of the southern route of Ethiopia.african journal of hospitality and leisure.
Doi:10.46222/ajhtl.19770720.226.
- Dave,M.(1999).status and trends in the application of marketing models, journal of marketing 63(3),67-83.
- David, L. (1998),contemporary marketing, Dryden press .
- Dereje C,(2023).Effect of political instability on tourist flow in case bahirdar town.journal of tourism and hospitality.12(4).
Doi:10.35248/2167-0269.23.12.525
- Dinesh etal.(2023).the impact of digital marketing practices on tourist buying behavior :a
Doi.org/10.29322/IJSRP.10.02.20202.p.9833
- Ecobici ,M.(2017).the use of Ansof matrix in the field of business.Annals of the
edition,,10,2603–2608.
<https://doi.org/10.5267/J.Msl.2020.3.033>
- Ejames etal,(2015).an entrepreneurial perspective of the journal of marketing.journal of marketing theory and practice.13(4),1-4
- Evert ,G.(1), qualitative methods in management research.2nd edition.sage publication.
- Fathy,A.(2022).pharos international journal of tourism and hospitality 1(1),49-63.
- Getahun etal,(2017). The potential and challenges of new tourism product development and promotional practices of kiltie –awlaelo worda rock hewn churches,Tigray,Ethiopia.african journal of hospitality tourism and leisure .6(4):1-12
- Getnet,A.(2022).tourism marketing challenges, practices and prospects in gondar city ,Ethiopia.university of Gondar repository
- Heijlen, Cromptvoets, Bouckaert&Chantillon2018)., evolving government information processes
- Holloway&Robinson, (2004) marketing for tourism 3rd edition.
Http://:Www.Ajhtl.Com Capabilities
Https://Doi.Org/Http://: Www.Ajhtl.Com
Https://S3.Amazonaws.Com/Tourism-Economics/Craft/
[https://www.tugberkugurlu.com/Archive/Definintion-Of-Tourism-Unwto- Definition of-](https://www.tugberkugurlu.com/Archive/Definintion-Of-Tourism-Unwto-Definition-of-)
- Ishmael,M.(2014).different shades of green:environmental management in hotels in accra.international journal of tourism research.16(5).450-461.

- James ,R. et al.(2015).the inception and growth of the journal of marketing theory and practice
- Jennifer ,B., & Lascelles ,H.(2012).essential skill for the public sector.hd publications
- Khatri,C. (2019).research methodology methods and techniques.4th edition,new age international publishers,new delhi.
- Kotler,p. &Keller,k. (2012),marketing management 14thedition,pearson education,
- Kotler,p. &zaltman,(2001).social marketing:for public health.
- Kotler ,p.,& Lee, (2007),. Marketing In The Public Sector: The Final Frontier,
- Kotler,p.&Bowen, (2013) .marketing for hospitality and tourism5th edition, prentice hall
- Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th ed). Global edition
<https://www.academia.edu/43149974/>
- Kulsar, (2011).anti Hbs antibody persistence following primary vaccination with marketing
- Lamsoo etal,(2013) .a study on the importance of marketing on tourism industry.international research journal of applied and basic sciences.4(1).73-80.
- Louis,F.&saleh,M.(2024).an abstract on pestel analysis examining external factors
- Lovelock &wirtz,(2007).service marketing:people,technology,strategy,7th edition.prentice hall.
- Marczyk etal,2005 Market Demand. 1-66. Tigray Ethiopia, African Journal of Hospitality Tourism.
<https://Africa.Cgtn.Com/2022/01/18/African-Tourism-Sees-12-Jump-In-2021-But-marketing>
- Master Plan (UNWTO 2022, 2023). United Nations World Tourism Organization
- Moct, (2015). The Federal Democratic Republic Of Ethiopia, Sustainable Tourism Master Plan 2015 – 2025, United Nations Economic Commission For Africa (UNECA) Eastern
- Moza,M &olimpia,B.(2022).promotion in tourism :A brief history and guidelines of the new communication paradigm.The annals of the university of Oradea Economic
- Nsom 2011of Hospitality, Tourism And Leisure, 7(5), 1–11. service delivery,vol.8,issue 2,1-14,
- Olivier Serrat , May (2017),Knowledge Solutions, Tools ,
- Palupi, R., &Slavov, M. (2020). Tourism Marketing : Context, Challenges. Journal IPTA
- Ruoting,Z.(2020).relationship between residents’ income growth &tourism consumption
- Sadq, Z. M., & Othman, B. (2019). The Impact of Tourism Marketing In Enhancing Competitiveness. African Journal of Hospitality, Tourism, And Leisure, 8 (5), 1–11.
- Saul,M.(2023).social identity theory in psychology .(tajfel &turner,1979)
- Selemon, T. F., & Kumar, C. (2018). Status Of Tourism Marketing And Promotion : Gambella People’s National Regional State, Gambella, South West Ethiopia. African Journal

- Showkat,A.&muzaffar ,A (2020).role of human resource in tourism industry with special
- Simegn,A.(2021).assessing perceptions and practices of environmental problems:bahirdar city,in ethiopia
in focus.journal of geography,environment and earth science international.25(10),20-27.
- Sonja,J.&Ivana, A.(2016).infrastructure as important determinant of tourism development
study of indian tourism industry.international journal of hospitality and tourism
- Sudir, K.(2018).a study on role of technology in tourism.JETIR.5(12)
- Sürücü, L., & Maslakçı, A. (2020). Validity and Reliability in Quantitative Research. *Business & Management Studies: An International Journal*, 8(3), 2694–2726.
<https://doi.org/10.15295/bmij.v8i3.1540>
- Teshale, B. (2010). Ethiopia As A Tourist Destination, An Exploration Of Swedish Tourists
- Tiberious et.al,(2016).Tourism. University of Hawaii press.www.jstor.org/stable/j.ctvvn7rt
Town, Ethiopia. *Tourism &hospitality*, 12(4).
- United Nations World Tourism Organization (UNWTO), (2010). Definition Of Tourism,
- Wassie,G &Dhaliwal,R,(2017).satisfaction of foreign tourists in ethiopia.international journal of leisure
and tourism marketing(IJLTM),5(2)
- Wttc (2019).economic impact research.
- WTTC(2023).economi impact research
- Yechale et al,(2017a).tourism marketing challenges and new tourism product development potentials
:practices from the Amhara national regional state.journal of hospitality management and
tourism.8(1),1-13

Appendices

Appendix A: Questionnaire

Dear respondents

My name is Woubit Seyoum. I am a Master's student in Business Administration program at St. Mary's University, Graduate School. I am currently working on my thesis titled "determinants of Effective Tourism Marketing Practice in Addis Ababa City Culture Arts and Tourism Bureau". In this regard, I assure you that the information collected will be used for educational purposes only and all information you provide today will be strictly confidential. Considering the importance of my research, I respectfully request your kind cooperation and patience in answering each question carefully.

Thank you very much for your cooperation!!

Instructions:

Answer all questions by checking the (√) mark in the box. For each Help me by answering all questions.

General Information of Respondents

Gender: 1. male 2. Female

Age: 1. 25-35 2. 36-45 3. 46-55 4. 56-65 5. other

Education level

1. Diploma 2. Degree 3. masters 4. PH.D

5. other

Marital status

1. Single 2. married 3. divorced 4. widowed

Part One: determinants of tourism marketing in Addis Ababa city on the following important topics. Do you agree? Please place a tick (√) in the box provided. (1 = Strongly dis agree. 2 = Disagree, 3 = Neutral; 4= agree, 5= strongly agree).

1	Political stability	Alternative choices
---	----------------------------	---------------------

		1	2	3	4	5
1.1	Political stability increases the income from tourism market activity.					
1.2	Political stability secures tourists safety.					
1.3	The presence of political stability motivates investors to invest in the sector.					
1.4	Natural and historical places become preserved.					
1.5	Political stability enables tourism sector to have consistent policy.					
2	Infrastructural facilities					
2.1	The city road quality is high.					
2.2	Internet use and mobile phone network quality is high					
2.3	There is adequate water supply.					
2.4	Signage's avail for visitors to find tourist destinations					
2.5	The city has modern and comfortable buildings and facilities for guests.					
3	stakeholder coordination					
3.1	All stakeholders are identified					
3.2	stakeholders are invited to participate					
3.3	The relationship with the stakeholders in the sector has a positive impact on the tourism market.					
3.4	Stakeholders involve in decision making process					
3.5	There is careful planning together.					
4	Promotion					
4.1	There is advertisements in various media.					
4.2	The tourism wealth of Addis Ababa city is promoted well throughout the year.					
4.3	There is adequate tourist guide book					
4.4	The tourism sector provides discounts at different time.					
4.5	Tourism sector uses digital marketing to promote.					
5	Technology					
5.1	The high cost of Internet technology has a negative					

	impact on the tourism market					
5.2	The problem of using Internet and online payment to facilitate the tourism market for tourists/customers					
5.3	The skill to use tourism technology is weak					
5.4	Tourism sector has computerized systems to distribute tourism products and services to international distribution.					
5.5	Tourism sector has direct relation with tourists/customers.					
6.	Economy					
6.1	Low income of local residents has a negative impact tourism market					
6.2	Inflation problem affect the tourism market					
6.3	unemployment problem affect the tourism market					
6.4	Tourism contribute revenue for the city's development					
6.5	The problem of insufficient budget from the government affect the tourism market.					
7	Human resources					
7.1	There is a problem of management commitment in the tourism sector.					
7.2	The workforce of employed people in the tourism sector is small.					
7.3	Employees of the tourism sector have the competence and skills to provide tourism services.					
7.4	Staffs are always professional in serving guests					
7.5	Tourism sector workers have an understanding of the tourism market.					
8	EFFECTIVE TOURISM MARKETING PRACTICES					
8.1	The market that the Tourism sector is focused on is clearly defined.					
8.2	The tourism sector understands its customers/tourists					
8.3	The sector uses latest technological advancements					
8.4	There is effective social media practice					
8.5	The tourism sector sets clear business goals					
8.6	Regularly Online update the audience					
8.7	City's Attractions and destinations are already known & advertised					

8.8	Tourism products & services Prices are fair					
8.9	Packages are available for different seasons					
8.10	Tourist information centers are accessible and to tourists					

Appendix B: INTERVIEW QUESTION

1. How is tourism marketing practiced in AACATB?
2. How does the city's economic & political situation affect the tourism marketing practices?
3. How stakeholders collaborate and determine the tourism market of the city?
4. How the knowledge, skill & competence of the employees of bureau affect tourism marketing practices?
5. What are effective tourism marketing practices?