ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

ASSESSMENT OF TOURISM PROMOTIONAL PRACTICES AND CHALLENGES IN ADDIS ABABA, ETHIOPIA

BY

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DECLARATION

I, Betelhem Teklu, the undersigned person declare that the thesis entitled *"Assessment of Tourism Promotional Practices and Challenges in Addis Ababa, Ethiopia"* is my original and submitted for the award of Master of Art Degree in Marketing Management, St. Mary University at Addis Ababa and it hasn't been presented for the award of any other degree. Under this study, fellowship of other similar titles of any other university or institution of all sources of material used for the study has been appropriately acknowledged and notice.

Betelhem Teklu   _____   _____

    Candidate   Signature   Date

CERTIFICATION

This is to certify that Mrs. Betelhem Teklu, has properly completed her research work entitled "*Assessment of Tourism Promotional Practices and Challenges in Addis Ababa, Ethiopia*" with my guidance through the time. In my recommendation, her task is appropriate to be submitted as a partial fulfillment requirement for the award of Masters Degree in Marketing Management.

Research Advisor

Ephrem Assefa (Ph.D.)

Signature and Date

ACKNOWLEDGEMENTS

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LIST OF ACRONYMS/ ABRIVATION

AIDA   Attention, Interest, Desire and Action

COVID-19   Corona Vairus2019

GDP   Gross Domestic Product

MoCT   Ministry of Culture and Tourism

PR   Public Relation

SD (sd)   Standard deviation

SPSS   Statistical Package for the Social Sciences

TPA   Tourism Promotion Area

UN   United States

UNWTO   United Nations World Tourism Organization

WTO   World Tourism Organization

ABSTRACT

This study aimed to analyze the tourism promotional practices and challenges in Addis Ababa, Ethiopia. A cross-sectional explanatory design will be used. The target population in this study was 590 total targeted employees from various organizations stratified by hotels, the Addis Ababa Tourism Office, park administrations, and museums in Addis Ababa. By using the Sample Size Yamane (1967) formula, 238 employees were identified as the sample size, and 191 fully and completely completed questionnaires were returned (achieving an 80 percent response rate). Accordingly, this study used probability and non-probability sampling techniques. Both primary and secondary data were used in this study. Primary data was mainly collected using semi-structured questionnaires and an interview guide. Descriptive statistics were used to summarize the properties of the mass data. According to this study, the top four practices in the tourism promotional mix are advertisement, personal selling, sales promotion, and public relations, in that order. It helped build and maintain tourists' relationships effectively. Thus, this study concluded that the city has good promotional practices and a good promotional strategy that can be viewed along with creating and improving relations with visitors. However, poor marketing promotion infrastructures and management, a lack of budget, and skilled manpower were identified as challenges to the tourism promotional mix. In the light of the aforesaid results and concussions, the researcher suggests launching extensive and exclusive promotional campaigns through social networking sites, such as Facebook, Twitter, and electronic websites.

Keywords: Challenges, Practices, Promotion Mix Elements, Tourism

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Tourism is currently the world's fastest-expanding industry, as well as one of the most competitive. Tourism, like other consumer products such as mobile phones and automobiles, has grown to enormous dimensions, resulting in a plethora of products and sales intermediaries vying for market share (Mesfin and Berhanu, 2017). Tourism, as the world's largest industry, brings together tourists and service providers to provide an experience for both. After COVID-19 consequences, tourism has continued to expand and is, according to the World Tourism Organization (UNWTO, 2021), reporting a 4% rise in international tourist arrivals in 2021. However, 2021 was another challenging year: arrivals still 72% down on pre-pandemic levels Recovery needs stronger coordination and increased vaccination rates. Global tourism experienced a 4% upturn in 2021, compared to 2020 (415 million versus 400 million). Following an abrupt standstill in international arrivals due to the COVID-19 health crisis, international tourism has shown signs of rebound during June–July 2021. A total of 542 849 tourists were recorded between July and September 2021.The Africa region had the highest share of tourist arrivals (84, 0%), compared to the overseas region with a 15.8% share. Europe, with a total of 38 691 tourist arrivals, contributed 7.1% to the total tourist arrivals during July–September 2021 (UNWTO, 2021). While Africa may be one of the least affected regions, many of the social-economic gains, gender equality, and sustainable development made possible through tourism have been rolled back.

In 2020, a total of 46,540 people visited Ethiopia; this number has dramatically increased to 118,972 in 2021, according to the Ministry of Tourism. This report indicated that efforts have been exerted to promote country brochures on various media and highlight the vital role that tourism media plays in the promotion and visibility of destinations (Ministry of Tourism, 2021). In particular, the UNWTO World Forum on Gastronomy Tourism, from October 31 to November 2 in Bruges, Flanders, will dedicate a special session on Africa Gastronomy (UNWTO, 2021).

In the tourism industry, marketing is defined as the policy pursued by a tourism enterprise that, by continuously exploring the current and future conditions of the tourism market, aims to determine the continuous adaptation of its own offer to these conditions in order to optimally satisfy requirements and the realization of a cost-effective economic activity on this basis. In this industry, marketing refers to all of the methods by which a company's management can investigate product-market relationships by organizing and directing all of the economic activities that are considered necessary to assess a potential customer and convert it into actual demand for a specific tourism product, as well as its supply to the customer, in order to meet the expected profit and other development goals (Sofronov, 2019). Tourism marketing helps build local and national economies all over the world. In fact, the travel industry has accounted for one-fifth of all new jobs created globally in the last decade. This industry supports nearly 10 percent of all jobs (Bizfluent, 2019).

According to Tekabe (2016), a number of challenges were identified as major challenges of Ethiopia's tourism industry, including a lack of promotion, a lack of physical infrastructure, misperceptions of Ethiopia's image, and a shortage of trained human labor. Abebaw (2020) stated that internal and external challenges were not properly applied and analyzed. The main challenges of the tourism market are high growth and development rates, infrastructure development, the introduction of new management and educational experiences, and socio-economic development complications. According to Philip (2017), factors affecting the development of the tourism industry may be either internal or external. External factors like weather, safety, access to amenities, peace, and security may affect the development of the tourism industry (Becken, 2010). Since tourism has the potential to contribute significantly to economic growth and development in Ethiopia, these studies confirm the sad fact that Ethiopia's tourism potential is underexploited and underdeveloped. The situation in Ethiopia is even worse. Even though its tourism potential is diversified and immense and comprises well-preserved natural attractions, magnificent historical traditions, and an attractive cultural diversity of more than 80 nations and nationalities, the country is still one of the worst performing countries in terms of tourist arrivals and receipts (MoT, 2021). As a result, it requires highly developed tourism that is designed to increase tourism. Thus, this study assessed the promotional practices and challenges of tourism in Addis Ababa, Ethiopia.

1.2   Statement of the Problem

In 2020, tourism suffered the greatest crisis on record following an unprecedented health, social, and economic emergency amid the outbreak of the COVID-19 pandemic. International tourist arrivals (overnight visitors) plunged by 74% in 2020 over the previous year due to widespread travel restrictions and a massive drop in demand (UNWTO, 2020). The 64th UNWTO Commission for Africa Meeting and 2nd edition of the Global Tourism Forum for Africa, organized jointly by UNWTO and the Government of Cabo Verde and held in Sal Island from September 2–4, allowed the Ministers of Tourism to address topical issues and solutions (tourism marketing and promotion) required to support the recovery of the tourism sector. The key outcomes for a safe restart of the industry highlighted the extreme importance of the impact of COVID-19 on the tourism sector; the existing challenges faced by member states on vaccine rollouts, job losses, safety and security hurdles, air connectivity, and harmonized travel protocols. Members also received an update on the international code for the protection of tourists (UNWTO, 2021).

Tourism is a highly competitive industry; travellers have a wide range of choices and choose those who provide good value for money. Inadequate quality infrastructure, uncompetitive pricing, indifferent or poor-quality products, difficulty in obtaining information on travel and tourist destinations, and unskilled service providers all have a detrimental impact on the tourism product's competitiveness (Bizfluent, 2019). In any business, a strong marketing strategy is essential, and the tourism industry is no exception. Tourism marketing can be costly, especially if you want to attract both domestic and international visitors. State tourist agencies and levies, especially hotel taxes, are common funding sources. Partnerships can help travelers have a more complete travel experience (Chron, 2019).

The tourism business in Ethiopia, on the other hand, could reasonably be described as being in its infancy. Changes in governance systems and development strategies, insufficient promotion, a lack of skilled labor, finance, and knowledge and management capacity are all blamed for the country's present low level of development. Ethiopia's tourism sector is underperforming, with the country ranking 118th out of 141 countries in terms of travel and tourist competitiveness in 2015 (MoT, 2020). One of the reasons could be the low level of awareness about tourism and poor destination image (Getahun and Dhaliwal, 2017). Tourism marketing, like any other type of

marketing, should start with a strategy. The marketing plan serves as a map that shows details of all the local attractions. It makes you set a promotional expenditure budget.

As a result, it is critical to research tourism marketing, particularly tourism promotion in Addis Ababa, and the ramifications for the country's travel and tourism business. This is due to the fact that Addis Ababa City is located in the country's heartland and is home to over 150 cultural heritage sites. 35 historical churches, 2 mosques, 26 former public buildings, 72 former important people's dwellings, 17 monuments, caverns, and bridges, and 6 historical places are among them. Addis Ababa is the headquarters of the African Union and the United Nations Economic Commission for Africa, as well as numerous international, continental, and national institutions. It is also known as the international conference and diplomacy center (Addis Ababa City Administrations, 2021). Thus, this study investigated the tourism marketing practices and challenges in Addis Ababa.

1.3   Research Questions

The study attempted to answer the following questions:

1) How are tourism businesses in Addis Ababa implement promotional mix elements namely advertising, sales promotion, personal selling, public relations and interactive marketing?

2) What methods of promotional mix are dominantly used by tourism stakeholders to promote Addis Ababa

3) What are the tourism promotion challenges in Addis Ababa, Ethiopia?

1.4   Research Objective

1.4.1   Main Objective of the Study

The general objective of this study was to analyse the tourism promotional practices and challenges in Addis Ababa, Ethiopia.

1.4.2   Specific Objectives

1) To assess the practices of tourism promotional mixes namely advertising, sales promotion, personal selling, public relations, interactive marketing by tourism businesses in Addis Ababa

2) To assess the dominant promotional methods used by tourism stakeholders to promote Addis Ababa

3) To assess the tourism promotion challenges in Addis Ababa, Ethiopia

1.5   Significance of the Study

Marketers, travel agencies, dealers, and service providers active in the tourism business and marketing benefit from the study's findings. Furthermore, the data can be shared with potential investors and small and medium-sized businesses interested in the industry, allowing medium- and large-scale tourism businesses to flourish. This research also aids development planners and policymakers in developing appropriate regulations for tourism marketing that allow all participants to gain based on their involvement and contributions, allowing them to stay in business. The study's findings are expected to serve as a foundation for well-informed public policies that will aid in the revitalization and long-term viability of Ethiopia's tourism industry for economic gain and will assist in achieving tourist satisfaction since its goal is to improve tourist contentment; it is anticipated that this will result in more earnings and lower marketing expenses.

This is due to the importance of consumer happiness in determining the success and continuous survival of the tourism industry. Finally, this research will contribute significantly to the promotion of service and relationship marketing in the tourism industry in Ethiopia, as well as income generation and economic development in Addis Ababa, Ethiopia. Thus, the city's tourism stakeholders will gain a competitive advantage by knowing the needs of the company and the market environment, as well as the benefits of tourism. More importantly, this proposal will be easily accessible as a reference for scholars who wish to conduct further research in the field of this study. Overall, when tourist industry managers, professionals, experts, academicians, and other researchers utilize effective practices and bridge the knowledge and experience gap on the ideas connected to the use of effective tourism marketing management, this study would be advantageous.

1.6   Scope of the Study

The scope of the study can be discussed in terms of conceptual scope, geographical scope, methodological aspects and unit of analysis.

1.6.1   Conceptual Scope

This study was delimited to assess the tourism promotional practices, including managing well-known tourism destinations and tourism resources, and challenges from the supply side of the tourism industry, mainly from the perspective of tour operators, hotels, Ethiopian airlines, and government tourism offices (the Ministry of Tourism and the Addis Ababa Culture and Tourism Bureau). In this study, the researcher specifically focused on five elements of the tourism promotional mix, namely advertising, sales promotion, personal selling, public relations, and interactive marketing.

The objectives of promotion consistent with the general marketing plan are to identify the target group for which the promotion is conducted, to find out the effective advertising, sales support, and public relations program to be planned, and to select

1.6.2   Geographical Scope

This study was limited to Addis Ababa, where the majority of tourism businesses and governmental offices responsible for promoting tourism are located.

1.6.3   Methodological scope

In order to meet the research objectives, data was gathered through a structured questionnaire (quantitative data) and an interview (qualitative data). Questionnaire and interview data were analysed using descriptive statistics and thematic analysis, respectively. The study unit of analysis was individuals, namely employees of tourism-related actors in Addis Ababa.

1.7   Limitations of the Study

The study had the following basic limitations: First, the study was conducted with targeted respondents, tour operators, and employees of the Addis Ababa culture and tourism office); it did not include factors affecting promotional mix and other marketing mix practices such as price, product and placement and others. It also did not include employees of the foreign ministry,

whose findings might not be generalized to all tourism operators and supports in Ethiopia. Further, to acquire a more reliable and relevant data, more respondent should be involved into this survey as well as respondent from other area such as stakeholders, international organizations, embassies, chamber of commerce and associations, academicians and others. Other than that, the lack of previous information on relevant topic, only a small amount of data available for reference.

1.8   Organization of the Study

This study is composed of five chapters. The first chapter deals with the introduction part of the study, which includes the background of the study, the statement of the problem, the research question, the research objective, the significance of the study, the scope of the study, the limitations of the study, and the organization of the study. Review of related literature (theoretical and empirical literature) is presented in the second chapter. The third chapter focuses on research methodology, including research approach and design; data sources and data collection tools; population, sample size, and sampling techniques; reliability and validity of data collection instruments; methods of data analysis; and ethical considerations. The fourth chapter covers data presentation, analysis, and interpretation. The fifth chapter presents a summary, conclusion, and recommendation based on the findings of the study.

1.9   Definition of Key Terms

- **Marketing mix** is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market (Adewale 2016).
- **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** defined as the provision of services to people who are traveling and staying outside their usual residence for a period shorter than one year, during holidays or for business purposes (Šerić and Marušić, 2019).

- **Tourism Marketing** can be defined as the systematic and coordinated efforts exerted and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth (Engda, 2020).

- **Tourism Promotion:** means trying to encourage the actual and potential customers to travel a destination through the spreading of information (Bakari, 2021).

- **Promotion** is one of the most effective marketing mix elements used in marketing a tourist product (Ashikodi, 2012).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents an overview and critical analysis of relevant literature on the topic. It covers tourism promotion concepts, theories and models, tourism promotional practices and related challenges concepts and models. It includes related theatrical and empirical literatures including conceptual framework and research gap. The purpose of this chapter is to review the key literature and the related theories regarding the promotion mix practices and challenges in tourism industry. The focus is on the tourism care services theories of competitiveness. The key findings are based on the applicability of the literature to the purpose and scope of study.

2.2 Theoretical Literature Review

2.2.1 The Concept of Tourism

Tourism is the general term used to cover both demand and supply that has been adopted in a variety of forms and used throughout the world. Tourism essentially refers to the activities undertaken by visitors, also known as the visitor economy. The tourism industry encompasses all activity that takes place within the visitor economy. This includes activities that are directly related to the tourist, such as staying in a hotel, ordering a meal or visiting a tourist attraction. It also includes indirect activities, such as the transport company which delivers the food to the restaurant in which the tourist eats or the laundry company that has a contract with the hotel for cleaning bed sheets. Tourism comes in many different shapes and sizes and there are many different types of tourism. There is mass tourism, niche tourism and special interest tourism. There is domestic tourism and international tourism. There is inbound tourism and outbound tourism (Adewale, 2016).

Tourism is a phenomenon with no universally accepted definition, owing to the complexity and individualism of the travellers themselves and the activities that they choose to undertake. The most widely utilized definition of tourism, proposed by the World Trade Organization (WTO) and United States (UN) Nations Statistics Division (1994), prescribes that in order to qualify as a

tourist one must travel and remain in a place outside of their usual residential environment for not more than one consecutive year for leisure, business or other purposes. Hitesh (2019) believed that defining tourism is more complex than this, proposing that there are three approaches that can be taken. The economic stance focuses on tourism as a business, the technical stance focuses on the tourist in order to provide a common basis by which to collect data and the holistic stance attempts to include the entire essence of the subject.

Tourism can be quite simply defined as the business of providing services such as transport, places to stay or entertainment for people who are on holiday. Whilst such attempts to define the concept of tourism may be useful from a generic perspective, the practical application of such definitions is difficult when applied to specific tourism types, such as those outlined in this post outlining the different types of tourism. In fact, Tekabe (2016), in their introduction to the niche tourism phenomena, postulate that tourists have developed as consumers, becoming increasingly sophisticated in their needs and preferences as a result of an emergent culture of tourism.

Knowing that there are several definitions of tourism, and for this reason, the United Nations World Tourism Organization (UNWTO) embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. It defines tourism as follows: Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2021). It leads to think that tourism is not just the movement of people for a number of purposes (whether business or pleasure), but the overall agglomeration of activities, services, and involved sectors that make up the unique tourist experience.

It is common to confuse the terms tourism, travel, and hospitality or to define them as the same thing. While tourism is the all-encompassing umbrella term for the activities and industry that create the tourist experience, the UNWTO (2020) defines travel as the activity of moving between different locations often for any purpose but more so for leisure and recreation. On the other hand, hospitality can be defined as the business of helping people to feel welcome and relaxed and to enjoy themselves. Basically, the hospitality industry is the combination of the

accommodation and food and beverage groupings, collectively making up the largest segment of the industry (Ashikodi, 2012).

2.2.2 Tourism in Addis Ababa

2.2.2.1   History of Addis Ababa

Addis Ababa was established in 1887 during the reign of Emperor Menelik. The location of Addis Ababa was chosen as a place to live in by the Empress Taytu Betul. It has only been the capital of Ethiopia since the late 19th century. This city wasn't so hospitable, however, with cold temperatures and little firewood. Because of this, the capital city was changed. In 1905, the Emperor Menelik imported a large number of eucalyptus trees, which he planted along the streets of the city - these are still visible today. Several social institutions were established following the birth of the city. The following are worth mentioning: Empress Taytu hotel in 1908, Emperor II Menelik school and hospital from 1909-1910. Other institutions such as postal, telephone, telegram and hydroelectric power services as well as the Ethio- Djibouti Railway were introduced during the time of this great king. Before the advent of Addis Ababa, there were many sites in the surrounding areas that had been used as temporary capitals for the Kingdom of Shewa. Ankober, a site about 160 km north of Addis Ababa, served as the capital of the kingdom of Shewa during the second half of the 18th century. As evidence, the ruins of the palace are still found on the lip of the great escarpment, which is popular in its breath-taking view. The village of Aliyu Amba, which was the most important market center of the Shewa Kingdom, is also located below Ankober palace at one of the broken hills. Other areas, like Wechecha, Yerrer and Entoto were also temporarily used as capitals of the Shewan Kingdom. Addis Ababa was the capital of Italian East Africa from 1935 to 1941. During this time, modern stone houses were built, many roads were paved, a water reservoir was established in Gefarsa to the west, and a hydroelectric station was built in Akaki to the south. In 1941, the city was abandoned by the Italian colony, which moved instead to Amba Alagi, and the city was liberated, in time for the return of the Emperor Haile Selassie I, the Organization of African Unity in 1963, founded and made its headquarters in Addis Ababa. This organization was ended in 2002, and was replaced by the African Union, a continental union that consists of 54 countries in Africa, and is the current union for Africa today. Today, Addis Ababa is the capital of Ethiopia. It is split into 11 sub-cities and 109 wards (Addis Ababa City Administrations, 2022).

2.2.2.2 Tourism Potential of Addis Ababa

Addis Ababa is also the headquarters of the African Union and the United Nations Economic Commission for Africa. Ethiopia's official airline, Ethiopian Airlines, has its main headquarters at Bole International Airport in Addis Ababa. Addis Ababa is often referred to as the political capital of Africa because of its historical, diplomatic, and political significance for the continent. Because of this, the city hosts several international conferences and meetings toping the highest in conference tourism of the continent. Addis Ababa is a sister city with cities in numerous tourism based countries, including Israel, China, Germany, Thailand, Italy, Turkey, The United Kingdom, Egypt, Sweden, The United States, and others. Addis Ababa is a sprawling city, well wooded, especially with eucalyptus trees and crossed by broad avenues. Modern, multistoried buildings sit side by side with traditional one-two story structures and open spaces. These buildings host international branded hotels, international organizations offices and luxury malls for retail and office outlets.

Recently inaugurated, the Addis Ababa light rail train crosses the city in two paves serving thousands of passengers every 6 minutes of the round. These trains go on the ground, underground roads and upstairs regarding the main roads infrastructure. It is the new color of the city with an interesting landmark in addition to the easing the life of the people. Other modern public city transports serve in different lines of the city i.e. buses, taxies and meter taxies with an estimated tariff. Housing in Addis Ababa is intensively increasing as government owned apartments are supplied to the locals in shortly; privately owned real estate owners are investing well in luxury apartments, villas and town houses and also residents are building their own homes on the surroundings of the city. Down town residents are re-located in the borders as the downtown is reconstructed in business centers and national based organizations. In capital city of Ethiopia and Africa, one can witness monuments, museums, market places, modern city architectures, historical houses, old churches, mosques and people's activities. Drive through ''Mercato'' the largest open market on the continent. Make interesting stops that include the National Museum, the Ethnological Museum and the Ba'ata Church known as Menelik Mausoleum. Enjoy souvenir shopping and visits to special art galleries. Addis is a city under development with a lot of infrastructures and constructions going on to make life easy for the citizens. Under this modern time development there are historical sites that are phenomenal to

see and activities to do on the city while one is travelling (Addis Ababa City Administrations, 2022).

2.2.2.3 Tourist Flow Statistics and the Revenue Generated from Tourism

The Hotel industry in Addis Ababa is booming. One of the various reasons for this development is that the city, as it has been the location of the African Union (AU) since 2002, is now known as the political and economic center of Africa. The United Nations Economic Commission of Africa (UNECA) is also settled in Ethiopia's capital. Aside from that, Addis Ababa has the third highest number of diplomatic missions in the world. Therefore, it has become the "leading conference and event tourism destination in Africa and is of particular interest for political personalities as well as for tourists who look for a diverse insight into the African continent.

The tourism sector has developed quickly over the past decades. In 1990, there were 64,000 tourists visiting Addis, in 2013 it already had been 681,249 and now in 2013 it reached 1,251,145. Additionally, his country is known for its beautiful landscape and rich ancient culture. It also offers nine UNESCO World Heritage Sites at the moment with six more on the tentative list. Addis Ababa is described as a dynamic city with vibrant cultural and entertainment options. The many international standard hotels like Sheraton, Radisson, and Hilton etc. are another important asset to the city.

Table 1 Tourist Flow Statistics in Addis Ababa

Year	average salary for Tourism and Travel / Addis Ababa	%	construction of new hotels growth
2021	1,482,223	5.9	10 %
2020	1,387,416	3.9	7 %

Source : Addis Ababa City Administrations, 2022

The construction of new hotels is happening quickly, and other fields still have to adapt to this development. In 2021, 5.9 % of the total employment stems directly from the tourist industry and the availability of skilled human resources is a major challenge facing the tourism industry in the country and average salary for Tourism and Travel / Addis Ababa is 1,482,223 ETB per year. The most typical earning is 1,387,416 ETB. All data are based on 1 salary surveys. Salaries are different between men and women. Men receive an average salary of 1,479,910 ETB. Women receive a salary of n/a. Based on education; the highest salaries receive people with Some College with salary of 1,479,910 ETB. The second most paid education level is n/a with salary of n/a. Different experiences affect earning as well. People with 4-8 Years of experience receive salary of 1,479,910 ETB. Employees with n/a of experience receive n/a (Addis Ababa City Administrations, 2022).

2.2.2.4 Tourism Resources

Diego (2015) stated and identified two cross-cutting conceptual elements: both attractions and resources are natural or cultural goods (in the formal sense) and have the capacity to inspire visits (in the functional sense). A review of existing classification schemes revealed a widespread focus on the formal aspect. Furthermore, there is a broad exclusion of intangible goods, moveable goods, people, and human groups (Akhabue, 2017). Therefore, Diego (2015) proposed a classification of tourist resources, which utilizes the theoretical basis of UNESCO's heritage classification and that of a previous essay of ours on tourist systems. This new formulation takes into account the following criteria: origin (natural, cultural, or human), materiality (tangible or intangible), and movability (moveable or unmovable). It is actually possible, and in fact common, to find resources with diverse combinations criteria.

Human tourist resources are the novelty in this scheme. Tourist flows can be driven by individuals (artists, athletes, political and religious leaders, scientists, and intellectuals) and social groups (e.g., aborigines, blacks, hippies, cowboys, gypsies, and Mennonites), past and present, and even fictional ones (although fictional characters can also be classified as cultural resources, they are included here to facilitate identification and management). Classified separately, human beings comprise bodies (the natural component) as well as meanings (the cultural component) (Kidane-Mariam, 2015). This dual characteristic gives rise to a specific

procedure for converting resources into attractions. Additionally, the classifications of movable, unmovable and intangible closely correspond to living people, mortuary remains, and fictional figures, respectively. With respect to materiality, it is highlighted that intangible tourist resources often are materialized and manifested in tangible attractions. Deliberate materialization of tourist resources is a fundamental procedure in the design and production of attractions. Additionally, the inverse process of materialization, that is, the identification and management of representations associated with material tourist resources, leads to a stimulating intellectual exercise when converting resources into attractions (Diego, 2015).

2.2.3 The Concept of Marketing

Kotler (2012) defined marketing as the process of creating, communicating and delivering superior customer value to a target market at a profit. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other". Businessmen refer marketing as the process of distribution. Marketing, more than any other business function, deals with customers. Creating customer value and satisfaction are the heart of modern marketing thinking and practice. Marketing is the delivery of customer satisfaction at a profit. The two fold goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction.

On other hand, Marketing has been defined by the American Marketing Association as marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user. Marketing is seen as the performance of business activities that direct the flow of goods and services from producer to consumer/user. Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer values of management (Andreasen, Kotler and Parker, 2008).

Marketing management is the process of increasing the effectiveness/efficiency by which marketing activities are performed by individuals or organizations. Based on the aforementioned definitions it is clear, that marketing management is the process of planning and executing the conception, pricing, promotion and distribution of products, services and ideas to enable

exchange between buyers and sellers. The handling of marketing responsibilities clearly calls for a diversity of human talents. These responsibilities require the men who have personality traits which will enable them to do an effective job in dealing with customer (Kidane-Mariam, 2015).

Marketing includes all activities involved in the creation of place, time and possession utilities. Place utility is created when goods and services are available at the places they are needed; time utility when they are needed; and possession utility, when, they are transferred to those who need them. Marketing is the process of discovering and translating consumer needs and wants into product and service specifications, creating demand for these products and services and then in turn expanding this demand. Marketing is the creative management function which promotes trade and employment by assessing consumer needs and initiating research and development to meet them. It co-ordinates the resources of production and distribution of goods and services and determines and directs the nature and scale of the total efforts required to sell maximum production to the ultimate user (Kotler, 2012).

Marketing is the creation and delivery of standard of living; it is finding out what customer wants, then planning and development of a product or service that will satisfy those wants; and then determining the best way to price, promote and distribute that product or service. It is a toted system of business activities designed to produce and distribute want satisfying goods and services to potential customers. Thus marketing encompasses all activities of exchange conducted by producers and middlemen in commerce for the purpose of satisfying consumer demand. New dimension added to the marketing concept is 'Systems Approach'. It is an integrated approach bringing all marketing activities under an integrated whole. Under Systems – approach marketing is defined as an on-going social process for the creation and delivery of standards and styles of life (Abebaw, 2020).

Marketing is a very broad term that is difficult to conceptualize and define. The American Marketing Association defines marketing as the process of planning and executing conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Marketing is concerned with the decisions that relate to a business' customers, competitors, and promotion agencies. Marketing focuses on how customers make choices and how companies should design products, services, and programs to

satisfy their customer needs. Marketing and innovation are the two chief functions of business. It shows effective marketing is important to improve the competitiveness of destinations (Philip, 2017).

2.2.4 Tourism Marketing

Marketing in tourism is concerned with the needs of identifiable consumer groups. Marketing involves much more, including product/service development, place (location and distribution), and pricing. It requires information about people, especially those interested in what to offer (market), such as what they like, where they buy and how much they spend. Its role is to match the right product or service with the right market or audience. Tourism marketing can be defined as the systematic and coordinated efforts exerted by the National Tourist Organizations and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth (Abebaw, 2020).

Tourism marketing is a term which is used to refer to that business discipline by which the visitors are attracted to a particular location which can be a state, a city, a particular heritage site or tourist destination spot, a hotel or a convention centre anything. The location can be anything which has the potential for attracting a tourist who comes to visit a new place. Tourism marketing is associated with marketing strategies in the field of tourism. Today there are many countries in the world, where tourism plays a major role in enhancing their GDP. The places which are more likely to be the major spots for attracting tourists are the places where tourism marketing flourishes the most. Now tourism marketing is all about applying several marketing techniques and strategies to boost the tourism industry of that place (Hitesh, 2019).

Modern marketing is heavily based on the "marketing concept" which holds that businesses and organizations should design their products/services to meet customer needs and wants, focus on those people most likely to buy their product rather than the entire mass market and develop marketing efforts that fit into their overall business objectives. There are five factors in working out a tourism marketing policy tourism product, tourism promotion, the price of the product, the tourist market and the tourist transport. The tourist market is divided into three major segments the holiday tourist, the business tourist and the common interest tourist. The holiday tourist has proved to be very sensitive to price changes. It has been regarded as highly seasonal. Business

tourists are attracted by event attractions in the form of exhibitions, trade fairs and conferences. Common Interest tourists include visitors to friends and relatives, visitors for educational purposes and visitors for pilgrimages (Bakari, 2021).

For a successful tourism marketing to take place, the thing that is required the most is that the brands should speak for themselves in such a way that their voices can be heard in the targeted markets. Also, they need to be really careful in providing services to clients. This is because if the customers are happy with the services chances they will spread the word and this may bring them more customers. In the case of tourism marketing, it becomes easy to find and draw the attention of the targeted customers towards the website by providing encouraging contents. Thus strategic planning and branding is the key to effective tourism marketing. With it is carried out be keeping these two points in mind, chances are that the company that is involved in tourism marketing will be able to gain the advantage over their customers in no time and become a monopoly in the tourism industry (Hitesh, 2019).

Effective marketing of tourism requests constant gearing up of infrastructure to international standards and presupposes its co-ordination with the tourism suppliers. Since the nature of the service marketed being highly intangible and perishable a limited scope can be seen for creating and keeping the distinctive competitive edge. Tourism is an intangible product. In tourism, certain facilities are made available for a specific time and for a specific use. There is close link between production and consumption of tourist services. Since consumption once begun cannot be stopped, the risk for the customer is high and his need for reliable pre-purchase information is strong. The tourist product cannot be provided by a single enterprise. Each of the components of a tourist product is highly specialized and together makes the final product (Duzgun and Yamamoto, 2017).

The main marketing functions in tourism sector include market research, product formulation and development, analysis and selection of target markets, distribution networks and product promotion. Tourist product can be analysed in terms of attractions, facilities and accessibility. Attractions are those elements in the tourist product which determine the choice of particular tourist to visit one particular destination rather than another. Attractions could be in the form of areas of archaeological interest, historical buildings, scenic beauty, events etc. Facilities are those

elements in the tourist product which are a necessary aid to the tourist centre. It complements the attractions which include accommodation, various types of entertainments, picnic sites, and recreation and so on. Accessibility is a means by which tourists can reach the area where attractions are located (Nischay and Garima, 2012).

2.2.5 Tourism Marketing Mix

Marketing mix is originating from the single P (price) of microeconomic theory .The main reasons the marketing mix is a powerful concept are It makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists; and - The components of the marketing mix can change a firm's competitive position. The marketing mix is well-defined as a combination of all of the factors at a marketing manger's command to satisfy the target market. He regrouped Borden's 12 elements to four elements or 4Ps, namely product, price, promotion and place at a marketing manger's command to satisfy the target market.

According to Duzgun and Yamamoto (2017), the marketing mix for tourism services have been expanded in to 7 pillars by encompassing people, process and physical evidence in addition to the original four variables. The number of "Ps" in travel, tourism and hospitality marketing should be ten. These include product, price, place, promotion, partnership, packaging, programming, positioning, people and planning. The marketing mix is composed of 12 factors including Timing, Brands, Packaging, Pricing, and Channels of distribution, Product, Image, Advertising, Selling, Public Relations, Service Quality and Research. It was stretched tourism marketing pillars into nine; by adding programming, partnership, packaging, positioning and people on top of the four traditional marketing pillars. It was disclosed that the marketing mix for any service industry including tourism comprises of eight pillars. These include product, process, place and time, productivity and quality, promotion and education, people, price and other user costs, as well as physical evidence (Getahun and Dhaliwal, 2017).

Marketing mix in tourism is largely a complex group of several factors intervening to achieve the marketing 'end product' which is increased effectiveness in demand output in relation to supply and marketing investment by tourist enterprises. A tourist enterprise with a combination of specific activities can decided which specific activity to use, how it is to be used, when and

where to use and what resources are to be allocated to them. The different elements in the mix may be seen as coordinating or replacing each other as compliments or substitutes (Adewale, 2016). While designing the promotion strategy for services, it should be kept in mind that the customer relies more on subjective impressions rather than concrete evidence. The customer is likely to judge the quality of service on the basis of the performer rather than the actual service. The customer finds it difficult to evaluate its quality and value as it is difficult to sample the service before paying for it. But the methods used for promotion of services like advertising, personal selling, publicity and sales promotion are the same used in the promotion of products (Abebaw, 2021).

2.2.6 Tourism Promotion Practices

This is the fourth pillar of tourism marketing. In this numerous of different strategies and technologies are used for the promotion of any specific area or a tourist destination. In fact, the trade magazines and the meeting planners are also an efficient way for promotion purposes. These often come with many discount coupons, brochures, etc. also they try their targeted customers to come across the ads that pop up on the website to make them aware of the various tourist places (Hitesh, 2019). Tourism promotion means actions and expenditures designed to increase domestic and international tourism and convention business, including, but not limited to, promotion, branding, advertising, publicizing, marketing, and the preparation and distribution of information for the purpose of encouraging and welcoming travellers, visitors, and tourists to the Skagit County TPA (Akhabue, 2017). Such activities include, but are not limited to, strategic planning, market research, creative development, media placement, metrics, sales activities, and designing, hosting and communicating about events relating to promotion and marketing of the Skagit County TPA, operating tourism destination marketing organizations, or contracting with such organizations or other similar organizations, to administer the operation of the Skagit County TPA, and administration, operation, start-up costs, and management support for such services, including, but not limited to, overhead costs (including office rent, supplies, equipment and administrative costs incurred by the Legislative Authority arising out of its role as the Legislative Authority for the Skagit County TPA), staff costs, public notice advertising, legal and accounting costs, and auditing costs, including audits of the Parties and Consultant relating to or arising from this Agreement (Duzgun and Yamamoto, 2017).

Tourism promotion means activities, operations, and expenditures designed to increase the number of visitors at a destination and to maximize the utilized capacity of a tourist business including but not limited to advertising, publicizing, or otherwise distributing information for the purposes of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists (Getahun and Dhaliwal, 2017). Today, when positioning tourism business is a growing challenge; marketing organizations are turning their focus to promotional efforts. An effective advertising campaign is the most important aspect in the successful development of a tourism business. Careful planning and creative ideas are the key success factors. Usually, in effective promotional campaign tourism marketing organizations offer market research, web-marketing services, commercial promo and also creative ideas to make a tourism business more attractive. As the industry and the way we interact online evolve, they develop more interesting and innovative ways for marketing, including promotion through social media (Akhabue, 2017).

Promotion is the role of the marketing mix in tourism. It encompasses all of the ways that the company markets and advertises the business. This may include typical types of marketing, such as placing ads in tourist magazines and offering discount coupons in travel guides. It may also include going from hotel to hotel in the area and leaving a postcard or flier for the service at each hotel room door. Promotion as a marketing mix element is intended to provide support for the placement of product in the tourism market and to create awareness about it, create the image, and finally and most importantly to conduct it's positioning in the market. In a word, the goal of the promotional mix is to provide a favourable image of the tourism product to potential tourists and thus enable it to be their first choice (Getahun and Dhaliwal, 2017).

Given the aforementioned, it can be said that the aim of promoting tourism is to create a positive image, the image of tourism organization and destination, thereby improving the position in tourist market. It gives the right information at the right time in the purchase of travel services. It also provides assistance to distributors in creating acceptable offer for less integrated tourist destinations (products). In a word, the goal of the promotion is to incite preference for one or more services of the tourist organization, destination, which is achieved by transmitting a clearly defined, consistent message. It is of crucial importance to determine the specific instrument of a

defined promotional activity, budgets and media (and within it the vehicle). There are many instruments of promotional mix, but the most important are: economic propaganda, public relations, sales promotion, personal selling, publicity and direct marketing (Engda, 2020).

2.2.6.1 Advertising

Advertising is a means through which products, services and ideas of organizations are brought to the public knowledge. It persuades and reminds the audience of their continuous support of the advertised item. Advertising activities in the tourism industry are diverse. The precise mass media mix depends on a number of factors (Alimpic, Peric and Mamula, 2020). In general, newspapers and magazines are considered the most productive means of reaching potential visitors through advertising. Major newspapers bring travel sections, which combine advertising space with informative travel articles. TV has no doubt a very large coverage and is an excellent medium; however high cost often excludes strained DMOs from making use of it. For NTOs, inclusion in travel brochures is important and trade press advertising is a main vehicle for creating awareness amongst travel intermediaries and is usually launched to run parallel to any general advertising campaign. This raises also the issue of balancing the DMOs or NTOs image advertising with what the industry has to offer and is prepared to live up to, in other words there is an imperative need to coordinate and thus secure agreement for advertising messages (Bakari, 2021).

2.2.6.2 Sales Promotion

Sales promotion is a range of price and value techniques intended within a strategic framework to attain specific objectives by changing any part of the marketing mix, normally for a defined time period. The important phrase is 'add value'. 'Value promotions' essentially give an extra benefit. Ways to add value are to offer extra features, such as a free mail-in item, a chance to win a prize, a special container or some other benefit over and above the normal product offering. It often has a positive impact on brand value (Akhabue, 2017). There are sales promotions that cut price, often called a 'price promotion'. Such promotions offer the concept at a reduced price, with a favourable finance deal, on a buy-now, pay-later basis, or with a coupon against the present or future purchase. In doing so, there can be a negative impact on brand value –

particularly if it is a 'me too' price offer. In sales promotion, discounts are the tool by which consumers are most motivated to pursue impulsive purchases. Also, free samples and demonstrations and product rehearsals are very effective, while loyalty cards are the most ineffective (Alimpic et al., 2020). Without properly incentivizing people on what is available, it will be impossible to show them what they are missing. Sales support comprises the production and distribution of printed information material either directly to the potential visitor or to the trade as the material intended to offer the essential knowledge of the place product. Similarly, sales representatives are an essential part of the sales support assumed to the travel agents and tour operators, who at the same time can provide valuable feedback about the market place (Engda, 2020).

2.2.6.3   Personal Selling

Personal selling as a mean of promotion enables direct face to face contact with potential tourists, which allows direct interaction between the seller and the customer of travel services. In this way, a seller is able to establish concrete and specific needs of the customer and based on that implement a sales presentation. With such a defined communication, a seller is able to solve the specific problem that a customer may have. It is particularly suitable when the tourism activity is involved and for hotel organizations operating in the chain. It is the most important, the most effective and the most costly form of promotion. It is the best means of oral or face-to-face or direct communication (Bakari, 2021). Personal presentation influences sales positively. This is form of person-to-person communication in which a seller efforts to assist and/or convince prospective buyers to purchase the company's product or service or to act on an idea. Different from advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. This communication gives the marketer communication flexibility; the seller can see or hear the potential buyer's reactions and modify the message accordingly. The personal, personalised communication in personal selling allows the seller to tailor the message to the customer's specific needs or situation. It also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions. Its efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service (Alimpic et al., 2020).

Many firms have made the strategic decision to hire sales representatives to create reliable connections and increase client satisfaction. This is based on the supposition that a reliable sales representative can be important in advancing the firm's goal to raise the financial and nonfinancial happiness of an organizational customer. The 4Ps (Product, Price, Place, and Promotion) are covered by the marketing mix framework, which Salesforce's marketing strategy uses to examine the brand. There are numerous marketing tactics, such as pricing strategy, promotion planning, and product innovation. These commercial strategies, which are based on the Salesforce marketing mix, aid in the brand's commercial success (Alimpic et al., 2020). Sales force promotion is a tactic to increase the sales team's drive to market and sell the business's goods. The sales team is the conduit that connects a business with its clients. They serve as both the company's and the consumers' representatives in communication flows (Abebaw, 2020).

2.2.6.4 Public Relations

The idea of the public in the process of value formation for the touristic offer is tremendously significant, which also highlights the promotional instrument, public relations that have a long-term interest for a specified tourist organization. Nurturing public relations adds to establishing and cultivating the image of specific tourism organizations, and thus indirectly effects its favourable positioning in the perception of potential tourists. Sales promotion reassures more buying, and is therefore focused on immediate results. After this, the long term objectives should be taken into account and should not be compromised (Šerić and Marušić, 2019). This instrument of promotional activities focuses its work on segments, distribution channels and personal sales staff. Publicity can be seen as an integral part of public relations. It suggests placing of commercial news or news through the mass media that the company does not pay. At that juncture, the ascertainment is clear that the publicity success depends on good relations with the media. Public relation has been identified as the effective way of delivering message to the targeted group to that will influence people. Media publicity of events will increase the image of tourist destination, so as to enhance the attraction of tourism product destination more effectively (Aldebi and Aljboory, 2018).

2.2.6.5 Interactive Marketing

Interactive marketing can be the result of customers, providers, and technology (or some subset of the three) interacting in real time to produce the service. Interactive marketing occurs in the moment of truth when the customer interacts with the organization and the service is produced and consumed. Interestingly, Promises are kept or broken and the reliability of service is tested every time the customer interacts with the organization. Direct marketing involves distribution of products, information and promotional benefits to target customers through interactive communication, in a manner that allows gauging their reaction as a new method of direct communication with consumers (Šerić and Marušić, 2019). It is considered by a high degree of accuracy in targeting, obtaining direct and rapid response by the customer, but also easy and fast measuring of marketing activity effects. A video promoting a service takes determinate effects in sales and raising the recognisability of the brand on the new technologies like Internet. Additionally, it also establishes a continuance of the path to being positively illustrious from the competition. SMS marketing was acknowledged as one of the ways and any kind of advertisement with low budget. It has known as one of the cheap and easy methods for communicating the consumer to promote the products (Duzgun and Yamamoto, 2017). Customizing destination promotional mix to fit global touristic standards ensures efficient destination positioning but includes higher investment Word-of mouth communication shows developing perception from the information get from friends, families, relatives and informal information channels. Mobile marketing is a way to reach the consumer with their personalized devices. It is getting more important due to its cheap, easy, and fast features (Šerić and Marušić, 2019).

2.2.7 Tourism Promotional Challenges

In their study Mesfin and Berhanu (2017), identified the major challenges of promotional and marketing activities include: destination management and general administration problems, lack of budget, lack of skilled man power, and bad image of the area in the eyes of the visitors. Besides these mentioned above, there are many other issues such as the high printing price of brochures and posters, limited distribution of promotional materials, lack of attention from all tourism industry stakeholders, absence of tourist information centre and local travel agent, lack of tourist route map and tourist guide book, absence of quality website and documentary film; absence and poor quality of banners, magazines and fliers in both their content and structure.

Kidane-Mariam (2015) also included challenges as poor image abroad, poor marketing and promotion, lack of well-developed tourist related infrastructure and services; lack of knowledge about tourism, low level of human capacity both at managerial and operational levels, no obligatory nature of legislation; concentration of institutional capacity at the capital city, Addis Ababa; contradictory rules, regulations and expectations at national, regional and local levels as critical challenges facing Ethiopian tourism whereas Ethiopia's diverse physical and cultural resources provide excellent opportunities for the development of tourism.

Further, Abebaw (2020) stated that the main challenges that limit the effectiveness of the tourism sector included financial constraint, lack of managerial know-how, infrastructure decay, slow policies development and implementation, security concerns, effective legislation and lack of effective tourism publicity. In general, there are numerous tourism marketing challenges such as over-enthusiasm or misreading the direction of the debate, imagine that 'green' performance improvements are a guarantee of market success on the product or offering has to work on its own terms, forget that all forms of evolution including product evolution that involve intense continuing adaptation to environmental (or market) conditions and lack of innovate and communicate.

Bakari (2021) also listed numerous challenges identified in the literature that impede maximum realization of the potential in domestic tourism. The challenges are at various levels in different destinations in that whereas some are policy and marketing related issues at destination management level, others are more to do with socio-cultural and socio-economic aspects within destinations. The major challenges impede the development and growth of sustainable domestic tourism included lack of investment, lack of policy and planning, low technological development, nonappearance of a comprehensive plan for tourism development, failure to create competitive tourism product, Crime and grime, limited economic benefits are being derived from events, and lack of public and private sector partnerships.

Akhabue (2017) also stated that the mix of traditional citizens and non-traditional travellers can often be a recipe for disaster, and 'differences in cultural behaviour can be great that mutual understanding is replaced by antipathy. These differences are often attributed to the highly unequal distribution of power and influence. When acknowledging the cultural divide, it is important to identify the owners of a country, to ask who controls the interpretation of its

heritage, how its indigenous people and other minority groups are portrayed and who protects, controls or sells culture to the tourist. In view of this challenge, there is an urgent need for government in developing nations to develop policy on tourism that will promote mutual understanding between traditional citizens and non-traditional citizens (Bakari, 2021). In most third world countries, there are no clear strategies for development in general or for tourism in particular, and tourism has not been integrated with other economic sectors. Organisation of the tourism sector has been inadequate which has contributed to the lack of profitability in many operations, and promotion prospects are poor, with massive reliance on expatriate staff. Above all, the major setback is inadequate training (Akhabue, 2017).

2.2.8 Theories of (Tourism) Promotion

In tourism marketing, various theories have been employed to understand for promoting domestic tourism. The strategies for promoting domestic tourism in this was conceived and developed in the foundation important theoretical frameworks.

2.2.8.1 Push-Pull Theory

According to Bakari (2021), this theory offers that people travel because they are pushed by internal and pulled by external forces. In other words, these forces designate how individuals are pushed by motivational variables into making a travel decision and how they are pulled or attracted by the destination area. Regarding push factors, they are the needs and want of the traveller, are the explanations why people want to get away from their regular place of residence, at the same time as pull factors are explanations for going to particular destinations. It was also noted the push and pull factors have been mostly considered as relating two separate decisions made at two separate points in time. These factors focus on whether to go and the pull deals with where to go. People travel because they are pushed by their own internal forces and simultaneously pulled by the external forces of a destination and its attributes. In this background, the push deal with tourist motivation and pull signifies the specific attributes of the destination. Consequently, push factors are the ones that predispose individuals to travel, whereas pull factors help contribute to the formation of travel experiences and destination selection decisions.

This study largely notes that people travel because they are pushed or pulled by the forces of motivations. Push factors are referred to as the socio-psychological constructs of the tourists and their environment that predispose the individual to travel or to participate in leisure activities, thus affecting travel decisions and demand. On the other hand, given the meaning of push factors, they seem to be more stable and do not vary as much across destinations. The consideration of push and pull motivation shows that the number of pull factors included in the studies seems to be larger than the number of push factors. This finding may be attributed to the fact that pull factors could have much importance in determining travel motivation when compared to pull factors. This discovery is in line with the study objective of inculcating tourism issues to school will make them potential domestic tourist when they grow up.

2.2.8.2   Attention, Interest, Desire and Action - AIDA Model

This model was established to characterize the steps a salesperson need take a customer through in the personal-selling process. It precisely portrays the buyer as passing successively through attention, interest, desire, and action. The salesperson must first get the customer's attention and then arouse some interest in the firm's product or service. Strong levels of interest should create desire to own or use the product (George and Michael, 2003).

This model signifies this study as its action stage in the AIDA model involves getting the customer to make a purchase commitment and closing the sale. To the marketer, this is the most significant stage in the selling process, but it can also be the most difficult. Companies train their sales reps in closing techniques to help them complete the selling process.

2.2.8.3   Hierarchy of Effects Model

This model was developed by Robert Lavidge and Gary Steiner as an example for setting and measuring advertising objectives. This model displays the process by which advertising workings; it undertakes a consumer passes through a series of steps in sequential order from initial awareness of a product or service to actual purchase (George and Michael, 2003).

This model signifies this study as it has become the groundwork for objective setting and measurement of advertising effects in several companies. Advertising communication may not lead to immediate behavioural response or purchase; rather, a series of effects must occur, with

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each step fulfilled before the consumer can move to the next stage in the hierarchy. A basic principle of this model is that advertising effects happen over a period of time.

2.2.8.4   Innovation Adoption Model

This model was progressed from work on the diffusion of innovations. It actually represents the stages a consumer passes through in adopting a new product or service. Like the other models, it says potential adopters must be moved through a series of steps before taking some action (in this case, deciding to adopt a new product). The steps preceding adoption are awareness, interest, evaluation, and trial. The challenge facing companies introducing new products is to create awareness and interest among consumers and then get them to evaluate the product favourably (George and Michael, 2003).

This model signifies this study as the best way to evaluate a new product is through actual use so that performance can be judged. Marketers often encourage trial by using demonstration or sampling programs or allowing consumers to use a product with minimal commitment. It assumes the receiver in a persuasive communication situation like advertising is an information processor or problem solver.

2.3   Empirical Literature Review

Tourism promotion is the key strategy for the success of a destination, which can result in economic empowerment, community development and poverty alleviation. Accordingly, studies have been conducted in Ethiopia and abroad in relation to tourism promotion.

Aldebi and Aljboory (2018) recognized the impact of the tourism promotion-mix elements – which are represented in advertisement, publicity, public relations, personal selling, and sales promotion -on the foreign tourists' mental images of the Jordanian tourist destinations. Therefore, the sample of the present study was selected from Amman / Jordan and consisted from three hundred (300) foreign tourists. The tourism promotion-mix elements are considered independent variables and the foreign tourists' mental images of the Jordanian tourist destinations are considered a dependent variable. Several statistical methods were used to test the study's hypotheses and provide answers for the study's question. It was concluded that the

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

Brees, Ahmad and Al-Hamiri (2014) investigated the impact of the promotional-mix of tourist services on achieving satisfaction among tourists: A field study in tourist facilities in Karbala' / Iraq. The latter researchers concluded that the tourists visiting Karbala' are satisfied about the services provided to them. It was concluded that the promotional mix elements –represented in advertisement, publicity, public relations, personal selling, and sales promotion –have a positive impact on achieving satisfaction among the tourists. In the latter study, personal selling is ranked first (82 %), followed by advertisement, and publicity (64 %). Sales promotion is ranked last (20 %). That means that the latter element is the least influential one.

Many studies have been conducted in relation to tourism marketing and promotion practices and challenges in different African countries. For instance, Adewale (2016) studied on the task, challenges and strategies for the marketing of tourism and relaxation services in Nigeria and fond that various social, cultural, political and technological challenges serve as an impediment to the achievement of this feat. He also added the manifestation of criminal activities in Nigeria. He maintained that crime is a potent threat to the National security of Nigeria. He further argued that there are three levels of security risk that Nigeria faces. The first level comes from the increased violent crimes, from simple robbery to armed robbery, carjacking and violent attacks, second is direct attack or blackmail, which include kidnapping for ransom and vandalizing of facilities, and the third is the incidence of inter-communal and religious clash. This study found that various social, cultural, political and technological challenges serve as an impediment to the achievement of effective tourism sector.

Ngozi (2018) explored the various religious practices in Nigeria that threaten the regional development of tourism and also to proffer how well religious activities could be exploited in promoting tourism in the country. Religion encompasses the belief in superhuman force(s) that govern the universe. This belief controls the entirety of human actions and inactions and therefore, can be used and abused. Among scholars the duality of religious function has continuously fuelled unending debate as it can instigate development and simultaneously destruction, especially in a multi-religious nation. Nigeria in all its regions is endowed with unique natural and cultural resources of immense benefit to tourism development if regularly consumed by tourists. The consumption of these tourist attractions are beset with challenges emanating from religious beliefs. These pose a huge threat to tourist safety and security and consequently restrict tourist inflow, dwindle the financial earnings and deter tourism promotion in the affected regions. This study employed a desk research method explores religion induced crises and possible ways of managing them for the enhancement of effective tourism promotion and regional sustainability.

Akhabue (2017) explored the current challenges and prospects of promoting tourism in developing economies. This study shows clearly that the present challenges include inter alia, the following: (a) Government inability to formulate and implement progressive policies on tourism (b) the current fight against terrorism (c) unequal distribution of power and influence within the cultural divide (d) structural imbalances in overall development pattern in developing economies (e) cultural clashes. In terms of prospects, this paper identified the following-(a) alleviation of poverty (b) employment opportunity (c) development of collective community income (d) equitable management of resources between tourists and local people (e) the issue of corporate social responsibility. To be sustainable, tourism in all economies and especially in developing nations must be economically viable. It thus needs to be carefully promoted and strive to meet the needs of society, while also protecting the environment and cultural heritage upon which it relies, and in this way, it will continue to deliver benefits without disadvantage to current and future generations. Finally, the study discussed at length some important measures the Government in developing economies must adopt to promote tourism.

Bakari (2021) studied on challenges facing domestic tourism promotion in Serengeti National Park and Tanzania in general. Serengeti National Park as one of the marketing entity for

Tanzania Tourism has a responsibility to develop and promote Tanzania Tourism locally and internationally. Data was collected by using questionnaires and observations. Different respondents with different age, title, education and work experience filling questionnaires, and interviews whereby steered at that particular time then data were analysed using both descriptive and inferential analysis. Findings of the study were considered to be constructive and indicated that lack of domestic tourism promotion marketing packages , absence of domestic tourism development and marketing policy and strategy , lack of attention from domestic tourism business sectors ,lack of attention from the government towards domestic tourism, poor service quality to domestic tourists, poor attitude of the government bodies towards domestic tourism, low per capita income of the country and high cost of services at Serengeti National Park destination are the major challenges that hinder the growth of domestic tourism. The study is concluded by recommending the intensive participation of the MNRT in plans, efforts, and combination of approaches in promotion activities and marketing domestic tourism at SNP and other Park within the country.

Furthermore, several studies have been conducted in relation to tourism marketing and promotion. For instance, Abebw (2020) analysed the tourism marketing practices, challenges and strategies in Addis Ababa. This study used descriptive research design and distributed 390 questionnaires for local and international tourists, tour operators and employees. Accordingly, the study found that the practices of tourism in Addis Ababa exhibited inferior and insufficient physical facilities, poor positioning strategy, improper usage of technology, unexpanded resource and development activities and legal activities impede tourism marketing in Addis Ababa. The independent test analysis shows that tourists, tour operators and employees responded similar marketing challenges in legal, economic, technology, Socio-cultural, top management, human resource, research and development and resource availability aspects. For this reason, the study recommends that additional policy support can be provided to tourism sectors in Addis Ababa. These include import tax cuts in communication equipment like radio or satellite telephone; camping equipment like convenient tents and providing standard tourist service products like parks, credit provision, market information, training, etc. that needs to reform Ethiopian tourism legal and investment privileges frameworks to create a responsible tourism practice at the first place and currently has become an established area of tourism research and development pertaining in enhancing the current tourism development in the country.

Mesfin and Berhanu (2017) studied the practices and challenges of promoting major tourism destinations of Bale Zone for Sustainable Tourism Development in Ethiopia. This study used mixed research methodology to achieve the objective of the study. Since the aim of this study was to assess the practices and challenges of promoting Bale Zone major Tourism Resources for Sustainable Tourism Development the research was typically descriptive in nature. In this study, both primary and secondary data was gathered. The data was collected through extensive, questionnaire, interview, focus group discussion, and field observation. To gather the needed primary data, 357 samples were selected from domestic and overseas tourists who have visited BZTD in 2014. The collected data were coded, processed and analysed with the help of SPSS. The finding of the study revealed that the promotional and marketing activities of Bale Zone failed to meet their ultimate goal to become an important tourist destination because of the absence and limited nature of promotional practices, budget shortages, lack of attention from stakeholders and critically, a lack of skilled manpower. In particular, awareness problems, absence of good governance, and lack of cooperation between stakeholders aggravated problems which prevent sustainability.

Kidane-Mariam (2015) examined the opportunities and challenges of tourism development in the Upper Rift Valley corridor extending from Addis Ababa, the capital city, to Nazret-Sodere, Shashemene-Hawasa and Debre Berhan-Ankober. Based on field visits and semi-structured interviews of key private-public stakeholders and archival research, the study argues that the corridor has tremendous opportunities for developing a spatial/geographical pattern of tourist destinations ranging from single destinations, to en-route, base camp, regional tour and trip chasing ones. In spite of a long history of promotion and development, Ethiopia's tourism industry is in its initial stages of development. Changes in governance systems have resulted in different social constructions of the role of tourism in national development. Since 1990s, the partial opening up of the economy to private investment, the liberalization of national economic management and a modicum of political decentralization of administration and decision-making have contributed to significant growth in both the number of inbound tourists and the generation of foreign exchange.

2.4   Research Gap

This study found that previous studies ignored the practices and challenges of tourism in Addis Ababa and focused on specific tourist areas. For example, Mesfin and Berhanu (2017) studied the practices and challenges of promoting major tourism destinations of Bale Zone and Kidane-Mariam (2015) examined the opportunities and challenges of tourism development in the Upper Rift Valley corridor extending from Addis Ababa. Other studies engaged in tourism development in general rather than focusing on tourism promotional mix. For example, Bakari (2021) studied on challenges facing domestic tourism promotion in Serengeti National Park and Tanzania in general. Moreover, Akhabue (2017) interested in studying the promotion of tourism in developing economies: challenges and prospects.

Addis Ababa has iconic resources for tourism, such as the wild life, and ecological resort, a rich cultural heritage and a captivating struggle history. To sum up, this research is based on the perceived gaps in the foundations of tourist management (public); that is, upon knowing and assessing the raw material to be converted. It is hoped that this is an invitation to re-think or think more in-depth about the principles of tourism as an object of study and management and as a scientific discipline. In general, Ethiopia is very unique destination with several world cultural heritage sites but it is not well known by people in and out of Ethiopia or Addis Ababa due to poor promotion strategies.

2.5   Conceptual Framework of the Study

This part of study presents the conceptual framework models for studying the research problem. This may start with the tourism promotional practices based on promotional mix elements including advertising, public relations, sales promotion, and interactive marketing. As per the study of Abebaw (2020), marketing in tourism has its own specificity, which arises from the fact that the tourism product is a service. Internal and external challenges were not properly applied and analysed. The main challenges of tourism market as high growth and development rates, infrastructure development, the introduction of new management and educational experience and socio-economic development complications. As per the description of George and Michael (2003), it needs a series of steps a receiver goes through in being persuaded constitutes a response hierarchy. The models – AIDA model, Hierarchy of effects model, Innovation adoption

model and Information processing model are basically similar to awareness and knowledge, and yielding is synonymous with liking. These models are important since most promotional campaigns are designed not to motivate consumers to take immediate action but rather to provide information they will use later when making a purchase decision. These models can also be useful as intermediate measures of communication effectiveness. The marketer needs to know where audience members are on the response hierarchy. They are useful to promotional planners from several perspectives. First, they delineate the series of steps potential purchasers must be taken through to move them from unawareness of a product or service to readiness to purchase it. Second, potential buyers may be at different stages in the hierarchy, so the advertiser will face different sets of communication problems. Marketers of a mature brand that enjoys customer loyalty may need only supportive or reminder advertising to reinforce positive perceptions and maintain the awareness level for the brand.
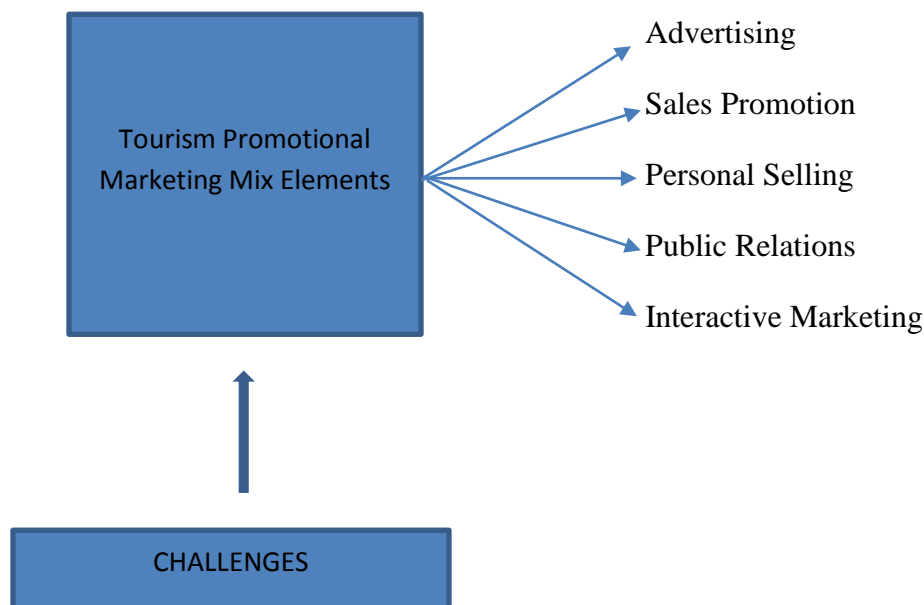
Figure 1 Conceptual framework of the study

Adapted from Abebaw (2020) and Bakari (2021)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section looks at the methods to be used in order to achieve the objectives of the study. It describes the research design, data source, and data collection methods used in the study. It also identifies the target population for the study, the sample size and frame, sampling technique, and other methods of study. In addition, it presents instrument reliability and validity test mechanisms.

3.2 Study Area Description

This study was conducted in Addis Ababa, the capital of Ethiopia. It is a unique city in East Africa.
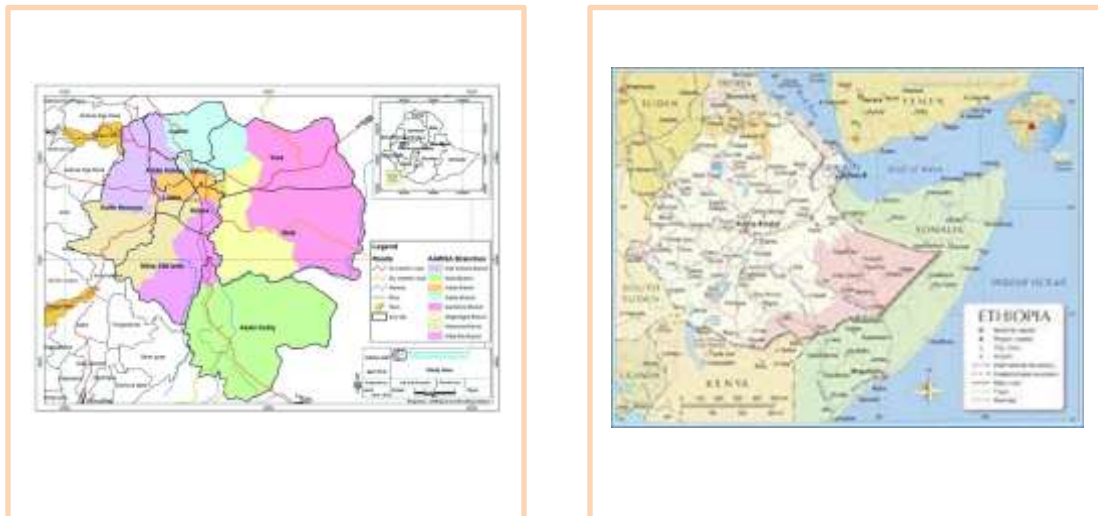
Figure 2 Map of Ethiopia and Addis Ababa

Source: Google Map and Search, 2022

The city is located almost in the centre of the nation, in the foothills of Mount Entoto, about 2,500 m (8,200 ft) above sea level. Addis Ababa, also spelled Addis Ababa, is the capital and largest city of Ethiopia. It is located on a well-watered plateau surrounded by hills and mountains in the geographic center of the country. Addis Ababa is the educational and administrative center of Ethiopia (Addis Ababa City Administration, 2022).

3.3 Research Approach

In this study, the researcher used mixed-method research (both qualitative and quantitative research approaches). When the strategy for research has been well-organized as the condition of classification, research can be approached as qualitative, quantitative, or mixed. Qualitative research is more subjective than quantitative research since it focuses on the intangible components of a research topic, such as values, attitudes, and perceptions. Quantitative research, on the other hand, focuses on gathering and analyzing numerical data; it focuses on quantifying the scale, range, frequency, and other characteristics of events. In addition, mixed-method research combines quantitative and qualitative data gathering and analysis into a single study or research program (Creswell, 2014).

3.4 Research Design

The study used a descriptive research design in general. Research designs are created to allow researchers to answer research questions in the most legitimate, objective, accurate, and cost-effective way possible. The research design serves as a solid foundation for the entire study. It is needed because it facilitates the smooth functioning of the various research operations. It makes the research as efficient as possible by giving maximum information with minimal expenditure of effort, time, and money. Descriptive study stems from prior knowledge and is concerned with describing specific phenomena; it is a means to an end rather than an end since it encourages future explanation (Tekabe, 2016). The present research study is of the descriptive type in its methodology and focuses on the various aspects of promotion activities and challenges related to tourism in Addis Ababa. This study offered a comprehensive picture of the Addis Ababa tourism promotion and explained its promotion mix elements, practices, and challenges through a tourism marketing scenario.

3.5 Data Type and Sources

The researcher used both primary and secondary data. Both primary and secondary data sources were employed in the investigation. The primary data was collected through a questionnaire from employees of tourism-related actors and organizations. In addition to the questionnaire, primary data was collected from an interview checklist, articles, and journals. It is believed that primary data is the information that the researcher finds out about a specific topic. The main benefit of this type of data was that it was supposed to be collected with the purpose of the research in mind. It implies that the information resulting from it was more consistent with the research questions and objectives.

Primary data is a type of data that is gathered by the researcher for his or her own purposes. It was used to obtain quantitative primary data from tour operators and hotels. Moreover, qualitative data was gathered from the Ministry of Tourism, the Addis Ababa Culture and Tourism Bureau, Tourism Ethiopia, and Ethiopian Airlines. While secondary data is gathered or compiled by others, the researcher is the secondary beneficiary of this data.

3.6 Target Population and Sampling

3.6.1 Target Population

The researcher used the target population to generalize the results of the study. Therefore, the total target population of the study was 590 employees composed of 125 employees of Addis Ababa culture and tourism office and 85 employees from Beatification and Park Administrations, employees of selected hotels in Addis Ababa, 50 employees from Addis Ababa Museum and 250 tour operators who are working in Addis Ababa (Source: Addis Ababa City Administrations Culture and Tourism Office, 2022). These employees included marketing, finance, planning, promotion, tourism as well as public relation staffs.

3.6.2 Sample Size Determination

In this study, the sample size was calculated based on the known sampling formula called Yamane's formula for calculating sample size. The below formula is used for the total sample population, in which N = 996 with ±5% precision. Assuming 95% confidence level and p =0.5, it

helps to get the sample size as. Therefore, sample size of the study was 590 respondents. This study uses Yamane's formula for calculating sample size. Yamane (1967) suggested another simplified formula for calculation of sample size from a population which is an alternative to Cochran's formula. According to him, again, taking 99% confidence level with ±5% precision, the calculation for required sample size was as follows--

$$n = \frac{N}{1+N(e)^2} \quad \text{................... Equation 1}$$

$$n = \frac{590}{1 + 590\,(0.05)^2}$$

$$= 238$$

Where n = number of sample size and N = Total number of study population e= level of confidence to have in the data or degree of freedom which is 95% apply for this study with 5% error. The sample size was 238 respondents.

Table 2 Sample Size Determination

No	Attendants	Total Population	Proportion	Sample size
1	Tour Operator	250	0.40338983	101
2	Government Employees	260	0.40338983	105
	Addis Ababa culture and tourism office	125		50
	Addis Ababa Museum	50		20
	Park Administration	85		34
3	Employees of selected Hotels	80	0.40338983	32
	Total	590		238

3.6.3 Sampling Techniques

3.6.3.1   Respondents' Selection

To select the respondents, this study used probability sampling specifically stratified sampling based on tour operator, government employees, Addis Ababa culture and tourism office, Addis Ababa museum, park administration and employees of selected hotels and then it used proportional sampling and finally it employed random sampling techniques for questionnaire which distributes to be full filled in a self-administration manner and probability sampling specifically random sampling technique for the event selection. Sampling is the process of obtaining information about an entire population by examining part of it.

There are a total of 44 star-rated hotels found in Yeka and bole Sub Cities in Addis Ababa. From these, the researcher selected six star rated hotels. From these, the researcher selected six star rated hotels. These employees are found from this hotels; the total number taken from each hotel's sales centers included Saro-Maria Hotel Bottom of Form, Golden Tulip hotel, Best Western Hotel, Friend Ship Hotel, Harmony Hotel, Azziman Hotel and Mariott Hotel. These hotels were selected based on their potential to serve tourist, near to the data collection area and their expansion rate in serving tourisms.

3.6.3.2 Interviewees Selection

The research study is designed to assess and analyse the practices and challenges of tourism promotion in Addis Ababa. The non-probability sampling method was chosen to selected interviewees because it is the most commonly associated survey based research method that helps to make inferences from the sample about a population so as to answer the research questions and to meet the research objectives. In this study, 15 individuals were selected for face to face interview that were held tourism marketing or promotion experts at Ethiopian Airlines,

tourism Ethiopia, Ministry of Tourism and Addis Ababa Culture and Tourism Bureau. One expert was chosen from each based on purposive sampling method due to appropriateness to respond to interview questions.

3.7 Data Collection Methods

The data was collected by questionnaire and organized and tabulated to describe the state of happenings. As well, an interview checklist was prepared and collected qualitative data.

3.7.1 Questionnaire

Questionnaire is used for data collection since it was easy to get a wide range of data in a short period of time from each respondent. It is adapted from Ngozi (2018) for challenges of Tourism promotion and Abebaw (2020) for tourism marketing practices and strategy. The designed questionnaires included both close and open ended questions. Five point Likert scale items are helpful to measure tourism promotional practices and challenges using five point Likert scale measurement is commonly recommended to be more appropriate and easier to understand by the respondents and it is the common rating scale that allows respondents to rate quality from high to low or best to worst.

3.7.2 Interview

Interview sessions were prepared to gather pertinent information about assess and analyse the practices and challenges of tourism promotion in Addis Ababa. The study applied both face to face and phone interview due to Covid 19. It tried to cover up to fifteen officers, employees and managers who were working in five various organizations related to assess and analyse the practices and challenges of tourism promotion in Addis Ababa.

3.7.3 Document Analysis

According to Babbie (2010), document analysis is the study of recorded human communications, such as books, websites, paintings and laws. It is a method of data collection which involves analysis of content from written documents in order to make certain deductions based on the study parameters. Document analysis is a method of data collection which involves analysis of content from written documents in order to make certain deductions based on the study

parameters. The method is mainly used in qualitative research as a method of qualitative analysis. In this study, annual reports of Addis Ababa tourism and culture office (unpublished from 2021 to 2022), web sites and applications were reviewed.

3.8 The Credibility of the Research

In this study to reducing the possibility of getting the wrong answer means that attention has to be paid to two particular emphases on research design: reliability and validity.

3.8.1 Validity

Kothari (2019) defines as content validity of a measuring instrument is the extent to which it provides adequate coverage of the investigative questions guiding the study. In this study, content validity was determined by consulting the expertise of the supervisor and two tourism and marketing experts. These experts and the research advisor looked at every question in the questionnaire and do their own analysis to ascertain that the questions answer research objectives of the area understudy. Recommendations (to continue with the instrument with some correction) from the tourism and promotion (marketing) experts were taken into consideration in order to improve the instruments. Face and content validity is endorsed in order to confirm the appearance, relevance and representativeness of the survey in this study. It is carried out among ten different individuals included tourism promotion experts in this area.

3.8.2 Pretesting

At the same time, the survey also pretested with ten active and willing employees who are working in the same area. Using selected relevant literatures and researches, questionnaire and interview checklist was adapted. Furthermore, the survey was designed based on relevant theories and checked by experts, the instrument used was achieved the requirement to measure the intended issues.

This study conducted a pretesting study to see whether the questionnaires can obtain the results which the study required for meeting objectives and hypotheses of the research. Accordingly, twelve questionnaires were dispatched to different building construction and project experts and specialists to check its validity.

3.8.3 Reliability

The level of reliability of the instrument that is the consistency of the variables were checked with the Cronbach's alpha statistics. Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the underlying construct (Croswell, 2014). The purpose of deriving a scale score by having multiple items is to obtain a more reliable measure of the construct than is possible from a single item. This scale reliability's typically assessed by using Cronbach's coefficient alpha, which can be thought of as the average of all of the inter-item correlations (Geoffrey, David and David, 2005).

Table 3 Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Source of the likert scale items
Advertising	.846	3	Ngozi (2018)
Personal selling	.830	6	Abebaw (2020)
Sales promotion	.831	3	Ngozi (2018)
Public relations	.817	3	Ngozi (2018)
Interactive marketing	.747	2	Ngozi (2018)
Sales Promotion	.794	3	Akhabue (2017)
Challenges of tourism promotion	.898	15	Abebaw (2020)

Source: Survey Result, 2022

Consequently, Cronbach's alpha gives the proportion of the total variation of the scale scores that is not attributable to random error. Abebaw (2020) indicates that more than .75 test results in this regard can be considered as excellent. In this study, there variables of this study were more than 0.75 and they were rated as excellent and concluded that the research data collection instrument was rated as reliable. Consequently, it indicates the reliability of the scales was very

high depicting a very strong internal consistency among the measurement items and the selected instrument accurately measures the variables selected.

3.9 Data Management and Quality

Data was checked for consistency and completeness by supervisors, double-checked by the principal investigator. Data was entered by the principal investigator using SPSS V.25 for cleaning and analysis. The accuracy of data entry was checked by running frequency analysis and making range checks every time. Errors of data entry were corrected by cross-checking with the filled questionnaires.

3.10 Data Analysis and Interpretation

The data collected through the questionnaire was recorded, edited, organized, analyzed, interpreted and presented based on research questions through descriptive statistical tools such as tables, figures, percentages, and standard deviation. Descriptive statistics included the mean and standard deviation used to capture the characteristics of the variables under study. It was displayed in a meaningful and understandable manner to assist in describing and interpreting the results of the research. Descriptive statistics were computed to describe the socio-demographic characteristics of participants and to summarize the respondents' perception on challenges on project management practices. The data was also collected qualitatively have been first transcribed into text, next organized based on the objective of the study and then analyzed by coding, giving meaning, categorization, editing and through thematic organization and descriptive narration.

3.11 Ethical Considerations

The study took into account the well-established and thorough research ethics reminds us that it is unethical to a researcher to present a biased report or not to report the truth as it is. They were informed about their rights to interrupt the interview at any time. Confidentiality was exactly maintained at all levels of the study. Concerning the research ethical conducts, as it is indicated above, all scientific evidence and supporting documents were consulted and properly acknowledged.

The study used an adopted questionnaire as a method of data collection. The respondents were

allowed to give their opinion freely since questionnaires also afford them the anonymity that was required in research. Respondents of the research were informed about the purpose of the research and personal information must be kept anonymous. Moreover, informed written consent was obtained from every study participant. Respondents were guaranteed that the research was used for research purposes only and their views were taken as they respond and a standard question was used. This research was undertaken with proper authorization from the relevant authorities and the university.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the data, analysis and discussion of the research findings including response rate, descriptive statics, and independent test analysis.

4.2 Response Rate

Targeted questionnaires were distributed to opportunely select local and international tourists, operators and employees working at Ministry of Tourism can see in table below.

Table 4 Response Rate

Targeted areas	Targeted Questionnaire	Sampled or Plan to Distribute Questionnaire	Count Retuned Questionnaire	Response Rate in %
Hotels Employees	101	80	27	14.10%
Government offices	105	84	84	44.00%
Tour Operator	32	27	80	41.90%
Total		238	191	80 %

Source: Survey result, 2022

The above table shows 191 questionnaires were properly returned out of 238 distributed questionnaires; it composed of 27 employees from hotels, 84 government offices and 32 tour operators. It indicates that the study attended 80% of response rate. The interview sessions (11 out of 15) were attended 73 % responses rate. Therefore, it can be supposed that the response rate was rated as good and it helps to make the next analysis.

4.3 Demographic Profile of Respondents

The demographic characteristics of the respondents include gender, age, and educational background, and working experience for employees and tour operators. The below table displays respondents profile based on the questionnaire survey results.

Table 5 Respondents Profile

Category		Count	%
Gender	Female	73	38.2
	Male	118	61.8
Age (in years)	Young adults (ages 18-35 years)	54	28.3
	Middle-aged adults (ages 36-55 years)	73	38.2
	Older adults (aged older than 55 years)	64	33.5
Education level	Diploma and below	74	38.7
	First Degree	91	47.6
	Masters and above	26	13.6
Please provide your work experience in Tourism Marketing related activities	Below 5 years	38	19.9
	6 to 10 years	51	26.7
	11 to 15 years	72	37.7
	Above 16 years	30	15.7
Which management level do you have?	Low	41	21.5
	Middle	82	42.9

	Top Management	32	16.8
	Others	36	18.8

Source: Survey result, 2022

The study found that, among the 191 sampled respondents the study conducted this research on, 38.2%, i.e., 73 individuals were female and 61.8 %, i.e., 118 individuals were male. Specifically, the study visualized knowing their gender distribution and it could be reflected the study collected pertinent data form both gender group or gender distributions were maintained. The findings of the study displays that, among the selected respondents, 28.3 of the sampled respondents were young adults (ages 18-35 years); 38.2 % middle-aged adults (ages 36-55 years) and 33.5 % older adults (aged older than 55 years). It was believed that the sampled staffs would provide appropriate responses for this study. This shows that this study obtained data from well-educated and aged people who acquired knowledge in tourist conditions in A.A. This could be reflected the study collected pertinent data.

The above table shows that among 191 sampled respondents, 38.7 % of the total respondents had diploma, 47.6 % of them were university first degree graduate and the remaining 13.6 % of them attended university postgraduate (masers and above). Regarding work experience in Tourism Marketing related activities 19.9% worked below 5 years, 26.7% 6 to 10 years, 37.7% 11 to 15 years and 15.7% above 16 years. This show that the sampled respondents have relevant tourism understanding and involvement about Addis Ababa tourism destination and its processes and it assured that they are capable to handle this study's responses appropriately.

4.4 Promotional Tourism Practices

To address the research questions, this study further analysis the provided questions using frequency percentage, mean and standard deviation. In this study, descriptive statistics helps to enables us to present the data in a more meaningful way, which allows simpler interpretation of the data. They studied on similar area and used mean scores as 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor based on Ngozi (2018) in the study of challenges of Tourism promotion in Nigeria and Abebaw (2020) in Ethiopia. Interviewees' results and their opinion were also included along with descriptive

analysis.

4.4.1 Methods of Promotional Mix in Addis Ababa

4.4.1.1 Conferences and Exhibitions

As Addis Ababa City Administration Culture and Tourism Bureau aimed to make Addis Ababa one of the top 5 Favorite Tourist Destination and Cultural Cities in Africa by creating a society that is supportive, beneficiary and responsible for its culture, nature and historical treasures. Its mission is creating a generation who loves, protects and develops the city's cultural, natural and historical heritages and using culture and art as a major development tool to promote tourist destination and benefiting the society from it. The Ethiopian government has removed constraints relating to visa and customs regulations, which will liberalize and facilitate growth in Ethiopian's tourism sector; Addis Ababa culture and tourism bureaus works closely with regional bureaus, tour operators, associations, hotel associations and others. Accordingly, the CITY Administrations participated in various exhibitions, conference and forum that aimed at promoting tourist destinations in Addis Ababa. For example, in 2019, a forum was held in Shenyang, China. Shenyang is the provincial capital of Liaoning Province. Representatives of more than 60 Chinese companies working in the sector attended the event held under the theme "Explore Ethiopia, Land of Origins". High-level officials of the Liaoning Province have also attended the event.

4.4.1.2 Web Site

Tourists who visited Addis Ababa 2.1 billion USD, an amount which surpasses the tourism earning in 2021 as per the city's Culture and Tourism Bureau. This data indicated as 792, 000 tourists visited the city during the stated period, and the number and earning would grow when a comprehensive study is conducted for the budget year in due course. Accorindglly, like other regional Tourism and Culture Bureaus (such as Aksum, Harar, and Oromia), Addis Ababa has used various promotional materials like print promotional brochures. It has its own websites and sometimes participates in trade events. It contained

- What to Do Activity & city tour
  - o What to see Events & Showcase
  - o Visit Addis Past, Present, future
- Places to stay Hotels & INNs

- o Guide Travel Tips
- o Talk to us About the Bureau

Website hosting is not reliable, and the sites are frequently down, limiting the options to access the market. But one expert indicated that

> *Due to lack marketing skills and collaboration, its web site not well established. For example, current efforts are uncoordinated and fragmented and absence of well-established coordination mechanisms among private-public, partnerships and among private sector players, lack of focus on market niches, poor matching of market and products*

4.4.2 Descriptive statistics for Tourism Promotional Mix Practices

Regarding tourism promotional mix practices of A.A, sample respondents were requested to rate the extent to which they use each of the tourism promotional mix elements namely advertising, personal selling, sales promotion, public retains, and interactive marketing in terms of experience and tourist expectation in Ethiopia. Philip (2017) mainly stated that promotion is a wide term including advertising, personal selling, sales promotions, public relations, interactive marketing. Promotional activity in marketing is basically an exercise in communication. Tourism products cannot be sold to consumers unless they know about it. People must know that the right products are available at the right place and at the right price. This is the job of promotion in marketing. They studied on similar area and used mean scores as 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor. It is based on Abebaw (2020). The questionnaire's statements as a whole are concerned with identifying the tourist's promotional mix evaluations for the requirements of the tourist marketing administrations in Addis Ababa. The respondents' evaluations for the five tourism promotion-mix elements are positive.

4.4.2.1 Advertising

Table 6 Advertising

Variables	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
High amount spent on advertising	7	4%	17	9%	47	25%	50	26%	70	37%

regarding tourism in Addis Ababa									
The number of advertisements has been increased in Addis Ababa tourism.	14	7%	13	7%	27	14%	74	39%	63	33%
The frequency of advertisements has been increased in Addis Ababa tourism.	7	4%	28	15%	34	18%	65	34%	57	30%
Grand Mean 3.79 and SD= .989									

The tourism promotion-mix element that is ranked first is advertisement through having an arithmetic mean (3.79). The grand mean was rated as very good and standard deviation recorded as less than 1. It means there is no data variability and respondents agreed on the items presented under this variable. The number of advertisements has been increased in Addis Ababa tourism. The frequency of advertisements has been increased in Addis Ababa tourism.

It is slightly greater than the grand mean with a difference of 0.14. This is a sign of the respondents' agreement on the various statements on advertisement practices concerning advertisement in Addis Ababa tourism. In addition, the statement that got the highest score states that there is great amount expended on advertising regarding tourism in Addis Ababa and the tourist had the opportunity to look at advertisement campaigns of various tourist destinations.

It is an impersonal method of communication as well as an impersonal salesmanship for mass selling and it is a means of mass communication. The vast majority of the respondents indicated that advertising is also a significant form of promotion and it costs less than personal selling. Similarly, the standard deviation values were less than two which is a small standard deviation and therefore proposes that respondents had similar opinions. Specially, the grand mean score 3.79 was rated as greatest, the sampled employee respondents were in agreement that high amount of money has been spent on advertising regarding tourism in Addis Ababa. The number of advertisements has been increased in Addis Ababa tourism. The frequency of advertisements has been increased in Addis Ababa tourism. Addis Ababa City Council has approved 61 Billion Birr Budget for the already started in 2015 (2021/2022) new Ethiopian fiscal year. Out of which, the council has agreed and passed a decision as 5 % of the total yearly budget for Culture and Tourism and Women and Children Bureau (Addis Ababa City Council, 2022). Advertisement has gained the greater share of yearly budget for Culture and Tourism and Women and Children Bureau next to employee salaries and operational expenses.

4.4.2.2 Personal Selling

Table 7 Personal Selling

Variables	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
Addis Ababa City provides short-term incentives to encourage visitors.	11	6%	19	10%	39	20%	62	33%	60	31%
Addis Ababa City builds and maintains tourists' relationships effectively.	7	4%	4	2%	40	21%	78	41%	62	33%
The tourism marketer's sales force creates and communicates tourism value	12	6%	16	8%	59	31%	67	35%	37	19%
Grand Mean 3.74 and SD= .9994										

Source: Survey result, 2022

The findings of this study displays in the above figure that tourism promotion-mix element that is ranked second is personal selling with having a mean of 3.74. This value is slightly bigger than the grand mean with a difference was found less than 1. It is less than the mean of advertisement with a modest difference is minimal. This shows that advertisement and personal selling play a significant role in attracting the foreign tourist towards tourist destinations.

It is the most significant, the most effective and the most costly form of promotion. It is the best means of oral or face-to-face or direct communication. Personal presentation influences sales positively. This study found that all the mean score values were greater than 3.53 and less than 3.96. This is a sign of the respondents' agreement on the various statements on advertisement practices in relation to personal selling in Addis Ababa tourism. Similarly, the standard deviation values were less than two which is a small standard deviation and therefore proposes that respondents had similar opinions. Particularly, the grand mean score 3.74 was rated as greatest, the respondents were in agreement that Addis Ababa City offers short-range rewards and incentives to encourage visitors. Addis Ababa City builds and maintains tourists' relationships effectively. The tourism marketer's sales force creates and communicates tourism value.

4.4.2.3 Sales forces

Table 8 Sale Forces

Variable	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
Addis Ababa City has well designed sales force strategy.	6	3%	16	8%	57	30%	87	46%	25	13%
There are adequate salespersons in Addis Ababa tourism sector.	4	2%	11	6%	90	47%	62	33%	24	13%
Salespersons link tourism sector are mutual loyal to the tourism sector.	7	4%	18	9%	50	26%	69	36%	47	25%
Grand Mean 3.57 and SD= 1.0012										

Source: Survey result, 2022

The above table shows that the grand mean score 3.57 was rated as greatest, the respondents were in agreement that Addis Ababa City has well premeditated sales force strategy. The grand mean was rated as very good and standard deviation recorded as less than 1. It means there is no data variability and respondents agreed on the items presented under this variable. There are passable salespersons in Addis Ababa tourism sector particularly in exhibitions and conferences. Salespersons link tourism sector are reciprocated faithful to the tourism sector. This is a sign of the respondents' agreement on the various statements on advertisement practices concerning sales activities in Addis Ababa tourism. In the same way, the standard deviation values were less than two which is a small standard deviation and therefore proposes that respondents had similar opinions.

4.4.2.4   Sales Promotion

Table 9 Sale Promotion

Variable	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
Addis Ababa City has well designed Trade Promotions.	13	7%	19	10%	41	22%	88	46%	30	16%
Addis Ababa City has well designed short-term visitors obtaining strategy.	7	4%	29	15%	42	22%	73	38%	40	21%
Addis Ababa City boosts visitors brand involvement.	11	6%	23	12%	49	26%	72	38%	36	19%
Grand Mean 3.54 and SD= 1.0041										

The tourism promotion-mix element that is ranked fourth is sales promotion with having a mean of 3.54 and it was rate as very good. In addition, this study found that standard deviation recorded as less than 1. It means there is no data variability and respondents agreed on the items presented under this variable. This value is the lowest mean score among all promotional mix and it mens that this type of marketing activities were rated as poor among others. In addition, other than advertising, publicity and personal selling are known as sales promotion. It serves as a bridge between selling and advertising. It is an aggressive method of selling. The above table demonstrates that all the mean score values for sales force were around 3.5. This is a sign of the respondents' agreement on the various statements on advertisement practices concerning sales promotion activities in Addis Ababa tourism. Correspondingly, the standard deviation values were less than two which is a small standard deviation and therefore proposes that respondents had similar opinions. Principally, the grand mean score 3.54 was rated as greatest, the respondents somewhat agreed that Addis Ababa City has well designed Trade Promotions. Addis Ababa City has slightly intended short-term visitors gaining strategy. Addis Ababa City increases visitors brand involvement.

4.4.2.5   Public Relations (PR)

Table 10 Public Relations

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
Addis Ababa City used to tourism products, people, places, ideas, activities, organizations, even states and nations.	13	7%	12	6%	59	31%	57	30%	50	26%
Addis Ababa City designed good tourism relationship strategy.	17	9%	22	12%	32	17%	60	31%	60	31%
Addis Ababa City builds good relations with visitors via various publics relationship techniques.	12	6%	33	17%	34	18%	58	30%	54	28%
Grand Mean 3.61 and SD= 0.9764										

The tourism promotion-mix element that is ranked third is public relations with having a mean of 3.61. The grand mean was rated as very good and the standard deviation scores were less than two, which is a small standard deviation and therefore suggests that respondents had similar opinions.. It increases demand for a product or service or a business unit by making publicity through radio, television or stage. This study found that all the mean score values for public relation were around 3.6. This is a sign of the respondents' agreement on the various statements on advertisement practices concerning these activities in Addis Ababa tourism. Consistently, the standard deviation values were less than two which is a small standard deviation and therefore proposes that respondents had similar opinions. Principally, the grand mean score 3.61 was rated as greatest, the respondents somewhat agreed that Addis Ababa City used to tourism products, people, places, ideas, activities, organizations, even states and nations. Addis Ababa City designed good tourism relationship strategy. Addis Ababa City somewhat builds good relations with visitors via various publics relationship techniques.

4.4.2.6   Interactive Marketing

Table 11 Interactive Marketing

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
Addis Ababa City is engaging directly with carefully targeted individual tourists.	23	12%	12	6%	55	29%	49	26%	52	27%
Addis Ababa City obtains an immediate response and build long-lasting tourists relationships.	4	2%	25	13%	49	26%	50	26%	63	33%
Grand Mean 3.62 and SD= 0.9764										

Source: Survey result, 2022

This study found that all the mean score values for public relation were around 3.6.2. This is a sign of the respondents' agreement on the various statements on advertisement practices concerning interactive marketing activities in Addis Ababa tourism. Similarly, the standard deviation values were less than two which is a small standard deviation and therefore proposes that respondents had similar opinions. Primarily, the grand mean score 3.62 was rated as greatest,

the respondents somewhat agreed that Addis Ababa City is involving in directly with wisely targeted individual tourists. Addis Ababa City gains an immediate response and build long-lasting tourists relationships.

4.4.2.7   Grand mean for promotional practices
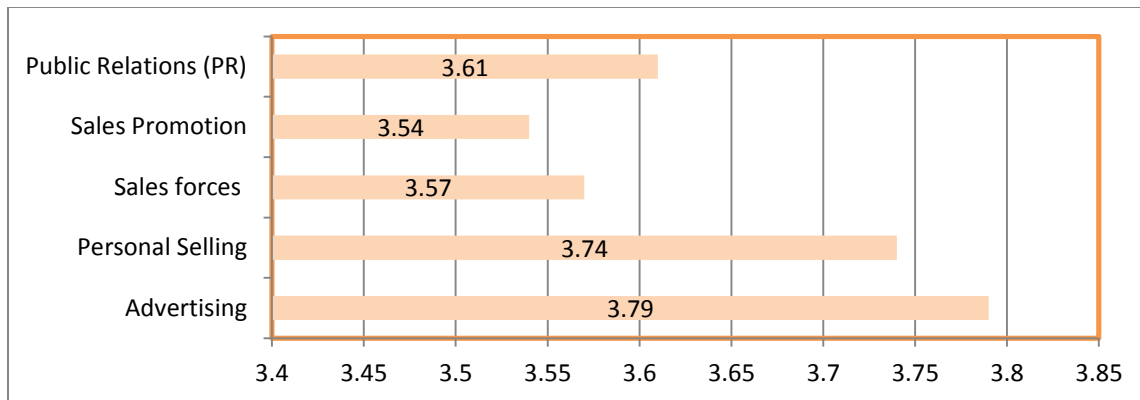
Source: Survey result, 2022

Figure 3 Grand Mean for Promotional Mix

The data analysis was based on the above table and graph. The data shows that the grand mean for tourism promotional mix techniques was 3.65 within less standard deviation value and it was rated as good. According to the study's findings, personal selling comes in second in the mix of strategies for tourism promotion, with a mean score of 3.74. Due to its arithmetic mean (3.79), advertising is the component of the tourism promotion mix that is ranked top. According to the aforementioned results, Addis Ababa City has a well-thought-out sales force plan, with a grand mean score of 3.57 being recognized as the moderate rate. Public relations are the third-ranked component of the tourism promotion mix, with a mean score of 3.61. This study discovered that the average public relations score values were all around 3.6.2.Sales promotion, with a mean score of 3.54 and a very strong rating, is the fourth element of the tourism promotion mix.

This shows that it is expensive to advertise tourism products and the respondents have at least agree showing that tourism advertisement was expensive prices in Addis Ababa compared to other countries. They also indicated that Addis Ababa used low level quality tourism promotional services as compared to other countries. This means that most of the respondents somewhat agree on promotional practices of tourism product/service portfolio up to the customers' expectations in Ethiopia. As promotional practices as well as new product/service

development is a continuous phenomenon in tourism sector, it needs to enhance the creativity, uniqueness and attractiveness of promotional techniques for product/service portfolio of the tourism sector along with its Ethiopian image. As one of the respondents indicated that

> *Ethiopia needs an effective marketing communications and we need to exert more efforts for all promotional programs. This is because effective promotion will increase our market share. We need effective communication; that is very essential. In Addis Ababa, we have the best tourism facilities and products with good package, fair price etc.*

This study learned that Tourism promotion in Ethiopia was rated as good due to the fact that lack of finance and knowledge. This tourism sector is unable to inform its customers about new product /service well in time in Addis Ababa. In this section, it was intended to examine tourists 'promotion mix level about promotional campaigns and to identify the most frequently used promotional tools by Addis Ababa tourism site administration. Consequently, respondents were asked to respond to their level of awareness about promotional campaigns of Addis Ababa destination sites in general. This findings show that the majority of them half of them have attracted about any tourism promotion campaigns employed about Addis destination sites. Therefore, even though the majority of tourists heard about any tourism promotional campaign about Addis tourists' destination sites. This study also found that Addis Ababa city administrations have used television, local sponsorships, outdoor/ poster, foreign exhibitions via embassies and global fund aid mechanisms, brochure/flier, radio and Facebook most frequently used promotional tool by Addis Ababa tourism site in order to promote its tourism products to tourists of the world. Further, video advert/e-mail, articles and reports, coupons/samples, and LinkedIn are the least used promotional tools by Addis Ababa tourism site. However, this result implies Addis Ababa tourism site frequently used television, radio which are the traditional promotional tools, but infrequently used the most modern promotional tools (websites, short mobile messages, word of mouth, and public relation).

As compared to Nigerian experience, Ngozi (2018) stated that promoting tourism is imperative in Nigeria so as exchange the tarnished destination image of the country. For the success of the

image increase to result, the media have a gigantic role to play. Media here refers to the several mediums (Newspaper dailies, Television, Radio, Magazines, international networks etc.) through which information is disseminated. The information disseminated through these sources has great impact on the audience. This supports the assertion that the media use information to exploit the audience's emotions either positively or negatively. But one of the respondents stated that

> *The promotion of the tourism sector it a competitive edge in Addis Ababa and the promotion of the tourism sector are good enough to persuade/convince customers in Addis Ababa. This is because Addis Ababa is gifted to natural and manmade tourism attractive settings. We are the hub of African and International Organizations and there are natural tourism settings like Entoto and other caves and plants. The tourism sector is able to give location benefits to its visitors in Addis Ababa so as that the tourism sector is able to match its demand and supply functions well in A.A. The question may be whether the tourism sector is able to serve its customers well or not in Addis Ababa.*

It shows that the practices of tourism promotion mix practices in A.A was rated as good with inferior and insufficient tourism promotion facilities, unappealing material associated with services presented and poor designing was found in A.A. Addis Ababa -as political capital of Africa- with its newly built magnificent tourist destinations, has much to offer to tourist especially for transit travelers. Tourism sector promotional system has a potential for location benefits, and the commitment of embassies, find the customers well easy, well informed tour operators, guiding by professionals, good understanding in communication, simple to understand and easy to avail, service delivery in place and care of its customer's valuable time. One of the examples given by an expert was

> *for example, lay year in 2022, it was hosted a virtual tourism promotion event expected at showing the newly added touristic destinations in Addis Ababa to the tour operators based in the Benelux countries as well as linking them with Ethiopian tour*

operators with cooperation of the Embassy of F.D.R. This is due to the fact of effects of Covid-19, specified the need for strengthening the tourism sector.

In addition, it is very difficult to promote globally due to the fact that there is a shortage of foreign currency exchange, global promotion is expensive tourists, lack of quality tourism promotion and unviable of policy of the country tourism gives value for money to visitors. There is a variety of tourism product/service collection up to the customers' expectations in Ethiopia. Despite all the data presented so far and knowing how tourism mix promotion stands are the future of travelling, the Addis Ababa's promotion plans have never been properly focused on the promotion of social media. One of the experts indicated that

During the last decades Addis Ababa tourism marketing projects have been rather outdated. I can say that the current situation of the main tourism sites in Addis Ababa in terms of tourism competitively as Ethiopia is gifted for ease promotion. As seen, there is still an average to achieve, with usually conferences and workshops are important from the actual position to the desired objectives. However this difference is more noticeable in the Branding and advertisement, demonstrating that Addis Ababa tourism carried until now have not been successful sufficient.

The City Government of the Addis Ababa approved a substantial budget for in 2014 the tourism sector as compared to other sectors, which was committed to improve the quantity of the promotion of the Addis Ababa by encouraging consolidation of the destination, sustainability and smart destination. The fowling pints were organized from open ended questions

- Advertising campaigns in traditional media. Regardless of it was supposed that they would be carried out on the most important national televisions, as demonstrated before, traditional channels of marketing are powerful means, but they had lost momentum due to the increase of communication.
- The promotion through participation or in conference poor workshop in specialized fairs.
- Unable to create flexible and attractive website and a tourist application. It needs well planned project towards technology advances that is meant to offer specific and detailed

information on the areas with the highest tourist influx, safe corridors and areas free of saturation to ensure the tourist sector.

- Despite the lack of specifications regarding the activity in the stands in their promotion plans, the city Government of Addis Ababa does have accounts for each one of the sub cities or major tourism site on Instagram.

Similar studies are also focused on promotional or marketing mix in tourism alike to this study. This is because it arbitrates to achieve the marketing or promotion which is increased effectiveness in demand output in relation to supply and marketing investment by tourist enterprises (Bakari, 2021).

4.4.3 Tourism Resources and Destinations

Regarding tourism resources and destinations, sampled respondents were asked to provide their opinion towards the tourism resources and destinations practices in Addis Ababa. The data analysis was based on the below table. Their responses were organized as follows.

Table 12 Well Known Destinations and Tourism Resources

Variables	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
	N	%	N	%	N	%	N	%	N	%	
Addis Ababa City Administrations promotes its well-known destinations through participation in specialized fairs.	12	6%	10	5%	38	20%	72	38%	59	31%	3.817
Addis Ababa promotes well known destinations using advertising campaigns in traditional media (TV Radio etc.).	5	3%	30	16%	36	19%	66	35%	54	28%	3.703
All well-known destinations are connected in Addis Ababa.	8	4%	21	11%	44	23%	64	34%	54	28%	3.707
Addis Ababa City Administration has a Branding and Promotion	4	2%	12	6%	26	14%	96	50%	53	28%	3.952

section to promote its well-known destinations											
Addis Ababa City Administration promotes its well-known destinations through online mediums.	5	3%	1	1%	43	23%	113	59%	29	15%	3.839
Addis Ababa's Tourist flows are mainly driven by individuals (artists, athletes, political and religious leaders, scientists, and intellectuals)	6	3%	1	1%	36	19%	107	56%	41	22%	3.920
Addis Ababa's Tourist flows are driven by social groups (e.g., travellers)	6	3%	2	1%	35	18%	113	59%	35	18%	3.883
Addis Ababa's Tourism is vested by cultural resources.	7	4%	2	1%	41	22%	107	56%	34	18%	3.832
Addis Ababa City Administration has fundamental procedure in the design and production of attractions.	2	1%	0	0%	37	19%	108	57%	44	23%	4.002
Addis Ababa City Administration has a capacity to handle its tourism resources.	2	1%	10	5%	38	20%	113	59%	28	15%	3.814
Grand Mean 3.85 and SD 1.001											

Source: Survey result, 2022

Tourism is viewed as tourism resources and destinations, as the majority of them indicated that Addis Ababa has a unique image in tourism market. Addis Ababa tourism can be facilitated due to its tourism experience gained by being close to tourists. It is found here the grand mean (3.85) and this grand mean composition computed by narrowed range made by higher mean item score 4.00 and 3.70 lower mean score and that was rated good. It shows that the tourism resources and destinations of the city has a great strength to create unique image in tourism market, it is greatly facilitated and exhibited better tourism experience gained by being closed to tourists and there is

a good coordination among facilities in Addis Ababa. One of the experts indicated that

> *It is not surprisingly the fact that we do have a lot of resources but unnourished due to weak tourism marketing. We do have a well-organized tourism administrative that aimed analyzing information and dealing with tourism, particularly emphasizing the human resources, and having a team specialized in tourism issues, selected by competition from among university graduates.*
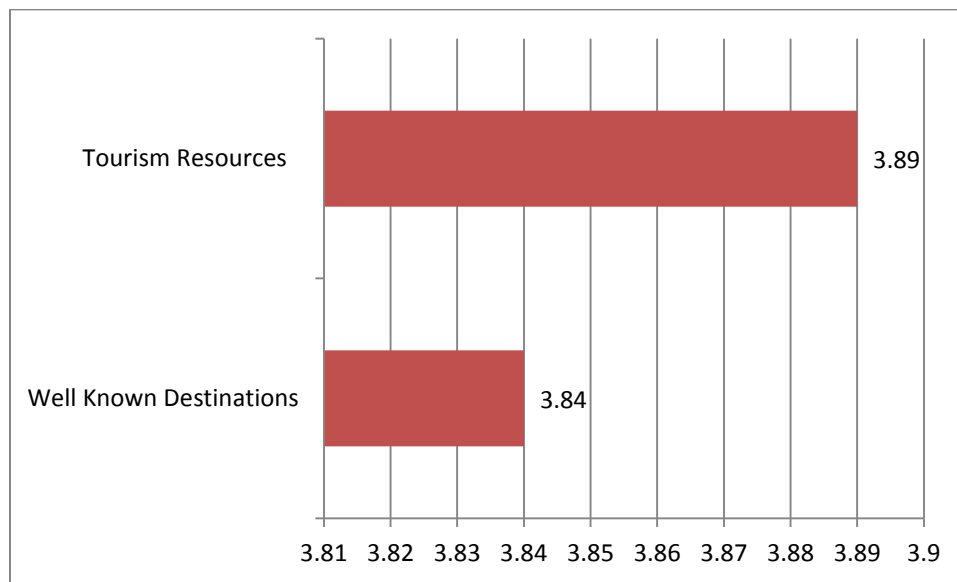
Source: Survey result, 2022

Figure 4 Grand Mean for Resources and Destinations

Tourism destination resources are presented to be anything that is in a destination that can be used by organizations in a specific economic activity. According to this definition, the conclusion that any element within a particular destination can be considered a resource that can be exploited is drawn. These resources are also designated as destination capabilities by the development of tourism destinations (Šerić and Marušić, 2019).

4.5 Tourism Promotional Challenges

In this study, external and internal tourism market challenges exhibited in A.A were assessed with eight dimensions and 15 items in total.

Table 13 Tourism Promotional Mix Challenges

Variables	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
	N	%	N	%	N	%	N	%	N	%	
Unavailable tourism legal frameworks prevent tourism promotion in Addis Ababa	11	6%	24	13%	46	24%	42	22%	68	36%	3.693
Lack of awareness about existing tourism laws prevent tourism promotion in Addis Ababa	17	9%	17	9%	32	17%	64	34%	61	32%	3.706
Less income of government deter tourism promotion in Addis Ababa	22	12%	42	22%	29	15%	55	29%	43	23%	3.288
Undeveloped Addis Ababa economy deter tourism promotion in terms promotion in Addis Ababa	26	14%	37	19%	40	21%	45	24%	43	23%	3.220
Lack of marketing promotion infrastructures disturb tourism promotion in Addis Ababa	4	2%	17	9%	38	20%	76	40%	56	29%	3.853
Sluggish ICT facilities development lagged the tourism promotion in Addis Ababa	9	5%	18	9%	56	29%	78	41%	30	16%	3.531
Lack of Tourism Information Network in Ethiopia disturbs the tourism promotion in Addis Ababa.	11	6%	14	7%	50	26%	94	49%	22	12%	3.533
Cultural difference have a negative contribution on the tourism promotion in Addis Ababa	3	2%	12	6%	92	48%	62	33%	22	12%	3.463
Varity of social norms of the tourists disturb the tourism	3	2%	21	11%	56	29%	69	36%	42	22%	3.659

promotion affected by r in Addis Ababa											
Lack of leadership commitment deter tourism promotion in Addis Ababa	12	6%	24	13%	48	25%	84	44%	23	12%	3.428
Bureaucracy deter tourism promotion in Addis Ababa	1	1%	28	15%	62	33%	66	35%	34	18%	3.548
Scarce skilled manpower deter tourism promotion in Addis Ababa	6	3%	15	8%	64	34%	72	38%	34	18%	3.592
Unethical tourist workers deter tourism promotion in Addis Ababa	11	6%	7	4%	51	27%	60	31%	62	33%	3.814
Shortage of research budget deter tourism promotion tourism market in Addis Ababa	11	6%	22	12%	42	22%	45	24%	71	37%	3.752
Having insufficient tourism research centres deter tourism promotion in Addis Ababa Insufficient tourism related research deter tourism promotion in Addis Ababa	14	7%	25	13%	35	18%	51	27%	66	35%	3.682
Grand Mean 3.58 and SD .9453											

Source: Survey result, 2022

The above table shows respondents responses on tourism marketing challenges in Addis Ababa. It is found here the grand mean (3.58) and this grand mean composition computed by higher range made by higher mean item score 3.20 and 3.85. The mean score was rated very good; it shows there is a serious challenge. Table 7 above, shows the responses of tourist respondents regarding the challenges of promoting mix found in Addis Ababa. The highest number of respondents selected of marketing promotion infrastructures including poor management and administration as a major challenge of promoting followed by lack of budget and skilled manpower.

The tourism promotion-mix challenge that is ranked first is of marketing promotion infrastructures through having an arithmetic mean of 3.853. It is slightly greater than the grand mean with a difference of 0.27. In addition, the statement that got the highest mean score states that there is lack of marketing promotion infrastructures disturb tourism promotion in Addis Ababa.
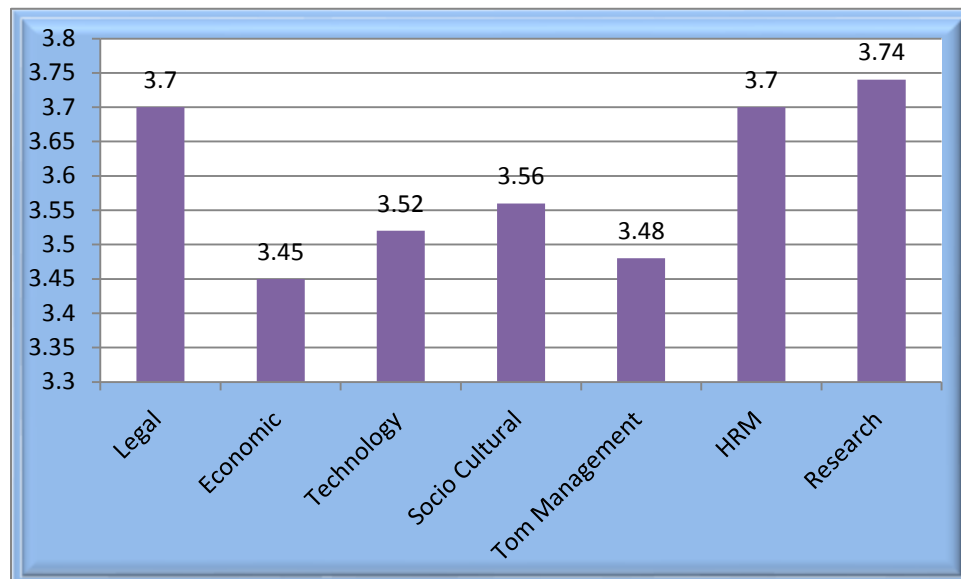
The tourism promotion-mix challenge that is graded second is of unethical tourist workers through having an arithmetic mean of 3.814. It is slightly greater than the grand mean with a difference of 0.234. Also, the statement that got the second highest mean score that states that there is lack of marketing promotion work interrupt tourism promotion in Addis Ababa.

The tourism promotion-mix challenge that is ordered third is of shortage of research budget through having an arithmetic mean of 3.752. It is slightly less than the grand mean with a difference of 0.17. Similarly, the statement that got the main challenge that states that there is lack of practical research and development works that intrude tourism promotion in Addis Ababa.

The tourism promotion-mix challenge that is ordered forth is of lack of awareness about existing tourism laws prevent tourism promotionthrough having an arithmetic mean of 3.706. It is slightly less than the grand mean with a difference of 0.126. In the same way, the statement showed that the main problem that states that there is lack of awareness on leg activities that intrude tourism promotion in Addis Ababa.

This meant that there is less managed tourism expenses for research activities, monopolized tourist products damagingly touches tourism marketing, distorted of tourism legal frameworks, lack of awareness about existing tourism laws, tourism sector does not have a clear goals, policy and frameworks and lack of support for tourism physical assets negatively affects tourism marketing in Addis Ababa. Similarly, Abebaw (2020) found similar results. Legal factor was rated god and exhibited the largest mean in external faro as of technology. Regarding the economic factor the majority of them indicated that exchange rate fluctuation, less income of the local inhabitants, undeveloped Ethiopian economy, lack of infrastructures, inadequate skilled manpower, slow Ethiopian economic growth and Ethiopian immature tourism physical assets negatively affects the tourism marketing.

On other hand this respondents indicated that ccultural difference does have a negative power on the tourism promotion in Addis Ababa. There is no much leadership commitment problem that deters tourism promotion in Addis Ababa. In addition, less income of government deter tourism promotion in Addis Ababa does not take as a major problem.

Source: Survey result, 2022

Figure 5 Grand Mean for Tourism Challenges

The Challenge for tourism promotion that is ranked first is shortage of research budget through having an arithmetic mean of 3.74. It is slightly lower than the grand mean with a difference of 0.16. It shows that there is lack of quality of the research practices that is of paramount importance in the development of tourism promotion. The quality of the research idea is an important consideration in the funding decision. In this study, it was found that there is a lack of generally accepted criteria that can help in this determination in Addis Ababa tourism.

The tourism promotion-mix challenge that is graded second is of human resource or lack of vivid workforces through having an arithmetic mean of 3.70. It is slightly greater than the grand mean with a difference of 0.12. Also, the second highest mean score that states that there is lack of legal awareness with similar mean score (3.70). It has the same mean score as of legal factor and it counted as it exhibited like legal external challenge of tourism market in A.A. Economic factors affect the tourism promotion-mix challenges in less than legal factors as compared to the

two means. Regarding technology, the majority them preferred to the category of agree for all factors indicating that high internet, good ICT facilities development, tourism digital advertisement spreading out, Tourism Information Network, tourism technology expertise, good internet connection and technologically supported physical assets exhibited in A.A tourism promotion situation and they assets positively marks tourism market in Addis Ababa.

This study collected respondents' opinion about socio-cultural issues that related to external tourism marketing challenges. Accordingly, it was rated below legal challenge factors. In detailed, most of them claimed cultural difference does have a negative contribution on the tourism promotion in Addis Ababa. In addition, verity of social norms of the tourists does not disturb the tourism promotion affected by r in Addis Ababa. It is true that the main challenges that limit the effectiveness of the tourism promotion are lack of promotional infrastructure, slow policies development and implementation, security concerns, effective legislation and lack of effective tourism publicity. Aldebi and Aljboory (2018) also found that tourism promotion is based on the occurrences caused by revolution in science and technology and these changes and technical civilization were the amassing of movement and travel. New market opportunities thrown up by the world's great social and environmental challenges, on evolving entrepreneurial solutions, and on bringing such solutions to scale, often through the use of market mechanisms and economic instruments.

4.6 Discussions

4.6.1 Tourism Promotional Mix Practices

This study found that the main tourism promotional mix practices included building and maintaining tourists' relationships effectively, high amount spent on advertising, increased the number of advertisements and obtaining an immediate response and build long-lasting tourists relationships. This meant that the city has a good promotional strategy that can be viewed along with creating and improving relations with consumers usually data basis with guest history is created and all these data might be used for customized offers and communication with consumers. Duzgun and Yamamoto (2017) also stated that the motives as the driving force behind every deliberated planned activity, the family as the basic cell of society that is also a bearer of tourism demand, image, as a notion of potential destination, lifestyle of potential

consumers' tourism services, which is connected to the life cycle of an individual or a family.

In this study, the tourism promotion-mix element that is ranked first is advertisement through having an arithmetic mean of 3.79. The findings of this study displays in the above figure that tourism promotion-mix element that is ranked second is personal selling with having a mean of 3.74. The tourism promotion-mix element that is ranked fourth is sales promotion with having a mean of 3.54. The tourism promotion-mix element that is ranked third is public relations with having a mean of 3.61. Similarly, Hameed and Noreyah (2018) fund that the tourism promotion-mix element that is ranked first is advertisement and personal selling as second, public relations ranked third and sales promotion as put as fourth. This shows that creating a promotional communication network that can achieve an effective communication that doesn't cover the tourist attractions and tourists only, but also covers the business tourism organizations and service providers. That is called (the internal marketing promotion). However, Duzgun and Yamamoto (2017) stated that sales promotion is the least influential promotion-mix element on the foreign tourists" mental images of the Jordanian tourist destinations which contradicts the findings of this current study. In the other hand, 57% of respondents were developing their perception from the information get from Word-of-mouth communication i.e. friends, families and relatives, whereas few respondents develop their perception from personal experiences and their current perception from media on their respective country in addition to the internet and informal information. The finding of these Ethiopian authors highly supports our finding and future recommendation that a huge investment on different tools of marketing in general and interactive/ online promotion is especially needed.

Akhabue (2017) displayed that advertisement; publicity, public relations and sales promotion are all considered essential elements in the tourism promotion structure. It should be noted that the tourism promotion is a persuasive communication process that aims at persuading and attracting the tourist to make the purchasing decision that is represented in visiting the tourist country (Hameed and Noreyah, 2018). The expression (tourism promotion mix) refers to a group of elements that interact with each other and complement one another to achieve the promotional goals of the business tourism organizations within the framework of the dominant promotional ideology. Such business tourism organizations include hotels, restaurants, travel and tourism offices, and airline companies (Hitesh, 2019). Sisay (2020) also assessed the perceptions and

challenges of the new Ethiopian tourism brand "Ethiopia: Land Of Origins" for country branding and stated that

> *Before a thorough analysis of the Ethiopian tourism brands and how successful they are in remembered in tourist's mind, it was vital to estimate the tourists" opinions in general and this is what the third section of the questionnaire was dedicated to. In This section of the questionnaire was dedicated to the tourists" evaluation of the two tourism brands that were used in the Ethiopian tourism advertising campaigns. Tourists" were asked to rate the brands according to various factors such as The components, accuracy, general appeal the level of the positive and negative effect of each of the new tourism brand "Ethiopia: land of origins", the main feature of Ethiopia expressed through the brand and many others.*

Aldebi and Aljboory (2018) also found about the spreading activation process is that with the right choice of words in a tourism brand, one can achieve that consumers immediately connect the attributes of an advertising country with the associations of a great destination that they already have in their minds, in other words, in their network of concepts. Specifically, in this way, the links between the concepts that should be recognized through a tourism brand and the actual concepts of a quality tourist destination in a consumer's mind are getting stronger, and the image of a country in this way is becoming better perceived by a consumer.

4.6.2 Tourism Resources

The tourism promotion-mix practices are ranked first tourism resource and followed well known destinations. It shows that Addis Ababa City Administration has fundamental procedure in the design and production of attractions. Addis Ababa City Administration has a Branding and Promotion section to promote its well-known destinations. Addis Ababa's Tourist flows are mainly driven by individuals (artists, athletes, political and religious leaders, scientists, and intellectuals). This helps to create induced image: This image is formed within one's mind as a result of programed and organized promotional efforts that are exerted by trip organizers, travel agencies, or the official bodies in the hosting country. Therefore, Hameed and Noreyah (2018) stated that the expression (tourism promotion mix) refers it is necessary to distinguish between

those two levels. That is because the induced mental image can be controlled, whereas the organic mental image is difficult to be controlled by marketers, and promoters. The latter image can be controlled and its mechanisms can be handled in a scientific manner that ensures producing useful results that shall be reflected positively on the tourism destinations and the tourism country. It was decided that Addis Ababa tourism has the integrated marketing communications that are represented in direct marketing and positive word of mouth that can achieve positive results. Aldebi and Aljboory (2018) stated that such positive can include attracting African tourists and other tourists to visit the city and enjoy it. Such positive results also include making the tourists stay for a longer period of time in the city which would lead them to spend more money. Spending more money shall lead to achieving economic benefits for the tourist city. The study indicated that marketing the tourist destinations on the local, regional and international levels requires creating a balance in the strategic objectives of all stakeholders and the available resources in the tourist destination. Such a balance is required to achieve the intended sustainable tourism development.

4.6.3 Tourism Promotional Mix Challenges

The above table shows respondents responses on tourism marketing challenges in Addis Ababa. It included poor management and administration as a major challenge of promoting followed by lack of budget and skilled manpower. The tourism promotion-mix challenge that is ranked first is of marketing promotion infrastructures and followed by unethical tourist workers, shortage of research budget and lack of awareness about existing tourism laws prevent tourism. This meant that there is less managed tourism expenses for research activities, monopolized tourist products damagingly touches tourism marketing, distorted of tourism legal frameworks and lack of awareness about existing tourism laws.

In the same way, Abebaw (2020) found similar results. Aldebi and Aljboory (2018) stated that there are many challenges still facing the tourism industry in developing economies. An attempt has been made to highlight some of the major challenges which include inter alia the following – poverty and the pervasive inability of government to act on any policy it has promulgated the issue of terrorism, structural imbalances and the cultural clash over tourism in respect of different cultural behavior. In the same vein, the research also highlighted the prospects or benefits that can be derived in promoting tourism in developing economies and these benefits

include among others the following – catalyst of modernization, poverty alleviation, and development of infrastructure, employment opportunity and increase in GDP, skills development and training opportunity and the issue of corporate social responsibility.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This is the final part of the study which presents conclusions, remarks, and present and future recommendations.

5.2 Conclusions

The study aimed to analyze the tourism promotional practices and challenges in Addis Ababa, Ethiopia. Using a descriptive research design, it found that the main practices in the tourism promotional mix included building and maintaining tourists' relationships effectively, spending a high amount on advertising, increasing the number of advertisements, obtaining an immediate response, and building long-lasting tourist relationships. Thus, this study concluded that the city has good promotional practices and a good promotional strategy that can be viewed along with creating and improving relations with visitors. The tourism offer represents the temporal and spatial synchronization of attractive, communicative, and receptive factors.

In this study, the element of the tourism promotion mix that is ranked first is advertisement, followed by personal selling, sales promotion, and public relations, respectively. Promotion is the tool used to inform or persuade customers about a given offering. In the tourism industry, advertising, publicity/public relations, sales promotion, and online promotions are specific

instruments of promotion. Accordingly, the author found that all advertising, publicity, public relations, sales promotion, and promotions were practiced by the Addis Ababa tourism and culture office from a sampled employee's view. Thus, this study concluded that the city administrations should focus on good promotional mix programs such as developing, promoting, and expanding local and international tourism. However, there are several tourism marketing challenges in Addis Ababa. It included poor management and administration as a major challenge in promoting, followed by a lack of budget and skilled manpower. The tourism promotion mix challenge that is ranked first is marketing promotion infrastructure, followed by unethical tourist workers, a shortage of research budgets, and a lack of awareness about existing tourism laws.

5.3 Recommendations

In the light of the aforesaid results and concussions, the researcher of the present study suggested several recommendations. Such recommendations should aid in increasing public awareness of tourism, particularly tourism promotion mix practices and challenges.Increasing such responsiveness and understanding will contribute to the optimal utilization of such elements and the reduction of challenges as an integral unit. That is because those elements can be utilized through an integral communication system. These recommendations are the following:

- It will be advisable to avoid relying on the promotional mix, and the city administrations should use researchable and modern technology-based tools to promote the natural, cultural, and historical tourist attraction sites using several modern and diverse promotional media (online broadcast media, print advertising, posters, signboards, social media, websites, and online media). It needs to launch extensive and exclusive promotional campaigns through social networking sites, such as Facebook, Twitter, and electronic websites.

- Essential measures for the achievement of meaningful growth through preparation of online or social pages in Instagram, LinkedIn, and others for each tourism site with an effective promotional mix development plan comprising determined carrying capacities of sites, a promotional mix, and implementation modalities to ensure a sustainable tourism development.

- Conduct a study to determine alternative and possible promotional mix introductions and a set of incentives for those involved in the tourist trade in order to encourage both local and foreign advertising companies.

- Human resource development through short and long-term promotional mix training by expediting the on-going project to upgrade the existing

- Strengthen the capacity of the promotional efforts to do more intensive promotion and provide effective support to those involved in the sector.

- Making tourism exhibitions and online conferences to present tourism-related photos and films about the availability of tourism attraction requirements in Addis Ababa and Ethiopian tourist destinations

- Cooperating with foreign and local tourism agencies for exchanging promotions and achieving mutual benefits for Addis Ababa, Ethiopia, and foreign countries.

- Launching persuasive tourism advertisements about Addis Ababa as well as Ethiopian tourist destinations that are known on a global level. Such destinations may include Petra, Jarash, the Dead Sea, Al-Maghtas (the baptism site), and Wadi Ram. Such advertisements should be launched by the Ministry of Tourism in Addis Ababa as well as Ethiopian embassies, the Ministry of Foreign Affairs, the Tourism Board, Ethiopian Airlines, and other companies.

- The researchers also recommended publishing the greatest possible amount of detailed information about Addis Ababa as well as Ethiopian tourist destinations. Setting up a well-designed and integrated promotional strategy that encompasses formal and informal media channels

5.4 Implications

Tourism marketing as a distinct field of marketing services has been and will certainly be a discipline that will be studied in greater depth by experts in this field of great interest. Tourist destinations lead a fierce battle to capture and maintain consumer interest in tourism products and services. For this reason tourist destinations and tourist entities operating in the tourism market should pay special attention to tourism marketing mix elements particularly in tourism

promotion. A key role in assessing the tourism services offered by a certain tourist destination lies with the universities that have as "task" superior human resource training in the tourism sector. This specific element of the tourism marketing mix has a key role in creating the image of tourist destinations.

5.5 Future Study Area

Several future studies need to be conducted at the gates of all tourist destinations to measure the real expectations of the tourists about that specific A.A. tourism service. Future researchers could consider the importance of marketing and marketing mix elements separately (product, price, promotion, and distribution) in the economic activities of tourism organizations. An important feature of the tourism offer is its inflexibility, precisely due to the immutability of its basic elements. Future studies should focus on a marketing mix that should identify and differentiate the tourism product (compared to the competition), and they should review promotional and marketing strategic objectives as marketing in the tourism industry has its own characteristics that derive from the fact that the product in tourism is a service.

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ANNEX

Annex I - Questionnaire

(Employees Survey)

Greetings, Dear

I am Betelhem Teklu, a post graduate student of Master of Marketing Management, St. Mary University. I am carrying out a study on "*Assessment of Tourism Promotional Practices and Challenges in Addis Ababa*".

It will be of great value if you can share your wealth of knowledge by completing the attached questionnaire. Your answers will be handled with highest anonymity and confidentiality; this will be achieved by no indication of names. The general objective of this research is to assess the tourism promotional practices and challenges in Addis Ababa.

Please kindly return the completed questionnaire to me. Your participation will be highly appreciated.

Yours Sincerely

Betelhem Teklu

Tel: 0911 05 27 74

Part A: Personal Profile

Instruction – please tick appropriate answer you choose.

Age (in years)	Young adults (ages 18-35 years)	[ ]
	Middle-aged adults (ages 36-55 years)	[ ]
	Older adults (aged older than 55 years)	[ ]
Sex	Male	[ ]
	Female	[ ]
Education level	Diploma and below	[ ]
	First Degree	[ ]
	Master and above	[ ]
Please provide your work experience in Tourism Marketing related activities	Below 5 years	[ ]
	6 to 10 years	[ ]
	11 to 15 years	[ ]
	Above 16 years	[ ]
Please indicate or tick your organization	Hotels	[ ]
	Government offices	[ ]
	Tour Operator	[ ]
	Park and Museum	[ ]
	Others	[ ]
Which management level do you have?	Low	[ ]
	Medium	[ ]
	Top	[ ]

Part B: Main questions – Promotional Mix Practices

Instruction: For each of the following questions choose the appropriate answer.

Question 1 - How do you perceive and rate the following the Practices of Tourism Promotional Management in terms of experience and tourist expectation in Ethiopia? Please encircle the number with the answer you choose or agree or disagree with each statement and tick ($\sqrt{}$) in a box to the correspondent number. Note: - 5= Strongly Agree, 4= Agree, 2= Disagree, 1= Strongly Disagree, 3= Neutral

Variables	Dimensions	1	2	3	4	5
Advertising	High amount spent on advertising regarding tourism in Addis Ababa					
	The number of advertisements has been increased in Addis Ababa tourism.					
	The frequency of advertisements has been increased in Addis Ababa tourism.					
Personal Selling	Addis Ababa City provides short-term incentives to encourage visitors.					
	Addis Ababa City builds and maintains tourists' relationships effectively.					
	The tourism marketer's sales force creates and communicates tourism value					
Sales Promotion	Addis Ababa City has well designed Trade Promotions.					
	Addis Ababa City has well designed short-term visitors obtaining strategy.					
	Addis Ababa City boosts visitors brand involvement.					
Public Relations	Addis Ababa City used to tourism					

(PR)	products, people, places, ideas, activities, organizations, even states and nations.					
	Addis Ababa City designed good tourism relationship strategy.					
	Addis Ababa City builds good relations with visitors via various publics relationship techniques.					
Interactive Marketing	Addis Ababa City is engaging directly with carefully targeted individual tourists.					
	Addis Ababa City obtains an immediate response and build long-lasting tourists relationships.					

Part B: Main questions – External Promotional Challenges

Variables	**Dimensions**	**1**	**2**	**3**	**4**	**5**
Legal	Unavailable tourism legal frameworks prevent tourism promotion in Addis Ababa					
	Lack of awareness about existing tourism laws prevent tourism promotion in Addis Ababa					
Economy	Less income of government deter tourism promotion in Addis Ababa					
	Undeveloped Addis Ababa economy deter tourism promotion in terms promotion in Addis Ababa					
	Lack of marketing promotion infrastructures disturb tourism promotion in Addis Ababa					
Technology	Sluggish ICT facilities development lagged the tourism promotion in Addis Ababa					
	Lack of Tourism Information Network in Ethiopia disturbs the tourism promotion in Addis Ababa.					

Variables	Dimensions				
Scio-cultural	Cultural difference have a negative contribution on the tourism promotion in Addis Ababa				
	Varity of social norms of the tourists disturb the tourism promotion affected by r in Addis Ababa				

Part C: Main questions – Internal Promotional Challenges

Variables	Dimensions	1	2	3	4	5
Top Management Commitment	Lack of leadership commitment deter tourism promotion in Addis Ababa					
	Bureaucracy deter tourism promotion in Addis Ababa					
Human Resource	Scarce skilled manpower deter tourism promotion in Addis Ababa					
	Unethical tourist workers deter tourism promotion in Addis Ababa					
Research and Development	Shortage of research budget deter tourism promotion tourism market in Addis Ababa					
	Having insufficient tourism research centers deter tourism promotion in Addis Ababa Insufficient tourism related research deter tourism promotion in Addis Ababa					

Which promotions activities are mostly conducted in tourism promotion activities advertising, direct selling, direct mailing, sales promotion, public relation activities?

_____

_____

_____

How do you perceive and rate the following listed possible Challenges in Tourism Promotion in Ethiopia? Please encircle the number with the answer you choose

Internal Challenges

_____

_____

_____

External Challenges

_____

_____

_____

Please inform about the management of well-known tourism destination and the capacity and views of tourism resources in Addis Ababa

_____

_____

_____

Thank you

Annex II- Interview Checklist

1. How do you express the tourism promotion, tools and techniques in Addis Ababa?

   _____

   _____

   _____

   _____

2. What is/are the main challenge (s) you considered while considering in Addis Ababa tourism promotions?

   _____

   _____

   _____

   _____

3. Have you ever encountered any problem related to tourism promotions in terms of tourism promotion activities advertising, direct selling, direct mailing, sales promotion, public relation activities and merchandising?

   _____

   _____

   _____

4. What are the practices of tourism promotion activities advertising, direct selling, direct mailing, sales promotion, public relation in Addis Ababa Tourism promotions?

   _____

   _____

   _____

   _____

5. How do you evaluate the experience of tourism promotion activities advertising, direct selling, direct mailing, sales promotion, public relation activities and merchandising in relation to Addis Ababa Tourism Promotion?

   _____

   _____

   _____

   Thank You!