

**The Challenges And Opportunities of public Relation
Practice Focus on Addis Ababa Culture And Tourism
Administration Bureau**



Prepared By Bethlehem Bayou

**A Thesis Submitted To The School Of Journalism And
Communication Department of public Relation And
Strategic Communication of Addis Ababa University**

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Addis Ababa

Addis Ababa University

Graduate School of Journalism and Communication

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DECLARATION

I, the undersigned, declare that this thesis entitled 'The Challenges And Opportunities of public Relation Practice Focus on Addis Ababa Culture And Tourism Administration Bureau' is my original work. It has not been presented to any other university and all sources of materials used for the thesis have been duly acknowledged.

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This is to certify that the thesis is prepared by Bethelihem bayou entitled “The Challenges And Opportunities of public Relation practice Focus on Addis Ababa Culture And Tourism Administration Bureau” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication. It complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Chair of Department or Graduate Program Coordinate

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Table of Contents

Acknowledgment.....	i
Table of Contents.....	ii
Abstract.....	iv
Chapter One.....	1
1.1 Introduction.....	1
1.2 Profile of Addis Ababa Tourism and Culture bureau.....	5
1.3 Statement of the problem.....	6
1.4 Objective of study.....	8
1.4.1 Specific objective.....	9
1.5 Significance of the study.....	9
1.6 Research Questions.....	9
1.7 Scope of the Study.....	10
1.8 Organization of the Study Report.....	10
LITERATURE RIVIEW.....	11
2.1 Definition Of Public Relation.....	11
2.2 Views of PR professionals.....	13
2.3 Public Relations Role in Culture and Tourism.....	14
2.4 Challenges of public relation.....	16
2.5 Challenges of PR in tourism.....	21
2.6 Opportunities of public relation.....	23
2.7 Opportunities of public relation in tourism.....	28
2.8 Public Relations and Management.....	29
2.9 Public Relations for Internal and External.....	30
2.9.1 Internal Public s of Public Relation.....	30
2.9.2 EXTERNAL Public s of PUBLICATION.....	30
2.9.2.1 Managing events.....	31
2.9.2.2 Lobbying.....	31
2.10 Theoretical Framework.....	31

2.10.1 open system theory.....	32
2.10.2 Role theory.....	32
CHAPTER THREE.....	34
Methodology.....	34
3.1 Research Approach.....	34
3.2 Research Design.....	36
3.3 Research paradigm.....	37
3.4 Research method.....	39
3.5 Interview.....	39
3.6 Sampling Technique.....	40
3.7 Method of Data Analysis.....	41
3.8 Data analysis procedures.....	41
3.9 Ethical Consideration.....	42
DATA ANALYSIS AND DISCUSSIONS.....	44
4.1 Introduction.....	44
4.2. Profiles of the Interviewees.....	45
4.3 The Role of public relation.....	45
4.5.1 Political Intervention.....	49
4.5.2 The change (collapse) of public-relation department and structure.....	50
4.5.4 social media usage.....	55
4.6 opportunities of public relation.....	57
4.6.1 media relation.....	57
4.6.2 Publishing.....	58
Recommendation and Conclusion.....	62
5.1 Conclusion.....	62
5.2 Recommendation.....	64
Reference.....	66

Abstract

This paper examined the challenges And opportunities of public relations within Addis Ababa Culture Tourism bureau This study employed case study design and followed qualitative research approach in the data gathering using in-depth interview. And the study specific objectives were to assess the challenge and opportunities of public relation on the bureau.

And to analyze the appreciative role of public relations in the Addis Ababa culture and tourism bureau. Also, the researcher has used case study design.

the student researcher collected the data by using two types of questions, It Means from Addis Ababa Culture And Tourism public relation practitioner And The Bureau selective Department employee.

In the interview 11 key informants are included in the study. Finally, the study found out that the bureau public relations had different kind of challenges specially the collapse of public-relation department structure and unable to give enough attention to public relation profession. However the bureau had different challenges Beside this the study also discover a many assets And opportunities of PR in the bureau.

Chapter One

1.1 Introduction

Public relations have been practiced for thousands of years. The idea of public relations has been around as long as people have sought to persuade other people to get them to do something, not do something, or keep on doing something. For example according to Cutlip(2000)The communication of information to influence viewpoints or actions can be traced from the earliest civilization. Archaeologists found a farm bulletin in Iraq that told the farmers of 1800 BC how to sow their crops, how to irrigate. Public relations was used many centuries ago in England, where King's maintained Lord Chancellors as 'Keepers of the King's Conscience. public relations became a formal profession in America roughly between late 1800s and early 1900s. According to Mathew Cabot,(2012) In the 1800s," public relations techniques were used to encourage settlement in the American West. Railroad companies which were laying down new tracks across America employed" former journalists to create flyer s and pamphlets that described the vast opportunities in the American frontier. And many believe it was the Railroad companies that first used the term "public relations." There are those together who want to give PR a very long history because in so doing they believe it enhances its credibility.

According to Solomon(2000) a practice more or less resemble recent public relations is accept to have been started in 1960's in Ethiopia. In fact, the issue of the practice of modern public relations in the country came as a result of the beginning of the Ministry of Pen in 1940's. then media organizations such as Radio, News Agency and Television services, were organized and administered under the ministry of Pen. After serving for some time, the ministry was located by the then Ministry of Information and tourism in 1950's with similar task of Administering the media organizations in addition to carrying out the responsibility of culture and tourism related issues. Later in 1960's when the Ministry of Information replaced it, the responsibility of guiding the media organizations was also move to the new ministry. The practice of public relations that started to take shape during the 1960's continued for years without any change in form and content. The major purpose of the public relations then was merely serving the benefit of the ruling class.

Nowadays, public relations is much wide. In addition to media relations, public relations practitioners work in the undermentioned areas: employee relations, investor relations, community relations, public affairs lobbying, and social media, among other areas. As the scope of the profession has enlarged, so has the Ability set practitioners need to be successful Grunig (2001) said public relations today is a complex profession practiced by hundreds of thousands of people around the world. Some public relations professionals are working by a single organization. Others work for public relations firms that have numerous organizations as customer.

The role of public relations in any organization is to identify the key public's, both internal and external, with whom the organization must run effectively, and aboard side this, to strategically create and maintain a relationship with these public's for the profit of both the organization and the identified public according to the British Institute of Public Relations, “Public relations is a deliberate, formed, and continuous effort to establish and maintain mutual understanding between an organization and its public's” (Jethwaney & Sarkar, 2000) From the above definition, the following conclusions can be drawn about PR: It is “*the formed and continuous effort*”, meaning that PR is organized as a campaign or program me and is a continuous activity; it is not haphazard. And Its goal is “to establish and maintain mutual understanding”, that is, to ensure that the organization is understood by others. This mutual understanding is thus between an organization and its *publics*, since many public s groups of people are participating.

Today, public relations is practiced worldwide. In fact, some of the profession’s fastest growth is overseas – especially in developing countries and emerging markets. Any place or situation where public support is key to an organization’s success, public relations will be valued. And Public relations represent a unique way of promoting the organization, its products or services by building a higher visibility in the public space. Stroh (2007) preserved that in order to build and enhance healthy relationships between an organization and its public's, it is vital to realize that many cross-disciplines have been integrated to build a theory of public relations in terms of relationships and relationship management.

Public relations represent a strategic form of communication, which direction on increase the audience’s understanding and approval, as well as on the activity of building a good relation

between an organization and the public. In the tourist sector, public relations are more than important. One of the most efficient means of promoting a country is portrayed by tourism.

Many governments realize tourism as an opportunity, peculiarly for economic development, but, unfortunately, do not commit sufficiently in this project, in guarantee quality services or infrastructure and even less in elaborating a tourism strategy which, in such a situation, gains major relevance. According to Mathieson and Wall, (2006) “tourism is both an economic and a social development that is cause of change in these areas as well as for the environment.

Although Ethiopia have many cultural and tourism resource and distinction such as high valley mountain, parks, historical museum and diversified culture, the tourism industry still infant and at a low level in current situation. Yabibal (2010) also reported that Ethiopia has huge tourism Ability owing to its natural, historical and cultural endowments. However, the reasons behind the sector’s poor performance have not been studied in an extensive way.

Ethiopia’s neighbor country Kenya, Tanzania and Uganda have attracted more foreign tourists. But the low level of development marketing and promotion of nature tourism has resulted in many foreigners going to East Africa side-stepping Ethiopia.

This study focusses on identifying the challenges and opportunities of public relation in Addis Ababa Culture and Tourism bureau and the contribution of Public Relation to promote and develop the city as well as the the country’s tourism attractions. Such Like historical places and museums according to Kotler and Mindak (1978) although marketing is an emerging matter in not-for-profit organizations like Hospitals, Colleges and Museums, public relations is a well-established function. public relations and media are highly important methods of communication for museums.

Public relation is Essential in the advertising activities and the Communications of Institution and Tourism institutions. Public relations is important to the development of tourism as it presents information about tourism through, newspapers, magazines, films, house journals, photographs, displays and exhibits, booklets and brochures (Santos, 2006); however, to exhibit a responsible approach Public relations in the tourism sector should be turned in to a management function.

In the tourist profession, public relations are more than an essential function, it is a must to do activity. There are a number of challenges in promoting tourism, these include identifying the most efficient ways of Advertising tourist products, constructing a positive image, improving the visibility of tourist destinations, attracting a significant number of tourists. Public relations may represent a bridge towards change as well as a means to modify to the new attitudes triggered by the change. So, this profession crucial for the tourism industry rather than Another profession.

Public relation helps Institutions to accomplish their objectives by helping them to create successful associations with a wide range of publics. A stated by Newsome (2003), Public relations practice is the art and science of dissecting patterns and issues of the organization, anticipating their result, guiding all the general populations of the association and actualizing arranged program of activity which will serve both the association and its publics. It is important to study the opportunities and the challenges of public relation on any organization because public relations influences the behavior of the society and anyone who has an effect on the organization performance. (jennifer winningham 2016).

public relation support management to keep informed on and responsive to public belief; defines and emphasizes the responsibility of management to serve the public sake; helps management to effectively apply change; serves as an early warning system to help anticipate course and uses research and ethical communication method as its principal tools.

Pearson (2008) stated that public relations practitioner today change from the purely technical to the respected counselor within organizations of every kind, from immense profit-making conglomerates to small grassroots not- for profit and everything in between. For instant PR Gain people Attention by giving and delivering value. Public relation is another way to reach our audience. It helps construct awareness and make up a positive image of an organization.

Rosenberg (2013) Stated that public relations have to be mediator and act as a communication bridge between an institution and all of its public's.

The purpose of this research is twofold . The first one is to analyze the appreciative role of public relations practice in the Addis Ababa Culture and Tourism Bureau. The second purpose is to assess the challenge and opportunities of public relation on the Bureau. Particularly, this study

will analyze the importance of public relations work in the Addis Ababa culture and tourism Bureau. The study will identify the role and s practical application of public relation , specifically in in creating mutual understanding between the Bureau as a government organization and its public . The study will also examine the role the public relation plays in creating active cooperation of the public in the Bureau's programs .

1.2 Profile of Addis Ababa Tourism and Culture bureau

The Addis Abeba Culture and Tourism Bureau was Established in 2001 as per Proclamation Number 15/2201 of the City Government. Before established as a Bureau in 2001, similar functions were done individually by Tourism Department ,Culture Department and Culture and Advertise Department under the Addis Abeba city Government Administration . The Proclamation has brought these similar functions under a single Bureau named Tourism and Culture Bureau. Being established as a Bureau has helped the Bureau have the ability to give various service to the Addis Ababa city people.

The Major Activities of Addis Abeba City administration culture and tourism Bureau includes , Ensuring the Enhancement and Expansion of culture, Arts and creative in the city; work towards Eliminating Harmful Traditional practices; follow up and coordination with concerned organ cause legal appropriate legal measure Take on the Harmful practices that are Detrimental to the Welfare of children and Youth; promote and Expand unethical practices; Administer and direct libraries archives, and museums found under the city Government; promote the Establishment and causes of Libraries Archive and museums; Expand cultural Institution and o Institutionalize public participation in the Field of culture. The Vision of The Bureau is to Make Addis Ababa One of the five Africa preferable tourist Destination City by developing Tourist Attraction force.

1.3 Statement of the problem

Tourism and touristic industry have an important power on the economic life of a country. For that reason, tourism development of a country and its growing into an attractive touristic destination is directly connected to quality standards of touristic outcome, advance capacities, tourism, on one hand, and prestige, public legitimacy, image, informing, promotion and lobbying on the other. Henceforth derives PR has important place and role of in Tourism development of one country. Public relations and media professions are still found very in low level in Ethiopia. The status of the practice of public relations in Ethiopia is also looks like in the early stage of its maturity and formation' (Geremew, 2017).

According to Tarawneh (2015), PR plays an essential role in any organization. It helps the organizational activities while strengthen the image of good institutions. Further, it gives many services to the community by communicating with external public's such as customers and shareholders. From this statement the student understands that public relations is sudden, but continually growing up due to its importance for the accomplishment of any organization. Thus, both government and business organization opening public relations departments or communication units in their organizations is intending to build image and to serve the organizational and the public Interests' in public relations practices.

Addis Ababa Culture and Tourism Bureau has been practicing public relations functions. Public relations is a new discipline in Ethiopia However, still less attention has been given to professional public relations practices, Education, and Training. In spite of a long history of publicity and development, Ethiopia's tourism Industry is in its first stages of development. Changes in governance systems have resulted in different social constructions of the role of tourism in national development.

According to taddese kidane(2015)" the sudden and dramatic shift of the country's political leadership and development ideology from Monarchical absolutism and markets to military dictatorship and socialism in 1974 had a dramatic arresting impact on both foreign and domestic tourism development. "In 1991, the assumption of power by the Tigran Peoples Liberation Front (TPLF) and the subsequent creation of a broader front under the banner of Ethiopian Peoples.

Revolutionary Democratic Front (EPRDF) introduced yet another major shift in governance and development ideology in the direction of ‘ethnic’ federalism and a more market-oriented economic development and management system.

The highly truncated system of tourism development under the previous administration was changed when the new government allowed the participation of the private sector and strengthened its institutional guidance through the creation of a new ministry of culture and tourism in 2005. however, the tourism industry in Ethiopia still immature current low level of development and they have money problem such as weak promotion, lack of trained manpower, finance, and knowledge and management capacity.

Public relations represent a unique way of promoting the organization, its products or services, by building a higher visibility in the public space. Public relation can have essential role in tourism industry According to (Kunczik, 2002, The public relations Activities Imply conscious, planned and long-term efforts in building and maintaining Relations of mutual trust and understating both with the public opinion as a whole and the different target groups. The most important of those tools is public relation which play a vital role in constricting images of locations, activities and identities (morgan and pitchard, 2001)

There is challenges and limitation of public relations and its practices in Addis Abeba Culture and Tourism Bureau. Also, lack of having clear public relations strategies and unable to use different social media plat form.is one of the limitations of PR in the bureau. According to Broom (2009) PR practice is facing challenges in the era of new media. There are multiple platforms offered in the dissemination of information and technology is at the disposal of a highly demanding public. New media has changed the way in which information is produced, distributed and displayed. Although many Public Relations practitioners recognize that new media technology has changed the industry’s environment, the changes arc so rapid that the practitioners arc scrambling to adjust. senior practitioners are responsible for planning the details of’ what, how, and why their organizations communicate with strategic public (Mahoney, 2013).

Additionally, in this Bureau there was the interference of government and by this time the bureau changes the public relation strategy because of federal government influence. According

to Tesfaye Bezabih (2018) As the nation is a multi-ethnic and contains multi-lingual societies whose political systems value public opinion, the nature of public relations is not sophisticated and tends to be one-way propagandize in nature. Besides the political environment, which makes the country to be headed by one party system for three decades, the nature of public relations discipline tends to in propaganda way various government and private organizations. and wrong attitude concerning public relations practices. Due to this and the above statement of the problem, Addis Ababa Culture and Tourism Bureau Administration public relations practices faced challenges to well communicate and promote the various cultures and tourism resources.

For-instant Although in previous studies the Public Relation Strategy and communication program had been studied on other Tourism bureaus but challenges and opportunity and role of public relation on culture and tourism sector and the public relation contribution for the development tourism industry in Ethiopia. were still not studied.

For Example Birhanu kebede made research in Oromia Culture And Tourism Bureau On June 2019 and this study analyzed the public relations practices of the bureau. Then the student forwards constructive, professional, and scientific recommendations for further improvement and progress of public relations practices in the future.

This research the same as my study focus on the practice of public relation on tourism bureau how ever this study mostly focused on how the principle of public relation practiced in oromiya culture and tourism bureau but my study mainly focus the challenge and opportunities of public relation in Addis Abeba Culture and Tourism Bureau for instant my study tries to see how pr contribute to the capabilities of Addis Ababa City culture and tourism development.

And so this study will help to investigate and analyze the problems and challenges of PR in the tourism sector in Addis Ababa

1.4 Objective of study

The objective of this study is to assess the public relation practices and challenges in Addis Culture and Tourism Bureau; additionally this study analyzes how the public relation profession and principles are practiced in the Bureau.

1.4.1 Specific objective

- 1 To identify the challenges of public relation sector and practitioner in Addis Ababa city administration Culture and Tourism Bureau.
- 2 To identify the contributions of the public relation department and practitioners in Addis Ababa tourism development.
- 3 To investigate the limitation and strengthens of the PR practice in the Bureau
- 4 to analyzes how the public relation profession and principles are practiced in the bureau

1.5 Significance of the study

This study focuses on the practice and challenges of public relation in Addis Ababa city administration Culture and Tourism Bureau and how this Bureau public relation practitioners work effectively and implement public relation principles and how the department contributes to the development of tourism and culture in Addis Ababa.

The significant of study will be to

To develop the contribution of public relation in the Bureau ; and reveal accurate facts about public relation practitioners in Addis Ababa administration Culture and Tourism Bureau. This study help create awareness how public relation practitioner develop advertise, the city, tourism destination , and attract different tourists by using the skill of public relations

1.6 Research Questions

The research aim to answer the following questions. They are:

1. What are the challenges of public relations sector and practitioner in Addis Ababa city administration Culture and Tourism Bureau?
2. what are the opportunities of public relation practitioner in Addis Ababa tourism development?
- 3 what is the limitation and the strength of public relation?
- 4 What kind of relation do they have with different medias?
- 5 What are the tools of pr in the Bureau?

1.7 Scope of the Study

Addis Ababa Culture and Tourism Bureau is one of Addis Ababa city-government Bureaus which is taken as a focus of this study. This Bureau is found in Addis Ababa, the capital city of Ethiopia.

Therefore, the study was analyzed the Public Relations opportunities and challenges at Addis Ababa Culture and Tourism bureau. And also it attempt sort out the practice of public relation in the Bureau. , and the strength and weakness of public relation will perceived by the practitioner.it will analyze how the profession of public relation exercise in the Bureau. And what is the contribution of public relation to achieve the Bureau's strategy.

Additionally, the study analyzed the utilization of social media and other tools in this organization; and what type of theoretical model is used to link the Bureau to the community.

1.8 Organization of the Study Report

This study has five chapters. The first chapter is an introductory part. Chapter two presents reviews of related literature . In chapter three the researcher treated methodologies, and critical discussion of the methodology is discussed. Data analysis and discussion will be presented in the chapter four. Finally, chapter five will include the conclusion and forwarded recommendations based on the findings.

CHAPTER TWO

LITERATURE RIVIEW

2.1 Definition Of Public Relation

There isn't universally agreed common definition of PR. Harlow (1976), root from his analysis of 472 definitions of public relations. 'It's very difficult to define public relations' or 'There are many definitions of public relations and each one is as relevant as the other'. Public relation have different definitions by different scholars this because of public relation different role and function according to Alison Theaker (2001) public relation hand book definition and distinction of PR from related activities, but a word of warning.

These will not solve the dilemma of trying to 'explain' public relations in a phrase. The fact remains that it is a complex and hybrid subject; it draws on theories and practices from many different fields, such as management, media, communication and psychology. "Critics of PR will then seize on this apparent lack of agreement about a definition as proof that PR is fundamentally flawed.

Public relation is evaluates public outlooks, describes the policies and process of an individual or organization with the public sake, and executes a program of action to earn public understanding and acceptance. Kotler (1982) He sees it as the management function, which "evaluates public position, identifies the plan and process of an individual or organization with the public interest, and executes a program of action to gain public understanding and acceptance.

Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between on organization and its public's. "Institute of Public Relations, USA this definition indicates an organizations management, which gives it clout and credibility and lifts it away from the mechanical process of merely supporting a company's sales. "Mutual understanding is a broad concept that "every organization must seek to establish Olusegun et a (2006)"Public Relations is distinctive management role which helps set up and maintain

mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public belief; defines and emphasizes the responsibility of management to answer the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools.(Rex F. Harlo1976)

Cut lip et al. (2000) defines Public relations as “...the management function that identifies, establishes and keep mutually advantageous relationships between organizations and the different public s on whom its success or failure depends All the above definitions of Public relations observe that organizations and their respective public's need to have mutually beneficial relations and that this relationship determines the success or failure of the organizations. What all this means is that the public relations practitioner must be able to gauge both the external and internal public's attitudes and opinions about the organization by monitoring the interchange of information between them and the organization.

A final definition is referred to commonly as «the Mexican statement», adopted at the first World Congress of National Public Relations Associations held in Mexico in1978. It states, is; Public relation is the art and social science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programs of action which is a strategic communication process that will serve both the organizations and the public sake. Wilcox et al. (2003) The definition indicates that PR get knowledge and skill from other fields such as psychology, politics, sociology, language, etc. (Al-Jenaibi, 2014d). PR is an art because it hold artistic skills, fine arts, language, writing, public speaking, etc. It is a social science because it uses social scientific instruments to understand and guess human conduct. It tries to understand its environment and relate to it mutually.

2.2 Views of PR professionals

Public Relation is defined as deliberate, planned, action based, keep public welfare, pursuit two-way communication and part of management function. With the advancement of technology, organizations have been implementing different communication strategies to reach the targeted public.

Public Relations is the distinctive management function which helps found hand keep mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics; involves the management of problems and issues; helps management to keep informed on and responsive to public opinion defines and emphasized The responsibilities of management to work the public interest; helps management keep Abreast of and effectively apply change serving an early warning system to help Anticipate trends ;uses research and sound and ethical communication as its principal tools (Harlow 1976:)

PR Is the activity of deliberately managing product and spread of information between an individual or an organization and the public in order to affect the public perception. Public relations may include an organization or individual gaining influence to their audience using topics of public interest and news part that do not ask direct payment.

According to (mattew combact2012) “Public relations professionals have always realized the value of influence with senior management. Beginning roughly in the 1970s, public relations professionals began to growing determine themselves as“business people first, and communicators second.” As a result, public relations became more obsessed with launch measurable objectives aligned with organizational goals and demonstrating a tangible ROI (return on investment).

After all, if businesses were going to allocate resources to public relations activities, they deserved to know what kind of “return” they could expect. “Public relation specialists establish and maintain relationships with the organization target audience and, the media relevant trade media, and other opinion leader. “PR specialists to be effective, they must understand the trends

and developments taking place in public opinion, being fully aware of the administration's policies and problems.

The specialist must believe fully in the Organizations work and be alert to the contexts in which institutions function. It is by allowing PR people to get experiences and advantage of every opportunity or activity they did to serve the public's and achieve its interests''Falhi (2015)The public relations specialist acts as an advocate to management and as a mediator, making an interpretation of private points into sensible, publicly acceptable policy and activity. 'PR is an art according to Ivy Lee Ormsby, (2015). As an art, it requires creativity, imagination, and even intuition. PR is in part art, and does require all of these attributes, PR professionals best serve society by serving the special interests of his or her client or employer.

Public Relations works in or for Public Relations staff, non-profit organization e.g. Charity Foundation, or for-profit organization such as private organization, universities, hospitals, advanced technology institute and so forth. A different place of work and function or activities normally refers to different Public Relations titles as it represents their career. Public Relations who works for government bureau, for example, are usually called Public Information Officers, Information Officers, Public Dealing Specialists, Press Secretaries or Communication Specialists. A Public Relations who works for an event management company might be called Event Specialists and many others.

2.3 Public Relations Role in Culture and Tourism

Tourism and touristic industry have an essential power on the economic life of a country. For that reason, tourism development of a country and its growing into the attractive touristic destination is directly connected to quality standards of touristic product, accommodation capacities, tourism, on one hand, and prestige, public legitimacy, image, informing, promotion and lobbying on the other.

Henceforth derives the important place and role of PR in tourism development of one country. Public relations are an interactive form of communication through which organization, product or service build their strategies of getting close to their target by using special methods of

research and poll of public opinion. Also, PR forms offer wide opportunities and techniques that the organization, product or service need to build, maintain or improve their image (Broom, 2010).

The primary Aim of the purpose of PR in tourism as in any other manufacture is constant transfer of messages and information for definite touristic offer, touristic attraction, and opportunities; constructing, and image of attractive touristic destination (image based on identity); as well as giving feedback- when public information reach the doors of touristic economy and in that way supplying further evaluation.

public relations activities are rife in the exercise of the industry. Public relations is the predominant activity in promotion and communication in the tourism industry as stated in A Global Journal of Research and Comment, (2008). Public relations (PR) is important and essential pillars for building, developing, and sustaining he country's image of attractive touristic destination and plays the crucial role in the promotion and affirmation of tourism and touristic destination of the country. In the tourism sector, public relations are more than a inessential. To meet the continual challenges,

the public relations in the tourism sector should evolve towards changing into a management function, which should guide to responsible movement. The literature argues that the public relations represent the fifth "P" of a marketing strategy: product, price, position and promotion (Wilcox et al., 2009, p.16).

In modern social-economic environment, public relations are considered to be an essential factor in the activity of development and evolution of tourism. They transfer consumer's messages about quality, traffic infrastructure, and improvement capacities of a touristic destination, at the same time following the pulse and needs of the target group and surrounding so that the touristic economy can adjust to the changes and needs of the public (Ilievska, 2018).

Likewise, this study stated that tourism and touristic industry have an essential power on the economic life of a country. For that reason, tourism improvement of a country and its developing into the attractive touristic destination is directly attached to quality standards of touristic product, adjustment capacities of tourism, on one hand, and honor, public legitimacy, image, making ,

promotion, and lobbying on the other. Henceforth, derives the important place and role of PR in tourism development of one country.

The most significant factor for the successful realization of this process is communication with the public and usage of appropriate means of communication. The main goal of the use of PR in tourism as in any other industry is continuous transfer of messages and information for certain touristic offer, touristic attraction, and opportunities; building, and image of attractive touristic destination(image based on identity); as well as providing feedback- when public information reach the doors of touristic economy and in that way providing further evaluation. Tourism and touristic industry have an important influence on the economic life of a country.

Because of this, tourism growth of a country and its development into the attractive touristic destination is directly attached to quality standards of touristic product, adjustment capacities, tourism, on one hand, and prestige, public legitimacy, image, making, promotion and lobbying on the other.

Henceforth derives the essential place and function of PR in tourism development of one country. The most important factor for the successful realization of this process is communication with the public and usage of suitable means of communication. The main aim of the use of PR in tourism as in any other industry is constant to transfer of messages and information for certain touristic offer, touristic attraction, and opportunities; constructing, and image of attractive touristic destination (image based on identity); as well as giving feedback- when public information reach the doors of touristic economy and in that way supplying advance rating

2.4 Challenges of public relation

If PR practitioners face crises in their organization, they must quickly understand the landscape of media impacts and act immediately to protect the company image. So the circumstances that PR people faced during crises is to pay boost about the culture around them and the psychology of the masses, their needs and to act in the administrative work to do their jobs successfully. Falhi (2015) indicated that for PR specialists to be effective, they must understand the trends and

developments taking place in public opinion, being fully aware of the administration's policies and problems.

Public relations profession are not well taken in the Ethiopia, that is, many organizations and individual do not realize the idea of the public relation, According to Hornaman (2000), public relations education can greatly contribute to public relations status as a profession. Public relations qualified individuals in Ethiopia are rare. Unlike other professional public relations training in Ethiopia did not get attention for many years.

The tangible reason for this could be attributed to the lack of understanding of the role of public relations. At the same time, very few people see what public relation encompasses, what it goal to reach and how it process. Some persons see public relations as propaganda, L'Etang (2002) describes propaganda distinctively as one that discounts ethics in favor of spinning "truth" as one-sided. He also noted that propaganda might not even use training, as it could simply rely on the most-convenient message and thus completely discount ethics during message transmission.

The worst misconception about PR is that it contains no ethics; anything goes as long as it promotes or protects the company's interests, Hallahan, (2004), PR professionals are commonly perceived as engaging in lying and deception. According to Hyde (2012)The worst behavior attributable to PR professional is that they accentuate a company's positive attributes, but that is to be expected Another challenges of pr is for Some organization believe should use PR only when needed, such as when launching a new product, celebrating a milestone, or confronting a crisis.

“Having permanent PR counsel is tantamount to having someone who knows the company's history and its products well” Lawrence et al. (2003). Such a professional would have plans in place to deal with PR situations such as crises when quick responses are required. “We do not expect PR misconceptions to disappear from one or several articles that dispel them” Miller, (2014)a country's political system, a country's economic development provides public relations professionals challenges opportunities as well as opportunities

Pr profession count different kinds of challenges the problem Are

1 PR is for need only

Some people think a company should use PR only when needed, such as when promote a new product, celebrating a milestone, or confronting a crisis. “Having permanent PR counsel is equivalent to having someone who knows the company’s history and its products well Lawrence et al., (2003) Such a professional would have program in place to deal with PR situations such as crises when quick responses are needed.

2 poor Understanding of Public Relations Concept.

public relations practice are wrongly taken in same Organization PR professionals must persist with PR for PR through all media, though that might be poor. Perceptions of the PR profession based on how PR professionals in the organization conduct themselves over time. Nothing replaces performance.

many organizations and people do not understand the idea of public relation, though they involve in it on a daily basis, yet they do not realize the function of public relations and hence do not have or think public relations as an constitutional part of their daily activities.

3 PR is just a staff function

Public relations practice are not well apprehended in our country and Many Organization and CEOs accept that the role of PR is unimportant, thinking that it can be represented to a junior officer or staff member in a human resources marketing department who has some communications ability. According to the 1978, the First World Assembly of Public Relations Associations in Mexico public relation is the art and social science of examine trends, guessing their consequences, Advertising organizational leaders, and employing strategic programs of activity which will serve both the Organization and the public interest (Newsome.2000)Successful corporations realize that PR should be a management role, maybe even within the top management group.

4 Lack of Specialization in the Profession.

Most of those who work the positions of public relations in both government and private organization are not public relations profession. Some demand to be professional person simply because they are practicing journalist .. Within PR, most organization are not looking for a PR degree,.

But PR practitioners must be experience a potential risks of damage and/or profit that result from their activity. PR is insights into the extent to which thoughts and actions of practitioners are founded or influenced by academic knowledge and research. Understanding of the relationship between theories/research and knowledge/tools a practitioner needs is lacking Shaw, (2002), p.11

5 No ethics in PR

The worst misconception about PR is that it contains no ethics; Some organizations just assign their staff with the post of a public relations officer without knowing the job statement of that office. They subject practitioners to errands and protocols, sometimes; they use them as private assistants in the guise of a public relations officer PR professionals are commonly perceived as engaging in lying and deception. “The worst behavior attributable to PR professional is that they accentuate a company’s positive attributes, but that is to be expected” Hyde, (2012)PR professionals are commonly accused of trying to corrupt media, politicians, and government authorities through bribery. This could backfire because again, the truth is usually discovered in the end.

6 Lack of Technological know -How TO USE

Technology is changing the world, and the world of pr is no exception. The rise of the internet ,cell phone ,and social media are just a few examples of how technology has impacted how people communicate. Some Ethiopian Organization pr are not learned, they cannot

effectively and efficiently run these machines yet it. This is at the liability of the profession in this country.

7 UN Able To Use social Media

social media usage is one of channel and tool of public relations practices. social media affords public relations practitioners the opportunity of reaching out to and engaging with their public s in conversation. The Emergence of social media platforms has dramatically changed the practice of public relation (lipschultz 2018)

There is limitation in our country organizations and tourism bureau to use social media plat form effectively. This affect the importance and the growth of public relation in the organization.

according to Gruning 2009) As social media is based on multi directional conversations, it allows public relations practitioners the opportunity to fulfil the two-symmetrical communication model.

8 PR is the same as advertising And Publicity

The different between PR and advertising on the one hand that this is the last resort to buy space in the newspapers, or part-time on radio and television, and so in order to express the company point of view or the announcement of the sale of products and services. This may agree or disagree with the viewpoint of the publisher or broadcaster, because the reader or listener receives a paid message. Adverting is a paid messages for a profit purposes while PR is non-paid activities and communication for non-profit services.

Walquist (2009) declared that publicity is just one of the tools PR uses. It is a primary tool at times, but it is one of many to be used as required and when suitable. According to Falhi (2015) some public's confuse the meanings of PR and publicity. This confuses is due to the union objectives and goal of both meanings. Propaganda is one of the types of communication and determiner, using power to control the ideas of members of the community by use their emotions and instincts. This is done by means of public communication.

PR is about gaining positive report for a company in the media by persuasive journalists of the newsworthiness of information or messages conveyed to the public through them. This is in addition to using various tools to convey a company's messages through, for example, special events, speeches, and various publications such as flyer, pamphlets, books, films, etc.

9 Negative Cultural Habits, Attitudes and Taboos

Cultural activity are held in high respect in Africa cum religious beliefs. If you prepare a campaign that tread negatively on this tenacious testaments you may fail to reach a mutual understanding with them. This also goes with various ethnic groups and their diverse tribes which are defined by the continent. Hence, as you plan a campaign or promotional method you have to assure not to go against particular groups' believes

2.5 Challenges of PR in tourism

Public relations represent a particular way of Advertising the organization, its products or services, by constructing a higher noticeably in the public space. Public relations represent a strategic form of communication, which focuses on gaining the audience's understanding and acceptance, as well as on the process of building a good relation between an organization and the public.

Public relations is about fame – the result of what you do, what you say and what others say about you. Public relations practice is the Ethics, which see after reputation with the aim of earning Believe and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public s. (www.cipr.co.uk)

According to The public relations activities imply witting, designed and long-term activity in building and keeping relations of mutual trust and understating both with the public view as a whole and the various target groups (Kunczik,2002,p.11).The major challenge consists in characterized the most efficient ways of Advertising tourist products, constricting a positive image, increasing the profile of tourist destinations, in order to attract a important number of tourists. Public relations may symbolize a bridge towards change, a means for adjusting to the new attitudes triggered by change. Public relations purpose at building positive relations between

an organization and its public, an organization and the situation, by means of a two-way communication (DiMeo 2002)

Tourism is an industry highly susceptible to man-made and natural crises. Tourism operators may need to be well prepared to meet a crisis. Tourism has suffered significant impacts due to a number of challenges. Challenges occur at all levels of tourism operations with varying degrees of severity, from much publicized environmental economic and political disasters through to internally generated crisis such as accidents and sudden illness. Tourism crisis is a natural or man-made disaster with the potential to totally disrupt the tourism industry.

According to Curtin University (2006) Study Tourism is an industry highly susceptible to man-made and natural crises. Tourism operators may need to be well prepared to meet a crisis. In modern social-economic circumstance, public relations are considered to be an essential part in the activity of improvement and growth of tourism. They move the consumer's messages about quality, traffic infrastructure and improvement capacities of a touristic destination, at the same time following the pulse and needs of the target group and surrounding so that the touristic economy can adjust to the changes and needs of the public.

Public relations is important in the promotional Activity and the communications of companies and tourism organization. In spite of this, there is a lack of union between theory and practice in public relations in the tourism industry. On the one hand, the theory, models and idea of public relations have neither been mature nor applied in this industry (L'Etang, 2006)

Due to the comprehensiveness of tourism and traveling industry, public relations in tourism need to be adjusted on accommodation, transport, fun, and recreation. Promoting a tourism destination should consider a series of factors which function as conclusive points for the public, such as: natural factors, relief, geographical positioning, landscape, vegetation, fauna, climate; the general factors of human state and activity, traditions, folklore, language, mentality, hospitality, culture; the human element, the conduct and attitude of the local population, of the representatives of the different public or private organizations towards tourists; the general infrastructure, transportation and (tele)communication, tourism equipment's accommodation and food facilities, sports and entertainment (Muncie, 2000).

Based on the consequence of the study and the evidence of the development of public relations activities in the tourism industry, there is a cause for the improvement of a theoretical framework for public relations applied to tourism. Despite this, historically, there has been a definite disassociation between the theorists of the discipline and public relations professionals. According to (Kozak, Crofts, & Law, 2007) not all public relations activities are widely used in the world of tourism. Crisis prevision, management and communication are as yet not fully improved in this field. This is surprising as there are studies that demonstrate that potential tourists change Research is another activity which is not fully developed in the tourism industry.

Research is primary part of public relation management research invited us to engage in dialogue with public's perceptive their beliefs and values and working to create understanding on their part of internal workings and policies of the organization. According to Xiao and Smith (2007), the use of research and knowledge acquisition, of hypotheses and theories, is basic to succeed developments in the tourism industry. Heir travel plans if they perceive a risk in a destination.

2.6 Opportunities of public relation

Experts define the term PR as activities that accept a firm and its audience to return used to each other. Another definition expressed that public relations Acquire activities that is improve around favorable company's image through publicity, and community events (Zeithaml, Bitner & Gremler, 2009).

Many also claim that PR helps in improving the relationship of a company with the public. In the marketing domain, PR means promoting the right thing by using publicity and other non-paid communication tactics to inform people. Public relations is a management instrument planned to launch help among a firm's different internal and external public s (Thomas & Lane, 1990). Public relation have different profits to organization such as Create editorial contacts, disburse news releases, emerge as a top news source by offering guest posts, editorials and engage in media interviews, forums. Publicity plays a crucial role in media relations.

Improved relations with employees Using newsletters, meetings, events, and program me to speak with internal audiences is an excellent way for a business to display its commitment to do the right thing. Public relations are crucial promotional method. It involves measures planned to modify the image of a company, to create a more favorable climate for its promotion and sales support activities. Public relations can have a powerful effect on public awareness at a much lower cost than advertising (Kotler & Armstrong, 2006).

The major role of public relations are to create and keep good relations with the organization's internal and external stakeholders, such as individual and private, governmental, and societal entities in general. PR is its quality to manage crisis Environment and resolve complex matter effectively. Although, PR as a concept sounds simple but it needs tremendous amount of effort and planning before a brand is featured in a print article, blog, social media page, TV or radio. These efforts consume both time and money.

"PR practitioners in guiding/directing the organization toward considering ethics when communicating with public s during a crisis" (Yan Jin, Augustine 2018) Modern public relations has evolved to embrace corporate sustainability; corporate sustainability is built around the organizational structure that embraces public relations theories and practices. Ecological, sociological, and corporate/business elements must be properly promoted internally/externally by utilizing public relations efforts in order to provide the most updated information to stakeholders/employees and the public (Penning, 2007).

Every time an organization able to generate positive publicity, victory is scored. Public relations services have the ability to create a buzz about firm and the power appeal to reach a large audience base public relation includes activities that is built around a favorable company's image through publicity, and community events (Zeithaml, Bitner & Gremler, 2009). Public relations are an important promotional technique. It involves measures designed to improve the image of a service, to create a more favorable climate for its advertising and sales support activities.

According to Pahwa (2020), the purposes of public relations manager and public relations agencies include

- **Writing and distributing press releases.**

is the mainstay of publicity and if published, can be of significant worth as editorial content is seen and read by more people even than promotion in the same magazine or newspaper (Baverstock, 2002). Through news releases, organizations are capable to make products, services and attached activities known to the public. This eventually support succeed the goal of generating interest in organisation's activities A press release is an item circulated to the media in the hope of getting it placed in the publication. It.

- **Speech writing.**

Carla (2005) speak up that the purpose of speech is to convey as much of available information as possible to as many listeners as possible. It success can be measured by the Amount of information The Audience take with Them and extent to which they have been persuaded.

Pr speech inform important development such as new product, company reorganizations ,new staff, new offices, expansion and community events the company sponsors or participates in. the speech may also be essential to respond to a negative event that affect the company. According to Newsome(2004) Every speech like every school arrangement is broken down in to: composition is broken down into: Introduction main body and conclusion.

- **Planning and executing special public outreach and media relations events.**

Media relations regard PR practitioners picking news about the organization to editors, taking editors to the news, making applicable news stories and managing the news. These personal contacts with editors help to construct good relationships with the media, which undoubtedly welfare the organization greatly. Not only that, there is a regular supply of news items to these editors as part of a deliberate, plan and sustainable publicity effort

- **Writing content for the web (internal and external websites).**

Recent changes in technology have allowed organizations to reach out to their constituents in ways never before imaginable. The computer has not only spawned word processing and desktop publishing; it has also allowed us to reconfigure our communication and our modes of delivery. Additionally, technology has expanded the scope of both internal and external communications beyond that of traditional media. The Internet and World Wide Web has allowed organizations to communicate directly to stakeholders. The speed of communication has increased dramatically

- **Developing a crisis public relations strategy.**

Tarawneh (2015) Expressed the job of PR practitioners as gain of satisfaction or 'engineering of consent'. PR work as a negotiator between the public and the decision-maker. It also guarantor people in the instance of institutional crises that involve swift action and urgent decisions. During the organizational crises, PR must spread and Inform publics about facts not demolished the negative news to protect the origination.

- **Handling the social media presence of the brands**

Heath (2001.) asserts that the transformation to digital technology has far reaching implications for the practice of public relations. Capabilities are expanding while equipment prices are dropping. The cost and capability of the computer are stretching and changing the boundaries. Roles and relationships of public relations practitioners inside and outside their organizations media websites.

Social media has become one of the most important channels of communication between organizations and stakeholders. Social Media differ from traditional media or industry in many ways, including quality, access, and the frequency and ease of use, speed, and permanence. Social Media operating in the talk show transport system (many sources for many of the receptors). This is in contrast to the traditional media, which operate under the monologist transmission model (a single source for many of the receptors). (Kaplan, 2010) According to Anas Y.

Alhadid(2016) measuring the Social Media effect of a company as a moderating variable of the relation among the Public Relations and Company Image

Counseling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility.

Baverstock (2002) defines publicity simply as making public: keeping the name of the product, services or what ever is being promoted in the minds of the public. Jobber, (2001) looks at publicity as a communication in news story form about an organization, its products or both that is transmitted through a mass medium at no charge although the publicity activities will incur production and personal cost Dealing with government and legislative agencies on behalf of the organization.

▪ **Dealing with public groups and other organizations with regard to social and other policies of the organization and legislation of the government.**

Public relation(pr) is the process of maintaining a favorable image and building beneficial relation ship between an organization and the public communities ,groups ,and people it serves.

Public Relations is distinctive management function which assist establish and maintain common lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to maintain informed on and responsive to public belief; defines and emphasizes the responsibility of management to serve the public interest; support management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools.(Rex F. Harlo1976)

A public relation specialist drafts a specialized communication programme and use media and other direct and indirect medium to make and keep appositive brand image and strong relation ship with the target group

- **Handling investor relations.**

Investor relation (or IR) is a specific sub discipline of public relations that revolves around how accompany communicates with investors, share holders, government authorities and the financial community.

Cutlip et al. (1999, p. 21) have defined investor relations as “a specialized part of corporate public relations that builds and maintains mutually beneficial relationships with shareholders and others in the financial community to maximize market value.

Silver (2004) asserted combining investor relations and public relations instead of the investor relations only would result in more positive effects for the stock price

2.7 Opportunities of public relation in tourism

PR is closely related to marketing activities of the organization; the goal and objectives of both departments are interrelated and often very much dependent on results of each other. Time “sell” the product on the market. PR helps to accomplish these objectives by making public (market) aware of company and its products, creating good image of the company.

Effective public relations have the quality of determine different groups of people by inspiring them to buy a good or service. According to Kotler (2000, pp) There are many definitions of PR, such as “the process of creating constructive image in third party’s minds” or “practice of managing information flow between an organization and the public”.

All these definitions have a common point: PR is used to form the favorable image of a product, organization, and individual; to help a business to meet its objectives effectively, efficiently and Successfully .Public relations have important role to the development of modern day tourism (UNWTO, 2012).PR is nearly related to marketing action of the organization, the Purpose and objectives of both departments are interrelated and often very much dependent on results of each other.

The objectives of marketing are to introduce product to a customer in the right place at the right time, “sell” the product on the market. PR helps to succeed these objectives by making public (market) aware of company and its products, creating good image of the company. Still tourism want marketing more than other things as the customer of this industry has many choices and different motivations for traveling (Raju 2009,116.).

PR is Basic Advertising way for Travel and Tourism. It has various Profit, such as Advertising an event or destination, Building reputation of a company as “green” and responsible citizen, detracting attention of public from negative events (accidents, natural disasters).

PR is very essential here, as promotion will be going through press releases, press conferences, sponsorship and prizes in competitions, invitation of journalists to try new activities (hotel, attraction, flight) for free. A good goal exposure is capable to supply the customer with a tangible image of the intangible services he or she is about to experience(Godahewa, 2011).

2.8 Public Relations and Management

(Luick and Ziegler 1968) stated that” Public's are those people, internally and externally, with whom an organization communicates” According to this coat The role of public relations in any organization is to identify the key public's, both internal and external, with whom the organization must operate effectively, and alongside this, to strategically develop and maintain a relationship with these public's for the benefit of both the organization and the identified public's can be made and second, the communication of the strategic vision.

A public is any group that has an actual or potential interest in or impact on a company’s ability to achieve its objective (Kotler, 2003). According to SITEL (1980) the “flip side” of the coin is interpreting the public to management. It means what the public really thinks about the firm and letting management to know.

Each organization has its own special publics with whom it has to communicate internally and externally. According to Grunig and Hunt (as cited in Jethwaney & Sarkar, 2000), PR is the management function which measure public attitudes, describe the policies and operation of an

individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance.

2.9 Public Relations for Internal and External

Internal public relation deals with whatever is happening inside of organization and their aim is to guide inform and motivate employees external public relations deals with communication outside of the organization their aim to promote a strong and positive image of the organization to the public.

2.9.1 Internal Public s of Public Relation

Employees are called internal public of an organization. They are important because they participate in the operation, production and formulation of ideas which leads to achievement of organizational objectives.

An organizational internal image and morale of the work force depend a great deal on the flow of information through internal communications. Cutlip (2006) revealed an internal relation is communication inside an organization is arguably even more important the external communication because the association needs to work viably in accomplishing its objectives keeping in mind the end goal to serve, in shore "

The objective of an internal communication programmer ,should be the creation of understanding and merited support ,of co-ordinate interchange ,of high marble and high efficiency ,an organizations internal image and morale of the work force depend a great deal on the flow of information through internal communications which have successfully launched a program for the flow of information through international communications which have been branded as modern.

2.9.2 EXTERNAL Public s of PUBLICATION

As the name implies, external public relations is concerned with people outside the organization since necessary to communicate with deference groups of people, the external target population has to be defined.

This associate to educational promotion materials produced for the use of the organization. These external publications include annual reports, leaflets, audio-visual presentations and many other

materials that could be achieved placed to help the organization's objectives. These carefully planned and prepared materials provide different fewer usual ways of reaching the public and the consumers.

2.9.2.1 Managing events

Managed events are special programs organized by a focus organization to reach its target audience. There are so many ways to interact with media and remember you reach your target audience/public through media. Check out how one report gets some hands-on experience while covering a story. According to Parica Parsons (2004), "our relationship with the media to adopt a policy of honesty and accuracy in our dealing with media. 'Chosen audience directly."

These events include conferences, displays, lectures, shopping Centre events, open days, public visit to facilitate contacts, seminars etc. It could be used to generate interest, attention and sales of organization's products and services.

2.9.2.2 Lobbying

The representation of certain organizations or industries within government is an important form of public relations work. While legislation is being prepared, lobbyists provide a flow of information to their organizations to keep them informed about events. While doing so, they also ensure that the views of the organization are heard in order that legislation can be shaped appropriately, limiting any potential damage that new legislation might bring. Lobbyists seek to persuade and negotiate with its stakeholders in government on matters of opportunity and or threat.

2.10 Theoretical Framework

Theoretical frameworks is the 'blueprint' or guide for a research (Grant & Osanloo, 2014). It is a framework based on an existing theory in a field of inquiry that is related and/or reflects the hypothesis of a study.

Theoretical and conceptual frameworks guide the paths of a research and offer the foundation for establishing its credibility. Though these terms seem similar, they are different from each other in concept and in their roles in the research inquiry. The theoretical framework offers several benefits to a research work. It provides the structure in showing how a researcher defines his/her study philosophically, epistemologically, methodology and analytically. Eisenhart (1991)

contends that the theoretical framework helps the researcher in considering alternative theories that might challenge his or her perspective, thereby enriching the strengths of the study.

One researcher needs to think about a number of different theoretical frameworks when he wants to study the practices of public relations of an Organization for the success of the study. Thus while scholars stated, there is no one theory that fully Apply every statement for public relations practices. Public relations practitioners have to consider various theories when they make decision about how they can build successful relationships with their publics (Lattimore, 2012). for this study, the researcher use among theories of public relations which focus not only on the organization but also on its public s as mutually dependent actors for mutual benefit in the public relations practices and process. Thus, the study was employed two main theories namely system theory and role theory

2.10.1 open system theory

The systems theory maintains that all systems exist in an environment within a higher order super system, within a smaller subsystem. These objects are interrelated and interdependent. In public relations, it is essential to have an open system in which the boundaries between subsystems, super systems, and environments are permeable and responsive to feedback. This way, the public relations people will help their organizations proactively adjust and adapt to ever-changing environments in order to make strategic plans to maintain relationships and, ultimately, to survive. According to Cutlip (2000) an open system theory of Public Relations . Open systems are systems that take their situation into account and Transfer their business activities accordingly; whereas closed systems do not adapt to their external conditions.

According to the systems theory, a system is a fit of interacting units that survives by answering and set to change pressures from the environment to achieve and maintain states of equilibrium (Cutlip et al., 1994). A system is composed of four components: objects, attributes, internal relationships, and environments. From this theory, public relations researcher understands about the importance of environmental scanning (SWOT analysis) because of social environments are changing from time to time.

2.10.2Role theory

Role theory is a view in sociology and in social psychology that regard most of everyday activity to be the acting out of socially defined categories (e.g., mother, manager, teacher). Each social

role is a set of rights, duties, expectations, norms and behaviors that a person has to face and fulfill. The model is based on the observation that people act in a predictable way, and that an individual's behavior is context specific, based on social position and other factors (Michener,1999).

A role has been stated as “shared, normative require that prescribe and explain behaviors” (Biddle, 1986,). One of the most essential theory constructing that has been developed in PR field is about the roles of practitioners in organization and society. PR practitioners want new plan of action to react organizational, social and environmental demands at the same time and in this process, they use both of practical and theoretical models and methods from different fields such as communication, sociology, organizational behavior, and etc. Role Theory can contribute to understand the PR practitioners' multifunctional roles.

Kahnet al. (1964) described the idea of roles broadly by Expressing a person's function set or those who communicate role expectations as including direct supervisors, subordinates, client, provider, close friends, and family members. In public relations, a role set may include supervisors, coworkers, colleagues, and professional associations.

The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a certain view about the organization, its leadership, products, or of political decisions (Seitel,2007).

public relations practitioners want new plan to react organizational, social and environmental demands at the same time and in this activity, they use both of practical and theoretical models and methods from different fields such as communication, sociology, organizational behavior and others. Role theory can bring to realize the public relations practitioners' multifunctional function.

CHAPTER THREE

Methodology

This chapter is concerns about the overall research methodology of the study. Issues such as the research design, sampling and sampling techniques, data collection method are discussed under this chapter

The study used qualitative data collection methods. The researcher wants to analyze the challenges and opportunity s of public relations on Addis Ababa culture and tourism bureau. On the other hand, the study was use open system theory and role theory as theoretical frame work. These theories set in consider the sake multifunctional roles of both the organization and the public s for mutual understanding and benefits Furthermore, these theories encourage two-way symmetrical model of public relations

3.1 Research Approach

In general, there are two basic approaches to research: qualitative approach and quantitative approach. this study prefers the qualitative approach. The qualitative approach tends to focus on how people or groups of people can have (somewhat) different ways of looking at reality (usually social or psychological reality) According to (Beverley Hancock& Elizabeth Ockleford 2007) Qualitative research is concerned with developing explanations of social phenomena. That is to say, it aims to help us to understand the social world in which we live and why things are the way they are. qualitative research mainly focuses on individuals' experience and interpretation of events employing techniques like observation, interviews and focus group discussion by using structured, semi-structured or unstructured questions.

This study was examine what is the challenge and opportunities of public relation in Addis Ababa culture and tourism administration bureau. And what is their consequence for the implementation and contribution of pr on the bureau. For instant this study analyzed what is? The role of public relation in the bureau. And his contribution for the development of our city and country tourism. Pr is the most important profession in organization especially like tourism industries their work linked with media and Advertising. . Public relations is the predominant activity in promotion and communication in the tourism industry Comment, (2008)

In order to achieve this, the study should approach qualitatively as it concerns values and importance. Qualitative research is particularly adept at answering questions from public relations practitioners that began “How?” or “Why?” “. According to (Pawluch et al, 2005). Qualitative data collection methods have been acclaimed for their ability to provide precision results in social science research.

For instant Christine Daymon and Immy Holloway(2011) mentioned that qualitative research which is connected to an informative worldview has great potential for the study of public relation and marketing communication from the position of those involved. Indeed, qualitative studies or inquiry which combine both qualitative and quantitative approaches – appear to be gaining a foothold in the communication, marketing and management literature. This testifies to a growing appreciation of the value of the qualitative approach. In the communication discipline,

qualitative researchers are committed to Examining how agents produce meaning with words, written or spoken (Tomkins,1994,p. 44).

qualitative research has distinct features and strengths, including its subjective nature .there is an increasing awareness in contemporary public relations and marketing communications of collaborative dialogue. Qualitative research has the potential to enable this to be achieved.

3.2 Research Design

Research design “mention to the feature of the research program in broader perspective that determines the overall organization of the study” (Abate, 2018,). Similarly, Nyack and Priyanka (2015) define research design as “a comprehensive plan for data collection in an empirical research project. It is a “blueprint” for empirical research aimed at answering specific research questions or testing specific hypotheses” .

As it is explained in the previous chapters the main aim of this study The study focuses on investigating on challenges and opportunity of public relations In Addis Ababa culture and tourism bureau Administration the study will analyze the methods be use by the Addis Ababa culture and tourism administration bureau public relations practitioners investigating the overall organization composition and the place of the public relations directorate in the means to meet organizational destination and objectives and identifying the challenges and opportunity of the bureau in working towards indicate possible solutions.

The study used case study design. The case study approach is particularly useful to employ when there is a need to acquire an in depth appreciation of an issue. Event or phenomenon of interest in its natural real-life context. According to(Hancock,2002) the case study claims to content a wealth and depth of information not usually offered by other methods. Case study method is a widely used type of qualitative research, which requires a careful and entire observation of a social unit to analyze a limited number of occurrences or situations and their interrelations (Kothary,2004). It assist the student to conduct in-depth study on a case of the organization. Also, this qualify the study to qualitatively will collect, analyze, and do interpretation of the data.

3.3 Research paradigm

The word paradigm from originated from the Greek word “paradeigma” which means pattern. “Research paradigms can be characterized by the way Scientists respond to three basic questions: ontological, epistemological and methodological questions” (Guba, 1990). Epistemology has its a etiology in Greek where the word episteme, means knowledge. Put simply, in research, epistemology is used to describe how we come to know something; how we know the truth or reality; or as Cooksey and McDonald (2011) put it, what counts as knowledge within the world. It is concerned with the very bases of knowledge – its nature, and forms and how it can be acquired, and how it can be communicated to other human beings.

Ontology is a branch of philosophy concerned with the assumptions we make in order to believe that something makes sense or is real, or the very nature or essence of the social phenomenon we are investigating (Scotland, 2012). It is the philosophical study of the nature of existence or reality, of being or becoming, as well as the basic categories of things that exist and their relations. It is the philosophical study of the nature of existence or reality,

Methodology is the broad term used to refer to the research design, methods, approaches and procedures used in an investigation that is well planned to find out something (Keeves, 1997). For example, data gathering, participants, instruments used, and data analysis, are all parts of the broad field of methodology.

Paradigm indicate a pattern or model or typical example including cultural themes, worldviews, Ideologies and mindsets Research paradigm is an approach or a research model to conducting a research that has been verified by the the research community for long and that as been practice for hundreds of years. A research paradigm is “the set of common beliefs and agreements shared between scientist about how problems should be understood and addressed” (Kuhn, 1970)

A large number of paradigms have been proposed by researchers but Candy (1989), ,suggests that they all can be grouped into three main taxonomies, namely Positivist, Interpretivist, or Critical paradigms .

qualitative research has distinct features and strengths, including its subjective nature. There is an increasing awareness in contemporary public relations and marketing communications of collaborative dialogue. Qualitative research has the potential to enable this to be achieved.

This study prefer interpretive Research Approach because The goal of interpretive research Approach is not to discover universal, context and value free knowledge and truth but to try to understand the interpretations of individuals about the social phenomena they interact with. Interpretive methodology requires that social phenomena be understood “through the eyes of the participants rather than the researcher” (Cohenetal.,2007,p.21)

This study prefer qualitative research methodology to collect data from Addis Ababa culture and tourism bureau and then interpretive research approach very appropriate to this kind of research methodology.

The goal of interpretive methodology is to understand social phenomena in their context. Interpretivists collect mostly qualitative data from participants over an extended period of time, as in ethnography and case studies. The approach to analyzing data thus generated is inductive,

Reeves and Hedberg (2003, p. 32) note that the “interpretivist” paradigm stresses the need to put analysis in context. The interpretive paradigm is concerned with understanding the world as it is from subjective experiences of individuals.

most of qualitative research in social science use interpretivism approach to research According to Sahifa(2017) interpretivist believe that human behavior is multi layered and it cannot be determined by pre -defined probabilistic model.it depend on the situation and is determined by environmental factors other than genes.

The interest of interpreter is not the generation of a new theory, but to judge or evaluate, and refine interpretive theories. Walsham (1995b) presents three different uses of theory in interpretive case studies: theory guiding the design and collection of data; theory as an iterative process of data collection and analysis; and theory as an outcome of a case study.

(Guba & Lincoln, 2005, p. 204). Interpretivists believe in socially constructed multiple realities. Truth and reality are created, not discovered. It is not possible to know reality as it is because it is always mediated by our senses. Interpretive epistemology is subjective. It is not possible to know reality as it is because it is always mediated by our senses. Interpretive epistemology is subjective. External reality cannot be directly accessible to observers without being contaminated by their worldviews, concepts, backgrounds etc. "Perception is seen not as a passive-receptive process of representation but as an active constructive process of production" (Flick2004, p.89).

3.4 Research method

Qualitative research methodology is designed to help you think about all the steps you need to take to ensure that you produce a good quality piece of work. According to Michael Quinn (2002) Qualitative methods generally aim to understand the experiences and attitudes of patients, the community or health care worker. These methods aim to answer questions about the '**what**', '**how**' or '**why**' of a phenomenon rather than '**how many**' or '**how much**', which are answered by quantitative methods. In this manner, qualitative researchers can understand complex reasoning and dilemmas in much greater detail than only through results yielded by survey. Miles and Huberman (1994)

To collect data that might help to answer questions relate to the challenges and opportunity of public relation and the of PR in the bureau using qualitative research method will be more appropriate. Qualitative research works with meanings, causes, desires, theories, standards and attitude which relates to a deeper relationship, processes and phenomena that cannot be reduced and generalized (Maxwell, 2013)

Qualitative researchers typically rely on four methods for gathering information:(a) participating in the setting, (b) observing directly, (c) interviewing in depth, and (d) analyzing documents and material culture. The data Will generate by interview to key informant interviewer.

3.5 Interview

Data for the study gathered by using in-depth interview as substantial means to get applicable information.. The goal of this instrument examined the major public relations activities practiced

and challenges in the bureau Interview is helpful instruments to understand reasons why and how things occur and the way they are happening. Intensive and well performed in-depth interviews provide detailed background about the reasons why respondents give specific answers. It elaborates data concerning respondents' opinions, values, motivations, recollections, experiences, and feelings (Wimmer and Dominick, 2003: 127).

In-depth interviews are one of the most common qualitative methods. One reason for their popularity is that they are very effective in giving a human face to research problems. In addition, conducting and participating in interviews can be a rewarding experience for participants and interviewers alike.

Literature indicates that interviewing has three major forms. These are structured, semi-structured, and unstructured. The researcher conducted the interview to employ of the bureau by preparing structured interview

For this study, the key informants were picked purposefully with two criteria. Primarily, they were selected as public relation profession and the position they held in the bureau, as the position determine their role in public relation. the research is mainly focus on the challenges and opportunities of public relation it should be reasonable to generate data from the pr and another elopement who have contact to public relation profession .

3.6 Sampling Technique

According to Kothari (2004), sampling design refers to the procedure or way the researcher uses to select samples from the general population. So, to select the necessary sample which is proper to the research questions, probability and non-probability sampling techniques were applied. Probability sampling is a method of sampling that helps to draw a certain number of sample study participants out of the population where everyone has equal opportunity to be selected. Whereas non -probability sampling gives unequal chance to the population. The researcher used purposive sampling method to identify respondents.

The purposive sampling technique is a type of non-probability sampling that is most effective when one needs to study a certain cultural domain with knowledgeable experts within. Purposive

sampling can be used with a number of techniques in data gathering (Godambe 1982). A study may be started with a survey, then purposive sampling done based on the survey. Purposive sampling may also be used with both qualitative and quantitative research techniques.

Purposive sample is fundamental to the quality of data gathered; thus, reliability and competence of the informant must be ensured, .

It is a nonrandom technique that does not need underlying theories or a set number of informants. Simply put, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard 2002). Purposive sampling is a practical and efficient tool when used properly, and can be just as effective as, and even more efficient than, random sampling.

3.7 Method of Data Analysis

The study use qualitative method of data analysis. The qualitative data use for analyzing through narrative or thematic analysis. In this study qualitative data analysis techniques was employed. Qualitative data analysis methods namely transcription, coding, categorizing, thematizing, and narration was applied.

The data was gather through in-depth interview using voice recorder and note taking. Therefore, the findings should be present in narration based on thematic areas. Besides, concern key informants such as deputy head of the, public relations director, and practitioners were interviewed deeply.

3.8 Data analysis procedures

In this study qualitative data analysis method was Apply. Qualitative data analysis technique namely transcription, coding, categorizing, thematizing, and narration should employ. The data was gathered through in-depth interview using voice recorder and note taking, and through exhaustive accessible publication documents review.

Qualitative researchers apply an inductive method: Data collected relevant to some topic and are grouped into suitable and meaningful categories; explanations emerge from the data themselves (Wimmer and Dominick, 2003: 111). According to this coat, the challenges and opportunities of PR are the study main agenda and the role of PR is another issue that discussed in this study .

As the research is qualitative one, the data should analyze and explain in the form of narration. And the researcher chooses to apply a simple code system (symbols/signs) for responses she gathers from key informants, to keep ethical standard of the research, therefore, their personal names should intentionally were decline for the reason that they may feel insecure.

Data validity was assured by employed multiple data collection techniques. Besides, concerns key informants such as, public relations director, and practitioners were interviewed in depth. and also, the study should be triangulate the data by comparing and contrasting the reflections of interviews

3.9 Ethical Consideration

The protection of human subjects through the application of appropriate ethical principles is important in any research study (1). In a qualitative study, ethical considerations have a particular resonance due to the in-depth nature of the study process. The concern of ethical issues becomes more salient when conducting face to face interview with vulnerable group of participants. They may potentially become stressed while expressing their feelings during the interview session.

The Special Issue here was presented insight to a range of methodologies and methods available to researchers along with details example of its practice. However, in addition to the importance of selecting an appropriate research methodology and methods is the importance of the ethical considerations around conducting the research. In this Special Issue, Fleming (2018)

During data collection and interpretation processes, the study was assured the participants that any confidential information they disclose was kept private and convinced them the value of the study is to help the Bureau and the employees. The participants were know that the study is only for academic goal and no one would fall as a victim because of any adverse findings in

connection with their professional duties. The consents of the participants was acquire orally and confidentiality of the interviewees should secure by coding

There are various ethical codes of conduct that regulate researchers' behavior. These codes discuss many issues that potentially might arise in your research, as well as other issues associated with professional practice (Beauchamp & Bowie, 1997). i.e. Interviewee 1, 2... 7 were named as 1, 2... 3 and also the organization secure. This was finished in order to motivate them to give their responses without reservation.

The interview guideline clearly justify the aim of the study. The guideline will not ask the names of the interviewees; this will be to protect their identity remain anonymous.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSIONS

4.1 Introduction

This chapter deals with data presentation, analysis and discussion of findings that helps answering the research questions drawn from the subject of the study “ Opportunities And Challenges of public Relation Practice Focus on Addis Ababa Culture and Tourism Bureau ”. Thus, the research questions are:-

- How do you describe public relation profession by your perspective?
- What are the role of public relation in the Bureau?
- What are the major challenges you may face while practicing public relation?
- What are the opportunities and Benefits of PR the Bureau ?
- What kind of relation do you have with different medias?
- What are the tools of PR in your Bureau? And other opinions .

Accordingly, issues in this regard were approached in two perspectives. The first was concerned with issues related to the department of public relation perspective. Here, an effort was exerted to find out the commitment and contribution of the management of public relation for the public relations and communication department's structure, its position and the availability of skilled manpower. In the second perspective data gathering and analysis of the Bureau Employers and practitioners' views is treated. Here, an interviews aimed at finding out the Addis Abeba Culture and Tourism Bureau’s public relations practices, its effectiveness and the major challenges it faces is conducted.

4.2. Profiles of the Interviewees

Eleven key-informants were interviewed at this level until the data attain saturation. Out of the Eleven interviewed key informants, two was second and 8 were first degree holders; one was 12 Grade; 4 of them were men and seven were female. By the position they held, one was deputy head of public relations director, three public relation practitioners, and three employee from human resources development directorate director. Another Two key-informants from budget and plan directorate director the remaining two key informant are professional Advisers of the Bureau . The reason why human resource and plan and budget directorates included in interviewees were that professionals in human resources and budget are vital for effective public relations practices. Thus, analyzing their view towards public relations was important. Concerning experience, five interviewees have 10 to 25 years, six interviewees have two to nine years experience .

The researcher given the initial question for each key informant and then probing. For all probing questions respondents provided different answers. Then, as there were more in numbers, the researcher tried to summarize their answers by themes.

4.3 The Role of public relation

Addis Abeba Culture and Tourism Bureau public relation department has been practicing public relation since 2005 e.c . According to key informants responses, until 2010 the Bureau has its Own public relation department however in this time by the change of Federal Government communication policy the department of public relation dissolved and the bureau practice public relation only by a practitioner.

The Bureau's public relation has various tasks. According to interviewers responses , the bureau has been practicing public relation functions specially on events .According to interviewer reflection event and process oriented public relations are practiced mainly by focusing on yearly events such as tourism day, culture weak and march 8 Women s day.

Example 1 express his Idea

Public relation sector has many different task in our organization. They promote culture and Arts for the tourists, such as Addis Abeba city heritage and create awareness for Addis Ababa city people, we work by cooperate with police and travel agencies to keep tourists security.

(personal interview with1 March 3,2002)

And another interviewer suggest another role of public relation in bureau

Public relation department preparing different publication such as brochures, magazine ,booklet ,pamphlets, flier, poster and banner and organize different events such a tourism day ,march 8 and white ribbon day. By those events we distributed different booklet and brochures asher and also organizing news and press release

(personal interview with2 March 3,2002)

Additionally Another Interviewer imply his idea by saying

I have been participating public relation through various activities to motivate people to promote our cultural heritages

(personal interview with 4 March 3,2002)

Another interviewer agreed with the above responses concerning their role in participating public relation at the bureau and from these the study under stand that the themes of their reflections were similar to the above.

This implied that the managerial role of public relation such as taking part in stage preparation and decision making, counseling ,researching ,analyzing have not been properly experienced.

The study confirmed that the statement of mahoney(2013) technician role represents the craft side of public relation writing ,editing ,handling communication production running special events and making telephone calls to the media.

4.4 Public relation understanding

The Bureau has been practicing public relations functions. According to the key informants' responses, public relations understanding among interviewees were poor and not encouraging. However, as a culture and tourism organization, the employer should have enough knowledge towards public relation and communication.

For example, concerning public relations understanding 6 said, that Public relation means the profession who build the organization good image

This statement could describe the one role of PR in the organization but it can't describe what PR means. According to Institute of Public Relations, USA "Public Relations is the deliberate, planned and sustained activity to launch and maintain mutual understanding between an organization and its public" and from this known definition we understand PR is not only about building good image of the organization. PR are responsible to build mutual understanding between the organization and its public.

And also another interviewer states the role of PR the question for how do you describe public relation profession by your perspective;

PR is the department that anybody could get information about the Bureau I think PR means this

(interview with 3, March, /2022)

And also Another interviewer give this explanation for the question of how do you describe public relation profession by your perspective;

PR means a profession who connect media and our office employee. This is what is PR for me because I always see our Bureau PR link our bureau to different media mainstream and I observe this is PR's job about manage the media and give information to medias towards our Bureau activity.

(interview with, 8 March, /2022)

like the idea mentioned above two former interviewer, this interviewer believe that the role or implementation of PR in the Bureau believe as what PR means,. but connect media to an organization is not the only function that representation of pr .

According to Lozano; Fernández-Souto, (2017). The Public Relations professional must be qualified to relate to the media, but also to be in charge of internal communication, crisis communication, protocol or relate to specialized audiences, lobbies, among other areas of action . And Also .Falhi (2015) states that the public relations specialist acts as an advocate to management and as a mediator, making an interpretation of private points into sensible, publicly acceptable policy and activity.

For instant Thomas & Lane, (1990) Said that PR means promoting the right thing by using publicity and other non-paid communication tactics to inform people.Public relations is a management tool designed to establish support among a firm's various internal and external stakeholders.

Although those employees of the Addis Abeba Culture and Tourism employee have been identifying public relation by this improper way, few employee and public relation practitioner describe public relation by the accurate way for example ;

7 define PR by said this , I am the practitioner of budget and plan department , public relation for me is the back bone of one organization because every things done under the activity of communication and PR is the first accountable and responsible profession for the communication of an organization.

(interview with 7,March, /2022)

And also 1 state good expression about the question how do you describe public relation profession by your perspective PR means A one who negotiator, problem solver and build good image of the organization

(interview with 1,March, /2022)

4.5 The challenges of PR in the Bureau

4.5.1 Political Intervention

As the study understood from the interviewees' responses the organization has a number of challenges and opportunities in practicing public relations.

Challenges of public relations practices: According to 1" public relation activity don't give enough attention by the Government. The Government should pay enough attention to this profession by creating a special departmental structured; otherwise if the situation of giving poor attention for pr continues the profession will might disappear in the Bureau". Like wise 2 indicate that" PR profession has not seen at the same level with other professions by the eye of there Government. This attitude of authorities lead to to a limited activity and growth of the PR function. Until resent time the government removes the PR departments from government structures, this decision of government has been weaken the practice and profession of public relation. And by this opinion of we can see how this profession is counted as unnecessary field by the Government".

And also 3 suggest his comment by saying that "There is a political interference in our bureau's public relation implementation. This intervention activity of the government make our bureau practitioner fearful, not confidence and anxious towards practicing public relation. Similarly, because of poor attention to the public relation profession in our country and by the government authorities there is no written regulations about the profession and written document towards on how to conduct implementations of public relation activities. By this reason there is a motivation problem in our Bureau's public relation practitioners towards their work"

(interview with 3,March, /2022)

For instance 5 confirm the idea mentioned above as follow;

" our Bureau public relation activities are not free from political interference . All our activities are decided by the government and so this profession always don't follow his own principles .

The activities are dominated by authorities, by this reason our public relation professionals face many challenges. But public relations are expected to follow his own principle and it should have a right to free from political influences.

(interview with 5, March, /2022)

In this Bureau the public relations discipline is often either misunderstood or intentionally misinterpreted so that it is used in a pejorative way, associating it with propaganda, 'Economy of the truth' or evasion. Most organizations disregard public relations as an integral part of the organization. In most instances, organizations only acknowledge the value of public relations when things go improper and in times of crisis. Hence, public relations practitioners rescue the Environment by apologizing to the organizations' publics. Henslowe (1999)

Although the name of public relations is spread out and increasing rapidly in many organizations in Ethiopia, the profession is still hurting by many problems and emanating from misunderstanding of the clear duty and functions of the public relations, low understanding of the difference between public relations as a field on its personal, as a management instrument, as marketing expert and as a communication activity in an organization.

Mekonnen (2001) declared that public relations in Ethiopia are less fundamental in the eyes of top level managements in an organization. As a result, the consistency of the public relations practices may not be on the right path. In spite of important changes in the focus and practice of public relations during the last decade in Ethiopia, the term is still abused and misunderstood in many organizations.

4.5.2 The change (collapse) of public-relation department and structure

Another problem that is seen in the Bureau is the collapse of the public relation structure. According to "1 public relation structure was demolished two years ago as a result, many workers were interrupted and the public relations needed and the government required procedure was not compromised".

(interview with 1, March, /2022)

Addis Abeba Culture and Tourism Bureau public relation department has been practicing public relation since 2005 e.c . According to key informants responses , until 2010 the Bureau has public relation department however because of the change of federal government communication policy the departments of public relation were dissolved and the Bureau's practice public relation remains with only by professionals without structure.

3 Discuss About this problem by Said

“ Until 2010 As a Federal Government the country had a Communication minister and our bureau public relation is structured by the way of government structure and the bureau public relation as any other department and had its own budget and seven practitioners . The Department of the public relation has department director ,secretary, camera man, journalist and additional public relation professionals r. But now , because of the federal government new policy the bureau didn't keep the department as a result our bureau practice of public relation only by Practitioners only.

(Personal interview with 3,March, /2022)

In Addition Interview with 2 indicate the public relation weaken by The change of government strategy.

“In Addis Abeba Tourism and culture Bureau , until 2010 public relation department had their own strategies and I am communication information practitioner and as a department we had regular meeting and yearly report. But now public relation department break down and work by only by the practitioners , and ruled by head of of the Bureau . Our department had many duties like published magazine, event organizing including art and literature works , but now public relation department remains with former practitioners like camera man, Artists and database professional. We do the PR function by few professionals.”

(interview with 2,March, /2022)

Also another interviewer gave information similar to that and the study observe that the changed government policy affect public relation exercise in the Addis Abeba Culture and

Tourism Bureau. And current government realizes public relation as unwanted and unbefitting profession. According to <http://smallbusiness.chron.com> public relation profession shape an organizations message and minimize the effect of negative publicity. According to interview the new strategies of government affect public relation role in the bureau.

7 discuss this problem by measuring the PR activity before the change of public relation structure in the Bureau

“Before the collapse , the public relation department has a good exercise ,.but at this time public relation exercise and role is weekend as compare before the policy.

(personal interview with 7,March,3 /2022)

And 9 verify 7 Opinion

“I'm former communication information practitioner for The public relation department the former structure of public relation was best to our Bureau.

(personal interview with 9 7March, /2022)

In addition 2 Approve both interview mentioned Above

“Public relation department had a good relationship with organization before collapse.

The above interviewees suggest that the new government policy affect public relation profession and role. as I understand from this interview the Addis Abeba Culture and Tourism Bureau lose their own strategies and plan because of the breakdown of the structure. According to(*Dircom*, 2015). The Public Relations professional needs to have its own a strategic vision of communication. And this activity of government shows that public relation count as unnecessary profession in organization and all over the country. But contrary to this the value of public relations has a number of benefit to meet institutional goals and objectives. More specifically, the overall organizational strategic plan needs to incorporate public relations initiatives within the short/long term planning to avoid internal/external communication mishaps (Public Relations Society of America, 2013).

More often time government doesn't give enough attention and honor for PR professionals, this is because of PR commonly perceived as engaging in lying and deception. According to Hyde, (2012) PR professionals are commonly accused of trying to corrupt media, politicians, and government authorities through bribery. This could backfire because again, the truth is usually discovered in the end.

The actual profession of PR is a management tool designed to establish support among a firm's various internal and external publics (Thomas & Lane, 1990).

4.5.3 The shortage of Practitioner

According to the interview conducted with various office staff as well as public relations experts, the study recognizes that there is acute shortage of public relation experts in the Bureau.

3As stated, "As a large tourism bureau, and similar with other relevant organizations, we should have our own cameraman, studio and editing experts but we doesn't have. This is one of the major problem of our Bureau. Because of the absence of such professionals as well as the shortage of other PR practitioner we face various challenges including unable to deliver our works on time and within the expected quality. "

(Personal interview with 3March, /2022

And 6 approve the 3answer

"The public relation Practitioner shortages in the bureau can be observed from the results which includes, the delay in job and the delay of publication of magazines, banners and other publication materials is noticed in the bureau public relation activities"

(Personal interview with 6March3, /2022

And also 7 indicate this

"there is shortage of public relation in the Bureau. As I have noticed the publications arrive late and the printed publications may not reach the public at appropriate time. Many publications are stored in the store, for example publications of 2010 and 2011 print results are stored in the store

place. For instance the problem of promoting the work of the office is also seen as the problem of public relation; I think this is happen because of the shortage of practitioners.”

(Personal interview with 7,March,3 /2022)

This problem that which mentioned by the key informants during the interview indicated that the Bureau have lack of public relation practitioner and this is one indication of not giving enough attention for public relation profession.

Public relations is an essential subsystem of an organization and its proper practices are integrally bound to the successfulness of an organization. PR gives an opportunity for organizations to effectively display, interact and agree with other key groups within the organizational situation.

The public relations practitioner acts as adviser to the management and as a mediator, serving to translate private aims into reasonable, publicly acceptable policy and action. Thus, it is intelligibly evident that public relations plays important role in political, economic, social and situational concept of the society (Rensburg and Cant, 2009).

Public relations play a big role in creating mutual understanding between the Organization and the public s (Cutlip, *et al.* 2000). For instance,

PRs mainly Develop the Office’s vision and mission and create a good relationship between the Office and the public and improve the image of the offices by ;

- plans, coordinates and oversees the implementation of various public relation activities; prepares, organizes and disseminates various information to the key public's
- provides the necessary information when journalists and other stakeholders seek information related to the sector.

Therefore , if the Bureau continue its poor focus of the public relation profession and practice , the Bureau will lose the essential benefit it could get from having a better public relation.

4.5.4 social media usage

Addis Abeba Culture and Tourism Bureau use different social medias including mainstream social medias like Facebook and telegram . But the actual use of these medias is not conducted in a proper way.

According to (Wang, 2015) different from communication in traditional media, social media communication is not only interactive, but also participatory, collaborative, personal, and simultaneously communal; thus, organizations using the new media should engage with the public in constant conversations, supportive behaviors, and with a meaningful relationship.

Although the bureau use various social media , According to key informant responses, the public relation has weakness to promoting the Bureau's activity by using social media .

According to 9 “Although our Bureau public relation use face book by the right way but it has a limitation to use other social media mainstream such as you tube ,Instagram and twitter , in proper way , which includes failure to promote our social media pages to the public . Our Facebook page has only a few followers. The PR has just starting to work on YouTube, but as a tourist and culture bureau, it expected to use social media to promote and generate more followers.”

(Personal Interview with 9 August 17, 2022)

Like wise 10 said that about the social media usage

“Face book and Telegram are mostly used by public relations, but they have limitation by using you tube, Instagram and twitter.

And There is a skill problem of using social media effectively and there is also a limitation in the field of promoting the Bureau's activity on the social media by using creative ideas.”

(Personal Interview with 10 August 17, 2022)

And also 11 suggests that the public relation practitioner should use all social media mainstream equally and effectively

“ more often time the Bureau PR use face book and Telegram to promote our Bureau Activity but it is better for this public relation use other r social media mainstream like You Tube ,Instagram, TikTok and twitter as face book and telegram

(Personal Interview with 11 August 17, 2022)

Social Media is Computational tools that allow people to create, share, or exchange of information, and professional interests, ideas, and images/video in local communities and virtual networks. Social media has had a staggering impact on the practice of public relations since the first weblogs, or blogs, appeared more than a dozen years ago. It has continued and increased as social media improved into a number of various forms consider text, images, audio and video through the change of forums, message boards, photo sharing, pod casts RSS (really simple syndication), search engine marketing, video sharing. Wikis, social networks,

Grunig and Hunt (1984) ideal two-way symmetrical model of public relations revelation entails the very active characteristic of social media. So, in the current digital age, public relations in the government have to be altered in this way.

Although Addis Ababa culture and Tourism Bureau has actively participate on face book and Telegram but it have a limitation to promote its work by using other social media mainstreams like You tube and Instagram

According to (Paul Gillin).Marketers and public relations professionals today are confronted with an astounding array of new communications channels. Internet-based social media tools like blogs, pod casts, and online video and social network are giving voice to the opinions of millions of consumers. While mainstream media continues to play a vital role in the dissemination of information, even these traditional channels are increasingly being influenced by online conversations.

Therefore As tourism and Art Bureau, the PR should exercise use of different kinds of social media mainstream because the activity of tourism attraction and development needs a lots of attention and promotion.

4.6 opportunities of public relation

Addis Abeba Culture and Tourism Bureau have different tasks and has been doing different works to promote Addis Abeba and Ethiopia tourism destination and heritages. This Bureau public relation Primarily work on media relation, publishing and promoting .

4.6.1 media relation

the media as we know it today is a modern institution; there are a number of factors to the emergency of the media as a predominate feature of modern life. Technical inventions facilitating mechanical reproduction in outlook grew in time to communicate and create public opinion. One of the most important public's for organizations is the press. Media and public relations have strong ties as a result. We can say without media public relations won't exist.

3 Reveal the accurate facts about the PR relation to the media and admire its activity.

“ we had strong relationship with different media as one organization public relation . We promote our Bureau's activity by using Tv and Radio Air time. We have an AIR time on Walta TV every Sunday 10Am up to 10:30Am local time and we have a plan to start a program on Fm 96.1 on Saturday night 1pm up to 1:30 pm and also our public relation have another plan to start a program on Addis TV. We finished our program to start transmit our Program on this Media using the Air Time by next weeks.”

(Personal interview with 3, March, 3 /2022)

The Interview with 2 indicate The PR attract different medias.

“recently we have good relationship with the medias; I think this occur because of the increasing government attention to Tourism industry. PR build the images of the Bureau throughout the medias. Most of the medias also have passion towards us to make a program about our Bureau activities.”

(Personal interview with 2, March, 3 /2022)

And for instant 7 appreciate the ability of public relation towards using different media

“our public relation has a good quality of using different medias and promote different events ,give press release. enable news cover by using various television and radios channels. Our Bureau public relation help our department by connecting us with different medias; my role in the Bureau is human resource Administration . If we want to report our activity by media or another means like brasher and booklet , we use our public relation and our public relation serve like a bridge between us and the medias.

Creating good relation with different media industry is vital to increase organization`s bond with the public(s). Media relation done by PR is to reach the target audience for next main reasons. These are efficiency, credibility, targeting, agenda setting, economy and Time shifting.

According to patrial parsons(2004) “our relationship with the media to adopt a policy of honesty and accuracy in our dealing media.”

Media relation is one of the larger functions of public relations in tourism and Advertising, perhaps the most well-known domain concerning its influence is in promoting and creating awareness is one practical solution for the Bureau to strategically communicate their messages and use the media to further their Promoting tourism destination policy goals.

4.6.2 Publishing

Publication design involves conception, writing, layout and production of a wide variety of presentation media including promotional, sales and image building materials such as catalogs ,Brasher ,manuals, flyer, newspapers, videos, DVD covers, film credits E.t.c

Addis abeba city Administration Tourism and Culture Bureau public relation publish booklet , brushers , and posters and the Bureau have their own booklet. This booklets consists of cultural and tourist resources of Ethiopia and about addis abeba city Tourism resources.

The public relation department publishes the booklet twice a year. The purpose of the booklet is providing information for communicating and promoting Addis Abeba and Ethiopia cultural and natural heritages.

The researcher interview with 3 suggest that the booklet is prepare by the bureau public relation.

“We publish the booklet twice in a year . The name of the booklet called “Mozaic Addis”, and we publish four thousand booklets in a year and it has two contents one is about tourism and the other is about culture. As I said before our Bureau publish a booklet twice in a year and one half of the year we publish a booklet about culture and the other half of the year About a tourism.

This booklet written by our bureau employee and by our public relation experts as well as various artist and the experts of tourism involved in the writing of this booklet.

The booklet is written by using languages , Amharic and English. The reason we write in English is to introduce our culture and tourism destination to the tourist and the people who are not Ethiopian citizen. We send this booklet out of the country to promote our culture and tourism destination.

And this booklet is accessible to the stake holders in our Bureau, tourists and our Bureau’s structures up to the district as well as various residents of our city

(Personal interview with 3 August 17, 2022)

Concerning this 9 said that

“Our public relation has a good ability for publishing different banners ,brasher, and booklets .I Appreciate our PR by this part of their work specially the booklet has perfect quality specially the paper of the booklet is wonderful .”

(Personal interview with 9August 17, 2022)

And Also 10 said that towards the book let and Admire its content

“Public relation publications provide many benefits to our bureau. Specially the booklet; many new things are published in the booklet, and through the booklet ,a large number of people become aware of about cultural and tourism destination

Because of this booklet different hotels able to reviewed their work and improved their quality, which is because the booklet writes about the services that different hotels provide to tourists.”

(Personal interview with 10 August 17, 2022)

And 11 discuss About the benefit she got from the Booklet

“ Because of this booklet I have been able to learn many new things that I did not know, for example I was able to learn about the various heritages in Addis Abeba and many unknown cultures of Ethiopia.

(Personal interview with 11 August 17, 2022)

The study understand According to key informants the public relation have good experience and performance through publishing different kinds of materials such as Banner ,Brasher and booklet this activities of public relation give different opportunities and benefits to the Bureau specially the booklet . As the study seen this public relation activity gives various benefits, including disseminating information and message by using the booklet.

4.6.3Event organizing

Public relations also include event planning, management, and execution. A range of activities and events are used to support public relations efforts. Among the most prominent are debates, speeches, news conferences, party conventions, and town hall meetings when it comes to supporting campaigning and governance. Other types might include fund raising and dinners.

Addis Abeba culture and tourism bureau celebrate different kinds of special events 1 state that towards events “We celebrate different kinds of events our bureau organize and prepare different kinds of events throughout a year . by this events PR play the primary role to organizing and leading the events

(Personal interview with 1, March, 3 /2022)

Concerning this Interview with 10 Suggest the public relation have the Ability towards Organize Events.

“At the city level every year our Bureau celebrates culture week and art week by these events up to one million people in each district participate in these events . Research paper ,beauty contest, planting trees and book review will be held at the events. All of these events I mentioned above lead and coordinated by our public relation

(Personal interview with 10 August 17, 2022)

For instant 11 Approve 10 suggestions

“Various events are celebrated in our bureau among them tourism day will be held from September 15 up to 21, culture day will be held from January 15 up to 17 and Also heritage day and Reading week will be celebrate at different times. All these events that I have mentioned Above are public relation activities.

(Personal interview with 11 August 17, 2022)

From all key informants I interviewed, I could understand that the public relations department has good experiences in organizing and coordinating various events.

According to . (Namakmari, 2004) Making an event spectacular through a variety of communication and display techniques is the crux of event management. The event can be anything, a product launches an exhibition, a contest, a stage show or sport event the whole idea is being a capitalist on the very opportunity by converting the event itself in to a grand display.

Chapter Five

Recommendation and Conclusion

5.1 Conclusion

The aim of this paper was to assess the challenges and Opportunities of public relations in the Addis Abeba Culture and tourism bureau. The challenges of public relations As we have seen in The Study, is that the collapse(Change) of the former public relation structure, does not pay enough attention to the public relation profession and political intervention is primarily mentioned problem in The Bureau.

The collapse(change) of the former public relation structure has affected the PR activities in the Bureau And There is also a political intervention in the activities of the PR. As a result of these challenges, the public relations of the bureau have not been documented development as expected. Because of the poor structure and staffing the PR is unable to prepare its own strategic plan. The political interventions which is dominated by higher Authorities, creates a difficulty to express free ideas without fearfulness on the public relation practitioners.

Moreover, this study suggest the public relations profession has been misunderstood and wrongly perceived and didn't got enough attention by the government which implied that public relations were not successfully practiced at the Bureau.

From the public relations practices of the Bureau, the study suggested that public

information model and the technician role of public relations (i.e. writing and preparing different PR tools such as magazine, brochure) which indicated that the department was not empowered and not influential in dominant collision. Therefore, the managerial role of public relations practices taking part in strategic planning, decision making, counseling, analyzing, researching, and interpreting the trends and the environment to the management, serving as boundary spanner were not properly practiced.

The Shortage of public relation Practitioner is Another challenges. This study has seen that, in the bureau the lack of adequate number of professionals created PR tasks and the delay of publications, like magazines, banners.

Although Addis Abeba Culture and Tourism Bureau public relations have many problems, They PR have given a number of opportunities and benefits to the Bureau. As the study have seen the Public relation provide different benefits to the Bureau such as active relationship with different medias and able to use this medias for promoting the bureau activity and promoting the country's tourism and cultural heritages.

And It has been also seen that the PR of the Bureau have active participation in organizing various type of events of the Addis Ababa Culture and Tourism bureau and other stakeholders events and programs.

And Also the public relation also publish a booklet twice in a year. And as seen on the research process , the booklets have a good quality and hold different educational ideas and information towards different Tourism destination, museums and cultural heritages.

This study could see in Addis Abeba Culture and Tourism Bureau have the above mentioned challenges, limitation, and opportunities of public relation. Lack of attention and having a poor organizational structure and staffing are the main source of challenges. Therefore the government and higher Authorities of the country should give enough attention to the public relation practice .

As the study suggest there is a shortage of public relation practitioner in the bureau so the director of the bureau and concerned entities should strive to hire more public relation entities .The government should also allow to reinstate the former public relation structure and rearranged the Bureau's public relation. The higher Authorities should also help the public relation prepare their own strategic plan and increase their participation in the affairs of the Bureau.

5.2 Recommendation

Based on the findings of the study, the following recommendations are forwarded:

1 As The Result of the collapse of the old public relation structure, there was a slowdown in work and the public relation in the Bureau faced many challenge because of this

2 public relation activity don't give enough attention by the government this attitude of Gov't makes the pr practitioner weaken by practice and it made them lose motivation in their work.

3 the public relation profession not free from political inter fer the Activity of pr activity decided by the higher Authorities and therefore this profession don't follow his own principles . its rule and dominates by hierarchical Authority.

4 as the large tourism and Art bureau this Organization should have many public relation professionals, but there are not enough pr practitioner because of this , work delays and important public relations activities delay occurred in the Bureau. so the director of the bureau and concerned entities they should hire more public relation practitioners.

5 public relation use face book by the right way but it has a limitation to use another social media mainstream such like you tube ,Instagram and twitter and the public relation it have a problem to promote social media pages .

6 the public relation had strong and good relationship with different media as one organization of public relation promote the bureau activity by using Tv and Radio Air time and they have an AIR time on Walta tv every Sunday 10Am up to 10:30Am local time. This Activities of public relation encouraged and is an example for other organization.

7 Addis Ababa city Administration tourism and culture bureau public relation publish booklet , brasher, and posters” and the bureau have their own booklet. This booklets consists which some cultural tourism resources of Ethiopia and about Addis Ababa city tourism resources. The booklets publish twice in a year. the name of booklet called Mosaic Addis The public relation

publish About four thousand booklets in a year and has two contents one is about tourism and the other is about culture.

8 At the city level every year Addis Abeba Culture And tourism bureau celebrates culture week and Art week by these events up to one million people in each district participate in these events for instant heritage day and Reading week celebrates at different times. All of this leads and coordinates by the bureau public relation

Therefore The study observed that Addis Ababa culture and tourism bureau public relation has good communication and leadership skills in properly managing and coordinating different program and events.

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Appendix A

Questions for interviewee,

Question prepared for pr practitioners

Dear interviewee,

These questions are prepared to analyze the Addis Abeba culture and tourism Bureau pr practitioners' views and understanding to public relations practices at Addis Abeba tourism and culture Bureau. The aim of this interview's is to collect data for the partial fulfillment of the MA Thesis paper . and I will, asking your views because your reflections are very important for the success of the study. Personal profile (only use for this research purpose):

Gender: M _____, F _____

Position/profession _____

Educational status: _____

Field of study: _____

Experience in PR practices: _____ (years).

1How do you describe public relation profession by your perspective?

2. what is the role of public relation in the bureau?

3.what is the public relation strategy in the bureau?

4. In what ways the Bureau promoting Culture and Tourism?

5 What are the challenges you may face while practicing public relations?

6 what are the opportunities and benefits of public relation in the bureau?

7 what is the Role of public relation To promote our city and country tourism destination?

8 what kind of relation do you have with different medias?

9 your department (pr) use different kind of social media to promote your organization activity?

10 what are the tools of public relation in your bureau?.

11 what are the vision of pr to solve the problem of the Bureau and increasing the pr involvement in the bureau.?

12 Any idea you want to add to improvement public relation practices of bureau?

Question II

Dear interviewee,

These questions are prepared to analyze the views of employees of Addis abeba Culture and Tourism Bureau Activities of public relations. The purpose of this interview is to gather data for the partial fulfillment of the MA Thesis paper in journalism and Public Relations Communication Department. and I will, asking your understanding and comment because your reflections are very important for the success of the study. Personal profile(only use for this research purpose)

Gender: M ____, F ____

Position/Job title: _____

Educational status: _____

Field of study: _____

Experience: _____ (years).

1. What does it mean public relation?
2. In what ways you are getting information from PR department?

3. What kind of relationship do you have with pr department?
4. What is the strength of public relation department in bureau?
5. What is the limitation and the challenges of public relation in the bureau?
6. What is the opportunities and Benefits of public relation in the bureau?
7. What is different kinds of pr roles in the bureau?
8. What are important roles of pr to promote culture and tourism?
9. Any idea you want to add to improvement public relation practices of bureau?

APPENDIX B

Amharic version of the Interview Questions

ስቃስ መጠይቅ ተጠያቂዎች የተዘጋጁ ጥያቄዎች

የህዝብ ግንኙነት ባለሙያዎች የተዘጋጁ ጥያቄዎች

ወደ ተጠያቂዎች :-

እነዚህ ጥያቄዎች የተዘጋጁት የአዲስ አበባ ባህል ኪነ-ጥበብ ቱሪዝም ቢሮ የህዝብ ግንኙነት ባለሙያዎች እድታ እና በአዲስ አበባ ኪነ-ጥበብ ቱሪዝም ቢሮ ስላለ የህዝብ ግንኙነት ተግባር ስለሙያው ባለቸው መረዳት ሳይ ትንታኔ ለመስጠት ነው ::

እና በዚህ ቃስ መጠይቅ ስለጉዳዩ ያሳቸሁን ልድታ እጠይቃችኋለሁ ምክንያቱም ለዚህ የምስጢር ስለተያየት ለጥናቱ ስኬታማነት በጣም አስፈላጊ ስለሆነ ነው ::

ላታ :- ወንድ ----- ሴት-----

የሥራ ሃሳፊነት /ሙያ-----

የትምህርት ደረጃ -----

የሥራ ስምድ -----

የሥራ ስምድ በህዝብ ግንኙነት ሙያ ውስጥ -----

1. የህዝብ ግንኙነትን ሙያ ባንተ/ቺ አመለካከት እንዴት ተገልጭዋለሽ ?
2. የህዝብ ግንኙነት ሚና በመስሪያ ቤት ውስጥ ምንድነው ?
3. የህዝብ ግንኙነት እቅድ በመስሪያ ቤት ውስጥ ምንድነው ?
4. ቢሮው በምን አደነት መንገድ ነው ባህል እና ቱሪዝምን የሚያስተዋውቀው ?
5. የህዝብ ግንኙነትን ሙያ በምታካሄድት ጊዜ ምን አደነት ተግዳሮቶች ያጋጥሙዎታል ?

6. የህዝብ ግንኙነቱ ስዚህ መስሪያ ቤት የሚሰጣቸው ጠቀሜታዎች እና በመኖሩ የሚያበረክተው ፋይዳ ምንድን ነው ?
7. ባህል እና ቱሪዝምን በማስተዋወቅ በኩል የህዝብ ግንኙነት ሚና እንዴት ይገለጻል ?
8. ከተሰደዩ የሚዲያ አካላት ጋር ምን እድህነት ግንኙነት ነው ያሳቸው?
9. የህዝብ ግንኙነት ክፍሉ የመሥሪያ ቤቱን እንቅስቃሴ ለማስተዋወቅ የመህበራዊ ሚዲያዎችን ይጠቀማል ?
10. የህዝብ ግንኙነቱ መሥሪያዎች (መገልገያዎች)ምንድናቸው ?
11. በመስሪያ ቤቱ ያሉ ችግሮችን ለመፍታት እና የህዝብ ግንኙነትን ተሳትፎ ለመጨመር የህዝብ ግንኙነቱ ራሷም ምንድን ነው ?
12. የህዝብ ግንኙነትን በተመለከተ የምትጠቀሙት ሃሳብ ካለ ?

ስለዲስ ስበባ ባህል እና ቱሪዝም ቢሮ ሠራተኞች የተዘጋጀ መጠይቅ

መጠይቅ 2:-

ዲህ መጠይቅ :የተዘጋጀው የስዲስ ስበባ ባህል እና ቱሪዝም ቢሮ ሠራተኞችን ስለ መሥሪያ ቤቱ ህዝብ ግንኙነት እንቅስቃሴን ያሳቸው ምስክታ ሳዶ ትንታኔ ለመሥራት ለመስጠት ነው ::እና በዚህ ቃለ መጠይቅ ስለጉዳዩ ያሳቸውን ልዩነት እጠይቃችኋለሁ ምክንያቱም ስዚህ የምስጢት ስስተያየት ሰጥኖቱ ስኬታማነት በጣም እስፎሳጊ ስለሆነ ነው

ላታ :- ወንድ ----- ሴት-----

የሥራ ሃሳፊነት /ሙያ-----

የትምህርት ደረጃ -----

የሥራ ስምድ -----

1. የህዝብ ግንኙነት ማለት ምን ማለት ነው ?

2. በምን ስደነትመንገድ ነው ከህዝብ ግንኙነት ክፍል መረጃ የምታገኙት?
3. ከህዝብ ግንኙነት ክፍል ጋር ምን ስደነት ግንኙነት ነው ያሳቸው ?
4. የህዝብ ግንኙነት ጥንካሬ ምንድነው ?
5. የህዝብ ግንኙነት ድክመት ስና ተግዳሮቶች ምንድን ናቸው ?
6. የህዝብ ግንኙነት ለመሥራት ቤት የሚሰጣቸው ጠቀሜታዎች ምንድን ናቸው?
7. የህዝብ ግንኙነት ሚና በመስሪያ ቤት ውስጥ ምንድነው ?
8. የህዝብ ግንኙነት ባህል ስና ቱሪዝምን በማስተዋወቅ በኩልም ሚና ምንድነው ?
9. በህዝብ ግንኙነት ስንቅስቃሴ በመስሪያ ቤት ውስጥ ለመጨመር የሚረዱ ሃሳብ ስላቸው ?