



ADDISABABAUNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

***The Role of Media in Promoting Tourism: Ethiopian
Broadcasting Corporation in Focus.***

A Thesis Submitted to the School of Journalism and Communication Addis Ababa
University in Partial fulfillment of the Requirements for the Degree of Masters of
Arts in Journalism and Communication

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This is to certify that the thesis prepared by Jerusalem Betsiha Gebrehiwot , entitled, “ The Role of Media in Promoting Tourism: Ethiopian Broadcasting Corporation Tourism Programs in Focus” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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Acknowledgements

I wish to thank the Almighty God for giving me the gift of life to write this work. I am grateful to my Advisor, Dr. Agaredech Jemaneh for her guidance and advice in my research endeavors. Moreover, lots of individuals have made significant and multifaceted contribution for the Successful accomplishment of the research. Thus, I would like to express my heartfelt thanks, especially; to those who provided me with the information and documents I needed for the study, and to those who helped me in finding relevant sources.

Finally, I thank my family for supporting me throughout my studies at the various levels and their unconditional love to me is my greatest strength.

List of Abbreviations and Acronyms

AU African Union

ARCCH Authority and Research for Conservation of Cultural Heritage

BMNP Bale Mountains National park

CEO Chief Executive Officer

ETV Ethiopian Television

EBC Ethiopian Broadcasting Corporation

GDP Growth Domestic Product

GTP Growth and Transformation Plan

INALCO National Institute for Oriental Languages and Civilizations

MoCT Ministry of Culture and Tourism

ODI Overseas Development Institute

QDA Qualitative Data Analysis

UNWTO United Nations World Tourism Organization

UNESCO United Nations Educational, Scientific and Cultural Organization

USAID United States Agency for International Development

UNECA United Nations Economic Commission for Africa

WTTC World Travel & Tourism Council

Abstract

This study aims to assess the role of EBC in promoting Ethiopia's tourism resources on its Amharic and English programs entitled "Tourism Lelema" and "Explore Ethiopia". To find out the available data, two qualitative data instruments: in depth interview and document analysis, were employed. Seventeen individuals were selected purposively for the sake of in depth interview and eight stratified randomly selected programs, which were broadcasted from 2014-2017 were employed for document analysis. Document analysis for one program lasted for a length of two hour and each in depth interview conquered thirty to forty minutes.

Results obtained from document analysis and in depth interview confirmed that though Ethiopia has a huge potential of tourism resources as the national media of the country, EBC's effort was not enough in giving coverage and promoting the tourism sector of the country. In addition, the tourism programs, which are produced in Amharic and English languages, have shown gaps in terms of content, language usage, presentation, production quality and other elements of production. Particularly, in the English department because of lack of attention by the top managements of EBC, its small number of staff and limited resources, most of the tourism programs are dependent on translation from Amharic tourism programs.

Based on the findings, key actions were recommended. As the national media of the country EBC should take initiative to boost the income gained from the tourism sector and build the good image of the country.

EBC should also fulfill skilled professionals, not only journalists but also cameramen and video editors to minimize the gap in terms of content, way of presentation and quality production. Producers also should be responsible to improve their capacity in language skills, presentation styles as well as research conducting and other skills to produce attractive tourism programs for local and foreign audiences, thereby benefiting the people and the country at large from the sector.

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Chapter One

1.1. Background of the Study

The role media is playing in the various aspects of life is becoming increasingly greater each day, especially in spheres like social interaction, and cultural and educational aspects of our lives. The powerful effects of media can dawn in with sweeping changes of attitudes and behavior among the key actors in local, national and global tourism for peace, security and sustainable development. Media contributes greatly in activating tourist attractions. The social, cultural, economic, political and environmental benefits of tourism would usher in monumental and historic changes in the country (Kumar, 2014).

The relationship between tourism and media is one of inclusion. Media is often considered as mediator for tourism between both local and international community, in a process of conveying tourism products from producers to consumers. Hence, tourism and media have vital and complex ties. That is why tourism is highly dependent on media reporting as the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves. When there is bad news or a crisis, the impact on tourism can be devastating (Kumar, 2014).

While archaeological monuments often times articulate the traditions, customs and heritage of the past, the media can in its turn clarify today's values and civilizations of the different countries and hence attempt to correct any widespread erroneous information. Both the media and archaeological monuments have messages and missions with various dimensions. Furthermore, as the verdict goes, media has social responsibility to enhance the blending of local, national and international cultural values for enriched politics, society and economy.

Ethiopia is getting global recognition in the realm of tourism, for it is endowed with rich historical, cultural and natural resources. Twelve of its numerous heritages are registered by UNESCO as world heritages. The most recent ones that made it to the list include the Konso Cultural Landscape, Meskel Demera Festivities and Fiche-Chambelala, the Sidama people's New Year celebrations, and recently, the Oromo people "Geda System" put differently , these

heritages make Ethiopia one of the leading nations in the African continent in this regard. Therefore, the tourism industry in Ethiopia is currently among the top earners of foreign exchange for the country (MoCT, 2016).

The researcher believes that with regard to Ethiopia's untapped potential of tourism, media can play indispensable role in promoting those cultures, histories, languages, heritages as well as creating an opportunity for research and discoveries. It is obvious that the existence of any media has a great role for all rounded growth of one country. In this regard, as a national media of the country, the Ethiopian Broadcasting Corporation has been working in promoting those tourism resources to local and international audiences for a long time with various mediums and outlets.

Ethiopian Broadcasting Corporation has long been the only Television and Radio media outlet in the Country. It has also made changes in relation with its nomenclature and contents as well. It has however held the name ETV for long time.

ETV started broadcasting in 1964 with the help of a British firm called Thomson and its establishment coincides with the establishment of the then Organization of African Unity and the present day (AU) African Union, (EBC, Editorial Policy, 2016). ETV's transmission was also made to coincide with the 33rd anniversary of the coronation of Emperor Haile Sellassie I. Its first transmission dates as far back as the anniversary on November 2, 1964/ (MOI, 1966). EBC has been working to inform and give a real picture about Ethiopia's political and socio-economic affairs to its audiences. (EBC, (1999) Plan Audience Research Service unpublished Survey).

In EBC, foreign languages department also started its transmission of English programs in 1964 while Ethiopia was hosting the African Union first summit in Addis Ababa. But now in addition to English, French and Arabic are also incorporated in Ethiopian Broad Casting Corporation. The foreign languages department audiences are foreigners, including diplomats and ambassadors to Ethiopia, foreign investors, members of nongovernmental organization in Ethiopia, as well as tourists. The department was launched by the then Ethiopian Television or ETV considering the political, diplomatic and historical importance of Ethiopia. Put differently, since the country has become the headquarters of the African Union and many other international organizations, the focus of the programs was to provide first hand and credible information that these diverse

audiences need to know about the host country. In addition, the department has been responsible to build the good image of the country by promoting and informing the country's over all activities by considering reliability for foreign audiences (ETV's 42 years of journey -1964-1992).

Among the seven regular programs broadcast on the foreign languages Department, particularly on English programs, the most prominent one was "Explore Ethiopia", which was also formerly named as "Image". The program focused on promoting tourism potentials of the country to its audiences by producing the program through normal program, mini documentary or documentary format. The program duration reaches up to 15-40 minutes. The program airs at EBC 3 Tuesday after 8:00 PM news hour every other week.

Similarly, "Tourism Lelmat" which literally means tourism for development focuses on promoting tourism potentials of the country to its audiences particularly for local audiences. The duration of the program spans between 15 to 20 minutes. This program airs on EBC 1 every Sunday on 7:45 AM, and is repeated on Monday 12 :30 morning and the program may be transmitted one day within a week at 7 :o'clock at night for its North American audiences. Unlike, the English Tourism program, "Tourism Lelemat", which is the Amharic language tourism program, has been outsourced to the ministry of culture and Tourism, but the program is produced by EBC Journalists.

As aforementioned, this research has been conducted to analyze EBC's role in promoting Ethiopia's Tourism on its tourism programs, entitled "Tourism Lelemat" and "Explore Ethiopia".

1.2. Statement of the Problem

Ethiopia is one of the countries with rich history, culture, heritage and religious events. However, EBC has been covering those tourism resources of the country in one program on both languages only once a week even though the programs are repeated twice a week.

Given the popular narrative that Ethiopia espouses to transform its Agriculture Led Economy to Industry Led one. The Country has not done much on promoting its tourism potential for growth. Though, media has been responsible to explore the country's potential including the Tourism

sector for growth and development in the country. However, EBC is being bound only with two programs a week for promoting the industry.

On the basis of this information, the researcher believes that compared to the country's tourism potential, the country's ambitions to boost the income gained from the tourism sector as well as to build the good image of the country, one program of tourism on both languages is not sufficient in a week. In addition, their airing particularly the rerun time of the Amharic Tourism program is not favorable. Moreover, those programs redundantly show some parts of the country's tourism resources, and they have lack attractiveness, in terms of content, language usage, presentation and there is a gap on production elements.

BBC world news in its four years back documentary stated Ethiopia as "Land of extremes". The documentary was interesting in its quality of production and other that qualifies it as a documentary. Therefore, the documentary showcased a glimpse of the natural serenity Ethiopia has to provide, the magnificent Semien Mountains, which is called the roof of Africa, to the lowest places on earth, Erta-ale, which is one of the few volcanoes on the world that have an almost persistent lava lake. The documentary has also tried to assess Axum, capital of the great Axumite kingdom, which was one of the four great powers of the world along with Persia, Rome, and China. (BBC "Land of Extremes" April 2014). Unfortunately, EBC fails to emulate producing documentaries of such quality that may play a significant role in promoting tourism in Ethiopia.

Indeed, Ethiopia is fortunate in having a number of fascinating cultural, historical and archaeological heritages which are considered to be the most significant assets for tourism development. Those heritages that reflect the culture and history of the country include music, dance, literature, handicrafts, museums, paintings, churches, mosques and any other places of worship (Ayalew, 2009. p32).

Diversified culture, languages, historical tangible and intangible heritages are elements for uniqueness of Ethiopia. This diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. (UNESCO, (2001). Universal Declaration on Cultural Diversity).

Hence, media has been playing a very strong role in portraying the country's image worldwide. Particularly, in the tourism sector, promotion plays a significant role both in print and broadcast. Furthermore, besides promoting such tourism resources, Media has been giving information about the status of tourism resource of the country. For example, it provides information for stakeholders to create conducive atmosphere at tourist destinations through fulfilling gaps of such places like infrastructural developments, hotels, hospitals and other essential facilities including assuring security on those places. In addition, Media has also a means of background information for research institutions.

Though Ethiopian Broadcasting Corporation (EBC) has been working on promoting tourism resources of the country in various local and international languages, there are criticisms in lack of professionalism and standard. Among them, issue selection, production quality, language usages, content and professional ethics are some of the points that should be critically assessed. These elements are vital for one production, in addition to transmitting its message properly. With regard to production quality, it has great impact in building positive image on minds of the viewers. Bolan and William have clearly pointed out this idea in their journal "The role of image in service promotion". Image has been acknowledged by a variety of authors as crucially important in influencing consumer choice. Likewise, the concept of image is of paramount importance in relation to tourism and consumer views of tourist places (P. Bolan and L. Williams, 2008).

With those critics in lacks of objective , content, language usage , production quality, the researcher decides to assess on EBC's Amharic tourism program called "Tourism Leleamat" and the English program which is entitled "Explore Ethiopia".

1.3. Objective of the Study

1.3.1. General Objective

The major objective of this research is to study the role of EBC in promoting Ethiopian tourism resources with special focus on EBC's Amharic and English tourism programs called "Tourism Lelmat" and "Explore Ethiopia".

1.3.2. Specific objectives

The specific objectives of the research are to:

- Identify problems and challenges of producing tourism programs in EBC.
- Pinpoint or identify the attractiveness of those programs by studying contents, production quality, and language usage.
- Identify ways/strategies of promoting Ethiopian tourism resources in both Amharic and English languages in EBC,

1.4. Research Questions

This study, in its attempt to achieve the aforementioned objectives, poses the following four basic questions

- What are the strategies that EBC uses to promote tourism resources of the country?
- What methods are EBC using to keep audiences attracted with its contents production quality and language usages?
- What are the contributions of EBC's tourism programs in the country's tourism development and in attracting tourists to the country?
- What are the challenges that EBC face in producing tourism programs?

1.5. Scope of the Study

As the researcher highlighted before, the study focuses on assessing EBC's tourism programs in Amharic and English languages and it aims at promoting Ethiopia's Tourism for both local and international tourists. In addition, the two languages are easy to understand for the researcher as well as to collect essential materials for the research input.

Accordingly, the research has attempted to assess EBC's ways of presentation, content, language, attractiveness and other essential elements of the programs by limiting itself to only two selected tourism programs of EBC. Hence, the paper focuses on EBC's English and Amharic Tourism programs entitled 'Explore Ethiopia' and "Tourism Lelmat".

To make the research more feasible to handle, the research has reviewed eight tourism programs of EBC by using stratified random Sampling technique. Four broadcasts from the Amharic program "Tourism Lelmat" and four other broadcasts from the English program "Explore Ethiopia" that were transmitted between 2014 and 2017.

1.6. Significance of the Study

Ethiopia is a Country that is working very hard to generate incomes through various ways. The country has limited natural resources. So, what come handy for Ethiopia is the historical, cultural and natural heritages in different parts of the country. Hence promotion of this industry is vital to the economy of Ethiopia. Therefore, through considering the Media's role, the researcher believes that EBC should be taken a responsibility to explore the country's potential including the tourism sector.

Hence, this study might to help people to understand the role of media in promoting tourism. It might to give insight for Media's especially to EBC to assess the best ways of illustrating tourism resources on its tourism programs. The paper will also contribute ideas to develop the country's tourism promotional activities.

1.7. Limitation of the Study

Though the objective of this research is to study the role of EBC in promoting Ethiopia's tourism on its Amharic and English tourism programs, the study has examined eight programs that are

produced by EBC from 2014 to 2017. However, because of system of archives the researcher found it hard to analyze the whole EBC's tourism programs, that were transmitted from 2014 to 2017 .

The researcher couldn't to get the respondents for Individual In-depth interviewee, they were engaged on their own duty, and it was very challenging to interviewee on time. Moreover the key informants were not available in a fixed time and place. As a result the researcher experienced challenges to set appropriate time and place for each of them.

Chapter Two

Review of Related Literature

This Chapter offers the concept of tourism is all about and its history in the world as well as in Ethiopia. Moreover, the chapter assesses the connections of tourism with media, economic benefit of tourism, as well as impacts of media on tourism. Finally, theoretical frame work has also been addressed.

There are various aspects which affect our way of thinking much more than media. The information and advice we are fed daily from various sources can often be ignored by us, but Media influences us all greatly. Information is accessed using it, and people get awareness about various interesting attractions around the world. Particularly, Media is playing a crucial role in putting emerging destinations in Eastern Europe and Central Asia onto the global tourist map, helping to boost the local economies, according to the United Nations Tourism Organization (UNWTO, 2007).

2.1. The Concept of Tourism

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home.

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (UNWTO, 2008).

Mathieson and Wall (1982,PP.183-187) define tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

Tourism is "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors" (Macintosh and Goeldner, 1986).

According to USAID, and UNWTO Tourism is truly cross- sectorial, involving a wide range of issues that can include the following. (UNWTO, 2007) (International Recommendations for Tourism Statistics, 2008).

- Trade and investment policy
- Employment and labor laws
- Enterprise development
- Public-private partnerships
- Community and urban planning (land use planning, transportation, etc.)
- Infrastructure development
- Conservation of cultural heritage, protected areas and biodiversity
- Management of natural resources (water, energy, waste)
- Safety and security
- Education and workforce development

Hence, tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

Global tourism has become a vital drive for global economy as it sustained a high growth rate while the global economy has been recovering slowly and the international trade has slowed down. For the first time, the global tourist arrivals in 2016 passed 10 billion, reaching 10.5 billion which is 1.4 times of the global population, up by 4.8 per cent over last year. The global tourism revenue reached USD 5.17 trillion which amounts to 7.0 per cent of the global GDP, 3.6

per cent rise since last year. The growth of global tourism economy contributed 5.49 per cent of global GDP growth in 2016. The global tourist arrivals and tourism revenue are expected to increase by 7.5 per cent and 4.2 per cent respectively in 2017. (WTET, 2017).

2.1.1 History of World Tourism

Tourism can be recognized as long as people have traveled; the narrative of Marco Polo in the 13th century; the "grand tour" of the British aristocracy to Europe in the 18th century; and the journeys of David Livingstone through Africa in the 19th century are all examples of early tourism. Thomas Cook is popularly regarded as the founder of inclusive tours with his use of a chartered train in 1841 to transport tourists from Loughborough to Leicester. Before the 1950s, tourism in Europe was mainly a domestic activity with some international travel between countries, mainly within continental Europe. In the period of recovery following World War II, a combination of circumstances provided an impetus to international travel.

Among the important contributing factors were the growing number of people in employment, increase real disposable incomes and available leisure time and changing social attitudes towards leisure and work. These factors combined to stimulate the latent demand for foreign travel and holidays. The emergence of specialist tour operators, who organized inclusive holidays by purchasing transport, accommodation, and related services and selling these at a single price, brought foreign holidays within the price-range of a new and growing group of consumers. The "package" or "inclusive" tour democratized travel in Europe; foreign holidays were no longer the preserve of the affluent and socially (Ayalew, 2009).

2.1.2 History of Ethiopia's tourism

Ethiopia is a country endowed with unique and diversified cultural, historical and natural resources, which are the foundation for its tourism attractions and destinations. It is often referred to as the origin of humankind, symbol of ancient of civilization, and a country of immense cultural diversity.

However, the tourism sector passed different situations since its establishments. Those are the years from 1965 -1974 during which the sector grew up with an average annual rate of 12%. The other situation was the years from 1974 – 1992 during the war between Derg regime and opposition forces. At that time the average annual rate were decreased dramatically to 2.1%. The third situation is the years from 2000 -2008, during these times the sector grew up on an average annual rate of 15.4%. The government of the Federal Democratic Republic of Ethiopia, giving special attention to the sector, and recognizing the necessity of creating a strong government organ to lead the sector, has established the Ministry of Culture and Tourism under proclamation Number 471/2005 (MoCT, 2009)

2.1.3. Ethiopia and Tourism

In Ethiopia, nature, culture and history merge to form a timeless appeal. Ethiopia, with its impressive tourism potentials, is truly a land of contrasts and extremes, a land of remote and wild places, and of spectacular alpine terrain - including the Semien Mountains National Park with its 4261 meters peak at Ras Dashen, the Danakil depression 121 meters below sea level is among the lowest places on earth and extremely hot. The latter depicts a fascinating sculpture fumaroles and a lunar like landscape. This was the cradle of humankind where humans first began to walk upright, including our celebrated ancestors - Lucy (3.4 million years old), Salam, (3.5.million years old) and Ardi (4.4. million years old) that are among Ethiopia's rich prehistoric and paleo-archeological heritage (MoCT ,2009).

In terms of history, Ethiopia is old; old beyond imaginations going back to over 3000 years. The Axumite kingdom was one of the great civilizations of the ancient world and has left behind the mystery of the great Axum stele. In the late Middle Ages great religious civilization flourished in Lalibela, where churches hewn out of massive monolithic rock testify not only great faith but also great architectural skills.

The 1000 years old Walled City of Harar (Jugol) makes Ethiopia one of the four ancient Islamic cities in the world. The 17th century castles found in Gondar speak of the same legacy. The Konso cultural landscapes are perhaps one of the few living testimonies of ancient agricultural

terracing and environmental protection together with Tiya stele in the central part of Ethiopia, The lower Omo and the Middle Awash valleys of archaeology.

Ethiopia's numerous national parks enable visitors to enjoy the country's wildlife and biodiversity preserved in their natural habitats with an opportunity for adventure travel unparalleled in Africa.

Ethiopia is a land of ethnic diversity. More than 80 nations and nationalities with their own unique languages, cultures and traditions live in peace together. Therefore, Ethiopia has more tourist destinations than any other African country registered as World Heritages by UNESCO. Currently, Ethiopia has Nine Historical heritage sites, and three intangible cultural heritages which are The Feast of Meskel (the found of the true Cross), The Sidama people New Year Celebration Which is known as "Feche Chambalala" and the third one is recently registered the Oromo people "Geda System" as well as 12 world literary and manuscript heritages.

2.2. Economic Benefits of Tourism

Tourism can play a very significant role for leveraging scarce foreign exchange earnings for not only the developing countries of the third world but for many developed countries of the world. Therefore, if tourism is developed through careful planning, it is sure to bring revolutionary transformation in the whole economy. Tourism has become one of the "key drivers for socio-economic progress". Its contribution for the growth of the national economy is significant as well as its contribution for the global economy. Total tourism contribution for 2014 was approximately more than 7.5 trillion U.S. dollars (UNWTO, 2015).

Tourism industry affects economic growth in different ways. First, tourism is one of the main sources of foreign exchange earnings for many countries McKinnon(1964).

Tourism expenditures generate income for the host economy and can stimulate investment necessary to finance growth in other economic sectors. Tourism is often used as a tool for raising awareness. Hence the local branding of certain products and achievements can create regional identity, nationally and internationally. The needs and awareness of local issues can be raised by tourism. Therefore, if the tourism sector is well promoted through equipped the tourism

destinations with essential infrastructural facilities, it can attract more visitors and prolong their stay as well as benefited that country at large. Therefore some countries seek to accelerate this growth by requiring tourists to bring in a certain amount of foreign currency for each day of their stay (Buddemeier, et.al.2006).

Tourism offers employment to millions of people directly through hotels, restaurants, tour and travel agencies, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses. Tourism supports more than seven percent of the world's workers. In addition, tourism brings both economic and non economic benefits and costs to host communities. The benefits include: provision of employment opportunities as it is a labor-intensive industry; generating a supply of needed foreign exchange; increases incomes; develops an infrastructure that will also help stimulate local commerce and industry, helps to diversify the economy; spreads development; improves the quality of life related to a higher level of income and improved standard of living (McIntosh,2000).

In addition to the economic benefits of tourism development, it may brings a positive social impacts include an increase in amenities (e.g., parks, recreation facilities), investment in arts and culture. It can create an opportunity for cultural exchange and, creating an interaction within people of different lifestyles, aspirations and needs. Putting economic benefits aside, experiencing outside contact within various communities draws attention to the host community. People will always want to interact with other cultures and communities in the hope of learning of their traditions or possibly be confronted by new challenges and perspectives on life. It has been said that travel is a means to "discover that things unknown or forgotten within ourselves". Tourism is obviously an experience driven industry the more you do it the more you want it. In addition, local culture is a unique experience, along with the local personality, food and hospitality.

In general, when developed conscientiously, tourism can, and does, contribute to a positive quality of life for residents and it can generate substantial economic benefits to host countries and tourists' home countries. Particularly in developing countries, one of the first motivations for a region to promote itself as a tourism destination is the improvement made to its economy.

Along with other factors, this massive economic development can bring both positive and negative consequences.

2.2.1. Negative Impact of Tourism

Tourism is a two-sided story. Up till now we have observed how tourism fuels economic and developmental activity. Now it is time that you can see the complete picture as to how development embraces tourism in return. There are many contributions and benefits of having a pro-tourism approach; however, there are some damages and negative impacts which have been observed as well. As the traffic of tourists increased in a particular area, it was observed that environmental and ecological balances were disturbed due to over commercialization (Ayalew, 2009). The scenic beauty was made more 'customer friendly' and the natural tourism products more accessible and 'saleable' by humans. Environmentalists are agitated about the damages and carelessness showed by tourists. Culturally and socially, tourism can impact the destination country, but its effect cannot be solely attributable to simple tourist activities.

Apart from impacts of tourism related to environmental issues, including depletion of natural resources (water, forests, etc.), pollution (air pollution, noise, sewage, waste and littering), physical impacts (construction activities, marina development, trampling, and loss of biodiversity), tourism has also negative social impacts. Some of these are change or loss of indigenous identity and values, culture clashes, physical causes of social stress (increased demand for resources), ethical issues such as an increase in sex tourism or the exploitation of child workers (UNEP, 2003a).

In some ways, tourism is also a means of increasing prices of things for local residents. A tourist demands for services and goods will often cause price increases that react negatively on local residents whose income may not rise proportionately. Tourism can also affect the local residents to be economically dependent on one sector, which is tourism. Thus, they may lose their economic diversification.

In this regard, the Media's role to boost the preservations and transmission of cultural and historical traditions, the protection of local heritage, and a revival of indigenous cultures and arts and crafts, is vital. However, media by itself also creates a negative impact on tourism. This

especially occurs if the media outlets transmitted about such tourism resources of one country through lack of information, false impressions, poor communication and knowledge and misinformation. It can create a negative perceptions and attitudes towards visitors and tourism in general can affect tourism and communities.

For instance, if EBC, either in English or Amharic Tourism programs transmitted a program showing illegal hunting on Park for its viewers, it might wrongly communicate that hunting is legal in that country. The researcher, therefore, believes that the media should respect the country's policy, rules and regulations and other related issues. On the other side, the media also should be aware of people's culture, norms, values and others before producing the program. This gives confidence to visitors about cultures, norms and other values of the peoples of destination country. Likewise, it can provide information about the rules and regulations of destination sites which the visitors should be aware of. Generally, there are many dimensions of the economy that are impacted by tourism activities, some positively and some negatively.

2.3. Media and Tourism

The relationship between tourism and media is more comprehensive. Media communication technologies are imperative for front line investments for sustainable globalized tourism development indicators. Both media and tourism belong to the Service industry. Media contribute to 80% of tourism revenue and tourism contributes to 25% of media's revenue (Kumar, 2014).

Media in tourism sector advertise various tourism products. Information and highlight the heritage sight for its renovation. Media works in tourism by, newspapers, magazines, films and slides, house journals, photographs, displays and exhibits, booklets and brochures (Parashar, 2013). Media plays an important role in the growth, development and promotion by creating better awareness and understanding about the requirements of domestic and international tourists. Every traveler is a 'potential' tourist. It depends upon the campaign of professionals (media professionals and tourism experts) of the industry to tap this potential and convert the 'potential' into the 'actual' clients or tourist (Kumar 2014).

In this regard, media has a crucial role to play in putting emerging destinations. Hence, modern day tourism is highly dependent on media reporting. As former secretary general of UNWTO Francesco Frangialli stated today, a vast majority of travel decisions are made by people who have never seen their intended destinations first hand for themselves. Tourists usually decide on the destination first based on what they have heard or seen from Media.

Media also have a great role to build country image. The need of tourists varies in type, and they all tend to be influenced by the images of the destinations and activities. While it is acknowledged that media may be a major influence in how society may understand, interpret and value cultural heritage (Santos, 2004).

2.3.1 Types of Media

Media has immense potential to impact a society for good and/ or for evil. The nature of their contents and the way they communicate the contents, among others, influence their respective addressees in quite different ways and extent. Of course, without the media, people in societies would be isolated, not only from the rest of the world, but also for the total formation of creditable world.

However, as much as the media serves in keeping people up-to-date about what happens around the world without feeling distance barriers, it may also leads to individualism. People spend too much time on the internet and watching television. As a result, socialization with friends, family and neighbors is affected.

On the other hand, media is considered as an institution by which the new meaning systems are transmitted in ritual manner in a community. The very idea is that, the media as means and agents of communication do have the potential to influence the culture of their society (indeed, that of others, too) positively and/ or negatively (Servaes2002).

- Media include Communication channels through which news, entertainment, education, data or promotional messages are disseminated.
- Media include every broadcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.

- The growing popularity of the internet and social media such as Face book and Twitter is now an important channel that allows messages to be spread to the public.

Media can provide knowledge of certain aspects of the country such as nature, culture and people which result in the construction of the attitudes towards the country. One of the major economic benefits of media induced tourism is that it can bring higher revenues of the local community.

On the other hand, media have contributed towards shaping tourism in to a responsible industry to protect the environment and minimize the negative social impact of tourism. It generates greater economic benefits for local people and enhances the well-being of host communities. It makes positive contributions to the conservation of natural and cultural heritage and promotes the world's diversity. It provides more enjoyable experiences for tourists through more meaningful connections with local people. It helps to understand the local, cultural, social and environmental issues (Kumar 2014).

2.3.2. Broadcast Media

To connect with the study directly, the researcher has only assessed the Broadcast media particularly on Television .Television, a relatively younger medium than radio and print media, is now becoming more and more popular. Some writers like Smith put television as the first invention that was done by the involvement and efforts of many scientists. Television is electoral transmission and reception of transient invention by committee, in the sense of resulting from the effort of hundreds of individuals widely separated in time and space, all prompted by the urge to produce a system of seeing the horizon (Smith 1998:9).

In fact, since the launching of transmissions, the program has undergone remarkable changes. It is apparent that the introduction of television transmission is a new phenomenon not only in Ethiopia but in Africa as a whole. Of course, the use of television as a medium is relatively new phenomenon in the history of mass communication. Therefore, television programs may lack some elements in terms of content, presentation, video production among others. In this regard, EBC, tourism programs in both languages are also expected to lose those elements as the infant history of television in the globe.

2.4. Theoretical Framework of the Study

The purpose of this chapter is to outline the concept of country image and its relevance for tourism and the importance of using media as a promoting tool for tourism. The contribution of tourism for one country is multidimensional development including image building of the country. Especially, countries like Ethiopia are culturally diverse, have ancient heritages, fascinating natural attractions, and are endowed with a rich history. Tourism has irreplaceable role not only for economic development, but also to build up distorted images for centuries.

2.4.1. Country Image Concept

Media has immense potential on both positive and negative influences on people. The media can make a person more aware of what is happening on local, national and global levels. Therefore, because of its nature of power fullness, media has been playing indispensable role in promoting tourism of one country. Hence, the concept of image presents the visual representation and pictures that one person imagining about products, places and can be defined as the series of beliefs, individual impressions and opinions (Gibson, Qi, & Zhang, 2008).

In this regard, media play important role in forming people's perceptions regarding country, as well as government and people ("the least expensive, but most powerful"). This was proven by slide show of Pakistan which, consequently, made people reconsider their opinion on the country and intention to visit (Jalilvand, Samiei, Dini & Manzari 2012).

Country's image influences not only the image of products from that country which refer to country of origin effect, but also image of tourist destinations within that country (Gibaldi, Ikeda, & Campomar, 2011).

Tourism promotional programs by using media may influence image formation of a country and image formation of a destination. Thus, we can say that country image is very complex and important concept for the tourism, the international marketing or international relations of that country. Image of a country has one of the imperative measures in selecting process for many tourists and because of that the country image presents one of the crucial fields of tourism studies (Assante et al., 2014).

Considering the fact that everyone has different expectations from travel experiences, it is very complicated to study this area. The importance of image for one country to be selected of tourist undoubtedly depends on his/her positive image. Therefore, to build a positive image of the country through promoting tourism resources media has been playing a great role reaching to promote the sector to mass people.

One country with positive image has more chance to be considered as a potential destination selection process than a country with negative images. Taking this fact in consideration, all countries run the intense battle in competition with one another. They have to find ways on how to make their destinations (including services, products, attractions) more attractive than others for investors and tourists. In order to achieve this, it is very important to build the country's image through promoting its tourism resources by using media effectively.

2.4.2. Development Theory

Development theory and tourism have evolved along similar timelines since the Second World War; yet there has been little work connecting the two fields of study (Telfer (1996, cited in Harrison, 2015). This is surprising considering tourism continues to be a growing focus of economic development policy in many regions and nations (Maleki, 1997).

Countries around the world are turning to tourism as a strategy for development. However, researchers in this field have given minimal acknowledgement to the overriding development paradigms. Countries are fiercely competing for international tourism receipts which are forecasted to total over US\$ 2 trillion by 2020 and arrivals are predicted to top 1.6 billion (WTO1998a).

Locations which can develop and market a tourism product, whether it be a special, natural, historical, or cultural attractions or an urban or rural destination, can take advantage of this market by attracting revenue from visitors (Maleki, 1997). In this regard, the researchers believe, if Ethiopia well promoted its endowed potential of tourism resources, it can be part of beneficiaries from this tourism market. Tourism having a strong bond with growth brings social, economic and political development for countries. Tourism has also a capacity to generates

foreign exchange, increases employment, attracts capital and promotes economic independence (Britton, 1982).

Others have also suggested that tourism can be a focus for local economic development tied into the maintenance of the bio-physical environment (Wilkinson, 1992). Moreover, tourism is one of the largest and steadily growing economic sectors world-wide in which developing nations have a considerable stake (Eschborn, 1999). The growing importance of tourism for developing countries like Ethiopia is multidimensional directly and indirectly (UNWTO ,2006).

The Overseas Development Institute, ODI, World Bank (2006), review indicates that tourism has shown directly effects on the wages and earnings of those who participate in the sector as workers or entrepreneurs. International evidences show that tourism is more labor intensive than agricultural sectors. It also uses a relatively a high proportion of unskilled or semi skilled labor. For this reasons, in some countries tourism is an important sources of employment.

On the other hand, tourism has also effects on the value chain indirectly. Tourism draws on inputs from the food and beverage, construction, transportation, furniture and many other sectors. This review indicates that this intersect oral impacts adds an extra 60-70 % on top of the direct effects of tourism in developing countries.

Tourism has a wide range of dynamic effects. Tourism development can affect the livelihoods strategies of local households, the business climate for small enterprise development, partners of growth of the local or national economy, and the infrastructure or natural resource base of the destination, (ODI World Bank 2006).

Hence, the researcher believes that media convergence and technological determinism are shaping the nature of media policies in all over the world. In today's world, communication network has become more efficient and informative with the use of the internet. Media can promote tourism by projecting a destination and it can also destroy a destination by negative publicity. It is only a matter of understanding the detail activities and local situations and set up an effective media program. It is, therefore, modern mass media linked up with all new technologies market the products of tourism in different potential markets.

In addition, Media plays an important role in increasing public awareness, collecting the views, information and attitudes toward certain issue. It is a powerful tool of communication in the emerging world that increases the awareness and presents the real stage of society (Shimp 2007). Media is also the most powerful tool of communication and in promoting the right things on right time and gives a real exposure to the mass audience about what is right or wrong (Berger 2002).

Recently, Media has also become a key component of promotion in the current market set up. With the world becoming a global village, the market has become very competitive with every part of the world becoming not only a source market but also a consumer. As a result, the media has become part of every organization in pursuit of creating the awareness and demand or their product.

That's why, the media industry works with hotels, travel agencies, tour operators, airlines and the various government agencies to bring revenue to the country by promoting tourism. Without the assistance of media and its support many places would have remained unexplored as the awareness about the place is very minimal to the foreigners (Kuamr 2014).

Fictional genres in television series have been the major mass media and have been influencing especially in tourism in the twentieth century (Beeton 2006). Others also said media is essential for tourism; as a result, many countries have developed media-induced tourism. Films and television programs will continue to influence beliefs and behaviors individually and socially as the use of television and video popularize quickly (Brown et al. (2003).

In this regard, the researcher believes that as Ethiopia is rich in many tourism attractions, the country's media institutions like EBC should be promoting the county's tourism resources to benefit the country on both sides, as a means of economic development as well as in building the good image of the country.

Chapter Three

Methodology and Design of the Study

3.1. Research Methods

The researcher has employed qualitative research in this study for its advantage of providing thick description and interpretation. Qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them. (Denzin & Lincoln, 2005, p. 3)

Qualitative research allows the researcher to identify issues from the perspective of the participants and to understand the meanings and interpretations that the informants attach to behavior and events in the context of their experiences according to Hennik et al. (2011). Hence, qualitative methodology helps researchers to analyze individual interviews and copies of documents, audio and video recordings from observation of certain activities.

Qualitative research method has its own features that differentiate it from quantitative research. Qualitative research was implemented for its advantages, as stated by Stone et al (1999:334 cited in Tadesse (2013) it is more appropriate for examining words and ideas rather than counting numbers. In addition, qualitative research gives an opportunity to provide complex textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue – that is, the often contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals (Natasha, 2005).

This method is used to understand and explain social phenomena in their natural setting. The main characteristics of qualitative research are that most research texts start with highlighting its emergent nature. That means that no aspect of the research design is tightly prefigured and a study is kept open and fluid so that it can respond in flexible way to new details or openings that many emerge during the process of investigation. This flexibility even applies to the research questions, which may evolve, change or be refined during the study (Zoltan 2007).

Moreover , Qualitative research was implemented for its advantages as it is more appropriate for examining words, themes, symbols, verbal and non verbal messages and ideas rather than counting numbers. Qualitative research is inherently concerned with describing and interpreting audio-visual documents that are produced and televised by the media. In this regard, as the main data sources of the research are archives of EBC’s tourism programs, the researcher has used qualitative method to be compatible with its data collection mechanisms.

Document analysis is the primary data collection method. To do so, the researcher has reviewed eight selected tourism programs of EBC by using stratified random sampling technique, four from Amharic “Tourism Lelmat” program and four English “Explore Ethiopia” programs that were transmitted from 2014 to 2017.

3.2. Subjects of Study

This study focuses on role of Media with special attention to Ethiopian Broadcasting Corporation's Amharic and English tourism programs called "Tourism Lelemat" and "Explore Ethiopia". Though, Since March 2018, EBC has been trying to change its formats and classified its channels in to three,

- ETV Zena (ዜና) – Which is the main news channel with 24 hours coverage,
- ETV Languages (ቋንቋዎች) - A channel which focuses on news in the different languages of Ethiopia along with 3 international languages.
- ETV Meznagna (መዝናኛ) - A channel which focuses on entertainment. Dramas, sports, and programs focusing on reality shows and life style.

In this regard, the previous "Tourism Lelemat" program has also changed its format in to travel documentary format and its name also changed in to "Ke Dashen eske Dalol" and it airs on ETV Zena channel on Saturday on 8:15- 8: 45 AM for better contribution in the tourism sector. On the other hand the English Tourism program "Explore Ethiopia" is also continuing on the same title and to be broadcasted on the channel of ETV Languages on Tuesday after 8:00 PM news hours (EBC, 2018).

However, the researcher prefers only Amharic and English language tourism programs because of the reasons mentioned before. Hence, the study employed document analysis on EBC tourism programs of both languages, and individual in-depth interview with journalists of EBC, primarily those are tourism program producer both in Amharic and English programs, officials of EBC and the second target population of this study were workers of MoCT , who are a partner of EBC, for Amharic "Tourism Lelemat" Program and Scholars who are related to study and have a capacity to forward recommendation on EBC Tourism programs for its betterments.

3.3. Methods of Data Collection

As indicated before, to collect the desired data from the tourism programs; the researcher has used document analysis, and individual in-depth interview. Document analysis as a predominant

method of collecting data by previewing existing documents, or archives of eight stratified randomly selected but different items of four tourism programs from English department, the other four programs were selected from Amharic “Tourism Lelemat” tourism programs, which were broadcasted between 2014 and 2017.

As the researcher mentioned before in chapter one , to make the research more feasible to handle, the researcher has selected those programs by using stratified random sampling technique in order to look programs by categorizing them by history, culture, natural sceneries, national parks, heritage, and language and cities development. For the analysis, the researcher has used the program videos and the scripts.

3.3.1 Stratified Random Sampling Technique

Stratified random sampling technique gives an opportunity to divide the population into smaller groups, or strata, based on shared characteristics. A random sample is taken from each stratum in direct proportion to the size of the stratum compared to the population (Bankier, 1998).

Therefore, the researcher has gotten from EBC archives 184 Amharic tourism programs and 74 English tourism programs, totally 258 tourism programs that were transmitted between 2014 and 2017. Then the researcher has used Stratified random sampling technique to categorize them in to eight classes namely by history, culture, natural sceneries, national parks, heritage, heritage and development, language and cities development. Finally, the researcher selected from those eight kinds of programs randomly eight tourism programs four from Amharic four from English tourism programs.

3.3.2 Purposive Sampling Technique

Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study. The purposive sampling technique is a type of non-probability sampling, hence choosing the purposive sample is fundamental to the quality of data gathered; thus, reliability and competence of the informant must be ensured (Battaglia, 2008).

In this regard, in order to define the terms of analysis and categories data has also been obtained through in-depth interview of concerned journalists and officials from EBC as well as from MoCT workers and scholars. Hence, the researcher has used purposive sampling technique to select 17 informants in order to look the case from different perspectives the respondents were selected from diversified groups purposively. Whose age ranges between 28 to 55 years. The study included both male and female.

3.3.3. Document Analysis

This study employed document analysis as a predominant method of data gathering on the study of role of media (EBC) on tourism. In doing so, eight tourism programs made on EBC were selected for methodical examination.

Qualitative Data Analysis (QDA) is the range of processes and procedures whereby we move from the qualitative data that have been collected, into some form of explanation, understanding or interpretation of the people and situations we are investigating.

Therefore document review adopts an interpretive approach that endeavors to explore the ways in which language and images are presented, combined and used in media discourse (Poindexter and McCombs, 2000). As a result, words, images, symbols, ideas, themes or any nonverbal or verbal messages that can be depicted from the media texts are subjected to investigation.

3.3.4. Document Review Guidance

1. Do EBC Tourism programs communicate its objectives on the basis of promoting tourism resources of the country?
2. What do the content look like in relation to its objective?
3. How is the language usage? Including way of narrating or presenting the program?
4. The production quality in their content, pictures, voice and other elements?

3.3.5. Individual In-depth Interview

In-depth individual interview is another alternative that the researcher has employed to obtain much more detailed background information from EBC's Tourism Program producers, EBC's

officials, MoCT workers and Scholars. Moreover, in-depth interviews contribute a lot in the qualitative inquiry by offering the researcher multiple insights into how people interpret and order their worlds. "In depth interviews is a form of qualitative research interview in which the interviewer is expected to come up with a clear list of questions or specific topics to be addressed, which are commonly referred to as an interview guide"(Bryman, 2004: pp 321).

In this case the researcher uses a written list of questions as a guide but still having the freedom to deviate, investigate and explore more information and views of a person towards the subject matter. By being attentive to the causal explanations participants provide for what they have experienced and believe, and by actively probing them about the connections and relationships they see between particular events, phenomena, and beliefs (Natasha, 2005:29). The use of interview is highly desirable for obtaining information based on emotions, feelings, experiences, sensitive issues, and, insider experience, privileged insights and experiences. To these regard key informants were selected intentionally (Wisker, 2001).

3.6. Method of Data Organization and Analysis

As this study is qualitative in its approach, the data analysis and interpretation process was made in line with the process of data gathering. In support of this thought qualitative data analysis is conducted concurrently with gathering data, making interpretations, and writing reports (Creswell, 2009).

For gathering the desired data from the tourism programs, the researcher has used document analysis, and individual in-depth interviewees. Therefore, with the help of document review and interviews, interpretation was carried out and suitable suggestions were recommended.

Chapter Four

Data Presentation and Analysis

This Chapter presents and discusses the finding of qualitative study both results obtained from Document Analysis and Individual In-depth Interview. The purpose is to assess the role of EBC, in promoting Ethiopia's Tourism on its Amharic and English tourism programs.

4.1. Cases Selected for Analysis

Table 1: Eight selected Tourism programs

English Tourism program Which is entitled “Explore Ethiopia”	Archive Date	Amharic Tourism program which is entitled “Tourism Leleamat”	Archive Date
1. “Bracing Ge'ez”	July/ 2014	1. “Guzowede Endegagne”	Sep/ 2014

2. “The Hellish Paradise”	Feb /2014	1. “YeGorgora Wubetoch”	June/2015
2. “Bale Mountains , Nature at its Best”	Nov/2015	3. “Ye Kirse ena Limat Metatam”	Feb/2016
4. “Visit Addis During your Stay ”	Oct /2016	4. “YeAdwa Getsoch”	Feb/ 2017

Source: EBC archives

4.1.1. Programs Transmitted in English

1. “Bracing Ge’ez”

This program was transmitted on “Explore Ethiopia” English tourism program; The Program has tried to describe Ethiopians Geez Language. Hence, it has focused on somewhere in North West of Ethiopia, Young boys, who are commonly known as ‘Ye Kolo Temari’ the full time Geez students around Gonder study Geez.

In this program, the producer has taken one student as a sample for his story for his program. He has tried to show the students way of learning like when they are awake to study something worthy during late night; the wisdom of what their ancestors left behind for them to pursue and they left their family behind just a year ago to study all the knowledge embedded in Geez language through supporting by descriptive pictures and natural sounds when they studied in ‘Geez Class’ learning under their teacher.

In this program, the video production was descriptive of those students wearing sheep hide or woven fabric and seat on the ground surrounding their teacher and listen intently and which depicts how they lived before becoming students with all their belongings, they pursue their dreams; sharing a very small tent with many others and finding their daily bread. Furthermore, the program shows Geez Alphabet with sound and tells about the futures of students for audiences. After studying for two consecutive years that is the minimum time needed to finish the basic Geez lecture after that they become future priests, monks, and deacons of the Orthodox Church; at the same time preserving Geez.

Stand up of (physical portrait presentation of stories by the journalist) is used as an alternative to add some information for audiences, in the program, here in the production at hand the producer describes about Ethiopia's richness in Ancient History, how the language is inscribed in old manuscripts.

Stand up has a potential to tell much information in communicative way face to face with audiences than narrating the story, but this Stand up used in the particular program lacks this element in this regard, the stand up is not catchy to communicate and attract audiences. However, in this program the producer tried to mention about Geez which is among the few ancient languages of the world and it is even claimed to be the first African origin language that developed its own Alphabet called Fidel. Then the producer tried to clarify by presenting various evidences for the claim such as the views of many scholars and church people and other related stakes. Dr. Hailu Habtu, from Institute of Ethiopian Studies in the Addis Ababa University said:-

We know it's a very ancient language, we have inscriptions meaning writings on stone in Geez, and we also have manuscripts in Geez. recently many experts agreed that the gospel in Geez that was found in "Aba Gerema" near the town of Adwa .It is very likely it is a sixth century manuscript, if it is so it might be the earliest scriptural book that we have in the world today. Although there have been claims that have been repeated time and again that

it was derived from Sabena from south Arabia so on so forth that may be really not such a valid claim.

Those scholars points out in a sound bite that there are only few countries in the world that developed their own writing system and Ethiopia's name is mentioned among the few.

The second Stand up also talks about the old manuscripts written in Geez, embraced a range of issues, and Ethiopia's 12 written heritages registered by UNESCO, which are inscribed in Ge'ez.

Among the scholars on this program, Birhanu Abera who is an Expert at the National Archives and Library Manuscripts described that, "the language has served a lot beyond religious issues, the books that are written in Ge'ez talk about philosophy, literature, languages and the unique way of counting days and years or calendar".

Dr. Hailu Habtu, from Institute of Ethiopian Studies in Addis Ababa University also said "Geez language is a depository of very many highly valued books; for starters this is the only language which preserved the book of Enoch in its entirety."

In addition, using the books, forefathers left for Ethiopians the way how they prepared medicine from plants and animal products. The producer of the program quoting Hibo Ludolf sates, as a pioneer German scholar, he had been searching the hidden facts about Geez and making it known to his country and the rest of the world. They also suggest studying Ethiopia, learning Ge'ez is mandatory to fully understand its culture, history and wisdom.

The program explains that the language has a lot to be uncovered in the times to come; it's very wide and deep. So, more researches should be employed. The secrets hidden in the language need to be discovered and be used for the country's development. The program tell us Currently Ge'ez is being studied in many international universities like Rome, Naples and Florence universities in Italy, Frankfurt, Mines and Hamburg in Germany, Sorbern University and INALCO institute in France, London University of UK, and others in Russia, Poland and the US to mention just a few that have opened a distinct department for Ge'ez, lately Ethiopian Universities have also started to study and teach Geez.

In This program was also assessed about Ethiopian Alphabet as a syllabic one and described every letter represents a consonant and Vowel in combination. Each letter has seven orders or seven forms, each form with a different vowel sound following the consonant sound. In some cases, though, the vowel of the letter is muted or even silent. Generally, it has 231 syllables used to communicate in several Ethiopian languages.

In addition to the alphabets, Geez has its own numeric system and Punctuations. Ethiopia is also the owner of numeric system called Ahaz. It goes hand in hand with the Geez alphabet. It is possible to count as far as you want and can also be used for calculation. It was in this numeric system that Ethiopians calculated Ethiopian Calendar and investigate about the universe. It also described, the alphabet has enormous contributions for other Ethiopian languages development especially in crafting their own writing system.

Finally, the program recommended giving attention for Geez language and Ethiopian Alphabets because the language is serving as a research language, but currently it doesn't have many native speakers and its service seems to be confined to church purposes and also assumed to be only church language. However, the program suggests that opportunities be presented to anyone who wants to learn through technologies like computer software. It is also one way of promoting the language.

The researcher reviews that this program has given more information about Geez language, Ethiopian Alphabet, its numeric system Ahaz, use of Geez language for Ethiopians, how Geez students are studying the language in Ethiopia with detailed information, in natural circumstance or reality. In general, the program has tried to mention, on its content about the factual, historical information about Geez language. What Geez Language means for Ethiopians by supporting ideas of many scholars and other appropriate persons for the program. Hence, the researcher believes that, the program has tried to promote Geez language, through well organized content and detailed information about Geez.

In relation with language usage, which was descriptive, easy to understand and used on the right places; the narrator voice is audible but is not much attractive in terms of proper usage of language and pronunciation. The flow of information was also good, many stacks are included in different angles, and this helps to strengthen the ideas of the program.

The production quality, including video editing, camera setting and other elements of the production are expressed the issue in a good way. Particularly, the natural voices and videos or pictures are very descriptive. The producer's commitment to include number of stakes to support his ideas and to promote Ethiopian Alphabets on his T-shirt during the recording of the program and interviews also is remarkable. However, the way he presents the story or the narration were not attractive including the stand ups; it might be more attractive had it been narrated by other journalists who are familiar with the language of narration in this case English.

2. "Danakil Depression - Hellish Paradise"

This program also shows a wide range of Ethiopia's natural attractions. Some of which are rarely available in other parts of the world. Which focuses on the Danakil Depression within Ethiopia's Afar region is a hub for many natural wonders. Afdera Lake, Halt Salt, Hadar, Dallol, Erta Ale. The program has supported with descriptive pictures and naturals.

The program tells us now Dallol and Erta'ale the Danakil depression is home for such volcanic activities. Impression of Foreign tourists on those eye-catching and breath-taking sites also included.

It also gives information about transport alternatives to visit those places, helicopter and through Asphalt, gravel road and on foot for approximately 10km in the extreme blazing heat.

The program was also supported by stands of the producer and initiate visitors who dares experiencing this adventurous course has no excuse for his or her decision, Because Immediately after reaching the sites, one falls into a deep rumination wondering about the amazing activities of the Erta'ale active lava lake. Visitors are featured in the production concurring with what the producer says through expressing their appreciations to those natural attractions.

This program tells us information about "Ertaa'le" which is called "Smoking Mountain" in the local Afar language and its southernmost pit is known locally as "the gateway to Hell." It also described about Erta Ale, it is one of the few volcanoes of the world that have an almost persistent lava lake. It is an isolated basaltic-shield volcano, 50 kms wide, rising more than 600 meters from below sea level in the barren Danakil depression.

This program also gives information about Erta'ale which was discovered in 1906, making it the earliest discovered Lava Lake, and the salt canyons south of Dallol Mountain are some of the most impressive geological features in the area. Those colorful rocks in each meter of terrain make you think you are visiting another planet narrates the program. The producer said they all make one of the most mysterious landscapes on Earth, when we see Surrounding the volcano are acidic hot springs, mountains of sulfur, pillars of salt, small gas springs and pools of acid isolated by salt ridges. Visitors also argued on his feeling on the program.

Finally the producer says, People describe the area as a real hell on earth due to the presence of acid and toxic lakes, the heat, and the vapors of sulfur that make it difficult to breathe, of course. It's hell, but at the same time so fascinating a place that it is like the last paradise on Earth. It truly is a Hellish Paradise!!!

The researcher reviewed that, the program has the objective to promote Natural attractions of the Afar region, through giving appropriate information about The Denkale Depression: - Afdera Lake, Halt Salt, Hadar, Dallol, Erta Ale , it was good. In this regard, the content is well synchronized with the objective of the program by giving detail and relevant information to audiences. On this program, the impression and feelings of Tourists at that place including the producers were included; this also helps the program to be more attractive and used as a flavor to attract visitors on that place.

The language usage of the program was descriptive and used on the right places to promote those natural wonders, including the title of the program "Danakil Depression - Hellish Paradise" which is catchy and appropriate to describe the place in attractive way for audiences. However, In terms of pronunciation and the way of narration it has showed some gaps. The researcher believes that the program might be very attractive than this, if it was narrated by other person who narrates and pronounces the language in a better way. Therefore, the stand-ups of the producer are not much attractive because of this reason, but the information are well organized. The production quality of the program, is very attractive particularly its videos or pictures, the camera setting is very eye -catching. The voice is also clear, audible. The instrument, is also compatible with the narration, natural voices are also included on the program. The wearing style

of the producer was very descriptive to understand the weather condition of the place, and culture of the Afar people.

3. “Bale Mountains Nature at its Best”

The program begins with narrating about Ethiopia’s several natural parks with numerous wild lives. Hence, this program focuses on the Bale Mountains National Park (BMNP). Which is protected area of approximately 2,200 km² and is located 400 km southeast of Addis Ababa in Oromia Regional State in south-eastern Ethiopia.

The program states about The Bale Mountains national Park which is considered valuable for number of reasons, not the least of which is its spectacular scenery. Its high mountains, sweeping valleys, dramatic escarpment and wide expanses of forests provide visitors with a diversity of vistas unique to the Ethiopian highlands. The Bale Mountains ecosystem and its associated diversity of habitats are an internationally recognized centre for endemism and biodiversity, with a quarter of mammals and 6% of birds being endemic for Ethiopia.

The producer of the program tells us about the attractive scenery of the countryside, crops , Rivers , waterfalls ,birds when we are going to the park away from Addis.

In addition the program states that the Bale Mountain National Park covers the largest area higher than 3000m above sea level (asl) in Africa. The highest peak in Bale Mountain National Park, Tullu Dimtuu, at an altitude of 4377m asl, is the second highest peak in Ethiopia. The park includes an Afro alpine plateau over 3500m asl, which is the largest area of Afro alpine habitat on the African continent as well as a major section of moist tropical forest, the second largest in Ethiopia.

Other stakeholders also included to strengthen this idea including Bale Mountain National Park Conservation project leader, Community service leader and others.

- ✓ *The Gaysay grasslands*. The landscape of the northern Gaysay section extends from one mountain range to another with a central broad flat valley with an altitude ranging from 3000 and 3550m asl. The southern ridge of the Gaysay area, which is relatively dry, is mainly covered with *Juniperus procera*, a nationally protected species. The relatively wet northern ridge is largely occupied by *Hagenia abyssinica* and *Hypericum revolutum*.

The flat valleys of Gaysay are dominated by species of the genera *Artemisia*, *Helichrysum*, *Ferula* and *Kniphofia*.

- ✓ **The central part of the park**, an Afroalpine plateau, lies between 2800m asl in the north and 4377m asl. to the south. The northern escarpment of the Sanetti Plateau is dominated by *Juniperus spp.* followed by *Hagenia-Hypevicum* stands at the higher altitudes (between 3350-3500 m). The area between 3550m and 4000m asl. is covered by Erica shrub on ridges and *Helichrysum moorland* in the valleys. The flat mountaintop is covered by *Helichrysum moorland* dotted with *Lobelia spp.* Much of the Sanetti plateau lies over 4000m asl. and there are several peaks ranging from 4050m (Worgona and Wasema) to Tullu Dimtuu at 4377m.
- ✓ **The southern escarpment** is covered by one of the most extensive and large natural forests remaining in Ethiopia, the Harenna Forest, which extends between 39°-40°E and 6°-7°N. The slope of the southern escarpment falls rapidly in altitude from the tree line at 3200m to 2000m within a distance of only 8 km, producing a rapid and spectacular change in landscape, habitat, and species composition.

The researcher tries to review the programs content, which was inflated by too much information about Bale Mountains National Park; content wise it has contained essential information about the park. However many stake holders were included such as conservation of Bale Mountain National Park project leader, guiders, tourists and others are part of the program besides, with the producer to tell the story. However, the way of presentation and narration of the producer helps to transmit the message easily.

Regards to language usage the program tried to promote Bale Mountain Park through using descriptive words to tells us about visiting the park has given additional opportunity for visitors to mountain walking, horse riding to visit endemic animals through traveling one place to the other, The producer's stand-ups which have a message of inviting audiences to come and see the place, while at the moment she was riding horse on the park.

In the production quality some pictures were descriptive, including the producer's stand ups; wearing which is done in line with the weather condition of the place easily. However, some

pictures used in the program lack quality. Moreover, the producer's effort to attract audiences and follow her journey starting from Addis to Bale Mountains Park was attractive.

4. "Visit Addis during Your Stay"

This program is different from other programs on its style which are reviewed in this research.

The program has transmitted its message using only stand ups, it's like travel documentary there is no narration, views of other stakeholders in the program; just it tries to promote the city by the producers description and videos or pictures.

There are four stand ups entertained in the program,

The 1st Stand up which is done at the Bole area of Addis Ababa tells us about, and said "Addis Ababa which is becoming one big Construction Center. Skyscraper to Condos and new roads from old style buildings modern class Aluminum works; lots of Edifices."

The 2nd Stand which is done on the new light train station in Addis Ababa, and talked about "Stretching North to South, West to East, the Addis Ababa Light Rail Transit, serve 16-18 thousand people per day. This New rail way system has also given a new look to the City".

The 3rd Stand is done on a street in Addis Ababa but as it was done at night the place is no discernable, tries to describe about Addis Ababa, "which is booming like a flower as its name literary means. If you are a person who enjoy strolling around at night then you can witness the over changing face of Addis Ababa".

The 4th stand up which is actually done on top of a sky scrapper in Addis Ababa also at night, this one also depicts Addis in the following way, and said "the place has been showing you just a glimpse of Addis Ababa. There are lots of other places to visit come and see, you will have an incredible time".

The researcher reviews, the message of the program has transmitted only by four stands, the content of the program is focused on promoting the developments of Addis Ababa city, through showing some manifestation of the progress. Therefore, regards on promoting Addis Ababa's progress on that way it was good, however, the researcher believes that it lacks some elements to

strengthen the content of the program and promote the city in a better way. For example, when the program aims to promote Addis Ababa city, it can also talk about the national museum to promote our ancient fossils including Lucy. Because, this Museum by itself it can add some elements to invite people to visit when staying in Addis.

The language usage, it was simple to understand about Addis on those stands as well as descriptive to transmit its message.

Related to the production quality, particularly the videos are attractive. The host of this program is female, her smile and gestures have given additional input to be attractive for the program. Of course, the researcher doesn't mean male presenters only should not smile and their gesture is not good. However, the researcher believes that, if the presenters are relaxed while presenting their presentations, it has a capacity to attract viewers. The locations, which were selected for stand ups were also descriptive to give additional meanings for audiences. The way of her presentation is so attractive; her dressing especially her cultural dress on the last stand up is eye-catching.

As the researcher mentioned before, this program is different from others, it doesn't have narration or even views of other stakeholders. It has only transmitted its message by stand-ups and shows progress of Addis Ababa. In this regard, the researcher believes that sometimes this way of presentation is needed to minimize redundant way of tourism program formats, in presentation and production and to attract audiences.

4.1.2. Programs Transmitted in Amharic

These next four Tourism programs, were transmitted in the Amharic "Tourism Lelema" weekly program.

1. "Guzo wede Endegagne"

This program tell about "Meskel Celebration" of Gurage People, in Southern part of Ethiopia, which was transmitted in Amharic tourism program which is called "Tourism Lelema".

The program starts with Gurage music, it's interesting. Especially for local audiences, simply it helps to guess the program was focused on Gurage people. Then the program starts by showing "Endale W/Kidan's" preparation for the well known Meskel holiday for Gurage people. His

preparation was supported by descriptive videos when he was purchasing different commodities in the market for the holiday. Endale tells his preparation for the holiday, through expressing his eagerness for going to his village “Endegagne” to celebrate the day with his families.

In addition the program has included other Gurage people’s feelings and preparation for the holiday like Endale.

The vibe of transport is also part of the program with naturals and descriptive pictures. When Endale and other Gurage people go to Endegagne, the producer tells us the location of Endegagne district, which is found in Gurage Zone and about 235 km far from Addis Ababa. The highland weather condition and natural resources of the district is well explained with descriptive pictures.

A picture showing Endale being received warmly by his family in his place of origin is shown. Endale tells as a story teller the way of celebrating Meskel through explaining their village’s program to celebrate Meskel holiday step by step. Among those programs on the day Gurage’s village elders blessing, preparation for Demera, including women’s preparation for cooking foods for the day, were described and featured by the program. The Gurage music was repeatedly aired under the moving pictures with the producer narrating the story and Endale telling the preparation and the programs happened step by step. It was really very attractive.

In addition to Endale, Village father tell the culture of Gurage’s Meskel and how they have been celebrating the day for Audiences.

The researcher reviews the program of the content was good and presented in attractive way of production. Hence related to its objectives as promoting how the Gurage people celebrating Meskel Holiday, relevant information’s are communicated for audiences about Gurage people, particularly about the people of “Endegane” District.

The language usage was also simple and tries to be attractive, but the researcher believes, there were space to be better than this in terms of presentation and narration, but it’s not bad.

The use of Music and natural sounds were descriptive to understand about Gurage people and their celebration of Meskel holiday. However, related to the quality pictures and video editing there are still gaps.

This program lacks the participation of the producer, if the producer was participated on eating with those people or music or if the producer given information with stand ups on the spot the program would be rather attractive to the audience. In general the program has transferred its message through promoting what Meskel is for Gurage people and how they celebrated Meskel through adding their music, forgiveness, blessing Gurage's foods preparation, way of eating culture in Meskel celebration about Gurage People.

2. "Ye Gorgora Webetoch "

The Program started through narrating about the Gorgora's location and its borders, it connects with Dembya District of North Gonder, and North Armachiho, which is also connected with Lake Tana in the South, Gonder and its surrounding are connected with Gorgora in the East, Chilga and Takusa, also connected in the west this information clearly noticeable for audiences but the video was so poor.

The program tries to describe about the attractiveness of Gorgora for tourists, by giving information about transport alternatives to visit Gorgora. However, there is no active engagement of the producer, even when she was going to Gorgora from Bahirdar as a travel documentary. The producer tells us in this program that it focuses on three tourist attraction places, Debresina Mareiam monastery, Emperor Susenyos palace, and Gorgora park. It has pictures of the 16th century wall painting on Debresena Mareiam monastery through viewing painting pictures. Tourist's impressions and admiration were also included on the program particularly in Ethiopia's painting civilization on 14th -16th centuries.

The program tells us about Emperor Susenyos palace, history and the overall architecture wisdom of the palace in 16th century. The Gorgora Border hotel was described as an alternative for tourist destination to increase their stay around Gorgora to get foods and other services. Other stakeholders are part of this program including the officials of district, their engagement and future plan for promoting the places as a tourist destination through developing its infrastructure and other essential activities for Gorgora.

The researcher believes that, the program has transmitted limited message about Gorgora for audiences. It can give additional messages through reading or searching additional information

about the places of Gorgora. In this regard, the researcher believes that, seeing the history and significance of the place the researcher has come to the conclusion that much could have been done by the producer and it was not satisfactory content wise as well.

The language usage of the program, way of narration, particularly on the producer's presentation or stand up, was not attractive. Movies and television allow the advertiser to reach the consumer on a subconscious level and infiltrate the imagination easily (Kırdar, 2012; Messaris, 2013). However, the production quality of the program was so poor, in terms of video editing, camera setting, and redundancy of pictures are showed on the program. In general, the researcher reviews that the program was not good indifferent criteria's of the program, it doesn't a potential to attract tourists and give sufficient information to audiences.

3. “Ye Kirse ena Limat Metatam”

The Program starts by showing the vibe of the 9.3tn statue of Abune Petros, the Ethiopian Bishop martyred bishop during the Italian occupation is moving back to its old place.

Natural sounds are used to show the vibe, and then producers narrate about martyred bishop, heroic history during the Italian invasion in Ethiopia and his sacrifices. Then the program also gives information about the statue of Abune Petros built in 1938.

Then the first person sound bite is the Ethiopian Islamic Affairs Council President at the celebration on the podium. The president speaks about, martyred bishop patriotic history of Abune Petros for his country Ethiopia and how the building of the statue is essential as heritage for Ethiopians.

Next person is Orthodox Tewahido Church Patriarch, who states about the significance of the statue moving back to its old place. Then the producer narrating about the strides made to keep the statue condition to move the statue in to the first place.

Third stake is coming Director of the Authority for Research and Conservation of Cultural Heritage (ARCCH), and talks about all efforts to preserve the statue during moving to the museum back to the old place. The director emphasize, that work has become a means of getting experience, to working infrastructure development works with heritage preservation.

Next, Minister of Culture and Tourism is featured and talks about Ethiopia in undertaking many infrastructural developments, the construction of light Rail way is one of them. However, because of such infrastructural developments, historical heritages couldn't be missed their preservation, by expressing the statue of Abune Petros as a good manifestation.

Then in this program, there are two residents of Addis express their happiness because of moving back to its old place. Through transferring by natural sounds, then Ancient Ethiopian Patriots Association president continues, through expressing his happiness and the statue future condition would be safe, and there is no concern to affect the statue because of the rail way construction.

Immediately continued, Head of the Addis Ababa Culture & Tourism Bureau, and talks about the overall, preservation activities in statues and historical heritages the Addis Ababa city. The producers states again and again about the condition of the statue of Abune Petros , when it moving to the museum and moving back to its old place is safe and healthy.

Next, the Addis Ababa Roads Authority CEO speaks about the cost, in all condition of the statue moving process, and local engineers were participated for the cause. Then CEO of the Ethiopian Railways Corporation continued and pledges to construct its rail way lines based on preserving the country's historical heritages.

Finally the program is concluded by adding three people's through express their concern and happiness in the process of moving the statue; until back to its old place, one is resident of Addis the others two are from Authority for Research and Conservation of Cultural Heritage and Addis Ababa culture and Tourism Bureau.

The researcher tries to review the program is event based program in the first place, and then the content is focused on, the statue of Abune Petros, the Ethiopian Bishop martyred bishop during the Italian occupation is moving back to its old place, which is moved to the Addis Ababa Museum until completing the construction of the Addis Ababa Rail way Construction. Therefore, if the objective was telling this information for its audiences, it was good, but in terms of promoting Ethiopian patriots, such as to know about Ethiopian Bishop martyred bishop Abune Petros, was not sufficient. Of course, the producer tells us about the history of Abune Petros,

but was not sufficient and attractive, because, the program was more off ceremonial then it has condensed more government officials.

In terms of language usage and Production quality, the researcher believes that, starting from the title of the program which is “ Yekirs ena Limat Metatam” it has a meaning literary related to just to say compatibility between Heritage and Development. Of course, The researcher understand, the program has an interest to tell about compatibility between heritage and development but it’s not catchy word to attract audiences, titles have also their power to attract audiences, in this regard, the title of the program it was not attractive.

In addition, the producers tell us repeatedly about the condition of the statue, on the process of moving one place to another rather than tell us about the Abune Petros patriotic story in a good way, this also not attractive, related to this the producers could be use the pictures or photos of Abune Petros, but he used the only the statue until he completed the program. Even he talked about his patriotic history during the Italy’s invasion he used the statue only.

The production quality is also very low; the pictures are also dark and blurred, and show similar video repeatedly. In general, the researcher evaluates the program is good to transfer a message to audiences about it can to be compatible the heritage preservation activities with development. But, the too much officials, low production quality including the caption colors are a means of to be an attractive program.

4. “Ye Adwa Getsoch” (Code TL3)

The program tells about the whole history of Adwa, it started from the 19th mid century Europeans’ interest and consultation in Berlin for scrambling Africa.

The producer tried to show the History of Adwa including the 20th Article of “Wechale Agreement” to describe the cause of the battle. Hence, the producer states about definition of Article 17 both the Amharic and English version through describing the place “Yisma Nigus ” which is found in Wechalle, the agreement was signed.

In this program, besides with producer tell us information about Adwa, Stakeholders from the culture and tourism bureau and historians are included through narrating the history of Adwa

victory in different aspects. Particularly , those historians tells us about the cause of the war, understanding of Italians for Ethiopians at that time, the overall condition of the war, the number of soldiers who participated on both sides, who were leaders of the war in which places both in Ethiopians and Italians side, Wisdom's of Etege Tayitu's which starts from the Wechale's agreement up to the victory of Adwa, artillery capacity of both sides, and unification of Ethiopian's and their commitment to protect Ethiopia's sovereignty from enemy and other elements are described by scholars.

In addition, the producer narrates the history step by step including the “ Ambalage and Enda Eyesus” victory which was an engine for Ethiopians to defeat Italy, what scarification of Ethiopians for freedom look like, Ethiopians unity and love for their country stated as a Secrete for Adwa's Victory in 1888 .

The researcher reviewed that the program has an objective to describe about the whole history of the battle of Adwa, starting from the cause of the war up to Adwa's Victory for its audiences. Hence, in the first place, the producer told the history of Adwa through traveling on those historical places. Therefore this creates real feelings and helps audiences to follow the story with passion. In this regard, the program had communicated its objective of promoting Ethiopia's Adwa victory to the audiences.

In terms of content, of course the History of Adwa is vast, but the program tried to transmit essential information about Adwa in organized manner by including historians and other pertinent stakes to tell the history of Adwa in a Narrative way.

The language usage of the program was also good; the producer used the language to transmit the message of the program on appropriate place. Some expressions were also very descriptive especially the producer was used to describe the unification, commitment, scarification and love of Ethiopians for their country during War of Adwa.

The production quality, the camera pictures quality was also better. Pictures or videos are very descriptive with their limitation in terms of quality. All instruments in this program have contributed a lot for the program through describing the history of Adwa's victory and freedom on their lyrics.

As the researcher tried to mention before, the fact that the producer was present on the historic place Adwa, it can help to create real feeling about Adwa to audiences. Not only the producer have all stake holders also stated about history of Adwa by being present at those real places. The researcher believes that, this is significant to attract audiences and to transmit messages through adding real feelings in attractive way. Presentation of the producer was attractive, his voices also audible, those stake holders are also appropriate for the program, and their ideas was also supportive for the program. In general, the program was good, specially to promote and inform about the history of Adwa in detail, by considering Ethiopia's contribution for freedom all Black peoples, and to attract visitors and researchers on those historic places, and other messages for audiences. However, the researcher believes, the program would be rater believable on the historical facts had he invited Ethiopian Historians and other pertinent stakeholders to tell the history of Adwa.

4.2. Responses' of Interviewees

Apart from reviewing Tourism programs of EBC, on both Amharic and English language, the researcher has tried to see view of Tourism program Producers, Officials of EBC, Employees of Ministry of Culture and Tourism and scholars by using Individual in-depth interview as a methods of gathering information to asses EBC's role in promoting Ethiopia's tourism potential.

Table 2: Interviewees of EBC's Amharic and English tourism program producers

No.	List of interviewees and Tourism program producers from both departments:-	Code Number
1.	Senior program producer for EBC English Tourism Program	(Code P1)
2.	Senior program producer for EBC English Tourism Program	(Code P2)
3.	Program producer for EBC English Tourism Program	(Code P3)
4.	Program producer for EBC English Tourism Program	(Code P4)
5.	Program producer for EBC Amharic Tourism Program	(Code P5)
6.	Program producer for EBC Amharic Tourism Program	(Code P6)

7.	Program producer for EBC Amharic Tourism Program	(Code P7)
8.	Senior program producer for EBC Amharic Tourism Program.	(Code P8)

Source: EBC staffs

Table 3: Interviewees from EBC Management

No	List of interviewees of EBC top managements	Code Number
1.	Head of Foreign languages Department in EBC	(Code O1)
2.	An editor and a Team leader in EBC's Educational programs monitoring	(Code O2)
3.	The Current Deputy CEO, of Ethiopian Broadcasting Corporation	(Code O3)

Source: EBC staffs

Table 4: Interviewees of Ministry of Culture and Tourism Workers

No.	List of Interviews of MoCT Workers	Code Number
1.	Public relation expert at Ministry of Culture & Tourism	(Code W1)
2.	public relation expert at Ministry of Culture & Tourism	(Code W2)
3.	Senior Tourism Expert at Ministry of Culture & Tourism	(Code W3)

Source: MoCT staffs

Table 5: Interviewees of Academicians

No.	List of Interviews, Academicians	Code Number
1.	Instructor at Catering & Tourism Training Center	(CodeA1)

2.	Historian from Institute of Ethiopian Studies in Addis Ababa University	(CodeA2)
3.	Instructor and Head of the Center of Environment and Development Studies, in Addis Ababa University	(Code A3)

Source: AAU staffs

4.2.1. “Explore Ethiopia” in the eyes of program producers

As Tourism is a vast issue it encompasses a lot of elements. It has proven to be difficult for a media outlet to actually depict the whole aspect of the tourism sector. However, media plays vital and important role in promoting tourism, not only within a country but throughout the world as well. Therefore, EBC has been trying to promote the country’s tourism resource on its tourism programs.

EBC formerly ETV has also been puzzling with this conundrum for quite a while now. The various programs and news programs on the issue have failed to portray the country’s touristic attractions in the fullest term of the way and have also been falling short of highlighting the activities geared trying to promote the sector (Code P1).

Other interviewees also said, Ethiopian Broadcasting Corporation has been striving to promote tourism destinations, and promoting those resources as well as building a good image of the country, as the foreign languages department vision, it has been playing indispensable role, EBC, does it work properly as it expected due to various reasons.

I don’t think the programs have contributed to the sector very much. There are a lot to be discovered a lot to be explored. Well many things have been done with regards to wild lives, culture societal lives and touristic services and the like but many more elements in the sector have been omitted. Nonetheless the programs in so far have played their role in trying to sketch the touristic potential of the nation and on how to harness them (Code P1).

Tourism in Ethiopia currently generates about US\$2.9 billion annually, close to a million jobs, directly 4.1% and indirectly 9.8% and about 4.5% of GDP (WTTC, 2015). The Government, however, is determined to significantly increase the number of tourists during the 2nd Growth and Transformation Plan (2015–2020). In addition the ministry has plans to triple foreign visitors to more than 2.5 million by 2020. This would make Ethiopia one of the top five tourist destinations in Africa.. (Ministry of Culture and Tourism , (2014) Sustainable Tourism Master Plan 2015-2025). In this regard, the researcher believes that for achieving the goal of the ministry and to be benefiting the country on its tourism sector,

The Media's role in promoting those tourism resources would be vital. However, Code P3 said not only as EBC, Tourism sector has given less attention practically to exploit the resources of tourism at the country level.

Including Ministry of Tourism and Culture, different governmental and private institutions are established to work on Ethiopia's Tourism sector, but their practical work is minimal (Code P3).

Particularly, not for “ Explore Ethiopia” but also for the Amharic “ Tourism Lelemat Program” EBC, has been working with Ministry of Culture and Tourism as a partner , in this regard (CodeP1) noted though in recent times following the recent reform under way in Ethiopian Broadcasting Corporation change is seen in the way programs on the tourism sectors are done. However, the Amharic “Tourism Lelemat” program and tourism emphasize on the vast attractions of the nation. The other areas of the tourism sector are still not explored on these programs. All interviewees of the research for English Tourism program, they have given emphasis for their department conditions as the main reason for the weaknesses of their work performances in many ways. Lack of priority for English department as a whole, small number of human resources, Lack of skills in the program producers, Lack of capabilities in Cameraman's and Video Editors are mentioned as great challenge by interviewees of program producers.

Because of lack of attention to not only the program but also for the department as a whole, then the number of staffs is small. Therefore,

most of the programs are unplanned it's just working in hastily and translated from Amharic "Tourism Lelema" programs (Code P2).

All those four interviewees of this research in English department said the department just it's considered as additional, they want to live as a department but it didn't have attention by high level management's of EBC.

Because of lack of human resource many times, program producers haven't field work, and most of the programs are focused on Addis Ababa and it's around. Because of small staffs of the department .It doesn't have its own program producers for tourism, any journalist within the department working tourism program, this is also another challenge for working effectively with the interests of the journalists, and it would be cause to compromise quality of the program in many ways (Code P4).

(Code P4) also added "Explore Ethiopia" has been transmitted two times within a month because of small staff; this also created a problem to rerun programs and to be tedious for Audiences.

They also indicated, because of lack of attention for their department, they have also challenges to get Camera, Video Editors on time, equal with the Amharic department.

As indicated the researcher in evaluating those selective four English tourism programs, the contents on scripts are well developed. All interviewees also pinpointed that, English department Tourism programs doesn't have a problem in terms of Content for its audience. However, some problem have showed, too much ideas or information's are condensed, this might be boring for audiences. Though, Language should be used according to situation and story but most of the languages are redundant and not simple to easily understand.

As the researcher evaluated on those selective programs, the interviewees also highlighted, lack of presentation and narration skills are part of the problem on the department. Hence, these problems are becoming a means of lacking attractiveness of the program to some extent. The researcher believes, building presentation capacity and research or other means of knowing about the issue before starting to produce the program is significant. However, interviewees said there

is no time to that. “Most of our program producers did not read and research about that tourism resource before they work, because we don’t have time for that, hence we work in hastily. This is a big challenge to produce well equipped program” (Code P3) said. (Code P2) also agreed to (Code P3’s) idea and they said “We should work on languages capability; our vocabulary should be reach descriptive, simple and attractive.”

According to Cohen (1986), the location/setting of a movie/TV affects the viewer's perception of a potential tourist destination, in this regard the interviewees also noted as a challenge related to the performances of Cameraman on capturing footages or videos, and Video editor’s skill of creativity, it lacks many elements related on shoots, depth, and quality to be attractive for viewers. However, the researcher reviewed that EBC’s tourism programs have been faced problems related to quality pictures and production, interviewees also assured, that they have been facing when producing their program.

Our programs doesn’t have content problem , in terms of transferring essential message for our audiences about the issue ,mostly they haven’t quality pictures starting from capturing videos, it lacks many elements to be attractive to the Audiences , most of the pictures motionless, hence our tourism programs have not a capacity to request from viewers, “Where is this place? (Code P3).

(Code P1) also agreed with (Code P3) in saying Challenges are not related with language barriers alone there are problems also in relation with logistics that falls in the technical category logistically you don’t usually get the right camera for the right setting and lack of professional skill, financial and other resources are also there. Some interviewees also highlighted, apart from those challenges; government officials are mostly included on tourism programs raised as a challenge by interviewees rather than the owner of the story.

Most of Tourism Programs are full of propagandas by Tourism bureaus and other stake holders than promoting such tourism resources in detail.” She added, Sometimes EBC, has also put a direction to report the cultural perspectives out of the celebration of religious festival, and add the regional tourism bureaus effort

on promoting tourism resources of the country. Of course, this is important but its additional information for the program (Code P2).

In addition, interviewees raised Ethical challenges that some officials of the department created influences on the producers to produce a program without discussing and planning with the producers, just they want the event covered even if it compromises the quality it's not much of a concern to them. "Various ethical challenges are bound to come when there are times when you are forced to produce things that you don't believe in and serving other purposes" (Code P1) said.

Media Audience Research is defined as any communication research that conducted specific Audience segments to gather information about their attitudes, Knowledge, Interest, performance or behaviors with respect to prevention insignificant issues. In this regard, interviewees of this research argue that EBC didn't work Audience researches; this also creates a major challenge to know its Audiences properly. "Because of the absence of Audience research English department, did not yet identified its audiences on its tourism programs, and they don't know if those tourism programs attract tourists to visit Ethiopia or not" (Code P4) said.

The researcher also believes as EBC is the mainstream and National media house of the country it is rich in Archives and connections, this has its own opportunity for producers to scale up their program with Archives, at the same time they have an opportunity to meet stake holders for their programs easily. Moreover, producers also have the chance to travel and see different part of the Country and read and discovery to know about the history, culture and peoples of Ethiopia at large. Therefore, not only challenge, the interviewees also express about EBC has as good opportunity for its tourism program producers. "Opportunities are many you learn a lot through your program meet people and of course enjoy yourself along the way" (Code P1) said. (Code P3) also noted "EBC has a good contact with other institutions, this makes easy for us to create contact with many institutions."

All have also agreed and emphasized; EBC has huge Archive resources, many technological equipment, studio and other essential materials as a good opportunity. But it lacks professionals in all fields.

4.2.2. “Tourism Lelema” (Tourism for Development) in the Eyes of Program Producers

Similar with the English Tourism Program Producers, most of Amharic “Tourism Lelema” program producers agree on EBC’s effort and its contribution in promoting Ethiopia’s tourism potential for the last 50 years, with different tourism formats .However, they didn’t believe that EBC has worked as it is expected in this regard.

Like (Code P1), (Code P5) and (Code P8) highlighted that, most of the programs are focused on some areas of Tourism. (Code P5) particularly said “We have been working on human made, historical and natural tourism attraction sites, such as Aksum, Fasil obelisk, Lalibela rock hewn churches, waterfalls, parks among others, rather we didn’t explore cultural attraction, languages, music, wearing style and other cultural aspects are not well promoted.”

Apart from focusing on some areas of tourism destinations another interviewee, (Code P7) and (Code P8) has the same stand with (Code P3) he argues “tourism has not been given much attention in country level, hence in this institution also, it’s not a big issue as a potential of economy for Ethiopia, and it’s just working related on event based.”(Code 7) also said, EBC the time allocated by the station for tourism program is not enough, which is a 15’ minute program within a week.

According to those interviewees, Ministry of Culture and Tourism has been paying about six Million birr per year for EBC to get air time, and working as a partner then EBC’s tourism program producers working together with the Ministry. The researcher believes that, partnerships between non-governmental organizations and private industry in the tourism sector is encouraged. However, those interviewees said that the ministry is working with EBC as a partner to promote Ethiopia’s tourism potential; however, some times the ministry is to be a means of working tourism programs based on their interest without the actual interest of the producer. It is also a means of working tourism programs without plan.

We have planned our programs any places before the past three years, but now we have traveled together with them, then we have

producing more off event based programs. We can't produce our tourism program based on our plan and audience's interest. In this regard, it has created interest conflict between us, because the ministry wants to include their meeting and others, we also wanted to produce the program based on our plan. In general, because of this reason, recently our programs are becoming full of event based; this is a big challenge (Code P5).

The Amharic tourism program producer interviewees also highlighted that, EBC's partnership with Ministry of culture and Tourism is sometimes the cause of their tourism programs are most of event based and ceremonial.

We always planned our program, but most of the time we have been traveling with those officials of the ministry and produced the program based on their interest. This also creates a problem to condense bulk of information by adding many interviewees of officials; it has a challenge to include the right persons of the program (Code P6).

The researcher believes that, partnership by itself is not a problem, the interviewees also didn't consider working EBC with Ministry of culture and Tourism as a challenge, but they have talked by giving emphasis to EBC, to keep its Editorial freedom and policy and stopped the Ministry's interference for working with its own plan, and fulfilling materials like transport and other essential things to the program producers to work as they want and goals of EBC. "EBC should be think its tourism program based on its editorial policy and its format. I always ask if the Ministry stops its contract from EBC, What would be the feat of Tourism Program in EBC? (CodeP6) noted.

As the researcher tries to review those "Tourism Lelema" programs, they lack some elements related on way of presentation, narration and language usage and pictures, sounds and other technical gaps are shown on some programs. Those interviewees are also agreed on those limitations on their programs. Tourism by itself needs to be attractive, our narration, presentation, script writing are should be attractive, then it has showing a big challenge in EBC,

therefore we all are should strive to build our capacity in this regard (CodeP5) said. (Code P6) also highlighted “I believe most of our program lacks presentation skill, then “EBC should try to change the “Tourism Leleamat Program” formats in to travel documentary, and EBC should be train journalists in this regard”. Lack of time also another challenge for producers to develop the program with research, shortage of modern cameras like Drones, and professional camera mans, video editors also a challenge for the institution, this would be corrected for better work, on the hand it has a challenge to access professional experts related to tourism, in this regard most of the programs are focused on government officials (Code P7) said.

Similarly with English tourism program producers, the Amharic Tourism program producers also didn’t know if their audiences are interested to visit tourist attraction places due to their programs, because there is no evidence. However, they believe their programs have their own contribution, regards on giving information, and create impression.

I have evidence my program about “Tiya steale standing Stones”
it gives information about the conditions of the resource to
Ethiopian Authority for Research and Conservation of Cultural
Heritage and preserved (Code P5).

All Interviewees also said, not only a challenge faced if you are a Tourism program producer, you would become a researcher, and helps to know the country’s history, culture and other tourism resources. They added, if you are working in EBC its contact with different stakeholders is a good opportunity to make contact easily for their work.

The researcher believes that to understand about one country’s history, culture, language, heritage, the people’s way of life and others, travel is more important especially for Tourism Program producers. Therefore, those interviewees of this research agreed that EBC has been creating an access for them to travel in all parts of the country, as well as 50 years of EBC’s Archive is also another opportunity for journalists to give additional input for their programs.

Like the English Tourism Program producers, Amharic tourism program producers also agreed that, though recently the Ethiopian government has established Tourism Transformation Council which is led by the prime Minister to oversee and guide tourism development and Ethiopian

Tourism Organization is there as Executive Agency in addition to the existing Ministry of Culture and Tourism and initiate public private partnership dialogue. However, practical activities from stakeholders are low; including EBC's role is not much.

4.2.3. Tourism Program Production in the Eyes of EBC's Top Management

According to (Code O1) in its motto EBC aspires to reach and promote the country's potential of tourism whether it is human made and natural heritages. Particularly, the foreign language department basically focuses on selling the good images of the country. "The foreign language department ultimately focuses on promoting tourist destinations so it aspires to attract tourists to visit in Ethiopia, but the main point is selling the good image of the country.

As we know Ethiopia and Africa are misrepresented by the global mainstream Media, so we aspire that to balance the negative domination through selling our interest to the world." Foreign languages Department, in terms of the content preparation we have different ways of presentation, by the journalists by themselves and we do documentaries, a kind of PR kind of production, and others, but in terms of journalism perspective they focus on expository documentary most of the time (Code O1)

The researcher believes that to assess the contributions of Tourism programs in terms of knowing how much attracted Tourists by EBC and for country's tourism sector it needs in depth research but (Code O1) said EBC, including the foreign language department helps the country's endeavor to promote the country's tourism.

The department defined its audiences as an international community especially residing in Addis, like we believe, at least we inspire those ambassadors or diplomats a kind of motivation to visit those places, simply by watching our programs, they would be inspired when they go to out of Addis for their task they may explore that place by themselves. We do believe we are contributing but in terms of contribution, we don't have feedback and research department doing that (Code O1).

Similar with English Tourism Program Producers, the director of the department also said the department has faced challenges in terms of resources; even there is no equal resource allocation with Amharic Department.

For instance if we want to cover “Aksum” we have to have the right resource, we have faced many challenges to get those resources, because EBC basically focused on Amharic department, goes directly to the news. Because of those problems, we tend to go to the translations instead of focusing on the original work and go to directly to the place with our interest. Of course, we do add values and archives, but we missed the original element (Code O1).

In this regard, in 2017 many of programs aired in English Channel featuring tourism were translated from Amharic language. Due to various capacity and other reasons, the department wasn't able to plan and air original single tourism program. So the researcher found it inappropriate to put original program.

Due to such resource problems and lack of attention for the department, the department faced a big challenge to work as it wants. I remember a case we planned to do documentary which focuses on the national heritages which are registered at UNESCO that plan was planned before two years, and it needs to go around the country, but still we didn't have that documentary because of limitations of resource (Code O1).

The Methods that are used by EBC, in English department in particular, it has been striving to keep audiences by attracting with its content and language usages (Code O1) said.

As the researcher reviewed those programs, most of the programs don't have content problem, of course it has lack of research what can be said about them rather is a problem of presentation which stems from language skill gap. Language is the most important medium of human communication, since through it we express information, ideas, emotions, attitudes and so many other things (Petrovska, 2010).

In terms of content we are good, but in presentation skills, it needs language excellence we do lack some elements in terms of languages, especially in foreign language department, some Journalists are working as contract workers, they may have language excellence, but they do lack in content, others also do better in content but they might have skills of presentation (Code O1).

Currently EBC is undertaking format preparation to modify its programs and News in terms of content and presentation for its audiences. Therefore, The Foreign language Department is also part of this revolution through providing its formats for its Audiences with three languages such as English, Arabic and French. In this regard, the foreign languages department is getting ready to promote the country's tourism potential and good image of the country by scaling up its performance in all sides.

We are in format preparation stage, we aspire to have a 24 hours channel for foreign language department, we can have better access to our audiences and more useful for the country as well. I am not sure that plan would be realized or not, but I am definitely sure that we are going to have a much wider air time for the department. We want to scale up our way of doing things, first we keep doing the documentary preparation, and we do continuing well advanced documentaries by our own through putting journalists on the right places. We are also working on different presentation styles like, we always tell the stories about Ethiopia by own , but we do have many foreigners, diplomats and Ambassadors living and visiting Ethiopia , then if they go to such place, what they feel on the spot, simply speaking about Ethiopia by themselves, this is more appealing for our audiences (Code O1).

(Code O1) added, other different humanistic nature of formats would be added related to promoting Ethiopia's tourism sector, through considering, well developed content, language and presentation skills to transfer attractive messages in a professional manner. On the other hand

(Code O2) said -Ethiopian Broadcasting Corporation had been working in promoting the Country's natural, historical and cultural resources for a long time with different names.

EBC has been striving on promoting tourism programs, as a motto on the basis of highlighting the diverse nations and nationalities and peoples of Ethiopia. However, I don't believe, EBC, is working on that diversity, because it has focused some parts of the country or tourist sites. Lack of initiation by journalists, management, this doesn't achieve (Code O2).

(Code O2) said with regard to meeting audiences' interest, with content and language usage and other elements of production, most of the programs doesn't have content problem. Though, the "Tourism Lelema" program format is Travel Documentary, but now it has been working as 15 minute documentary production. In this case, the attractiveness of the program is low, because the producers involvement is minimal on those programs, it's like descriptive programs, more executive bodies are included than local peoples, pictures, videos, technical things are also lacking on "Tourism Lelema" programs.

(Code O2) highlighted that , reluctance of management, resource limitation, lack of consistency in planning programs, discussion on pre production with colleagues are also highlighted as limitation to produce well developed tourism program. Similar with "Tourism Lelema" program producer (Code O2) also agree with EBC working with partners. However, they recommended that EBC should enhance its capacity to avoid interferences of partners.

From the beginning the ministry's direction most of tourism programs are event based and their involvement is too much and it lacks quality because of the plan of the ministry and all program packages. There is no space to discuss with program producers in pre production, and again there is no time to do other things with the journalists interest because, all are done based on their schedule to capture videos, in general all are done in rush. But, sometimes it can work good jobs. Apart from its own tourism programs, EBC,

has been contributing in promoting the tourism sector through outsourcing other media's production such as "Hagere", but I didn't believe it has worked as it was expected, Most of EBC's tourism programs had focused on some tourist destinations, such as the North part of the country, We also working in Eastern part, but we always talk about Harer wall, but there are many cultural and religious out fits are exists on that place. Not only this, we didn't work also on culture as historical and natural tourism resources (Code O2).

Related with performance, attractiveness, tourism programs must be participatory; EBC should focus on implementing its manual direction to make its producers aware of the interest of its audiences.

Now EBC is under preparation on new formats, hence EBC has a plan to improve the 15 minutes "Tourism leleamat" program in to 30 minutes. It has also a plan to change the title to be catchy for its audiences "KeDashin Eske Dalol (Code O2) noted. Among the top management interviewees, (Code O3), stated EBC has been working as a pioneer not only in tourism but also in socio-economic and political issues serving the country and peoples over the last 50 years.

In any criteria EBC is pioneer in promoting Ethiopia globally in this regard its contribution is great.EBC has been working on the basis of its Editorial policy, which is focused on the issues on the country's development activities and the issues which has the capacity to help the country's development, in relation to this; it has been working on exposing corruption and other similar problems which are affecting the country's economic endeavor. (Code O3)

According to Code O3, EBC's role is vital and contributing a lot in promoting the country's potential of tourism for a long time, despite its many limitations. Indeed, EBC did not have constant format on tourism, but tourism activities and programs were done occasionally.

“Promoting Ethiopia is work of EBC, hence it has prepared a new format to promote the country’s tourism resource in a better way, regards on content, production quality, presentation and its fixed program within a week for Amharic language which is called “Ke Dallol eske Dashen” which represents, the low and high peaks of Ethiopia”(Code O3)noted.

The current process of globalization has highlighted the need for countries to create a strong image, a brand focused on 4 dimensions (tourism, exports, foreign investment, foreign policy / public diplomacy) Anholt (2005). However, (Code P2), (Code P3) and (CodeO1) have stated challenges of in terms of lack of attention by the top management for their department in many ways as the department has the capacity to promote the tourism sector globally. In this regard, (Code O3) said those problems will be solved in the new reforms of EBC, to foreign language department.

The management has given high priority to the foreign languages department and new formats are under preparation, through considering the foreign languages role in promoting Ethiopia’s tourism and building its good image globally (Code O3).

As the researcher mentioned before, (Code P5) and (Code P6) highlighted the interferences of the Ministry as a challenge on their work in this regard for (Code O3) this problem will be addressed on the new format of EBC.

On this new format, EBC will work with Ministry of Culture and Tourism and other partners for sponsorship and as source of information, but it will avoid their interference, particularly in this new format, the program will be its own EBC (Code O3).

4.2.4 Tourism and EBC in the Eyes of Ministry of Culture &Tourism Workers

Ministry of Culture and Tourism employees of public relations are also part of interviewees for this research. Therefore, they have highlighted that, the Ministry has been working with Medias

through considering their role to promote tourism sector, particularly to expand the domestic tourism destinations. Hence EBC is one of among the partner Medias for the Ministry

I can say Most of EBC's entertainment program, which airs on Sundays, is related to Tourism apart from its "Tourism Leleamat" program. We have been working with EBC for "Tourism Leleamat" program as a partner; in this regard the program has tried to promote tourist destinations of the country. However, as the National Media of the country EBC has access to reach all parts of the country, in this regard there are gaps as expected (Code W1).

As the researcher tried to mention before Tourism Programs at EBC has been produced in foreign languages department, in French, Arabic including English languages. However, (Code W1) and his colleagues said EBC, has limitation in producing tourism programs with different foreign languages to be accessible for tourists. "As the recent documents refers that the flows of Chinese tourists is growing in Ethiopia in different times, hence EBC, should be working on diversified languages to promote and attract foreign tourists, because all tourists don't communicate with only in English language "(Code W1) noted.

Though (Code P5) and (Code P6), highlighted before about the interferences of the ministry and the ministry is to be a means of working event based tourism programs, (Code W1) said, The major problem raised by program producers at EBC is that there are difficulties while working with the ministry because of different interest related claims to be included in the programs.

With the basis of the ministry's goal, we have been working with EBC, by planning our works, sometimes the programs would be event based and tell the researcher that they have discussed together with EBC on their plans, hence they believe that there is no problem in content because EBC has its own editorial policy (Code W1).

(Code W1) and (Code W2) noted in foreign language department, most of the programs are transcribed from Amharic language "Tourism Leleamat" program; this a big challenge it should be produced based on the interests of its audiences.

The backlog accumulation capacity of the media house is mentioned as strength and the interviewees have recommended to prioritize for quality production in terms of pictures and production and to be multi lingual institution to reach more audiences.

The annual research report by the World Travel and Tourism Council (Travel & Tourism: Economic Impact 2017 Ethiopia, 2017) on the economic impact of tourism for Ethiopia. The data refers to statistics gathered in 2016. The Travel and tourism directly contributed only 2.2 % to the country's GDP, the total contribution of Travel & Tourism to GDP was 5.7 % in 2016. The total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 5.1%. The country's limited exports are reflected in visitor's (tourist) exports contributing 19.0% of total exports, suggesting that tourism can play a significant role in foreign exchange generation. Investment in travel and tourism was 2.8% of total investment for the country. From a world ranking perspective out of 185 countries, Ethiopia ranks at 154 in terms of relative size contribution of tourism to GDP, and only 22 in terms of tourism's growth forecast for 2016 (Travel & Tourism; Economic Impact 2017 Ethiopia, 2017:)

Tourism is becoming one of the important sectors in Ethiopia contributing a great deal towards all the social, cultural, and economic development aspects of the country. Though, its development is still unsatisfactory when considering the diverse tourism resources of the country.

In connection to this, unlike, (Code W1) and (Code W2), (Code W3) from Ministry of Culture and Tourism Who preferred to remain Anonymous, observer's tourism is being denied of proper attention not only by the media organizations but also by the government itself. She/he adds: efforts are at the beginning to promote the country's tourism resource.

Similar with (Code P1) and (Code P5), (Code W3) also said, EBC has been working to promote tourism resources of the country but it didn't explore in all parts of the country, as our country's potential of tourism it needs to explore untouched areas in a constant manner, with well developed in content, language, presentation and other elements of production as the national media of the country. (Code W3), in particular emphasized that Tourism Program producers should be conscious for language usages, use of words, respecting religious places, this gives

respect for the owner of that culture or religion as well as the audiences also give information to be aware of the issue.

I have seen some mistakes in many journalists, they have been replaced local words by others, Eg, “Echognet” “እጮኝነት” replace by “Guadegnet” “ጓደኝነት” this lacks the meaning of the first word (Code W3).

(Code W3) also recommended that, EBC should be responsible in preserving and transferring the country’s and peoples social values, history, cultures and norms to the next generation through promoting for local audiences and foreigners. Both (Code W2) and (Code W3) have the same stand with regard to the way of presentation style and approach should be modified.

If EBC continues in this style and presentation I don’t think that it will be competent even with the new local Media houses, and not only this EBC should change its focus areas, it should promote other unreached parts of the country. Because, we are rich in nature, culture, history, language and other social values (Code W2).

EBC should be modify its formats and increase its air time through allocating time for tourism programs based on ages of audiences. Journalists also should be capable in producing programs that are rich in quality and diversification. (CodeW3).

4.2.5. Academic’s perspectives

As the researcher mentioned before the contribution of tourism for one’s country multidimensional development and image building has been repeatedly discussed. Especially, countries like Ethiopia are culturally diverse and they have ancient heritages, fascinating natural attractions, and are endowed with a rich history.

Tourism has big role not only for economic development, but also to build up distorted images for centuries. To bring this, it needs systematic, strategic and cooperative approach of all. In relation to this Scholars and Experts who are interviewed in this research agreed that EBC should

work in exploring those resources of the country through research and collaborate with different stake holders for better promotion of Ethiopia globally in Tourism Industry. Among interviewees of Academicians (Code A1) said “We can see EBC, in many ways in terms of its role as a national media of the country, its seasoned media, has better accessibility. It is the pioneer media house in Ethiopia. However, when it comes to promoting Ethiopia’s tourism of course it has been working but it’s not enough.”

(Code A1) said “many researches indicated, the southern part of Ethiopia is rich in culture in particular, because it has about 56 nations and nationalities, they have their own language, culture and way of life but in EBC, most of the time, EBC is working on two tribes “Mursi and Hamar” on their donga fighting, but other tribes are around Hammer which is called “Karo”, which is well-known in body art rather than those two tribes but it doesn’t know by media.

In this regard, EBC is working on known tourism resources through following others, like Authors, Musicians, of course this is not bad by itself but it has been investigating untouched tourism resources of the country. When it comes in Northern part of Ethiopia, historical heritages are dominated, which are mostly registered at UNESCO, including “Semain Mountains”, most of the programs are focused on those heritages, but there are many other historical and national parks are found there. “Kafta shiraro National park” which is found in Tigray state and many wild animals included elephants are found on that park, “Alatesh National park” which is found in Gonder around the border of Sudan, apart from Lalibela Rock hewn Churches, there are many rock hewn churches heritages are found in North Wello, but those resources didn’t know by the community at large. In general, I have seen limitation in terms of exploring and promoting the untouched tourism resources of the country.

We should give answer for the question why we work tourism on Media? It might have many objectives, it gives direction for policy makers, to give information for the society, to promote the tourism resource globally, or it may have other objectives (Code A1).

(Code A1) also said, though Tourism has a potential to be a source of economic growth for one country, but Tourism is highly sensitive, to devastating such a time due to that country’s

instability. Therefore, developed domestic tourism would be solution, because, if the local people know about the country's tourism resources in a good way and preserved, and they would be engaged to promote their culture, history, language, traditional wedding ceremony and other tourism resource by themselves. The journalist should be part of that event , they can be participate on those cultural music's , wearing their clothes , etc, this is also would be attract and give information to others to promote and preserve their tourism resource and attract foreign visitors , because it is real.

(Code A1) said development of tourism is not limited to increasing the number of hotels, restaurants, and other such facilities, rather it has far more to do with creating the culture of tourism and the way it is perceived by the people. In doing so, the media too can play an important role. In this regard , EBC should work closely with , Tour and travel agencies , the tourism promotional, hotel and tourism institutes and other pertinent to promote and preserve Ethiopia's tourism resource.

EBC should be focused on promoting the real events as it is, it should be avoid the artificial or pretended events, through engaging the society, or the owner of that culture or that resource. This is a means of motivating domestic tourism, students, civil servants and others will have an interest to visit those places (Code A1).

(Code A1) recommended to EBC, it should be expand its language dimensions and work on those languages properly through fulfilling essential human power to reach a large number of audiences globally, as well as it should work on investigating tourism potential areas, through researching, consulting professionals on the area and producing well standard program as brand for Ethiopia's tourism program.

(Code A2) also agreed that Tourism evidently plays a great role in the developing countries. This is more so in countries that have put tourism at the top of investment priorities. Considering these important factors, there is a need to conserve and maintain this industry by having many improvements in ensuring the industry is attracting and retaining more tourists. Therefore, Media's role will be vital; because the sector needs marketing and promotion.

In this regard, the Ethiopian Broadcasting Corporation has been tried to inform about the country's tourism potential, and however it was not enough. Particularly (Code A2) said Most of EBC's tourism programs have lack of researches and investigation; it needs research starting from content, form, technical issues through comparing itself with other media's of developed countries. EBC should be working in a professional manner, allocating essential time, finance, professionals through consulting and inviting scholars, researchers, relevant persons, even it should be used societal knowledge, to produce a humanistic tourism program and to attract others .

EBC should be provide a strong plan or road map like, Ethiopians Growth and Transformation plan (GTP) for only Tourism Sector, it might be for 5 years or above through collaborating with other stack holders. It is also important to share experiences with other countries to learn about how they develop and promote their tourism resource, how they are promoting their tourism resource in short documentary programs? We should learn technical issues from others (Code A2).

The researcher mentioned before EBC, has been working tourism programs with three foreign languages, in Arabic French and English, (Code A2) also recommended to EBC's foreign languages department, the department should understand and work based on the audiences interest, when the journalist writing the script, they should know about the interest of those audiences, to know their interest you should be see their films, culture, music. What, French visitors like, Arabs, and others also then you produce the program related with their interest, because all rounded potential is here.

(Code A3) also said as a pioneer and national media of the country; EBC has been contributing in promoting Ethiopia's tourism resource, but as the country's potential of tourism the Media's role in promotion is not sufficient. The awareness of the community is minimal to consider the importance of tourism resources as a resource; hence in terms of informing to preserve and to know about those resources EBC, has playing indispensable role.

Though, the country has a huge potential tourism resource, not only EBC, Ministry of Culture & Tourism is not promoting well, our promotional and marketing strategies have problem to compete the African tourism market and promote globally (Code A3).

The Researcher believes that Research is the base of any programme especially in Talk show and documentaries. Interviewing the right persons after they have been identified as able persons who are in knowledge of an event, gives a producer great deal of satisfaction and sense of perfection in the post-production phase.

Among EBC lacks on its tourism programs, it doesn't support by researches, it has been working in traditional way, then it should be work to have a strong research and studies unite on tourism areas. EBC should be minimizing works for the sake of politics. It should be working clearly Tourism through engaging the relevant stakes. It has also showing source or information gaps, to increase its reliability (Code A3).

As Ethiopia is the headquarter of the African Union and United Nations Economic Commission for Africa (UNECA), the city of Addis Ababa serves as a frequent venue for international conferences and events, Scholars urge Media's role should be develop to use those the country's opportunities for tourism consumption.

EBC, should focus on developing domestic tourism, for example, there are many expos, exhibitions, religious travels, cultural festivals, sport tourism like Great Run, environmental conservation activities are holding indifferent activities and others, these are source of local tourism, then it should be promoting and utilizing, we should develop domestic tourism it create opportunities to use tourism for development (Code A3).

Related on foreign languages, EBC should work effectively on those foreign languages, with well organized content by supporting researches presentation and language skills.

On the use of communications technology in tourism products like by changing its system in to E-tourism, which is to be digitalization all the processes and value chains in the tourism, travel, hospitality and catering industries that enable organizations to maximize their efficiency and effectiveness, and learn from experiences of other countries, about how they promote their tourism resources globally. However, EBC should also keep the secret areas of the country, all things should not be opened for tourists, some areas are need limitation when we promote for tourists regards on preserving the country's secret resources (Code A3).

(Code A3) also recommended to EBC, it will be benefit if it would be participate and expand its frequency on global fairs, forums, it helps to promote Ethiopia's tourism globally, it should be established a strong Forum collaborating with different pertinent stakeholders including higher educational institutions through evaluating and monitoring within three months or six months, through EBC working as a coordinator for that forum it would be contribute for Ethiopia's tourism industry.

Chapter Five

Summary, Conclusion and Recommendations

This Chapter presents the summary and conclusion of the study and provides some possible recommendations for further studies.

5.1 Summary

This study was conducted to assess the role of EBC in promoting Ethiopian tourism resources with special focus on EBC's Amharic and English Tourism Programs, "Tourism Leleamat" and "Explore Ethiopia". Though Ethiopian Broadcasting Corporation, EBC, is striving as the mainstream media of the country in promoting the tourism sector of Ethiopia through its tourism programs, the works done so far are not enough to realize the objectives set to achieve in the

area. The priority given to promoting the Sector by Ethiopian Broadcasting Corporation is low. Lack of professionals on the area and resource limitations are among the manifestations of lack of focus.

The non availability of resource and professionalism from the journalists and other stakes in the area is the other hindering factor in both English and Amharic programs aired in the station.

Compared to the problem seen in coverage of tourism in English program, the challenge in its Amharic counterpart is minimal. Lack of professionalism coupled with low level of interest in the area, journalists in English medium are forced to produce constant translations of Amharic programs.

Interference of Ministry of Culture and Tourism in the Amharic “Tourism Leleamat” program is a reason for producing unplanned and event based tourism programs in EBC. On the other hand, Media should be led by a strategy and editorial policy of the media house.

There is lack of attention by EBC management for foreign language departments including English desk. Therefore, it has challenges including human resource and equal allocation of resource with the Amharic department. On both departments, tourism programs are good in terms of content, but they have problems in terms of presentation, quality production, in some cases language use as well.

EBC does not conduct audience research. This is a challenge for EBC because it does not know its audiences interest and get feedback for better work. There is no clear and definite mechanism of promoting tourism resources that EBC produces to promote the industry. Its website is so poor in its design and accessibility for tourists. In addition to this there is no mechanism to check the numbers of visitors coming to Ethiopia.

5.2. Conclusion

The finding of the study on EBC’s role in promoting the country’s tourism resource showed that, though Ethiopia has huge potential of tourism and the Media’s role is significant for promoting those resources for one country not only boosting the income gained from the sector as well as to build the good image of the country.

According to this finding, EBC lacks elements in terms of content; way of presentation, language skills, lack of researches and exploring tourism resources of the country. Apart from this, the interferences of Ministry of Culture and Tourism particularly for the Amharic “Tourism Leleamat” program has showed and created challenges to the producers to cover the right persons for their program.

In addition to this, lack of skilled professionals, is a means of doing unattractive, tourism programs at EBC, in terms of producing well equipped program in content, language usage and production quality. Lack equal resources allocation, lack of attention also another challenge for English department “Explore Ethiopia”, this creates challenge for the program to be full of translation from the Amharic “Tourism Leleamat” program rather than to do on the bases of plan for their audiences.

5.3. Recommendations

1. From the study, the researcher has come to the understanding that enough was not done by EBC to promote the image and the tourism resource of Ethiopia. Therefore, as a public media this media house should take the initiative to further its works in the sector to boost both the income gained from the sector and better build the image of the country.
2. As a conduit between the tourists and the resource itself Ethiopian Broadcasting Corporation should engage in investigative works to better locate the rich resources the country has and avail them to tourists.
3. If Ministry of Culture and Tourism continues its partnership with Ethiopian Broadcasting Corporation, both should carry out their responsibility properly. EBC should enhance its Editorial freedom. On the other side, the ministry should stop its interference for the media house to produce well planned, organized and quality tourism programs for audiences and benefit the country. Related to this, in addition to Ethiopian broadcasting Corporation, Ministry of Culture and Tourism should use international media outlets and broadcast internationally for better promotion of Ethiopia globally.

4. EBC also should be allocating resource and fulfilling essential human resources for tourism programs, particularly foreign language department needs to be given better attention by EBC management so that it can meet journalistic and audience requirements.
5. Ethiopian Broadcasting Corporation as a media should avoid negligence and mistake on the use of language and images. The house should take into account media effects into consideration when it produces tourism programs.
6. The Ethiopian Broadcasting Corporation needs to really scrutinize its formats and introduce other formats to see all aspects of the tourism sector. In addition it should actively consider harnessing the other social media platforms to promote the sector in addition to its television platform, such as EBC needs to use new technologies, for instance e- tourism and other mechanisms.
7. Though all interviewees of program producers said they have tried to focus on developing their capacities in language skills, presentation and research they however, need to work on their overall performance. Hence, EBC should also offer essential training to journalists on reporting, cameramen and video editors on techniques so as to equip them with appropriate knowledge and skills that enable them to produce high quality tourism programs.
8. Ethiopian Broadcasting Corporation has no mechanism to check its tourism programs' contribution with regard to attracting tourists and building the good image of the country. Therefore, audience research should be constantly conducted and a mechanism of follow up should be set.
9. EBC should expand its collaboration with governmental and non-governmental organizations, Universities and individual researchers focusing on the area of tourism to produce comprehensive tourism programs. Ethiopian Tourism Organization, Authority for Research and Conservation of Cultural Heritage (ARCCH), Ethiopian Airlines and other Tour and Travel Agencies, Ministry of Culture and Tourism and other stakes will also benefit from promoting Ethiopia's tourism resource collaboratively.
10. Finally, further studies should be conducted to exploit the untapped tourism potential of Ethiopia for its growth and benefit the people of the country.

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Appendix I

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(GUIDELINES EMPLOYED FOR DATA GATHERING)

1. GUIDELINE FOR INDIVIDUAL IN-DEPTH INTERVIEWEES

1.1 For Ethiopian Broadcasting Corporation Tourism Program Producers

In my contact with tourism program producers questions were raised and detailed by follow ups on the major areas such as the:

- How they see strides of EBC as a tourism program producer to promote tourism resources of the country.
- How they strive on tourism programs to be attractive, in content, language usage and production quality?
- What are the Objectives of those tourism programs
- How they efforts look like conduct to research on their tourism programs (from pre-production to post portrayal
- What ethical challenges do they face in producing this program
- What challenges and opportunities they face while producing tourism programs
- Recommendations to EBC for the better approach to tourism issue

1.2 For Officials of Ethiopian Broadcasting Corporation

- What is the Motto of the institution (EBC) to introduce programs of Tourism?
- What methods are used in EBC, for keeping audiences attracted with its content and language usages?
- How is the Contributions of EBC's Tourism Programs in the country's tourism Development and in its attracting tourists to the country?
- Challenges of EBC faces in producing tourism programs.
- Future plans of EBC, to promote tourism resources of the country through scale up its tourism programs in content, language usages and others.

1.3 For Ministry of Culture and Tourism workers

- How they see the role of EBC in promoting making Ethiopia's tourism known to Ethiopians and Foreigners.
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- How they evaluate EBC's contribution in promoting Ethiopia's tourism resources properly.
- How attractiveness of EBC's tourism programs inters of Content and language usages.
- Lacking elements on EBC's tourism programs in promoting Ethiopia's tourism both for local and foreign audiences.
- Strengths and gaps of EBC's tourism programs.
- Recommendation to EBC for improved achievement.

1.4 For Scholars

- EBC's role as a national media in promoting tourism resources of the country.
- Missing elements from EBC's tourism programs in promoting Ethiopia's tourism resources to local and foreign audiences.
- Strength's of EBC, on its tourism Programs.
- Recommendation to EBC for improved achievement.

2. GUIDELINE FOR DOCUMENT REVIEW

- Do EBC Tourism programs communicate its objectives on the basis of promoting tourism resources of the country?
- What do the content look like in relation to its objective?
- How is the language usage? Including way of narrating or presenting the program?
- How the production quality is related with, pictures, voice and other elements?

Appendix II

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(LIST OF KEY INFORMANTS)

The following 17 key informants or individual in-depth interviewees were EBC Tourism program producers and/ Top management officials, MoCT workers as well as Academicians thoroughly interviewed on related matters from different perspectives.

Full name	AGE	SEX	Interviewed on	Short description of interviewees
Sileshi Dabi	50	M	5/21/2018	-Masters degree in International Relations - Senior English Program Producer and an Editor
Yodit Admasu	42	F	1/20/2018	- Masters In Foreign language and literature - Senior English Program Producer and an Editor
Amanuel Abi	30	M	1/25/2018	- Masters Degree in Foreign languages and Literature - English Tourism Program Producer
Bezawit Eyouel	29	F	2/22/2018	- English Tourism Program Producer - Masters Degree in Foreign languages and Literature

Sibhat Girma	32	M	1/15/2018	- BA Degree in Journalism and Communication - Amharic Tourism Program Producer
TsegeMareyam Walelgne	30	F	1/15/2018	- BA Degree in Theatrical Art - Amharic Tourism Program Producer
Anonymous	50	M	5/19/2018	- Senior Amharic Tourism Program Producer
Abate Hailu	30	M	5/22/2018	- Masters in special needs; - Amharic Tourism Program Producer
Tsehay Akililu	38	F	1/10/2018	- Masters Degree in Journalism & Communication - Former producer of English Tourism Program - Head of Foreign languages Department in EBC
Daniel Haile	39	M	5/21/2018	- Editor and Team leader in EBC's Educational programs monitoring
Abel Adamu	40	M	5/24/2018	The Current Deputy CEO, of Ethiopian Broadcasting Corporation
Tariku Negash	30	M	2/19 /2018	- Public relation expert at Ministry of Culture &

				Tourism, - Coordinator “Tourism Leleamat” Program
Anonymous	40	M	2/19/2018	- Public relation expert at Ministry of Culture & Tourism
Tadele Jemal	40	M	2/19/2018	- Public relation expert at Ministry of Culture & Tourism
Alula Aklilu	35	M	5/24/2018	- BA Degree in Tourism Management and Masters Degree in Archeology - Instructor at Catering & Tourism Training Center
Ahemed Zekariya (PhD)	50-55	M	5/25/2018	- Historian from Institute of Ethiopian Studies in Addis Ababa University
Tesfaye Zeleke (PhD)	35-38	M	5/25/2018	- Head of the Center of Environment and Development Studies, in Addis Ababa University

Declaration

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been duly acknowledged.

Name: Jerusalem Betsiha

Signature: _____

Date of submission: June 27, 2018.

Place