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ADDISABABA UNIVERSITY
COLLEGE OF DEVELOPMENT STUDIES
CENTER FOR ENVIRONMENT AND DEVELOPMNT STUDIES
MASTER OF TOURISM DEVELOPMENT AND MANAGMENT

**ASSESSING THE ROLE OF ETHIOPIA’S DIPLOMATIC MISSIONS IN
PROMOTING FOR TOURISM DEVELOPMENT**

BY
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MAY 14, 2022
ADDIS ABABA, ETHIOPIA

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**Assessing the role of Ethiopia's diplomatic missions in promoting for
Ethiopian's tourism development, In the case of foreign affairs Ethiopia**

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**A Thesis Submitted to School of Graduate Studies of Addis Ababa University
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**May 14, 2022
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Addis Ababa University
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DECLARATION

Candidate's Declaration

I, undersigned, declare that this thesis entitled that, “*assessing the roles of Ethiopian's diplomatic missions in promoting for Ethiopian's tourism development*” is my own work all information in this documents has been obtained and presented in accordance with academic rules and ethical conducts, and has not been presented for a degree in any other University, and all sources of material used for the thesis have been appropriately acknowledged.

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Supervisor's Declaration

I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by Addis Ababa University.

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May 14, 2022
Addis Ababa, Ethiopia

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List of Acronyms and Abbreviations

AACTB:	Addis Ababa Culture and Tourism
E.C.:	Ethiopia Colander
ESTDP:	Ethiopia Sustainable Tourism Development Project
GOE:	Government of Ethiopia
GTP:	Growth and Transformation Plan
IMC:	Integrated Marketing Research
LDC:	Least Developed Country
MNCs	Multinational Corporations
MoCT:	Ministry of Culture and Tourism
NGOs:	Non-Governmental Organization
SPSS:	Statistical Package for Social Scientists
SPSS:	Statistical Packages for Social Sciences
TIES:	The International Ecotourism Societies
TTO:	Tour and Travel Operator
UN:	United Nation
UNESCO:	United Nation Education Scientific and Cultural Organization
UNWTO:	United Nation World Tourism Organization
WTO:	World Tourism Organization
WTO:	World Trade Organization
WTTC:	World Travel & Tourism Council
FGD:	Focus Group Discussion

Table of Content

DECLARATION	I
Acknowledgment	I
List of Acronyms and Abbreviations	II
Table of Content	III
List of Tables	VII
List of Figure.....	VIII
List of Map.....	VIII
<i>ABSTRACT</i>	IX
CHAPTER ONE	1
1. INTRODUCTION	1
1.1 Background of the Study	1
1.2. Statement of the Problem.....	2
1.3. Research Questions	4
1.4. Objectives of the Study.....	4
1.4.1. General objective of the study	4
1.4.2. Specific Objectives of the Study are:-	4
1.5. The Scope of the Study	4
1.6. Significance of the Study	5
1.7. Limitation of the Study	5
1.8. Organization of the Study	5
CHAPTER TWO	7
2. LITERATURE REVIEW	7
2.1. Concepts and Definitions.....	7
2.2. Types and Forms of Tourism.....	8
2.2.1. Types of Tourism.....	8
2.2.1.1. Inbound tourism	8
2.2.1.2. Out bound Tourism	8
2.2.1.3. Ecotourism	8
2.2.1.4. Cultural Tourism.....	9
2.2.1.5. Domestic Tourism.....	9

2.2.2. Forms of tourism.....	10
2.2.2.1. Seaside tourism	10
2.2.2.2. Mountain tourism.....	10
2.2.2.3. Sport tourism.....	10
2.2.2.4 Cultural tourism	11
2.2.2.5. Health tourism.....	11
2.2.2.6. Rural tourism	11
2.2.2.7. Event and gastronomic tourism	11
2.2.2.8. Shopping tourism.....	11
2.2.2.9. Business tourism	12
2.3. Economic Contribution of Tourism.....	12
2.4. Diplomacy and tourism.....	14
2.4.1. Defining Diplomacy.....	14
2.4.2. Establishing the Essence of Economic Diplomacy.....	16
2.5. Economic Diplomacy: Conceptual Framework.....	17
2.5.1. Challenges for Tourism Development	18
2.5.2. Participations of Diplomats in Tourism Development	19
2.5.3. Economic challenges	19
2.5.4. Political challenges for tourism promotion.....	20
2.5.5. socio-cultural challenge for tourism promotion.....	20
2.5.6. Country Image and Promotion.....	20
2.6. History of Tourism and Development in Ethiopia.....	21
2.6.1. Cultural Image Building	24
2.7. Trends in International Tourist Arrivals	24
2.8. Empirical Literature	25
2.9. Theoretical Framework.....	27
2.10. Current Global Perspective of Tourism	29
CHAPTERTHREE	31
3. RESEARCHDESIGN ANDMETHODOLOGY	31
Overview.....	31
3.1. Research Design and approach	31

3.1.1. Research design	31
3.1.2. Research Approach	31
3.1.3. Target Population.....	31
3.2. Sampling Technique	32
3.3. Types of Data and Sources	32
3.3.1. Source of Data.....	32
3.4. Data collection tools	33
3.4.1. Questionnaire Survey	33
3.4.2. Key Informant Interviews (KII'S).....	33
3.4.3. Focus Group Discussion.....	34
3.5. Data analysis and methods of presentation	34
3.5.1. Methods of Data Analysis.....	34
3.5.2. Reliability and Validity of the Data	34
3.6. Ethical Considerations of the Research	34
CHAPTER FOUR.....	35
4. DATA PRESENTATION AND ANALYSIS	35
4.1. Over View	35
4.2. Response Rate	35
4.3. Demographic Characteristics of Respondents	36
4.4. Graph of Diplomats Former Working Continent.....	37
4.5 Descriptive Statistics.....	38
4.5.1. The Role of Diplomatic missions for tourism promotion.....	39
4.5.2. Diplomats participation for tourism promotion	40
4.6. The challenges for tourism promotion and development	41
4.6.1. Political challenge for tourism promotion	42
4.6.2. Economical challenge for tourism promotion.....	42
4.6.3. Socio-cultural Challenge for tourism promotion	43
CHAPTER FIVE	47
5. CONCLUSION AND RECOMMENDATION.....	47
5.1 Conclusions.....	47
5.2 Recommendations.....	49

5.3 Future Research Direction	51
References	52
Appendix 1	57
Appendix-2	61
Appendix-3	62

List of Tables

Table 3.1.Likert Scale	33
Table 4.1.Response Rate	35
Table 4.2.Demographic Characters.....	36
Table 4.3 Descriptive Statistics.....	38

List of Figure

Bar Chart 4.4.1 Diplomat's Former Working Continent	37
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List of Map

Map 4.4.2, Travel & Tourism Economic Impact In 2022, WTTO	38
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ABSTRACT

In the modern countries to create a strong image focused on dimensions of diplomacy aims to promoting a positive image of tourism, exports, foreign direct investment and foreign policy of the country. This study assessed the role of Ethiopian's diplomatic missions in promoting for tourism development in the case of foreign affairs Ethiopia. Both qualitative, (interviewee and focus group discussion) and the quantitative (one hundred thirty one questionnaires) were employed to generate relevant data. Mainly, descriptive statistics was used to analyze the quantitative data using SPSS version 26 and the qualitative data was analyzed parallel, thematically and triangulation system. The study result revealed that, majority of respondents have agreed resulted as high level of scores on the role of diplomatic missions for tourism development. The FGD and key informants have strongly supported this statement. Besides, diplomats participation in promoting their country for tourism development, Furthermore, the statement that Ethiopian diplomatic missions political challenge in promotion, showed that, most respondents are approximately responded in a medium level. The statement that Ethiopia diplomatic missions economical challenge in promotion, showed that, nearly similar but, little proportion of respondents are responded in a medium level and Ethiopian diplomatic missions Socio-cultural challenges in promotion, showed that majority of respondents are in the range of medium. The FGD and interviewee are strongly supported the above descriptive results. As the study finding concludes that, Ethiopian's diplomatic missions are potentially promoting tourism to develop Ethiopian tourism sectors. The study recommended that, all diplomats should design effective strategy to promote a positive image of tourism. Tourism industry recently has been recognized as a major priority of governments but there is a shortage in tourism promotion experts. Ethiopian Diplomats are participated in the development of tourism because, they do tourism promotion, assessments and reports and they provide best experience to our home country, also, Diplomats participates with tourism stakeholders in policy recommendations or policy formulation and opinions, event organization, tourism market segmentation, tourism destination development with interaction between tourists and the host local customs, traditions and standards.

Key words: - Diplomacy, Tourism, Promotion, Challenge, Roll

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

The growth of the tourism sector globally is registering great success stories, Nonetheless, There have been increasing warning signs of in security, dwindling in some destinations, transport bottlenecks, and leading to a growing resentment by residents in some destinations (UN Agenda 21, 1996). While this has been a challenge in many places, scholars agree that destination marketing can be a solution (Morrison 2012). Destination marketing is an integral part of developing and retaining a particular location's popularity. However, tourism planners focus only on destination developments without paying attention to the contribution of partners and stakeholders of tourism promotion in the destination in the first place (Kotler *etal.*, 2006).

Tourism has been described as a dynamic, multi-sector and socio-economic process of development, which requires responsible use of natural resources based on cooperation and collaboration with different stakeholders, such as government, transportation and accommodation service providers, local residents, private sector entrepreneurs and others for a sustainable tourism development (Sharpley&Telfer,2002).

It is widely agreed that stakeholder involvement is essential for such multi-faceted ventures such as tourism. For instance, the United Nations' "Practical Manual for World Heritage Site Managers" stipulates that "Any sustainable tourism program must work in concert with stakeholders, or interested parties, including government agencies, conservation and other non-governmental organizations, developers and local communities." (McCool & Moisey , 2008). In this manual, it is also stated that the participation of stakeholders in the planning and management process is of paramount importance (Pedersen, 2002).

Therefore, this study has tried to provide a more comprehensive picture of the Federal Democratic Republic of Ethiopia Foreign Ministry and its diplomacy, and hence its role on promoting Ethiopian Tourism, based on available sources, primarily through the analysis of diplomats and documents to be found in the Ministry of Foreign Affairs, Ministry of Tourism,

and other available literature.

Therefore, this study wanted to address how Ethiopian diplomatic missions play effective participation and better implementation of foreign policy for promoting Ethiopian tourism development by expansion of tourism trade activities to increase foreign currency in the case of tourism sector and the development of other economic sectors through tourism.

Besides, the study focused to describe the significant contribution of Ethiopia's diplomatic missions towards promoting tourism for the achievement of economic development in the tourism sectors and they can contribute by transfer best practice of tourism promotion methods from other countries to Ethiopia. So, this paper intended to explain the relationship between the role of diplomacy and culture and tourism promotion for the country's economic development through foreign direct investment, tourism trade by establishing smooth working environment.

1.2. Statement of the Problem

The Ethiopian government launched successive development Plans as a road map to achieve economic development. The emphasis given for the tourism sector is quite high. For Example, the GTP II aims at doubling the tourist arrivals from 500,000 to 1 million, and a twelve-fold increase in tourist expenditures (Tourists cost in the visiting country), from 250 million USD in 2010 to 3 billion in 2020 (MoFED 2015). In addition, the country also aims to be "One of the Five Top Destinations in Africa in 2025".

(MoCT, 2015; UNECA 2015) Notwithstanding such ambitious targets, the focus given to stakeholder involvement, particularly the Ethiopia's Diplomatic missions and its Diplomats, in the implementation of the plan in the tourism sector is not discussed in detail. Hence, it is imperative to study the role of Ethiopia's Diplomatic missions and its Diplomats as one stakeholder in the sustainable tourism development in Ethiopia.

According to Ethiopian tourism master plan, which was launched in 2020, product development is afforded an emphasis as one of the pillars of the plan and the Strategies under this program focus on sustaining as well as enhancing the quality of the existing tourist products and the development of new products to enhance the scope of visitors' experience in the country. (MoCT 2020) While most researchers agree that product development is essential for successful tourism

development, collaboration of stakeholders has not received much emphasis. But, collaboration of stakeholders has been shown to be an effective and essential tool in any country's tourism development process. Hence, it is important to study the collaboration of stakeholders in the tourism sector of Ethiopia for sustainable tourism development. This study is an attempt in this regard. Especially the role of Ethiopia's Diplomatic missions and its Diplomats as part of the collaboration of stakeholders needs to be studied in depth. For this reason, a more detailed analysis of the Ethiopia's Diplomatic missions and its Diplomats' involvement and their respective roles in advancing the promotion of tourism sector of Ethiopia through such kinds of studies is important.

Though, this is an area that hasn't received the focus it deserves, especially from Ethiopian researchers. Even, many of the few studies conducted on this subject have hardly focused on the Ethiopia's Diplomatic missions and its Diplomats in the tourism sector of Ethiopia and lack the kind of focus on the collaboration of stakeholders and their roles in the tourism sector.

Tourism Trade and diplomacy have gone since some of the earliest phenomenon which an excellent combining diplomatic to established a trade embassy between countries (Bulut, 2002). Many countries now pay considerable attention to the role of diplomatic missions for their foreign service in tourism trade promotion. (Rose, 2007) is the first to empirically examine the effect of the trade-promoting function of diplomatic representations. Since his seminal paper has continued with cross-sectional studies separating the effects of Embassies and Consulates (Van Bergeijk, de Groot, & Yakop, 2011).

According to (Mushelenga, 2015) economic diplomacy is a technique or strategy used by the states for the aim of building economic relationships between one state and another to achieve economic benefits through economic cooperation in various aspects such as trade, tourism and increasing investment opportunities among the partner states.

Moreover, (Okoth, 2012) maintained that economic diplomacy is the tactic used by the states to achieve their national interest, particularly economic interests, by cooperation with other states through well-informed negotiations and dialogue. Similarly, (Rana, 2007) viewed economic diplomacy as how states deal with the rest of the world to secure their national gains and interests with regards to trade promotion, FDI attraction and other economic benefits through the

agreed economic cooperation among the partner states.

Although, this study shares several research areas with the above-mentioned studies, there are gaps in some areas that this study will attempt to fill in. consequently, this study which aims at assessing the roles of Ethiopia's Diplomatic missions and its Diplomats in promoting tourism development to be conducted data in Ministry level fills in these gaps in prior studies. By doing so, this study mainly focused how Ethiopian diplomatic missions contributed for a sustainable tourism development in Ethiopia and how diplomats providing practical implications to build good image of Ethiopia as a tourist destination by work hard to minimize the challenges of tourism promotion.

1.3. Research Questions

- What are the roles of Ethiopian's Diplomats in promoting tourism sector?
- How Ethiopian's Diplomats are participating in tourism promotion?
- Which are major challenges that diplomats have faced in promoting tourism resources?

1.4. Objectives of the Study

1.4.1. General objective of the study

The main objective of this study was to assess the roles of Ethiopia's Diplomatic missions in tourism promotion.

1.4.2. Specific Objectives of the Study are:-

- To identify and characterize roles of Diplomatic missions in promoting tourism sector.
- To assess how Ethiopian diplomatic missions participate in tourism development.
- To examine the major challenges that diplomats faced in promoting Ethiopian tourism.

1.5. The Scope of the Study

This study mainly focuses on the roles of Ethiopia's Diplomatic missions for tourism

development. Hence, the scope of this research paper is limited to Ethiopia's Foreign Ministry and its returned Diplomats from various countries who served their country by different levels of work position and may be or maybe not, worked for image building through promoting the tourism sector of Ethiopia for development of tourism at different times directly or indirectly.

1.6. Significance of the Study

First and foremost, the study provides an experience for the researcher himself to conduct further scientific researches and the study was contributed to the existing body of work and to further studies in the field of tourism and related with the roles and collaborations among stakeholders in the tourism industry of Ethiopia. It will also suggest methods on how to create better relationships among partners and stakeholders in the Ethiopian tourism industry. This research will also show ways to adopt best practices from the rest of the world. In addition to identifying problems and the ways to promote Ethiopia as a tourist destination to the rest of the world, it will also provide relevant information and link between knowledge and understanding for tourism promotion in Ethiopia.

In general, the findings of the research were significant for government bodies, policymakers, decision-makers, planners, NGO's and other concerned stakeholders to understand the local's perception towards conservation area tourism development.

1.7. Limitation of the Study

Research work cannot be totally free from limitation. To this end, limitations may be observed in this research. The study will be limited to promotional activities of Tourism at Ethiopia's Diplomatic missions and its Diplomats in the Ministry of foreign affairs and hence information regarding other stakeholders' role not be fully covered. The other limitation in performing this research was lack of fund and financial constraints. Therefore, readers of this study will recognize the possible impacts of these limitations on the overall result of the research.

1.8. Organization of the Study

The study is organized by five chapters. Chapter one presented the introduction part which comprised the Background, Statement of the problem, Objectives of the study, Research

questions, Significance of the study, Limitation of the study and Scope of the study. Chapter Two provided a detailed review of related literature and Chapter Three also constitute the methodology of the research. Chapter Four covered the finding and discussion of the research. Finally, conclusion and recommendation of the study discussed in Chapter Five.

CHAPTER TWO

2. LITERATURE REVIEW

Overview in two major sub sections: theoretical literature and empirical findings. The theoretical literature sub section explores the theories, concepts and definitions related to the Tourism sector. The empirical finding sub section examines recent empirical findings on the tourism sector.

2.1. Concepts and Definitions

According to in line with (Macintosh & Goeldner, 1986, 321) tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities within the system of attracting and hosting these tourists and other visitors. It is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year and the purposes might be leisure, business and others but not connected with the exercise of an activity salaried from within the place they visited || (p.13).

The definition of tourism varies from source to source and from one scholar to another and there is no common consensus towards the definition of tourism since each scholar and institution tries to define the concept in different way. So, it is very difficult to get a single and universally accepted definition for tourism and this is even supported by different authors. The term tourism is one of the most controversial concepts which have no distinct and universally accepted definition (Aregawi, 2016). Due to this reason, the term tourism has defined by different scholars in different times and some of the definitions given by scholars and organizations are reviewed as follows.

Tourism is the act of travel for the purpose of recreation and business, and the provision of services for this act. Tourists are persons who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of any activity remunerated from within In the place

visited"(UNWTO,2011).

2.2. Types and Forms of Tourism

Countries tourism resources can be broadly classified into natural tourism resources such as fauna, land escape and lakes and non-natural tourisms resources such as historical places, cultural heritages, and museums. There exist more than twenty tourism types having a great advantage to economic growth. Some the common types are listed as follows:

2.2.1. Types of Tourism

2.2.1.1. Inbound tourism

Inbound tourism has gained popularity and so has the number of inbound tourists who may be of different types (Chaudhary, 2009). In bound international tourist: a tourist who spend the nights in a place outside his/her country of residence.

In bound domestic tourist: a tourist who spend the nights in a place inside his/her country of residence but outside his/her usual environment. Same day visitor: a visitor who does not spend the night in collective or private accommodation in the place or country visited. Inbound international same day visitor: a same day visitor who does not spend the night in the place visited, which is outside his /her country of residence. In bound domestic same day visitor: a visitor who does not spend the night in the place visited, which is inside his/her country of residence but outside his/her environment.

2.2.1.2. Out bound Tourism

Out bound tourism consumption comprises the consumption of resident visitors outside the economic territory of the country of reference and provided by non-residents. It does not include goods and services acquired for or after the trip within the country of reference (Chaudhary, 2009).

2.2.1.3. Ecotourism

This is responsible travel to natural areas that conserves the environment and improves the well-

being of local people (TIES, 1990). According to (Clare Gunn and Turgut Var, 2002), ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement and participate in ecotourism activities should follow certain eco tourism principles. Some of these principles include things like building environmental and cultural awareness and respect, providing financial benefits and empowerment for local people, promoting moral and ethical responsibilities and behavior by all players, etc.

2.2.1.4. Cultural Tourism

Cultural tourism or (culture tourism) is the subset of tourism concerned with a country or region's culture, especially its arts. It generally focuses on traditional communities who have diverse customs, generally unique form of art and distinct social practices, which basically distinguishes it from other types/forms of culture. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres.

It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e., festivals, rituals), and their values and life style. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout Europe (Chaudhary, 2009).

2.2.1.5. Domestic Tourism

Like tourism it is very difficult to get a single definition for domestic tourism and different authors have defined the term at different times. As World Tourism Organization (1995) stated domestic tourism indicates the movement of residents of a given country irrespective of their nationality, travelling as visitors to a place within the country other than their usual area of residence for a period of not more than a year for a purpose other than the exercise of a remunerated activity in the place visited.

The other definition given by Gakuru (1993 as cited by Ngula, 2010) defined domestic tourist as “a person who travels from his place of residence and goes to another destination within the country and spends {her} time in enjoying activity or activities which bring him to the

destination while paying. On the other study conducted by Ndlovu, Nyakunu & Heat (2010), domestic tourists comprise of locals travelling within their own country for the purpose of visiting friends and relatives or traveling for leisure. On the other hand, there are authors that have defined domestic tourism as travelling of residents of a country visiting destinations in their own country (Goeldner & Ritchie, 2012).

By its unique nature there is no necessity of passport, visa and other travel related documents facilitation in this form of tourism. As differently said by Becken, (2009 as cited by Kabote, Mamimine and Muranda, 2013) domestic tourism incorporates all trips over 40 kilometers outside one's usual environment which can be day trips or overnight trips for any travel purpose. But this definition contradicts with definition given by UNWTO.

2.2.2. Forms of tourism

Many forms of tourism classified by, typical features of spending time in the destination.

2.2.2.1. Seaside tourism

This form of tourism is the travel of tourists in different water bodies abroad. This is for recreation or water sports (swimming, rowing, sailing, surfing and windsurfing) (www.ssag.sk/.../).

2.2.2.2. Mountain tourism

It is the flow of tourists to the mountains for many reasons. These are due to the climate and clean air, varied topography, beautiful scenery, local traditions, simple lifestyles, and sports that require steep slopes or winter snow (www.ssag.sk/.../).

2.2.2.3. Sport tourism

Sports tourism refers to international trips specifically taken to watch sporting events. Common examples include international events such as world cups (soccer, rugby, cricket, etc.), the Olympics and Formula 1 Grand Prix, regional events (such as the soccer European Champions

League), and individual (non-team) participant sports such as tennis, golf and horse racing (www.onecaribbean.org/.../).

2.2.2.4 Cultural tourism

ICOMOS (International Scientific Committee on Cultural Tourism) 1990: “Cultural tourism can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times (cited in csapo 2012).

2.2.2.5. Health tourism

It refers to the travel of people for medical treatment and the utilization of healthcare services. It spans a wide field of health oriented tourism ranging from preventive and health conducive to rehabilitation and curative forms of travel (<http://en.m.wikipedia.org/wiki/special:MobileMenu>).

2.2.2.6. Rural tourism

It focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas. Generally deals with natural environments like travelling to destinations of flora, fauna and cultural heritage. (<http://en.m.wikipedia.org/wiki/Rural-tourism>).

2.2.2.7. Event and gastronomic tourism

This form of tourism refers to the travel of tourists to attend music, theatre, or beer festivals. During this moment visitors try wines and meals of regions abroad. (www.ssag.sk/.../).

2.2.2.8. Shopping tourism

Shopping tourism is the movement of people abroad for shopping goods due to lower prices. It is one of the most used tools in the promotion of destinations and highly relevant component of travelers when choosing and preparing their trip. (www.m.hospitalitynet.org/news/4074026.html/).

2.2.2.9. Business tourism

Refers attending international/national/regional/local conferences, seminars, business trips, etc. despite the term business in business tourism, when individuals from government or nonprofit organizations engage in similar activities, this is still categorized as business tourism (<http://en.m.wikipedia.org/wiki/Business-tourism>).

2.3. Economic Contribution of Tourism

Tourism's contribution to economic growth has been well documented in the literature for many developing countries, which were traditionally dependent upon primary products in export earnings; tourism has become a major source of foreign exchange earnings. This has been vital for such countries given their prevailing economic conditions. Least developed country (LDC) or developing country; - is the name given to a country which, according to the United Nations, exhibits the lowest indicators of socio economic development with the lowest Human Development Index ratings of all countries in the world. Tourism is an engine to economic growth. It has positive impact in terms of generating foreign exchange earnings, creating employment and income and stimulating domestic consumption (steiner, 2006).

Tourism has both direct and indirect economic impact. The direct economic impacts are foreign exchange earnings, employment creation and income generation. The indirect impact includes multiple contributions towards the development and expansion of various economic sectors and activities. Meaning, tourism's role in serving as a catalyst for the development of other economic sectors such as agriculture, entrepreneurial activities, construction, entertainment, infrastructure and contribution to local and regional development (WTO, 1991).

The economic impacts which correspond both to goods and services purchased by the tourism sector and to investment and public spending generated by tourism are an important driver of economic growth. Tourism, especially the hotel and catering segments, is one of the few sectors of the economy to be at the center of the production chain, not only for farm and food products but also for consumer and capital goods (WTTC, 2011).

Tourism, both international and domestic, should be regarded as a key component of economic stimulus programs, especially in times of economic crisis. Its role as an economic stimulant means that tourism should be central to measures designed to revive economic growth because the trade flows generated by a strong tourism industry have a major effect on business and consumer confidence (Vellas, 2011).

The tourism sector can play a major role in economic stimulus plans in response to crisis situations, provided that tourism is regarded as a key component of such plans, as both an economic stimulant and a source of job creation that complements other sectors, especially manufacturing (Vellas, 2011).

Tourism may be regarded as an economic sector that favors the growth of the green economy. It is based on passenger travel that has limited effects on the environment since travel and tourism account for only 5% of all carbon emissions (WTO, 2008).

In 2019, the Travel & Tourism sector contributed 10.3% to global GDP; a share which decreased to 5.3% in 2020 due to ongoing restrictions to mobility. 2021 saw the share increasing to 6.1%. vital tool in helping us to equip public and private sector bodies with hard evidence of the huge value Travel & Tourism brings to the economy, so that their policymaking and investment decisions support our sector.

Prior to the pandemic, Travel & Tourism (including its direct, indirect and induced impacts) accounted for 1 in 4 of all new jobs created across the world, 10.3% of all jobs (333 million), and 10.3% of global GDP (US\$9.6 trillion). Meanwhile, international visitor spending amounted to US\$1.8 trillion In 2019, the Travel & Tourism sector contributed 10.3% to global GDP; a share which decreased to 5.3% in 2020 due to ongoing restrictions to mobility. 2021 saw the share increasing to 6.1%. vital tool in helping us to equip public and private sector bodies with hard evidence of the huge value Travel & Tourism brings to the economy, so that their policymaking and investment decisions support our sector.

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US\$1.8 trillion in 2019 (6.8% of total exports).

WTTC's latest annual research shows, Following a loss of almost US\$4.9 trillion in 2020 (-50.4% decline), Travel & Tourism's contribution to GDP increased by US\$1 trillion (+21.7% rise) in 2021.In 2019, the Travel & Tourism sector contributed **10.3% to global GDP**; a share which **decreased to 5.3%** in 2020 due to ongoing restrictions to mobility. 2021 saw the share **increasing to 6.1%**. In 2020, **62 million jobs were lost**, representing a **drop of 18.6%**, leaving just 271 million employed across the sector globally, compared to 333 million in 2019. **18.2 million Jobs** were recovered in 2021, representing **an increase of 6.7%** year-on-year. Following a **decrease of 47.4%** in 2020, domestic visitor spending **increased by 31.4%** in 2021. Following a **decrease of 69.7%** in 2020, international visitor spending **rose by 3.8%** in 2021. (WTTC, 2022) . In 2020, Ethiopia generated around **2.28 billion US dollars** in the tourism sector alone. This corresponds to 2.1 percent of its the gross domestic product and approximately 54 percent of all international tourism receipts in Eastern Africa. On average, each of the tourists arriving in 2020 spent about 3,725 US dollars. (www.worlddata.info).

The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: **the generation of income, employment, and foreign-exchange earnings**. (www.oas.org). These economic impacts include the **direct, indirect, and induced impacts** tourism might have on GDP, trade and investment at national, regional, and global levels. (www.futurelearn.com). As well as **generating employment and income**, another positive impact of tourism is improvements in infrastructure. These include road and rail improvements, airport development and improvements in utilities, such as water supply and telecommunications. (<https://hwb.gov.wales>)

2.4. Diplomacy and tourism

2.4.1. Defining Diplomacy

Mkhabela (2013) argued that, diplomacy is a tool of foreign policy and can be described as a means of managing relations between a state and other states or actors. He further revealed that diplomacy involves agreements signed between states which should be in accordance with international laws. Similarly, (Morgenthau, 2006), described the meaning of diplomacy in two

different dimensions. Since foreign policy is formed and shaped in accordance with the interest of a particular country or state, therefore he maintained that diplomacy was the way in which the states use their resources for the aim of securing maximum power.

Diplomatic mission: *“The functions of a diplomatic mission consist, inter alia, in representing the sending State in the receiving State; protecting in the receiving State the interests of the sending State and of its nationals, within the limits permitted by international law; negotiating with the Government of the receiving State; as curtaining by all lawful means conditions and developments in the receiving State, and reporting there on to the Government of the sending State; promoting friendly relations between the sending State and the receiving State, and developing their economic, cultural and scientific relations.”*(Christian Eilers, 2020).

The Social scientists resort to theory to put socially complex matters such as diplomatic practice in to perspective and understand them better. Leguey-Feilleux,2009) for example argues, “Despite the considerable advances made by social sciences and by political science in particular, there is no general theory of diplomacy or the theoretical framework to facilitate systematic analysis”.

For the purpose of this dissertation, three theoretical approaches to theorizing about diplomacy, namely Traditional Diplomatic Theory, Nascent Diplomatic Theory and Innovative Diplomatic Theory, as presented by (Murray,2006) in his thesis, reordering diplomatic theory for the twenty-first century: a tripartite approach, are applied to establish the conceptual framework of diplomacy within the canon of diplomacy studies. Providing a fully theoretical terrain of diplomacy would allow for a better appreciation of what economic diplomacy is an aim to accomplish.

Some definitions, mainly by scholars and diplomatic theorists in classic works such as Diplomatic Theory from Machiavelli to Kissinger (2001), provide a narrow and state-centric view of diplomacy based on state-sovereignty order. The common thread in diplomacy definitions in Nicholson (1950), Berridge, Keens-Soper and Otte (2001), Roberts (2009) and Buckle (2011) diplomacy is a system of communication between states.

This implies that official ambassadors are the only conduit through which to conduct diplomacy.

Hocking(2004:150) describes this as the ‘old’ traditional form of diplomacy where “the foreign ministry and the national diplomatic systems over which it presides acts as a gatekeeper, monitoring and controlling the interactions between domestic and international policy environments and funneling information between them”.

This is the bedrock of the traditional institution of diplomacy – the old zero-sum diplomacy that emerged during the inter-state war period and was based on the notion of power politics where “the balance of power not only became a diplomatic objective but was exalted into being the very highest of such objectives” (Butter field 1966). The above shows the parochial nature of the traditional diplomatic theory school of thought, which perpetuates the conventional assumption that diplomacy is a tool of communication between states, limited only to the implementation of official foreign policy through peaceful negotiations, representation and communication.

A well-established traditional diplomatic theorist and practitioner, Henry Kissinger, believes nothing will change this statuesque as he argues that “there is little evidence to suggest that this age-old model of diplomacy has changed ,or is likely to change in the decades ahead”(Kissinger1994).

The above state-centric perspective Is one-dimensional and incongruous with the modern diplomatic environment confronted by actors such as non-governmental organizations (NGOs)and multinational corporations (MNCs).The diplomatic landscape has fundamentally changed after the end of the Cold War, necessitating a shift in conceptualization of diplomacy began to challenge the supremacy of the state in the conduct of international affairs .This unconventional diplomacy is defined as non-state actors who have risen up in the IR hierarchy, as a result of deficiencies of governments, acting alone or together, in terms of their rapidity or response to global issues...in pursuit of unconventional goals such as environmental, human rights or aid developmental issues”(Murray2006).

2.4.2. Establishing the Essence of Economic Diplomacy

It would be impossible to fully comprehend the concept of economic diplomacy and establish the essence of its location within the canon of diplomacy studies without outlining the conceptual framework of the concept of diplomacy. There are many definitions of the concept of diplomacy

but the general consensus in the mainstream literature is that it is the “master-institution of international relations”, synonymous with state craft and the official conduit through which states pursue their foreign policy objectives by peaceful means (see Wight 1978, Berridge 1995, Barston 1996, Sharp 1999, Hamilton and Langhorne 2011, Cooper, Heine and Thakur, 2013).

Historically, scholars of diplomacy have tended to associate the concept with state craft and states as the primary unit of analysis. This dissertation transcends this narrow narrative and provides the plural view of modern diplomacy as the concept has grown in complexity and deserves a far more nuanced and in-depth analysis.

2.5. Economic Diplomacy: Conceptual Framework

The above discussion illustrates that the organizing principles and core functions of diplomacy are representation, communication and negotiation by both state- and non-state actors. The growing economic interests in international relations in the late twentieth century, which for (Spies, 2006) represent “the universal change in focus of foreign policy from geo-politics to geo-economics” and as (Barston, 2011) buttressed the point that “as is sometimes the case, economic issues dominate external policy”, this made the linkages between economics and diplomacy .

Economic diplomacy embodies the three functions of diplomacy alluded to above, as it is a concept of multifaceted meanings and functions. For (Fuchs, 2016), economic diplomacy “is a form of diplomacy that is concerned with economic-policy issues”. Woolcock and (Bayne 2013) state that “economic diplomacy is therefore concerned with the process of decision-making and negotiation on policy or questions relating to international economic relations”.

Most scholars regard economic diplomacy as a foreign policy instrument to pursue countries’ national interests, through negotiating favorable trade policies, attracting export, FDI, promoting tourism, and abroad country branding and marketing (Vickers 2012). According to (Pigman, 2010), “the oldest functional area of economic diplomacy the management of trade relations”. From a traditional diplomacy perspective, “economic diplomacy is fundamentally concerned with state formulation of economic policy by a given state or group of states, vis-à-vis other states” (Attwell and Xiao, 2014).

A well-elaborated definition by a former Indian diplomat states that “economic diplomacy is the process through which countries tackle the outside world, to maximize their national gain in all the fields of activity, including trade, investment and other forms of economically beneficial exchanges, where they enjoy comparative advantage; it has bilateral, regional and multilateral dimensions, each of which is important”(Rana, 2007).

It is conducted in “international bodies, which may be multilateral, regional (as in the European Union or other regional groups), or bilateral (as in the case of many recent trade and investment initiatives)” (Woolcock and Bayne, 2013). Negotiation of international economic agreements is a key function of economic diplomacy. Internationally, the most ambitious aspect of economic diplomacy is the negotiation of multilateral trade agreements that are binding on the participating governments (Woolcock and Bayne, 2013).

For the purpose of this dissertation, economic diplomacy is used to mean the negotiation of the framework for international economic relations, which includes rules, regimes, and norms that inform binding or voluntary agreements on the one hand and the negotiation of the specific economic activity (Woolcock, 2013). This is in line with the emerging literature, which conceptualizes economic diplomacy more broadly to represent multi-level negotiations.

2.5.1. Challenges for Tourism Development

Political instability is alarmingly growing worldwide. We are witnessing geo political turmoil and processes (often violent and dramatic) of re definition of an international equilibrium. We are as well powerless spectators of the consequent epochal migration flows, not to label as a temporary crisis anymore, but as a structural phenomenon as a result of which "refugees and migrants" (Crawley, Duvell, Jones & Sakelaris, 2016, p.1) swell the population of the so called "third world"¹ (Franco, 2016, pp. 101-102).

In the meantime, terrorism and COVID19 Pandemic, as well as global economic crisis and a dangerous global rise of populist rhetoric in politics, are some of the characteristics of a complex and challenging reality. In this context, scientists are called to take up the challenge of contributing to the definition of a political agenda for global positive peace, through a multidisciplinary and interdisciplinary research effort within the framework of the 'peace

studies'.

2.5.2. Participations of Diplomats in Tourism Development

According to (Sylvanus K, 2016) the term diplomacy stems from the field of international relations and political science and more specifically from the field of diplomatic studies. (Pigman, 2012) explains that early modern usages of diplomacy were largely concerned with a process the art of negotiation and how to use negotiation effectively to achieve objectives of state. Later on, it became clear that the actors doing the negotiations, nation-states and their representatives, needed to be included as objects of the study of diplomacy.

Tourism opens the chance to have interaction with the host country to the closet country to rising the use of opportunities in terms of tourism facilities like; restaurants, hotels, resorts, transportations, recreations, domestically created good things, domestically created handicrafts, native recreations, native ethnic-cultural shows and native different services offered to tourists (Sewnet Tsegaye, 2017).

2.5.3. Economic challenges

Malenkov (2011) also articulated that, “Economic diplomacy, as well as diplomacy, in broad-spectrum, is a constituent of foreign policy, the international activity of the country; the foreign policy delineates the objectives and purposes of economic diplomacy which epitomizes the whole set of activities, forms, means and the methods used for realization of foreign policy”.

According to (Coolsaet ,2004:61), “The use of international political tools to obtain economic objectives and economic diplomacy as such has actually existed ever since ancient civilizations have engaged themselves in commerce and trade”.

(Rana, 2007:201) defines economic diplomacy and its challenge as “the process through which countries tackle the outside world, to maximize their gain in all the field of activity comprising trade, investment and other forms of economically beneficial exchanges, where they appreciate comparative advantage, it has bilateral, regional and multilateral dimensions, each of which is essential”.

2.5.4. Political challenges for tourism promotion

The legacy of and the status quo attitude according to one public diplomacy, international relations and political science expert at Addis Ababa university, (march 2017, Addis Ababa), the legacy of and the status quo attitudes are the major obstacles which bring negative name for the implementations of public diplomacy was, the major turning point that intensifies competition and self-interest on the use of Nile water especially, on the side of Egypt. Therefore, tourism is one of the largest industries in Ethiopia and it needs high promotion all over the country as Africa and as world level by using appropriate media to demonstrate the obstacles and main challenges.

2.5.5. socio-cultural challenge for tourism promotion

(Melisse,2005) states that, ordinary citizens and the communities matter to diplomats when with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy (Gregory, 2011). The interaction of private groups and interests in one country with those of another; the reporting of foreign affairs and its impact on tourism policy communication between those whose job is communication, as between diplomats and foreign correspondents and the processes of intercultural communications. (Hooghe, 2007, p. 5).

Social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like water facility, road, shopping, electric service, recreation center schools, libraries, health care institutions, internet cafes, and so on.(Glenn Krea,g 2001) the social and cultural ramifications of society may be affected by visitors new trained warrant careful consideration, as impacts can either become assets or detriments to communities.

2.5.6. Country Image and Promotion

The establishment of a positive image of the country is the basic purpose of integrated

diplomacy, as diplomatic missions undertake comprehensive promotion of a country through tourism sectors by organizing different events, trade fairs, and festivals. This is achieved through harmonization of political and economic activities, promotion of culture, undertaking consular and emigration work and building contacts with the media. Promotional activities help to provide with information and raise their awareness through creating an attractive image of the State as an investment location, and through providing tourism services to prospective investors (Khor, 2005).

To be effective in this, Ethiopian diplomatic missions thought to do certain things. First, the commercial diplomat needs to understand the business environment in the home country before taking the step to start marketing for Foreign Direct Investment (FDI). It is Important to be fully aware of the priority sectors of interest to investors and the specific investment opportunities in tourism sectors that could be made available to them.

Secondly, to be proactive and undertake company research to identify target companies likely to be interested in tourism investment opportunities before meeting with potential investors. It is important to research and learn about the company to understand what its tourism products and services are. This would need to be followed up with establishing a strong relationship with tour Operators Company at all levels and to understand the tourism business drivers.

Thirdly, it is important to choose appropriate methods to publicize the opportune climate for Foreign Direct Investment (FDI) in the country. Organization of events, such as seminars, business briefings and small conferences, as proven by surveys, are the most effective marketing strategies, to generate investors' interest.

2.6. History of Tourism and Development in Ethiopia

Ethiopia was one of the first African countries to establish a tourist industry .Modern tourism in Ethiopia can be said to have started with the formation of government body to develop and control it in 1961.In common with many other countries (notably Morocco, Tunisia, Egypt and Kenya that also started investing in tourism in the late 1960s), tourism was considered a key economic growth sector in Ethiopia as early as 1966 when the first Tourism Development Master Plan was developed. Guided by the plan, the government invested heavily in tourism

infrastructure in the subsequent decade including establishing Ethiopian Airlines for international and domestic air access, building airfields around the country at key tourism sites, building hotels at or near these sites, and establishing a national tourism operation to take tourists to the hotels and attractions. The main attraction was the “Historic Route” which at the time (1968) Ethiopian Airlines was servicing with seven flights per day. The “Historic Route” included Addis Ababa, Lalibela, Gondar, Axum. (www.wikipedia.org).

Ethiopians are known for their hospitality; they are polite, considerate, punctual, deliberately empathic, apologetic, affectionately smiling, minding their manners, beautiful and emotionally intelligent to bring multiple perspectives together. Their moral value is immeasurable. Ethiopia has the oldest history in the universe. Archeologists proved that the oldest human nature and the mother/father gene existed some 10 million years ago in Ethiopia Africa. Lucy or Denqenesh—“you are splendid or amazing”, is confirmed by archaeologists as the “true” and modern mother of the world. So 70 million years back from Lucy, there were able mothers and fathers of world. The geography, topography, fauna, flora, and spatial gifts of Ethiopia gave the splendor advantages of tourism and hospitality business operation at zero level of fear and regret. Ethiopia has been visited by many people from around the globe for political, religious, business, material and intellectual advantages. Missionaries lead this categorical number. All religious sects put their feet on the land of Ethiopians to disseminate their ideologies. Many missionaries came to Ethiopia for various socio-political and economic undertakings. During the caravan and barter trading periods, thousand and millions of merchants have either crossed or exchanged with and stayed in Ethiopia. Numerous explorers, authors, artists, government advisors, consulates, soldiers, and tourists of assorted reasons have visited Ethiopia. It has been proved by the international world that many of these people have enjoyed the highest level of Ethiopians’ hospitality. (Alelign,2018)

From 1974, for two decades, the Ethiopian tourism industry suffered from the adverse effects of a prolonged civil war, recurrent drought and famine, strained government relations with tourist generating countries, and restrictions on entry and free movement of tourists during the military government from 1974 to 1991.

During this period, apart from periodic upgrades of the infrastructure (such as airports and

roads), there has been little investment and successive governments have largely overlooked the sector. The tourism sector is in urgent need of re-investment, in particular, the cultural and natural attractions, and human resources that form the basis of the tourism product, have been completely neglected. Though Ethiopia faces an image problem for tourists, it is worth noting that this was not always the case. Linkages to international tourism networks, both for marketing and research purposes, have also been neglected.(www.wikipedia.org).

Ethiopia's territory includes Nine UNESCO World Tangible Heritage Sites, and Four UNESCO Intangible cultural heritages. Also, there is unregistered Four important national parks, a source of the world's longest river (the Blue Nile), and sites revered among adherents to Christianity, Islam and Judaism and has diverse African traditional societies. Ethiopia has very distinct cultural and historic products. Nine UNESCO World Tangible Heritage Sites are, (1) Rock-Hewn Churches, Lalibela Located in Amhara Region, this site boasts of 11 monolithic cave churches that were built in the 13th century registered in UNESCO (1978). (2) Fasil Ghebbi, Gondar Region (1979).(3) ancient Axumit civilizations and the Ethiopian Orthodox Church;(1980). (4) the walled Old City of Harar Jugol, with its seven gates considered as the fourth holiest city in Islam; fortified historic town(2006). (5) as a cradle of civilization, with fossilized evidence of the ancestors of homo sapiens as old as 4.4 million years B.C., and the much more famous Dinknesh, or Lucy Lower valley of Awash (1980). (6)Lower valley of the Omo (1980).(7)Tiya (1980).(8) Konso Cultural Landscape (2011).(9)Semen National Park (natural site)(1978). Four Intangible UNESCO cultural heritage are, (a) Geda Irreechaa is a Traditional system of governance used by oromo people in Ethiopia Irreechaa The Oromo thanks giving festival (2016). (b) Mesekel, the commemoration feast of the finding of the true Holy cross of Christ of Humanity in (2013). (c) Fichee-Chambalaalla a New year festival celebrated among Sidama people in Ethiopia around in July(2015).(d) Timket, Ethiopian Epiphany the festival of Timiket or Epiphany to commemorate the baptism of Jesus in Jordan river is celebrated across Ethiopia on January 19th or 20th in leap year. This festival is best known for its ritual reenactment of baptism. The colorful Ethiopian Epiphany, has become the fourth for Ethiopia in the list of UNESCO intangible cultural heritage lists in December,(2019). The festival has multiple Cultural and religious phases. (<http://www.tourismethiopia.gov.et>).

2.6.1. Cultural Image Building

Ethiopian Diplomatic missions what is commonly called cultural diplomacy it is a s diplomacy is a set of public diplomacy that includes the exchange of ideas, art and other aspects of culture among nations and their people in order to foster mutual understanding by influence a foreign audience and use that influence, as a sort of good will reserve to win support for policies to design tourism promotion strategies seeks to influence foreigners to: have a positive view of the country's people, culture and policies by fostering greater cooperation between countries (Webb, 2009:1).

An Ethiopian diplomatic mission promote and utilizes every aspect of a nation's culture which includes the arts films, dance, music, painting, sculpture, exhibitions which offer the potential promotional tools to show numerous objects of country's culture (Huijgh, 2017:63). Diplomatic missions establish the work environment with the Diaspora community as assert strategic direction within a system tourism promotional communication. They are close to the society they foster the promotional activities all over the country and Diplomats and other government representatives abroad spent a significant portion of their time explaining the work, positions and choices of their ministries to foreign public opinion leaders. Development and under developed tourist sites as well as a shortage of skilled workers in the sector. Generally, there was lack of marketing and promotional strategy as well as low awareness of tourism by local communities. During the last few years, however, tourism has once again emerged as a growth industry taking advantages of the current peace and stability in the country (www.wikipedia.org).

2.7. Trends in International Tourist Arrivals

The World Tourism Organization (UNWTO) has released its updated assessment of the likely impact of the COVID-19 on international tourism. Taking into account the un paralleled introduction of travel restrictions across the world, the United Nations specialized agency for tourism expects that international tourist arrivals will be down by 20% to 30% in 2020 when compared with 2019 figures. However, UNWTO stresses that these numbers are based on the latest developments as the global community faces up to an unprecedented social and economic challenge and should be interpreted with caution in view of the extreme uncertain nature of the

current crisis (UNWTO, 2020).

An expected fall of between 20-30% could translate into a decline in international tourism receipts (exports) of between US\$300-450 billion, almost one third of the US\$ 1.5 trillion generated in 2019.

Taking into account past market trends, this would mean that between five-and seven-year' worth of growth will be lost to COVID-19. Putting this into context, UNWTO notes that in 2009, on the back of the global economic crisis, international tourist arrivals declined by 4%, while the SARS outbreak led to a decline of just 0.4% in 2003.

UNWTO Secretary-General Zurab Pololikashvili said: "Tourism is among the hardest hit of all economic sectors. However, tourism is also united in helping to address this immense health emergency – our first and utmost priority – while working together to mitigate the impact of the crisis, particularly on employment, and to support the wider recovery efforts through providing jobs and driving economic welfare worldwide (UNWTO, 2020).

As a result of the corona virus (COVID-19) pandemic, the global travel and tourism market is predicted to take a hit. According to the source, international tourist arrivals are predicted to drop between 20 to 30 percent when compared to the original 2020 forecast. The original figure for international tourist arrivals was estimated at 1,460 million in 2020. This means that the number of international tourist arrivals is predicted to drop to between 1,170 and 1,020 million in 2020 due to the corona virus (TIES, 2020).

2.8. Empirical Literature

Tourism is considered as an important and integral part of the economic growth and development strategies as it serves as a source of scarce financial resources, job creation, foreign exchange earnings, and technical assistance (Dieke, 2005). The available studies on this are reviewed below.

Embassies and consulates are important sources of information and help for people travelling abroad. For instance, according to the British Foreign & Commonwealth Office the consular services include "travel advice, issuing passports, assistance when people encounter difficulties

abroad, and help to obtain access to justice in foreign countries”. In a similar way, the US State Department has among their aims “protecting and assisting US citizens living or travelling abroad”. Statements like these can be found in the websites of the foreign offices of other developed countries (Dieke, 20 foreign missions”, to our knowledge, there is only one paper analyzing its performance. (Rose, 2005) links embassies and consulates to trade concluding that bilateral exports rise by approximately 6 to 10% for each additional foreign mission. But, as Rose recognizes, this is only one aspect among the multiple functions that these institutions have.

Therefore, there is a host of other interesting issues related to the effectiveness of embassies and consulates that should be addressed in empirical research. The aim of this paper is to analyze the impact of embassies and consulates on tourist flows from the G-7 countries. Today, diplomacy accounts for “peaceful conduct of relations amongst political entities, their principals and accredited agents” and holds the role of “organized dialogue” among the international community (Hamilton & Langhorne, 2011) the core tasks of diplomacy include representation, sharing and exchanging information as well as coordinating negotiations (Klavins, 2011).

It is argued that the age of modern diplomacy began after the Cold War, how-ever as a unique communication tool, the practice of diplomacy dates back to the origins of the human world (Hamilton & Langhorne, 2011; Klavins 2011). The earliest means of diplomacy were discovered to be in linkage to the communication between neighbors in the most primitive societies (Hamilton & Langhorne, 2011).

Since diplomacy continued to evolve into a more systematic and applied concept, eventually it was necessary to lay a basis for its legality. Thus, Vienna Convention of Diplomatic Relations held by the United Nations in 1961, introduced a treaty, to set out the guidelines for, modern overseas delegations and their implementation in a universally accepted manner.

Diplomatic delegations also provide a number of services for citizens’ living abroad. In addition to issuing visas and assisting in passport related matters, one can seek for advice when giving birth, getting married or in other cases, such as death or illness. In event of a crisis, embassies are also a relevant source of reliable, up-to-date information for people in distress and therefore a register of nationals spread out across host countries is maintained (Ministry for Foreign Affairs

of Finland 2015).

The operational environment of embassies stretches across industries and covers a spectrum of dimensions in society, that are all regarded as equally important. This is the pro-found reason behind the extensive network that embassies have acquired for themselves but, also the underlying ramification of the complexity in their nature (The Department of State and U.S. Agency for International Development 2015).

Since embassies are aligned with a multitude of stakeholders, they have obtained the role of intermediaries (Petrovsky, 1998.) The Quadrennial Diplomacy and Development Review 2015 (QDDR) administered by the Department of State and U.S. Agency for International Development, points out this network to include governmental bodies along with non-governmental organizations and business communities as well as academic institutions and think tanks; the incubators for innovation and development (The Department of State and U.S. Agency for International Development 2015).

Many research papers suggest that one of the most evident changes shaping the profile of diplomacy is the entry of unconventional actors to the field. It is no longer the governmental entities exclusively exploiting diplomatic means but also alternative players sharing the responsibility and furthermore acknowledgements. While governmental diplomacy still holds the leading authority over international relations, non-governmental organizations and other Non-state actors such as different interest groups, entrepreneurs and opinion leaders are increasingly involved and implementing their skills in diplomacy.

2.9. Theoretical Framework

It is a truism that tourism has become one of the world's major economic sectors and its development has come to occupy the development agendas of most governments in the world (Cornelissen 2005:1). International tourism is a sector of much international economic significance and thus of relevance to economic diplomacy as it "provides foreign currency and distributes purchasing power throughout the visited country" (Vellas and Becherel 1995: xxii). For example, Britain's former Foreign Secretary, Douglas Hurd (1997: 5), identifies three functions of diplomacy: "the accumulation and analysis of information, negotiation; and the

promotion of national interests—including trade, finance, politics, culture and tourism”. Tourism has become an invaluable sector in the world economy (see Vellas and Becherel 1995, Gee 1997, Cornelissen 2005). According to Cornelissen (2005: 1), tourism is an important sector of the “global system of trade, production, exchange and governance. This clearly illustrates the nexus between international tourism and economic diplomacy. However, the role of international tourism as an instrument of economic diplomacy is under-valued and remains a largely unexplored subject of enquiry, as correctly observed by Richter (1983a: 313): “It is also almost totally ignored by political science.” Some literature regards tourism promotion as an important pillar of economic diplomacy (or commercial diplomacy as its subset), for example Muller (2000), Rana (2007), Vickers and Ajulu (2008), Vickers (2012), Vidya (2014), and Makokera (2015). Most studies on tourism look at its impact on the host countries’ economic growth, for example Breidenhann and Wickens (2002) and Akinboade and Braimoh (2010) and its contribution to world peace, for example Kim and Crompton (1990), and Upadhayaya, MullerBoker and Sharma (2011). According to Richter (1983a) and Stock (1997), two-way tourism between states can be used as a diplomatic barometer of their closeness and affinity towards each other and the level of interest, understanding, and willingness to cooperate. “Tourism is an excellent vehicle for implementing Track Two diplomacy” (Kim and Crompton 1990: 359) and “is a part of the diplomatic strategy” (Richter 1938b: 410). The (NDT, 2012:3) draft International Tourism Strategy recognizes that “tourism promotion and development constitutes a significant aspect of our economic diplomacy” (Malesela, W.L, 2017).

The improved habit of people for travel, explorations, trips, touring and dining outside has made an attractively forced bloom-boom in the hospitality and tourism industry via the world in sophisticated networks. This has also led many managers, innovators, investors and the line staff to strive for an easy made it access and a safe, secured, and comfortable movement and accommodation. Technological innovations such as the Wi-Fi, remote sensing, cable and non-cable networking, telephone, computer, iPad, iPTelevision, internet, photo-video cameras, security cameras, magnetic keys, Property /Content Management Software (P/CMS), file transfer applications and the print media in various forms and patterns have gigantically transformed the long-waiting and bulky traditional means of communication into an easy to “touch and embrace” micro- and nanoseconds. Even though technology plays a significant role in every department

and service, its function is very palatable to the tourism and hospitality industry as this industry is people safety, security and prosperity oriented while moving to “strange” destinations and accommodations. (Alelign,2018)

Tourism continues to attract a lot of media coverage due to its relevance to the economies of many countries (David Cohen," A, Canada: Ottawa, 1975). There have been various studies undertaken in the line of agenda setting as it relates to public diplomacy, managing reputations and other areas. Different study shows that soft power through public Diplomacy gives analysis of the use of public diplomacy tools like culture, international and trade among others to bring out a soft powerful brand.

2.10. Current Global Perspective of Tourism

For 2015, UNWTO conjectures universal visitor landings to develop somewhere between 3and 4 percent. By area, it is vital for growth to be more grounded in the Pacific, Asia and Americas (a positive growth between 4 and 5 percent), trailed by Europe (a positive growth between 3% and 4% (percent). Arrivals are expected to have an increment of about +3 to +5%in Africa and an increase between +2 and +5% in the Middle East. The UNWTO Confidence Index affirms this improving view point for 2015(Greenspan Bell, 2006).

As per the 300 tourism experts consulted from different parts of the globe for the Index, tourism performance was ascertained to improve in 2016, however expectation is a bit week than a in a prior year. However, the UNWTO Confidence Index findings likewise remain to agreatextentoptimisticfor2016, though at a less upbeat than the past two years. In view of the present standpoint and pattern, UNWTO projects universal visitor arrivals in 2016 to expand by 4% worldwide. By region, development is required to be more grounded in the Pacific (+4%to +5%) and the Americas (+4to5%), followed by Europe (+3.5 to4.5%).

Furthermore, the most certain projections for Africa are+2to5% and those for Middle East are +2 to 5%, but they have a bigger level of unpredictability and instability, (UNWTO annual report, 2015). In spite of the challenges cited above in relation to Kenya’s tourism sector, with the lifting of the travel advisory for by the UK government in parts of the Kenya coast, it is expected that tourism was on the path to recovery and thus Kenya benefits from this anticipated growth.

Prospectively seeing Ethiopia, the tireless and efficacious promotion of tourism on a larger scale was conceived of in Ethiopia from the 1960s onwards. This promotion was understood in the context of development efforts undertaken by both the government and a dense network of varied national and international actors and facilitators at different levels and patterns. Tourism and hospitality in Ethiopia have also been very much closely linked to the production of national heritage in which antiquities and wildlife represented the majority of the tourist destinations capable marketed together with accommodation. The economic potential of tourism would transform Heritage – natural as well as cultural–into a resource, thereby increasing their relevance and consequently the number of stakeholders involved. As a result, the careful production and change oriented circulation of images amongst the larger international audience has been worth special attention of the discursive balance. Professionals through their numerous publications and art works have facilitated the production of tourism and hospitality operation tuned heritage which assisted in creating a powerful iconography of selected monuments, sceneries, and wild animals.(.Alelign2018)

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

Overview

This chapter describes research approach, research design, research population, sample and sampling technique, source of data and data collection methods, method of data analysis and ethical considerations.

3.1. Research Design and approach

3.1.1. Research design

The study was carried on the Triangulation design in which both quantitative and qualitative approach was used to produce richer and more complete information. The reason behind using Triangulation study design is because the researcher is interested in describing how the diplomats' go far to develop the tourism sector and it's suitable to narrating the existing situation understudy and enhance the validity and credibility of the research findings.

3.1.2. Research Approach

To keeping the advantage of the result, a mixed research approach was used. According to Beazley (2002) mixed approach helps to have more in-depth information and knowledge of the problem as well as it helps to provide a rich datasets. It also assists to increase findings, reliability and credibility through the triangulation of the difference evidence results.

3.1.3. Target Population

Specifications of the target population provide clear guidance of which elements are to be included in the population and which are to be excluded (Ross, 2005). The target population of the study is diplomats who served in the Ethiopian diplomatic missions worked in the Foreign Ministry at different levels and abroad who are currently, returned in Addis Ababa during the data collection and the total populations are one hundred thirty one (131) diplomats are selected

(HRM department of the foreign affairs Ethiopia, 2022, d 17) for questioner respondents , key informant interview, and FGD discussants and three stakeholder key Interview informants from tourism Ethiopia, Ministry of Ethiopia and Tour Operators Association.

3.2. Sampling Technique

For this study, the researcher used total population sample size was more optional based on the data optioned from HRM department in, 2022, of the foreign affairs Ethiopia, for questioners' respondents. Furthermore, this study was taken during working hours from the target population to constitute the research.

Purposive sampling technique was used by the researcher, to select for interview respondents and FGD discussants from Ministry of Ethiopian Foreign affairs that were returned working diplomats and key interview informants from each of the three sectors.

3.3. Types of Data and Sources

3.3.1. Source of Data

To build trustworthy data and make the reader comprehend the outcomes of the research, the researcher was used both secondary and primary data sources. Primary Data source was the actual returned diplomats, who served in that capacity in the Ministry of Foreign affair by using questionnaires, semi- structured Interview and Focus Group Discussion. And uses from three stakeholder key Interview informants from tourism Ethiopia, Ministry of Ethiopia and Tour Operators Association. .

Besides a secondary source of data was collected from stakeholders, books, unpublished materials, annual reports, journals, articles and previously undertaken researches, collection of relevant materials from the press (documentaries and newspaper articles), use of recorded materials, magazines which related with the objectives.

3.4. Data collection tools

3.4.1. Questionnaire Survey

In order to achieve the intended Objectives, the data collection instruments are very important. The data of the study were quantitative (expressed in numerical form) and qualitative (expressed in the form of verbal descriptions rather than numbers). The data collection instruments were semi-structured interview questions, focus group discussions and questionnaire items.

Then, questionnaires are arranged both a five-point likert scale to show the respondents the level of agreement or disagreement; strongly disagree=1 "Disagree=2", "Neutral=3", "Agree=4" and strongly agree=5, (John Robert, 2005). Thus

Interval= range/ number of scale. Where Range=maximum-minimum Thus, = 0.8

Table 3.1.likert scale

1-1.8	Strongly disagree	Very low	Remark
1.81-2.6	Disagree	Low	
2.61-3.4	Neutral	Medium	
3.41-4.2	Agree	High	
4.21-5	Strongly agree	Very high	

Source (Alubel Workie, 2011).

3.4.2. Key Informant Interviews (KII'S)

For this study, semi-structured face to face interviews was conducted with five (5) returned diplomats based on the organizational structure and three(3)tourism stakeholder interviewee participants from Tourism Ethiopia, Ministry of Tourism and from Tour Operator Association. The interview participants are selected purposively because of, their extensive knowledge, experience, detail knowledge about promotion and for Ethiopian tourism development.

3.4.3. Focus Group Discussion

Focus group discussion is sometimes seen as synonymous with interviews, especially the semi-structured “one-to-one” and “group interviews” (Parker & Tritter, 2006). For this study the researcher selected the participant’s who was volunteers in one focus group discussions by circle shape, five (5) individuals have been participated, in a comfortable way.

3.5. Data analysis and methods of presentation

3.5.1. Methods of Data Analysis

After checkups of completeness, consistency, blank or missing data were checked, the data analysis done by using quantitative techniques by the help of (SPSS version 26). The descriptive statistics results were presented as mean, standard deviation, frequency, percentages in the form of tables.

3.5.2. Reliability and Validity of the Data

The data reliability uses parallels, thematic analysis to qualitative data and to measure equivalent of questioner by using triangulation, cross-checked the information gathered from key informant interviews, focus group discussions, and documents and with adequate descriptions of contexts, to avoid misinterpretation and to get reliable data. As far as possible the questionnaire was prepared by easy and familiar words to avoid any potential ambiguity.

To measure the questionnaire’s rationality, this selected experienced diplomats in Ministry of Foreign Affairs, some of them are also, tourism experts who have detail knowledge about tourism promotion and tourism development. Therefore, using mixed research approach to generate enough information through different sources can enhance the reliability of the data and trustworthiness of results (Creswell, 2012).

3.6. Ethical Considerations of the Research

The participants in this study were informed about the objective and purpose of the study and verbal consent was obtained from each respondent and confidentiality were assured and information is going to be recorded secretly.

CHAPTER FOUR

4. DATA PRESENTATION AND ANALYSIS

4.1. Over View

Diplomacy is an important tool in national image building. Many countries in the world are using diplomacy as an integral part of their formal diplomacy. Ethiopian foreign affairs policy and strategy states that the ties we have with the Horn of African countries is in the aspects of language, culture, history, etc. There should have been a strategy to promote Ethiopia's Pan Africans role in the multidimensional aspects of Africa which important to promote tourism.

This chapter presents the result obtained from the completed questionnaires, interviews, focus group discussions, review of documents and the researcher's field observations over all the Ethiopian diplomats' role to promote and develop tourism. One hundred thirty one (131) questionnaires were distributed, and all respondents returned questionnaires and valid for analysis, because the study was used 5% of contingency sample for non-response rate (Baruch, 1999).

4.2. Response Rate

Table 4.1. Response rate

Description	Frequency	Percentage (%)	Remark
Target Population	131	100%	
Questionnaire distributed	131	100%	
Questionnaire returned	131	100%	
Response rate (%)	Total	100%	

Source: - Researcher survey (2022).

4.3. Demographic Characteristics of Respondents

Table 4.2. demographic characters

		Frequency	Percentage (%)
Gender	Male	76	58.0
	Female	55	42.0
	Total	131	100.0
Age	20-29	23	17.6
	30-39	62	47.3
	40-49	31	23.7
	50-59	15	11.5
	Total	131	100.0
Marital status	Married	71	54.2
	Single	49	37.4
	Divorced	11	8.4
	Total	131	100.0
work experience	3 years	3	2.3
	4-6 years	38	29.0
	7-10 years	53	40.5
	11 more than	37	28.2
	Total	131	100.0
Level of education	Degree	46	35.1
	Masters degree	76	58.0
	PhD degree	9	6.9
	Total	131	100.0

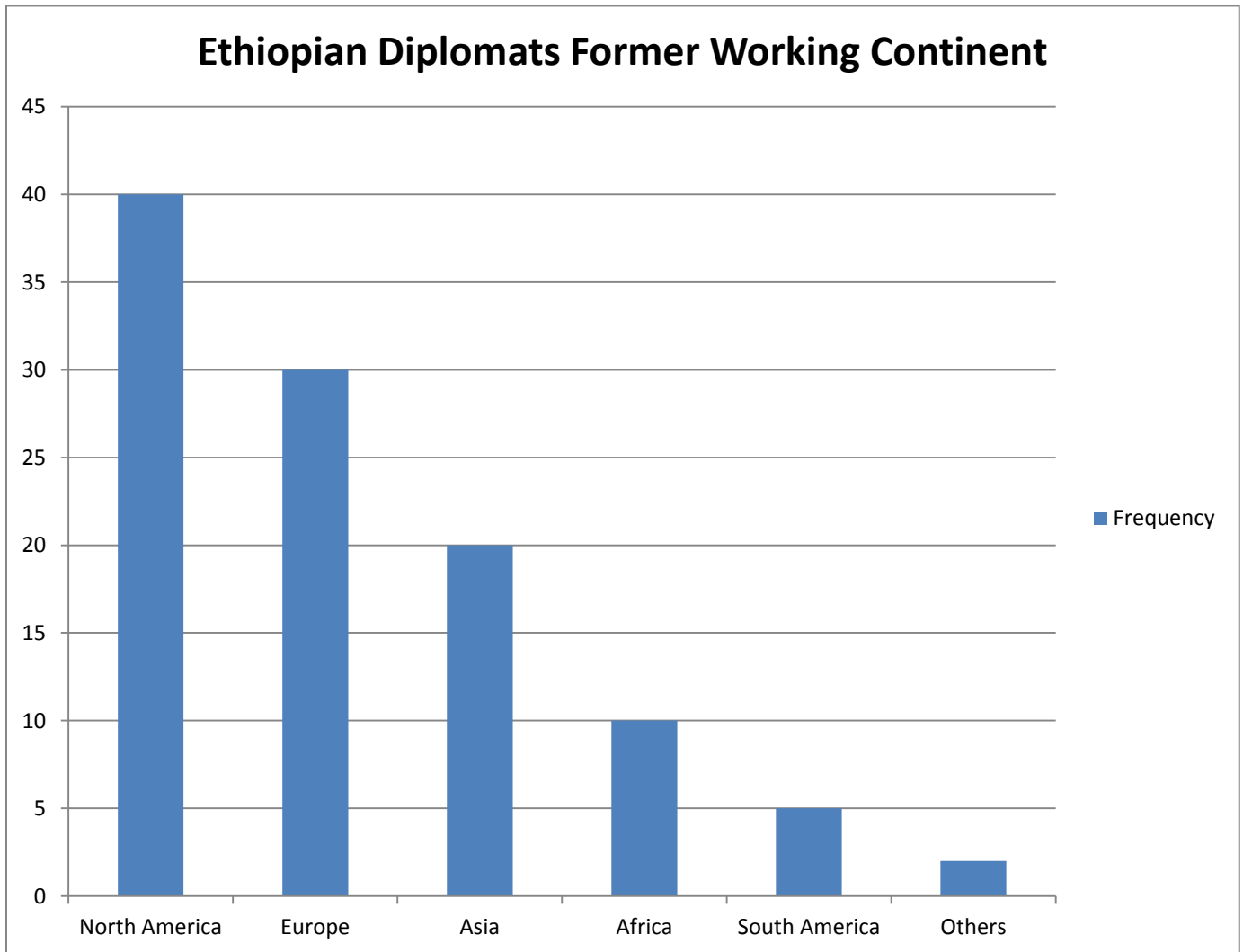
Source: - researcher own survey data (2022).

The above table 4.2 showed that, (58.0%) of respondents are male and (42.0%) of respondents are female. Thus, the sex ratio showed that the participation of females in the area of diplomat is less than males. Similarly, the respondents' age group showed that large proportion (47.3%) of respondents 'fall within age group of between 30-39years old. in addition, the marital status of

respondents, majority of married (54.2%). Besides, the majority of respondents have 7-10 years work experience which is (40.5%). At the last, respondent's level of education is very important for diplomats to promote and develop tourism sectors. In this regard, majority of respondents have master degree holder 76 (58.05) and 46 (35.1%) the rest 9 (6.9%) of respondent have Ph.D degree.

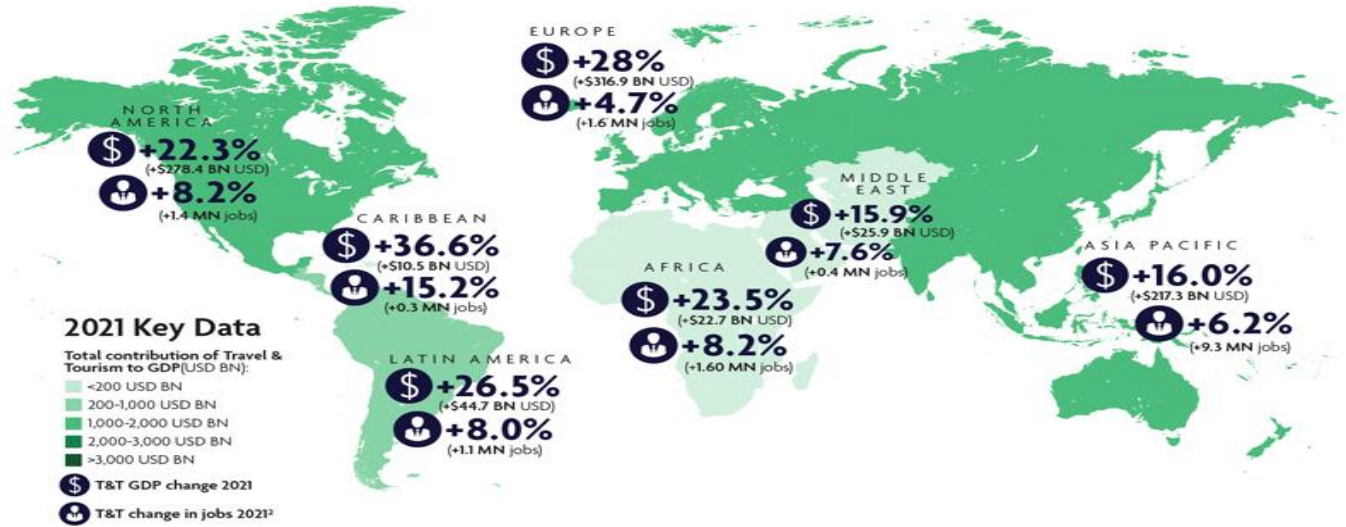
4.4. Graph of Diplomats Former Working Continent

Bar Chart 4.4.1 Diplomat's Former Working Continent



Map 4.4.2, Travel & Tourism Economic Impact In 2022, WTTO

Source;- Researcher (2022).



4.5 Descriptive Statistics

This descriptive statistics results are a brief summary of the whole data set include the mean, median, and mode, while measures of variability include standard deviation, variance, minimum and maximum variables describe and understand the features of a specific data set by giving short summaries about the sample and measures of the data.

Table 4.3 descriptive statistics	N	Mean	Std. Deviation	Sig. (2-tailed)	95% Confidence Interval of the Difference	
					Lower	Upper
Diplomats promote tourism sector	131	3.6328	.87208	.000	3.4821	3.7836
Diplomats participation in promotion	131	3.0496	.68650	.000	2.9310	3.1683
Political challenge in promotion	131	3.0565	.76592	.000	2.9241	3.1889
Economical challenge in promotion	131	3.0718	.70168	.000	2.9505	3.1930
Socio-cultural Challenge in promotion	131	3.2015	.83592	.000	3.0570	3.3460

Source: - researcher (2022).

4.5.1. The Role of Diplomatic missions for tourism promotion

The role of Ethiopian diplomatic missions in tourism promotion, as group mean =3.63 (SD= 0.87208) the above table showed that, the majority of respondents are agreed which scored a high results. And the data obtained from the key informants R001;

As a senior officer in the industry my role includes event coordinating activities with stakeholders like operators in Ethiopia and the host country. And the question to R001 was 'who your stakeholder is during promotion'? Our stakeholders are; tour operators, tourism Ethiopia ministry of Ethiopia and promoting agency, Hotels, and Ethiopian airline. Mostly, diplomat's additional task is organizing tourism promotion programs in different countries abroad at different times annually, for residents abroad to invite, to visit our country tourist destinations, culture and historical and natural sites .collaborating with tourism related organizations and provide necessary information for foreign tour operations and tourists.

Similarly the data gathered from the focus group discussants as follows;

"As I think all diplomats work with stakeholders' tour operator's tourism related agencies to promote the countries historical sites, cultures and the like. Of course the major role of diplomatic mission is different task like political foreign relation work but, we are planned to arrange and working in tourism promotion to experience for tourism development".

According to scholars, the role of a diplomatic mission consists, inter alia, in representing the sending State in the receiving State; protecting in the receiving State the interests of the sending State and of its nationals and reporting there on to the Government of the sending State; promoting friendly relations between the sending State and the receiving State, and developing their economic, cultural and scientific relations.”(Christian Eilers, 2020).

To conclude the above statements based on the data obtained from questioner respondents, key informants and focus group discussants, Ethiopian diplomatic missions play a great role in promoting tourism sectors organizing events collaborating with tourism related agencies.

Similarly, diplomats use appropriate Media to promote tourism sector advertise various tourism

products. Information and highlight the heritage sight for its renovation (Parashar, 2013).

Ethiopian diplomatic mission's main role is promote the country 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).

Similarly, the diplomat's missions attracted the scientific attention through practices in a wide range of subjects with international cultural relations and even with propaganda (Christou, 2001). Therefore, most states recognize and appreciate the importance and role of diplomatic missions how to prove to be the strongest communication channel between the Member States to foster the tourism promotion (Slavick, 2004). As a means of promoting interest and exerting influence, the country's cultural as diplomacy has various forms, formal and informal, and depending on how it is exercised can be distinguished in bilateral and multilateral agreements.

4.5.2. Diplomats participation for tourism promotion

Ethiopian diplomatic participation for tourism promotion, as above table 4.3. Group mean =3.04 (SD= 0.68650) showed that, nearly similar proportion of respondents are neutral, the result evaluate as a medium level of results. And the data obtained from the key informants R002;

Ethiopian diplomats participate in tourism promotion strategies in different ways; In preparing events abroad with tourism stakeholders, coordinate diplomatic work with Embassies and create international context to create a tailored made strategy cognizant of regional and country level and the preparation of assessment reports in regarding to tourism, bring other countries good experience to the home country.

As key informants R005;-

Diplomats participate in different promoting activities; selling the countries product and services to other countries like cultural clothes ,dances and music handmade jewelries ,bags, pictures of historical places and pots. But, it is not done enough work to promote and develop the country's image and the tourism sectors.

In addition, the data obtained from the focus group discussants as follows;

The question was, Are Ethiopian diplomatic missions participating to promote and develop tourism products and resources?

“Yes, diplomats participate in promoting and developing tourism products and resources either directly or indirectly for example directly, providing necessary information for tourists and tour operators and we organizing tourism related seminars and indirectly, thorough working in collaboration with different tourism promotion”.

As FGD 003 Saied;

“Yes, we are participated in the development of tourism because, we do tourism assessments and reports and we provide best experience to our home country, also, we participate in policy recommendations and opinions”.

To generalize the above assumptions, as above table 4.3 descriptive statistics, group mean =**3.04** and **SD=.68650** showed that, the data obtained from the questionnaires respondents result in medium level but the information obtained from the key informants and from the focus group discussants are very attractive and sufficiently described diplomats are participated in tourism related activities to promote Ethiopian tourism sectors.

Similarly, Diplomats participate with tourism stakeholders through policy formulation event organization tourism market segmentation tourism destination development with interaction between tourists and the host local customs, traditions and standards (Allen, 2014).

4.6. The challenges for tourism promotion and development

The main challenges for tourism promotion are if there is lack of tourist Safety in promoted destination country. It is always be a paramount consideration for the traveler and security has been a major problem as well for the growth of tourism for a number of years. The government improper law and order for tourists, terrorist attacks, political unrest and natural disasters adversely affects the sentiments of foreign tourists. Despite the economic growth, tourism is vulnerable to natural and man-made crises, unexpected events that affect traveler confidence in a

tourist destination, whether the risk is real or perceived it affects tourism promotion (WTO, 2019).

4.6.1. Political challenge for tourism promotion

The challenges that Ethiopian diplomatic missions faced to promote and develop the tourism sectors, as above table 4.3. Group mean =3.05 (SD= 0.76592) showed that, nearly but little difference proportion of respondents are neutral, the result evaluate as a medium level. And the data obtained from the key informants R002;

The main challenge and failure of development in tourism promotion, goes to, lack of a single long stayed tourism brand. Because, our country tourism brand changed from, “13 month of sun shine “to, “land of origin” and future plan, to a “new horizon of hope”. This is perhaps created confusions and it may reduce our efficiency in promoting tourism. Politically, the policy failed to make a backward and forward linkage to other sectors e.g., the failure of infrastructure, institutional, political stability and implementation of policy rules and regulations.

Besides, many scholars stated that, According to (Getachew, 2013), on his finding of the study mentioned that lack infrastructure, problems of securities, lack of museum, lack of service and facilities, lack of preservation and protections of heritage, financial constraints are the major challenges of tourism development in Ethiopia.

According to (Brakman,2010) the main is the tourism industry provides tours and essential services to tourists who require peaceful and stable environments and nothing less and the political stability of a destination can be destroyed by religious clashes leading to social unrest, riots, and possibly wars if not checked, and they can cause significant negative impacts on tourism.

4.6.2. Economical challenge for tourism promotion

Economic challenges that Ethiopian diplomatic missions faced to promote and develop the tourism sectors, as above table 4.3. Group mean =3.07 (SD= 0. 701687) showed that, nearly but little difference proportion of respondents are neutral, the result evaluate as a medium level. And the data obtained from the focus group discussants as follows; discussants 002,

The main challenges in promoting tourism sectors are lack of infrastructure facilities, such as, hotels, roads, transports in rural areas, lack of man power in the sectors, lack of service in the sectors, lack of preservation and protection of heritages, shortage of finance, budgets for promotional activity, lack of quality promotional materials and reliable security .And also, according to the key informants R001;

The main economic problem for diplomats to promoting tourism in different countries, limited finance and budget to participate for international expos, lack of professionalism, shortage of proper advertising, lack of market linkage and less participation on economic diplomacy.

Malenkov (2011) also articulated that, “Economic diplomacy, as well as diplomacy, in broad-spectrum, is a constituent of foreign policy, the international activity of the country; the foreign policy delineates the objectives and purposes of economic diplomacy which epitomizes the whole set of activities, forms, means and the methods used for realization of foreign policy”. Similarly, According to (Coolsaet, 2004:61) stated that, “The use of international political tools to obtain economic objectives and economic diplomacy as such has actually existed ever since ancient civilizations have engaged themselves in commerce and trade”.

4.6.3. Socio-cultural Challenge for tourism promotion

The Socio-cultural challenges of diplomatic missions faced to promote and develop the tourism sectors, as above table 4.3. Group mean =3.20 (SD= 0. **83592**) showed that, little difference proportion of respondents are neutral, the result evaluate as a medium. And the data obtained from the key informants R002,

“One of the challenges is lack of coordination among stakeholder’s lack of availability of products ,lack of social interaction with the destination society, lack of coordination in destination community , lack of awareness of to some rural destinations cultures and lack of standard links for tourism promotion. Tourism industry recently has been recognized as a major priority of governments but there is a shortage in tourism promotion experts.

According to some scholars, As part of the paradigm changes in the approach to the analysis

(theoretical and practical) of international relations, many scholars have recently emphasized the changes the nature of power, particularly emphasizing "the lower tendency to the use of military power" (Mazzei, 2012, p. 35). But the paradigm of complexity (Licata, 2011) starts to influence the evolution of the approach to international relations.

That Ethiopian diplomatic missions should reflect their culture and history of the country include music, dance, literature, handicrafts, museums, paintings, churches, mosques and any other places of worship (Yiheyis, 2015) Regardless of the country's rich potential for tourism, tourism as a source of economy is not well developed and tourist attraction resources are not utilized properly.

Ethiopia diplomatic missions have enormous potential to promote Ethiopia as a tourism destination with rich collection of tangible and intangible historical, cultural and natural attraction sites that distinguishes it from most of its neighbors and all diplomats should understand that tourism has contributed to economic, environmental, political and socio-cultural benefits of the country (interviewee ROO3).

To summarize the above assumptions, based on the study findings, to achieve more economic benefits through the explanation of tourism elements, Ethiopian diplomatic missions and the government of Ethiopia should have bilateral agreements about tourism promotion strategy to work together, because diplomats participated in policy formulation with the government and tourism stakeholders, and take into consideration of all national development plans and strategies during the whole process of drafting and execution of the ten years tourism master plan policy.

According to (Oyawale, 2018:12), diplomatic missions have a chance to promote and representation in all about registering a nation's presence in foreign countries by projecting a favorable national image and reputation. Events at home, to a large extent construct a nation's image overseas.

According to the study finding showed that, Ethiopian diplomatic mission's roles and objectives in tourism promotion for tourism development were:

- Diplomats do have preserve and consolidate the country political independence and freedom and maintain unity and stability to promote and bring visitors ;
- Diplomats with stakeholders, have develop the country national economy through tourism sector;
- Diplomats must be doing demonstrate unwavering commitment to the unity of all over continent, co-operation within the continent in the economic, social and cultural fields;
- Diplomats have participate, to put up unyielding opposition to any form of colonialism or neocolonialism, imperialism and racism and the total eradication of these evils to promote international peace, security and prosperity which advantage for tourism development in Ethiopia.

Typically, this manner of knowledge is built in networks of foreign firms (because proximity and existing business and personal networks are often a pre-condition); such networks may also act as a barrier to entre´. Moreover, private investment in better knowledge is sub-optimal because of externalities (such as demonstration effects that can be followed suit by competitors), free rider problems or due to its public good character. According to Harris and Li (2005, 74), economic diplomacy provides unique, reliable and impartial access to information, such as through the global embassy network specially, tourists potential countries and other government channels and contacts, which become available through the governments very long-term, and non-commercial attachment to overseas markets.

Ethiopian diplomats and ministry of tourism must design a marketing strategy for tourism promotion to get successes through, trade fairs, exhibitions, festivals, conferences, symposium, cultural exchange, through field visitors and media promotions is one of the most effective marketing mix elements used in marketing a tourist product to encourage the actual and potential customers to travel a Ethiopian tourist destination through the spreading of information.

Majority of focus group discussants agreed that, as the home government launched tourism is a priority sector to bring expected foreign currency and economic value, the diplomats should understand and stimulating tourism sales through the dissemination of information with the real

tourism brand to establish a distinctive and memorable identity in the market place that represents a source of value to the consumer.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusions

Tourism is one of the fastest-growing business industries all over the world and has become a significant sector in contributing to the economic and social welfare of the countries (UNEP, 2011). Tourism has a potential to generate foreign exchange earnings, create local employment opportunities, promote environmental awareness and environmental sustainability, it provide incentives for the area communities.

Thus, Ethiopia is abundant in different tourism resources like nature based and historical based resources. Nowadays, it is getting high attention in the government of Ethiopia to development tourism sectors to acquire foreign exchanges by providing quality products and services. According to (Barston, 2006), the concept of diplomacy developed in the early medieval times with simple structures as sending messengers to negotiate in other states.

According to (Christian Eilers ,2020), the functions of a diplomatic mission consist, inter alia, in representing the sending State in the receiving State; protecting in the receiving State the interests of this ending State and of its nationals, within the limits permitted by international law; negotiating with the Government of the receiving State; ascertaining by all lawful means conditions and developments in the receiving State, and reporting there on to the Government of the sending State; promoting friendly relations between the sending State and the receiving State, and developing their economic, cultural and scientific relations

Therefore, Ethiopian diplomatic mission's one role and objective is to promote and develop Ethiopian tourism by organizing different events for tourists' potential countries. Events, such as, trade fairs, exhibitions, festivals, cultural exchange, conferences, symposium, through field visitors, and media promotion in to tourist potential countries through displaying the country's potential products and resources. As the data obtained from focus group discussants, the Ethiopian government, Ethiopian diplomats, tourism stakeholders and ministry of culture and tourism shall be work together for better tourism promotion strategy and to design bilateral

agreements which helps to promote tourism sectors for better opportunity so as to increase foreign currency.

The study result confirmed that, there are a number of challenges and constraints that Ethiopian diplomatic missions are faced for promoting and development tourism. As the descriptive result showed in the table 4.3 above, diplomatic missions role to developing tourism sector, majority of respondents are agreed and score high results (group mean= 3.63 and SD=0.87208).

Furthermore, Ethiopian Diplomatic missions participate for tourism development, medium level of respondents are agreed on this statement and the likert scale result is medium level (group mean =3.04 and SD = 0.68650) but the focus group and the key interviewee are raise highly supportive ideas to the statement.

Similarly, Ethiopian diplomatic missions political challenges for tourism promotion and tourism development, almost near to similar but little proportion of respondents are agreed the result is medium level as (group mean=3.05 and SD=0 .76592). And what are the Economical challenges of Ethiopian diplomatic missions, as (group mean=3.07 and SD= 0.70168) the medium level of respondents are agreed. Finally, Socio-cultural Challenge of diplomats (group mean =3.20and SD =0 .83592), most respondents are score medium level.

According to interviewee (R003) first and foremost, that Ethiopian diplomatic mission should engage and employ to develop the country's economy through strong diplomacy with other countries. And nowadays, Ethiopian government plays priority role for tourism sectors to maximizing on the availability of the regional market from tourism trade.

Based on the focus group discussants, in order to improve the tourism service performance in the international system and achieve rapid direct and indirect economic growth, the drafting and execution of the proposed new foreign policy should be consider in mind of both diplomats and the home governmental levels.

According to the focus group discussant (Mr. FGD, D) As we have clearly defined diplomacy as a process in which the country uses its potential resources in the formation and execution of foreign policy in order to achieve its national interest's particularly social and economic interests

in relation with other countries. So, through diplomacy Ethiopian diplomats ambassadors and other related professionals, like artists stand together to build the country's good image and in same way to achieve tourism development which helps to economic growth for the country.

According to one focus group discussant, (FGD, A) the main challenge for diplomats to promote tourism is disorganized of stakeholders collaboration, and the other one is diplomats are tightened by multi tasks

In general, according to the study findings, from questionnaires, focus group discussants and interviewee, Ethiopian diplomatic missions have working in tourism promotion by attending international Expos, Trade Fairs and organizing different events with tourism stakeholder's tour operators, travel agents tour guides well-known artists to foster tourism development.

5.2 Recommendations

Tourism has a potential to generate foreign exchange earnings, create local employment opportunities, promote environmental awareness, and it provide incentives for the community in the country, this study aims to assess the role of Ethiopian diplomatic missions in promoting for tourism development.

Therefore, based on the study findings the following points are recommended.

- Even if, Ethiopia is gifted with a variety of fauna and flora life, protection and conservation of those abundant natural resources the diplomats who living outside and inside the country should be announce and promote to bring foreign exchanges in the tourism sectors.
- The government should expand infrastructures. Roads, Health centre, hotel investments transportation and Promotion facility, etc.
- Private stockholders should establish facilities: eco-friendly accommodations and lodges,
- Ethiopian diplomats collaborating with local government should develop innovative Marketing strategy and better tourism promotion.
- Tourism experts should create awareness about the potential resources in the country.

- Diplomats who are working in different countries should be advertising the country image for tourists to visit our country.
- As the focus group discussants said, the brand of Ethiopian tourism is must be constant to minimize misinterpretation.
- In order to increase the contribution of tourism as a means of employment creation and income generating, Ethiopian diplomats should establish bilateral agreements with the assigning country and foster and enhance tourism promotion.
- Diplomats should cheek continuous standardization and inspection of tourism service institutes such as hotels, lodges, restaurants, cafeterias, bars, and tour guides should be done on regular basis so as.
- Ethiopian diplomats should have awareness about the importance of tourism investment in Ethiopia for foreign investors.
- The Ministry of tourism should focus on the continuous development of skill and capabilities of the quality of tourism services delivery.
- As the group discussants Saied that, integrated management approach is needed with tour operators, travel agencies, Ethiopian tourism and ministry of Ethiopia (Locals, Govt., and NGOs).
- As the study findings from the key informant, some diplomats may not get chance to participate in tourism promotion policy formulation, so the government should enforce them to participate seriously.
- Both governments should minimize the challenges that diplomats are faced like political, economical and socio-cultural challenges especially for fresh diplomats.
- Ministry of tourism office should create awareness or promote that which produced by tourism business participants in order to get market opportunities from international and domestic tourists.

- Ministry of tourism should give training for Ethiopian diplomatic missions who will have belongingness of tourism industry.
- The government should be sketching new tourism projects by participate the diplomats to assure the sustainability of international relationship between countries.

5.3 Future Research Direction

This study focused on the assessment that, role of Ethiopian diplomatic missions in promoting for tourism development. Thus, this study hops that the result of this thesis could be help for Ethiopian tourism stake holders or to new researchers to design and conduct further researches about the diplomat role how they promote and support the tourism sectors to the benefit of their home country.

The scope of this study is limited on the role of Assessing Ethiopian diplomatic missions in promoting for tourism development; therefore, further research should conduct on the benefit of Ethiopian diplomats for tourism promotion and tourism development, Study findings suggested that, currently tourism is not much benefited or visited based on different factors, So, further research is required to realized and quantify the amount of benefits and costs in monetary terms. More investigation is must be done on the association of tourism and poverty mitigation meeting with the country level with collaborating with the Ethiopian diplomats.

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Appendix 1: -
Addis Ababa University
College Of Development Studies
Center for Environment and Development
Master of Tourism Development and Management
Overall Introduction

Questionnaires for diplomats

Dear Respondent, I am Lili Hailu and currently, I am a post-graduate student undertaking a master degree in tourism management and development at Addis Ababa University. I would like to thank you in advance for taking the time to fill out this questionnaire. Your input will be a key for this thesis “*titled that assessing the roles of Ethiopia’s Diplomatic missions in promotion for tourism development*”.

The questioner has four major parts. Part one deals with the background of the respondent, Part two deals with roles of diplomats value for tourism development and Part three participation of diplomats and the last one is the challenges of diplomats to promote tourism.

The questions don't take you more than 5 minutes to complete, so you are kindly requested to fill all the questions. Information gathered will be treated with utmost confidence. Your participation and contribution will be highly appreciated.

Remark: Writing your name is not mandatory, and please selects an appropriate response category by ticking (√) an appropriate choice against each question.

Section1:Respondent’sBackgroundInformation

1. Gender; Female Male
2. Age; A/ 20-29years 30-39 years 40 49 50-59 60-69 70 and above
3. Marital status; Single Married Divorced
4. Work experience as diplomat? 3 years 4-6 years 7-10 years More than 11 years
5. Highest level of education? diploma bachelor degree Master degree Ph. D
6. Your former working country (as a diplomat) please mention

A The roles of Diplomats in developing tourism secto						
O	Items	1	2	3	4	5
1	Design strategic plan to develop tourism products in the country					
2	Developing bilateral economic cooperation in tourism sector					
3	Export the Ethiopian cultural products, services to develop tourism					
4	Create an awareness to the societies of Ethiopia to expand cultural commercialization					
5	Building partnerships among various countries to promote tourism resources					
6	Have a Knowledge about Ethiopian tourism brand to Transfer abroad					
7	Establish the Essence of Diplomacy for tourism development					
8	promoted the local communities culture as a tourism resource					
9	Have you been working with Tourism Ministries and tourism Ethiopia					
10	Have you got chance to discuss about tourism with different local and national govt. level					
B	Diplomats participation in tourism activities	1	2	3	4	5
1	Have you participated with local tour operators, travel agents in regarding tourism purpose					
2	heeled a discussion abroad to announce Ethiopian tourism resources					
3	Have you been using social medias to promote, create a connection with another stakeholder about tourism					
4	involved in tourism policy, plan, regulation to export cultural products to other country for the value of tourism development					
5	Have you been recommended to promote cultural activities abroad has a good value for tourism development					
6	Are you a key stakeholder during tourism promotion and tourism marketing strategies					
7	Have been discussed with Ethiopian Diaspora to promoting their original culture as tourism resources					
8	have been participated farm trip to the Ethiopian tourist destination (2020) all diplomats visit different new tourism sites					

9	you participate in any financial support for sustainable tourism promotion					
10	Participating on an integral part of the tourism foreign policy formulation process and its implementation out of the country					
C	Diplomats challenge to develop tourism					
	Political challenge	1	2	3	4	5
1	Hard to convince these governments to act in ways that the home government would prefer					
2	It has a challenge to participating on an integral part of the tourism foreign policy formulation process and its implementation out of the country.					
3	It has a challenge to use Ethiopian Airlines to promote tourism in various destination					
4	It is difficult to assemble and report various tourism services to the home government					
5	A destination development needs paying attention to cover compensation to nearby community					
	Economical challenge	1	2	3	4	5
1	have a challenge to creating a strategic plan to utilize the untapped tourism resource of the country					
2	Developing of inter-governmental and bilateral economic cooperation in tourism					
3	It has a difficulties to Exports Ethiopian cultural products and services to increase community the income					
4	Promote and create the platform to the societies of Ethiopia to expand cultural relationship					
5	Economic contribution of tourism sector for the countries development is very high compare with others sectors as a country					
	Socio-cultural Challenge	1	2	3	4	5
1	One problem is lack of Pertinent institutions to promote, market cultural tourism resources					
2	Has a challenge to Maintain and develop positive international relations with					

	regards to culture promotion, of the country					
3	One challenge is to Organizing various cultural shows, participating at different trade fairs and trade shows, workshops international meetings					
4	Promoting new tourist destination sites has a challenge with the community to the country.					
5	It is difficult to promoting their original culture and other tourism resources of the country					

Hint: - Strongly disagree=1 "Disagree=2", "Neutral=3", "Agree=4, "Strongly agree=5

Thank you for your time

Lili Hailu

May 15, 2022

Addis Ababa, Ethiopia

Appendix-2: -
Addis Ababa University
College Of Development Studies
Center for Environment and Development
Master of Tourism Development and Management

Key Informant Interview Confirmation LetterMay 15, 2022

Dear, Interviewees, I am Lili Hailu and currently, I am a post-graduate student undertaking a master degree in tourism management and development at Addis Ababa University. Thanks for agreeing to be part of the interviewee. I appreciate your willingness to participate on the topic of assessing the role of Ethiopian diplomatic missions in promoting for tourism development. Then please answer the questions below in a responsible manner.

Date of Interview: ---- Sex: Male----Female----Title-----Position----Educational level: --- work experience in the sector: -----

1. What are the challenges that diplomats are facing to promote and develop tourism sector?
2. Who are your key stakeholders during tourism promotion and marketing strategies development?
3. What are the future perspectives for tourism development in Ethiopia?
4. What do you think the foreign public opinion of a country between tourists and diplomatic officials?
5. How Ethiopian Diplomats are participate in tourism promotion strategies to the country.
6. What are the main challenges for promoting cultural activities as tourism resources abroad?
7. What is the limitation on policy and regulation to export cultural products to other country as tourism product?
8. What are the potential solutions to mitigate the issues associated with the successful tourism development?
9. Do you believe that, the tourism 10 years strategic plan will be successfully implement?

Thank you for your time

Lili Hailu May 15, 2022 Addis Ababa, Ethiopia

Appendix-3: -
Addis Ababa University
College Of Development Studies
Center for Environment And Development
Master of Tourism Development And Management

FGD Confirmation LetterMay 15, 2022

Dear, discussants, I am Lili Hailu and currently, I am a post-graduate student undertaking a master degree in tourism management and development at Addis Ababa University. Thanks for agreeing to be part of FGD discussants. I appreciate your willingness to participate on the topic of assessing the role of Ethiopian diplomatic missions in promoting for tourism development. Then please answer the questions below in a responsible manner.

Discussion date: ---- Sex: Male----Female----Title----Position----Educational level: --- work experience as diplomat: -----

1. What are the major roles of Ethiopian diplomatic missionaries in promoting and developing tourism?
2. Are Ethiopian diplomatic missionaries participating to promote and develop tourism products and resources? If yes, in what way directly or indirectly?.....
.....
3. Are there any challenges that Ethiopian diplomatic missionaries faced to promote and develop the tourism sectors? If yes, please mention those constraints
.....
.....
4. Do you understand others countries attitude towards Ethiopian tourism resources and services? If yes, please is it positively or negatively?
- 5.

Thank you for your time
Lili Hailu May 15, 2022
Addis Ababa, Ethiopia

5. Photos with key Informant



5:1. The Researcher with key informant

Source: (Researcher, 2022).



5.2:- Photos of researcher with FGD

Source the researcher 2022



5.3 .Photo of the study area

Researcher with key Informant



Source: (Researcher, 2022).

THANKS TO ADDIS ABABA UNIVERSITY
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