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DEPARTMENT OF TOURISM DEVELOPMENT AND MANAGEMENT

**Practice and Challenges of Promoting Major Tourism Destinations in Awi
Administration Zone**

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This is to certify that the proposal prepared by **Shewaye Sewnet** entitled “ *Practice and Challenges of Promoting Major Tourism Destinations in Awi Zone*” submitted in partial fulfilment of the requirements for the Degree of Masters of Arts in **Tourism Development and Management** complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

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I Shewaye Sewnet, hereby declare that this thesis is entitled *“Practice and Challenges of Promoting Major Tourism Destinations in Awi Zone”* is a product of my original research work. I seriously assert that this thesis is not submitted to many institutions anywhere for the award of any academic degree, diploma, or certificate. The assessments of the research participants have been duly acknowledged in this research. To the best of my knowledge, I have fully acknowledged the resources and pieces of information used in the study. All the research procedures do conform the expected standards and regulations of Addis Ababa University.

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List of Acronyms

DMO	Destination Marketing Organization
DM	Destination Managers
TV	Television
CSA	Central Statistical Agency
PR	Public Relation
PS	Personal Selling
DM	Direct Marketing
AZCTD	Awi Zone Culture and Tourism Department
ETDP	Ethiopian Tourism Development Plan
TSME	Tourism Small and Micro Enterprises
EPRDF	Ethiopian People’s Revolutionary Democratic Front
WTO	World Tourism Organization
ETO	Ethiopia Tourism Organization
AZCTDH	Awi Zone Culture and Tourism Department Heads
AZCDH	Awi Zone Government Communication Department Head
AZCTDE	Awi Zone Culture and Tourism Department Expert
AZCTWH	Awi Zone Culture and Tourism Woreda Heads
AZCTWE	Awi Zone Culture and Tourism Woreda Experts
ADA	Awi Development Association
WOM	Word of Mouth
MOCT	Ministry of Culture and Tourism
SARS	Sever Acute Respiratory Syndrome
HIV	Human immunodeficiency Virus
AIDS	Acquired Immune Deficiency Syndrome

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Abstract

Ethiopia's tourism industry is in its initial stages of development as seen in its long history of promotion and development. The country's governance changing systems have resulted in different social constructions of the role of tourism in national development. Mainly in Ethiopia and specifically in the Awi zone is rich for both natural and cultural tourism resources. On the contrary, it's cultural, economic, social and environmental role was trivial due to different promotional challenges. Therefore, this study has assessed the practice and challenges of promoting major tourism destinations in Awi zone. The design of this study was descriptive and has employed a qualitative research approach. The data collection method employed in this study is such as interviews, focus group discussion, field observation and document review. The interview was conducted with 29 key informants and one focus group discussion among 9 participants those selected from Awi Zone Culture and Tourism Department, woredas found in Awi Zone, Awi Zone Government Communication Department and major local destination managers. The data were analysed qualitatively by narrative, text explanation and phenomena description method. The finding of the research showed that many tourism attractions in the zone, attractions which can be relevant to the local, national, or international tourist. Yet, the resources are not well promoted, and there are many challenges, the main ones include lack of government attention, skilled manpower, budget and funding, marketing and promotional strategies, stakeholder's cooperation, museums and cultural centers, overall awareness and conflict over resource ownership. According to this study, weak promotion practices include poor-quality banners, brochures and signposts. In order to make promotion of the tourism destination more viable: improving the government's attention, use of technology, allocation of budget, encouraging investment and incentives, awareness creations, basic infrastructure development, establishing promotional strategies and promotional activities and tools (building destination image and brand, performing events and activities, forming tourism partnership and "know-your-country" clubs, using online promotion, social media, etc.) are the core and essential aspects requiring work in order to ensure the improvement and promotion of the tourism industry in the zone. In this area the best approach to run an efficient destination promotion is to encompass as many experts and concerned bodies as possible to the promotion processes as it is not only the promotion and marketing personnel's responsibility but also all concerned stakeholders and government bodies should be behind it.

Keywords: *practice, challenges, promotion, destination, Awi zone*

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Promoting the travel destination has been experienced in the meantime of the Athenians and Roman era, while towns or cities were tried to promote their respective countries in winning a bid for hosting international sports (Olympic). In today's meaning competition has excel to an international level including other economic areas such as the tourism sector, which has received owing recognition. Especially, most countries compete to market their destinations in attracting trade, investment and tourism (Marshalls, 2007). Due to this reason most African countries promoting their tourism destinations for their economic, political, and socio-cultural significance.

Ethiopia was one of the African countries to begin the tourism industry early. Modern tourism in Ethiopia can be assumed to have started with the formation of the government body to develop and control it in 1961 (Wale, 2010). Ethiopia is endowed with remarkable tourism potential in its unique and mainly unexplored cultural, historical and archaeological and natural resources (Teshomet al., 2018). However, the country has not accrued enough benefits among others due to a lack of proper destination promotion practices. The tourism development of the country was highly regarded and there were attempts of promotion during the reign of Emperor Haile Selassie. The attracting history of the country's three thousand years of independent existence and the unique contribution of Ethiopia's Orthodox Church to the literary and cultural development of a diverse population were interrupted into the "Thirteen Months of Sunshine" logo in promoting tourism. This promotional logo was exclaimed by made-up of a satisfied and cultured people admitting the two major universal religions of the world-Christianity and Islam and an ethnic religion of Felasha Jewry (Ali, 2016). The monarchy that initiated the politics, economics, culture, environment, and technology for most of the 20th century began the promotion, marketing and development of tourism as an important part of the overall national development (Ali, 2016).

Consecutive Ethiopian governments have promoted tourism throughout their terms (Kidane-Mariam, 2015). The military government that collapsed the monarchy in 1974 brought about rapid and essential development for tourism.

The rigid socialist ideology and development policy that the military government introduced into the country and the consequent social disorder practically killed tourism for a long time (Kidane-Mariam, 2015). Starting in 1974, for two decades, the Ethiopian tourism industry suffered from the challenging effects of extended 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 promotions of the infrastructure (such as airports and roads), there has been little investment and successive governments have largely ignored the sector.

In the early and late 1980s, the tourism commission tried to promote tourism by improving special tourist bus services to local destinations but the overall socio-economic and political environment was such that the sector could not regain its pre-revolution days. During the last few years, however, tourism has once again emerged as a growth industry taking advantage of peace and stability in the country (Sebsibe, 2007 & Kidanemariam, 2015). During the 1990s, there was a revival of tourism promotion began but the growth has been restricted by different challenges such as lack of suitable accommodations, hotels and other infrastructure. The existing Ethiopian government, EPRDF had inherent the power to attract domestic and international tourists. The number of tourists is increased gradually due to political stability and the market liberalization that attracted a large number different type of tourists like, businesses tourists, conference tourists and vacation tourists. Unluckily, the country had war with Eritrea in 1998 and it leads to the decline of tourist flow. During this time, business travellers to Ethiopia considerably decreased in number and that was replaced by vacation tourists. Whose steady increase was only temporarily stopped during the war and showed considerable increase after the war by threefold in the period under consideration. Overall, business tourism increased gradually to double in 2005 compared to 1991(Sebsibe, 2007 & Wale, 2010).

The guiding principle of economic diplomacy of the Ethiopian government which is the country's policy and strategy for foreign affairs and countrywide security are constructed clear contributions in raising the number of visitors by promoting the tourist destinations and building a positive image of the country. And drawing foreign direct investment, which is the key to the growth of the tourism industry (ETDP, 2009, pp.45). Additionally, the previous national tourism slogan "Thirteen Months of Sunshine" changed into the 'Land of Origins'.

The country is believed to be the origin of much more. Then the country continues to promoting its untapped tourism gifts and potentials with the new slogan (Kassa, 2014). But all the efforts of tourism development are not backed by adequate promotion strategy, to promote tourism resources throughout the country.

1.2 Statement of the Problem

Most tourist destinations of the Ethiopia in general Awi Zone in particular is not appropriately marketed and promoted (Ayalew, 2009).

Awi Zone has good potentials to attract domestic and international tourists. But, potential resources of the area are not yet well exploited. This may be because too little is known about the existing resources of the area (Beza, 2017). Even if the Zone has huge potentials for tourism, it is not known by foreign and domestic tourists even by the local community. Many challenges face in promoting tourism destinations at the beginning and operational phase on the demand and supply side of tourism management. These challenges are complex and numerous. Meanwhile, the tourism sector is recently a growing sector, but most of the local community, the government sectors and stakeholders are not aware about the economic, socio- cultural and environmental significance and impacts of tourism sector (Ambelu 2011). In line with these they will not support the destination promotion campaigns.

Some researchers have done studies on the issue of tourism promotion in different parts of Ethiopia. These researches have mainly focused on surveying potentials for tourism development, tourist's information sources; the governments backward promotional system and tourist destinations suitability (Tola & Bayih, 2017; Dube, 2012; Sheferahu, 2016). However, studies to see the practical tasks carried out to improve tourism promotion challenges faced and practices implemented and realized therein are remained untouched. But this study pointed out the practical activities of promotion, its challenges and respective promotional tools and activities for the study area.

On the other hand, few researchers have done researches in this area by selecting a single destination or woreda, such as community-based ecotourism (Beza, 2007), community-based tourism (Tamir, 2015), and challenges of developing tourism (Hailu and Tessema, 2018).

These all studies were mainly dedicated to their respective issue findings concerning the objective of the topic and did not comprise the promotional practices, challenges and promotional strategies which are crucial to the study area.

Awi zone culture and tourism department tried to promote its potential tourism resources by using weak promotional tools and activities but the promotional method which was practiced in the Zone was a very backward system. Because of this, the potential tourism destinations promotion of Awi Zone was still in its infancy. Though, it was important to conduct a research to recognize the opinion of the concerned bodies' (tourism sector managers, experts, local communities, stakeholders,) and tourists' towards the promotional activities, tools and correct negative attitudes that hinder the promotion activities in the study area.

The area was also selected due to its enormous natural and untapped cultural potentials tourism resources in the zone; the success of these tourism potentials was highly dependent on appropriate promotional activities and tools. Additionally, there were no studies conducted related to the practices and challenges of tourism destinations promotion in Awi Zone. Besides, it was important to know the existing problems and limitations of the tools and promotional activities on the one hand and the type of promotional activities and tools most suitable for tourism in Awi zone on the other hand.

1.3 Research Questions

1. What are major potential tourism attractions in Awi Zone?
2. What are the current practices of tourism destination promotion activities and various information sources in Awi Zone?
3. What are the challenges that hinder promoting tourism destinations in Awi Zone?
4. Which promotional activities and tools are significant for tourism destinations promoting and marketing in Awi Zone?

1.4 Objectives of the Study

1.4.1 The General Objective of the Study

The main objective of this study is to assess the practice and challenges of promoting major tourism destinations in Awi zone.

1.4.2 Specific Objectives of the Study

1. To describe major tourism attractions in Awi Zone.
2. To examine the current practice of tourist destination promotion activities and tools in Awi Zone.
3. To identify the challenges of promoting tourism destinations in Awi Zone.
4. To identify the promotional activities and tools for tourism destination promotion and marketing in Awi Zone.

1.5 Significances of the Study

This study has a significant contribution to the activity of tourism destination promotion, particularly in Awi zone. It is expected to have significance as it contributed by showing the current tourism destinations promotion and marketing trends and problems and also by suggesting appropriate tourism promotion approaches in the study area which would be helpful for Culture and Tourism Bureaus, departments and offices at different levels to revise their policy so as to be more effective. Similarly, the findings of the research will have crucial roles for strategy invention, amendment and decision making at all levels (such as Regional, Zonal, woreda, kebele and grass root level of the community) to have appropriate promotion and marketing strategies. This study had also shown the need for significant promotional activities and strategies to achieve the objective put by the government for the promotion of potential tourism resources. It has pointed out the practices and main challenges for tourism destination promotion in Awi zone.

Hence, this study has the following significances: It would provide information for all concerned bodies of tourism promotion such as policymakers, stakeholders and local communities. It also clearly put the main challenges and suitable promotional activities and tools in the area. Mainly this study would help the public sector to review its efforts

committed for the sector in relation to guidelines and principles, institutional frameworks and other related regulations. In addition, it would be used as a primary information or reference point for individuals who have the intention to conduct further and comprehensive research on the same or related issues. Finally, it would give direction for further researches in Awi zone and researches to be conducted in other regional towns and tourist destination areas. Since the research results would be forwarded to the culture and tourism departments, offices and other development agents, which could improve the skill, knowledge, and attitude of people about the activities and tools that were suitable for promotion and marketing the proposed tourism resources.

1.6 Scope of the Study

This study is concerned to assess the practices and challenges of promoting major tourism destinations in Awi Zone. The study was limited to describe major tourism resources, explore the practices and challenges of promoting major tourism destinations and identify suitable promotional activities and tools in Awi zone. It was focused on those major attraction sites which are found in Awi Administrative Zone namely, Fang, Dondor, Garcho, and Tiski falls, Lake Zengena and Tirba, Dangula tunnels, Seven House Agew House Association (Yesebat Bet Agaw Fereseгноch Mahiber), historical monasteries (Wochefo Maryam, Egzeharya Mariam, Walata Petros and Segadi Michael Monasteries), and Awi Traditional Dance.

The researcher has taken samples from Awi Zone culture and tourism department, Awi government communication department, Woreda offices in which major destinations have existed as discussed in the methodology part. The study has also included major potential destination areas that need organized promotional activities and respective development strategies.

1.7 Limitations of the study

There were some limitations to this research. Among the problems lack of proper documentation of Awi Zone culture and tourism department and its words offices, the data like the budget plan and financial performance, memorandum of understanding document with stakeholders, marketing and promotion strategies and guidelines, previous works on promotion practice documents. In line with this the data was analysed with this limitations.

Additionally, data gathering instruments were mainly interviewing and it might have a limitation of bias and subjectivity. However, this study tried to mitigate the problem through supporting the scientific research analysis in addition to FGD and key informant discussions.

1.8 Organization of the Paper

This thesis is outlined mainly in seven sections. Chapter one started with an introduction to the study background of the research area, followed by the problem discussion, research questions and objectives to be attained, significance of the study, scope of the study and limitation of the study were presented. The second chapter discussed literature related to the study and the frame work of the study was presented. Chapter three described and drawn the methodological process of sampling, data collection and analysis. Chapter four, five and six presented the discussions and findings whereas the selected area case study was analysed and findings were summarized there in. the conclusions and recommendations were located in chapter seven.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Definition of Terms

2.1.1 Promotion

Promotion is the process designed to inform potential visitors about the tourism product offered, sharing with them its most attractive and innovative attributes (Arionesei & Ivan, 2012).

Promotion means in tourism careful planning of happenings used to interconnect goods and services with leaflets, posters, and newsprint advertisements (Baldemoro, 2013).

2.1.2 Tourism

Tourism has no universally accepted single definition. Hunziker and Krampf (1942), defined tourism as “the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided that the stay does not imply the establishment of a permanent residence and is not connected with a remunerative activity”.

2.1.3 Destination

Destinations are a combination of tourism products, offering an integrated experience to consumers. Traditionally, destinations are viewed as well-defined geographical areas, such as a country, an island or a town (Laesser & Beritelli, 2013).

2.1.4 Destination Attractions

As defined by Vengesayi (2009) “attractions are places of interest that draw people (tourists) to visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural, or built beauty, offering leisure, adventure, and amusement”.

Destination attractions are the necessary tourism core assets that tourism destinations own (Vengesayi, 2009).

2.1.5 Tourism Destination Promotion

Tourist destination promotion means trying to inspire the real and potential tourists to travel destination activities through the propagation of information by using different promotional instruments (Baldemoro, 2013).

2.2 Potential Tourism Destinations

There are different classifications and categories of destination attractions. Destination attractions come in several different shapes, sizes, and forms (Leask, 2003) Classify attractions into two broad classes, namely man-made and natural. Man-made attractions are created by human beings (historical monuments or theme parks) and the examples of natural attractions are the unusual flora and fauna and spectacles such as Victoria fall. Some classify attractions into sites and events, with a site being the destination that appeals to visitors (e.g. a national park) while an event being something that draws people because of what is taking place (e.g. Soccer World Cup tournament) (Falk, 2002). Goeldner et al. (2000) categorize attractions into five main groups such as natural cultural, events, recreation, entertainment and my include landscapes, activities and experiences.

Potential and actual tourism attractions are the primary tourism resources of any given area. Based on their type potential tourism resources are classified by two primary codes (Natural Resources and Cultural Resources) were created, which were then further divided into subcodes; Scenic View, Topography and Landforms, Geological Formation, Flora and Water Resources for Natural Resources and Cultural resources were divided into two subcategories: tangible (archaeological sites, heritage buildings, handicraft products) and intangible cultural heritage (e.g. traditions and customs) (Slehat, 2018).

2.3 Benefit of Destination Promotion

Nowadays, the travel and tourism industry is a competitive market at the regional, national and international levels, due to this reason well-managed tourist destinations, sales organizations or enterprise and local people are benefited from the tourism sector. Because of its competitive nature, all tourists have different options and give consideration for good value for money and safety and security conditions. According to Sharpley & Telfer, there is enormous and gradual rise of international tourist destinations in quantity and quality, which means destination choice available for tourists are continually expanding and improving,

there is also aggressive competition in which some 200 nations are yelling for a share of the tourist's heart and mind (Sharpley & Telfer, 2002).

The distribution of information on travel and tourism products and services is extremely significant. By using the different channels of promotion, marketers try to serve customers and influence the potential tourists' positive outlooks. Due to this reason, a good and creative promotional activity can be very effective as well as a precondition for the achievement of the tourism industry (Esu & Ebitu, 2010). Promotion is one of the most vital elements in the marketing mix which includes many actions plans to inform the present or future customers about the advancement of a good product, its price, and convenience (Hassan, 2015). Tourist Destination promotion initiates economic development through various networks such as building transportation linkages and linking to new markets, rising the destination profile, targeted economic development through conventions and trade shows and raising the quality of life (Kotler, 2003 & Baldemoro, 2013). The promotion of tourism resources is an important approach for many developing countries to influence tourists' destination preferences (Ghosh, 2005). Promotion plays a vital role to advertise any destination and it can help to modify the tourist behaviour by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination (Zadel et al., 2016).

Promotion is one of the best real marketing mix elements applying in marketing tourism products and its intent. Ajake demonstrates the main goal of tourism establishments that are looking for to create knowledge of its nation's tourism market and convince tourists in these markets to visit the country wants to create an image of its country in tourist attractions in the best possible way (Ajake, 2015).

Promotion activities of a tourism destination and destination management are the main factors for the destination to entice extra tourists and increase their attractiveness among the residents and tourists. According to Zadel et al., (2016) the appropriate set of promotional mix elements and suitability of tourism activities in the destination can improve the image of the destination and create a brand. Promoting tourism destinations can also increase the number of tourists at the international or domestic level. Promotion indicates all the means of communiqué that a buyer or seller can use in order to provide information to different parties about the product (Ly, 2013).

According to Ly (2013), supply and demand-side aspect effect the destination image such as in supply-side aspect destination image have great impacts on the marketing positioning and promotion processes of the destination while it also has a substantial influence on the destination selection and visitor manner concerning to the demand side aspect. The purpose of communication and marketing is to express, convince, encourage, or exactly to influence the potential consumer or trade intermediaries such as tour operators, travel agents, booking services, accommodation's, and commission agents through communications, to consider and act in a certain way. Communication may be assumed in a range of methods, including personal selling and publicity, sales promotion, advertising, public relation, and direct marketing, and (Bhatia, 2002). Promoting standard destinations at global level increases domestic and inbound tourism to the destination area by disseminating information. According Esu & Ebitu (2010) promotion of quality and worldwide best practices in service quality delivery in tourist destination has the potential of enhancing the destination's image and raise tourists traffic to the residences. And also destination promotion has the potentials of fabricating benefits such as, create awareness and courtesy in the tourist destination attractions, distinct the destination and its commodities offerings from opposing destinations, communicate the physical and sensitive benefits of products packaged by the destination to the market, maintain and create the overall image and reputation of the destination, convince tourists to visit and increase length of stay in the destination, assist the destination management to level out peaks and valleys result from seasonality of demand (Esu & Ebitu, 2010).

Applying promotion mix components, after setting the promotional objectives is the main important task for the tourism marketer. The most important thing is deciding how the marketer will succeed in the promotional goals by applying promotional activities which are significant to increase tourist destinations. Arioneshi and Ivan (2014) described these promotional activities such as personal selling, sales promotion, advertising, public relations, and these are the most important practiced activities.

Sales increased, quantify of stock used and attract new consumers is simple outcomes of promotion (Obeid, 2014). For example, price promotion refers to temporary price reduction which offers to consumers. Smith & Sinha (2000) also describes that the promotion technique of "buy-one-get-one-free" is one of the types of the additional package in which the clients are offered the extra product at the normal price but are in an improved bundle.

The consumer would be simply influenced to buy products as there is no additional cost need and more priced perceived by consumers. Additionally, this promotion method would important to sellers or retailers to speed up ordinary clearance compared to price promotions (Li, Sun & Wang, 2007).

Destination marketing plays a vital and essential role in the competitiveness of the visitor economy by combining resources to provide the scale and marketing infrastructure to promote a place to national and international markets. A tourist destination should be constructively separated from its opponents, or clearly placed, in the minds of the customers and potential visitors in order to be effectively promoted in the targeted markets (Oliveira & Panyik, 2014). The destination image in any respect is considered as one of the best key factors in promoting and marketing effective tourism destinations because of its effect on both the supply and demand-side or the host and generating aspect of marketing (Ly, 2013).

Generally, the most important point of the promotion is it sets the organization separated from other competitors and helps the quickness of the products and services recognition. Besides to this, promotion is a key factor in setting directly the importance of our product of services to the clients and by ensuring standard promotional and marketing strategy to the customers helps to bring image, profitability, and long term success in general.

2.4 Promotional Activities and Tools

There are different types of promotions which are helping us to foster and upgrade the destinations attractions, according to Mill & Morrison (2009), three types of promotion which help to change the consumer's behaviour in the stages of the buying preparation. Primarily, instructive promotions which are most effective at the earlier buying process stages like, attention and comprehension. Secondly, convincing promotions work well at intermediate buying process stages which assist with attitude, intention, and purchase. Lastly, after the first visitor usage, service reminder promotions are effective to use.

Different scholars have described and commanded many destinations promotional methods, Wells & Wint (2000) suggest the following promotion techniques are commended when entering on countrywide promotion activities. This contains, improving investment in concern country which will reflect the image of the country and to provide services to

prospective and current investors or investment service actions. Arguably, image building and tourism investment service activities are significant in attracting tourism into a given country, region or place. As stated by Marshalls (2007), marketing a country comprehends three promotion activities such as image building, investment generation, and investors' service.

For the effective tourism attraction promotion of the given product or service, there are different marketing promotional tools that can be used in the announcement schedule. By Applying wisely based on the given context, each promotional tool is appropriate to a certain situation. A marketer or seller uses one or more promotional tools for announcing the destinations product or service. The most important promotion activities are; advertising, personal selling, sales promotion, public relation, and direct marketing (Kotler, 2003 & Baldemoro 2013). Similarly from the appreciation and understanding of the major promotional activity Hasan et al. and Ajake (2015), Arioneshi & Ivan (2014) and Marshals (2007) had described these listed five promotional elements. According to Arioneshi and Ivan (2014) advertising covers any communication that is paid for, from radio and Internet advertisements, cinema commercials and print media. And also PR represents the situation where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs, and events and Word-of-mouth is any informal communication about a product by ordinary people, satisfied clients or people specifically engaged to create word of mouth (Arioneshi & Ivan , 2014, Marshalls, 2007 and Hassan, 2015).

And also other effective tourism promotion tools are tourist guide books (City, Region or Local), compact disks offering advertising, information brochure, web sites, emails, radio, posters, television, press, direct mail, database, tourist information centers, and displays. So, in order to promote domestic tourism, radio, and television, advertising is likely to be used (Dos, 2007). As stated by Zadel et al. (2016) there are various source of information's to support in order to know about the tourism destination potentials; such as promotion (advertising and brochures), the opinions of others (family/friends, travel agents), media reporting (newspapers, magazines, television news reporting and documentaries) and popular culture (motion pictures, literature).

However, currently because of the better use of technologies (internet and electronic advertising) method is found to be more effective than the others promotional channels. In line with this internet has become the most-used channel in tourism promotion as well as destination marketing. Therefore, in order to effectively use this new form of communication, new strategies have been created. Applying the mentioned promotional activities through different channels such as, TV, radio, mobile, facebook, link done, twitter, email, websites, Google, Viber, what's up, telegram etc., printed materials (banner, magazines, brochure, folder, cards,) are currently the most visible and significant materials of destination promotion and information dissemination.

2.5 Ethiopian Tourism Development Policy and Marketing Strategy Review

Promotion strategy refers to an activity of marketers communicating with the target audience in the various or selected market. Promotion strategy analysis how tourism destination impact on promotion activities and mainly the method of promotion tools that are based on the premises of the fundamental condition. Successful image promotion calls for promotion strategy that compresses all aspects necessary in forming a country image. In this regard, trade, investment, and tourism were referred (Marshalls, 2007).

The Ethiopia government has enormous responsibilities to promote and market the country's tourism development by formulating strategies, guidelines, strategic plans and improve the involvement of stakeholders. In line with this, the Ministry of culture and Tourism formulate a policy in 2009 but there was no officially known marketing and proportion strategy until 2015.

The country was no clear policy and strategies, for a long period of time, that would show the direction for the collaboration and coordination that should exist among various stake holder in the sector. As a result, it has not been possible for the country to obtain an adequate return from the sector and the sector growth has remained less coordinated underdeveloped (ETO, 2015). Though the country's industry is immature and market share is insignificant, the country continues to demonstrate a stable growth in the number of visitors in the last three decades (MOCT, 2015).

Following this and other several commendations regarding on Ethiopia Tourism promotion, the Ethiopian government lately develop a well-conceptualized and brand focus marketing

Plan, which deals with tourism promotion of the National and regional level and which facilitate the possible marketing positioning and demand growth over the next five years for the year 2016- 2020 (ETO, 2015).

The marketing strategy document has eight sections and 134 pages with the successive duration extending from 2016 to 2020. It started with an introduction that clarifies the commitment of the government to strengthen and improves the sector. The second section demonstrates international tourism trends; it presents both performances of global tourism and the relevance of global tourism trends to Ethiopia. And the third section describes the matter of Market performances, tourism competitiveness, and Market SWOT analysis. Section four also anxious with the vision, objective, principle and Marketing success factors. Moreover, sections five, six, seven and eight sequentially demonstrate growth foundations, execution programs, and implementation and action plan.

The key objectives of the National Culture and Tourism Marketing strategy of Ethiopia for the periods of 2016-2020 are: to increase tourism arrival by an average annual growth rate of 13% per annum to 3 Million, to increase the receipt per visitor by an average of the annual rate of 1.6% per annum to reach US \$ 1,100 USD and to increase the total tourism receipt by an average rate of 15% per annum to the US \$ 34 Billion.

This new marketing strategy clearly shows vision, objective and procedure of implementation and evaluation criteria. Then it appropriately clarifies the role of various Tourism stakeholders, target market analysis and segmentations are suitably carried out and appropriate strategies for different niche markets are planned. The document also suggested using strong digital advertising and social media focus with corresponding languages. The overall goal of this Marketing and Branding Strategy is to provide the Ministry of Culture and Tourism and the destination development and marketing organization the Ethiopian Tourism Organisation (ETO) with a well-conceptualized and brand-focused marketing strategy and action plan. The strategy addresses tourism promotion at the national and regional levels and should enable the ETO to achieve the best possible market positioning and demand growth over the next five years, 2016-2020.

2.6 Challenges of Destination Promotion

The existence of various internal and external problems that could be affects the practice of promotional and marketing activities. And it generates a challenge for applying appropriate promotional tools in every destination place region or area to provide real information for potential tourists. Mostly the tourist attractions which are found in the country or the area especially in developing countries including Ethiopia, are not appropriately and sufficiently promoted and marketed for those potential tourists overall the world (Ayalew, 2009). Even if, potential tourist attractions are endowed the world, could not be promoted in a well strategic situation due to several challenges of destination promotion and marketing. Challenges mainly connected with stakeholders, operators, the host community, private and public sector tourism organizations (Marshalls 2007). The tourism marketers face many challenges in convincing the consumers as well as differentiating the destination in a competitive market. Actually, the most challenging task is developing an effective positioning strategy to promote the destination in key target markets as well as increase the public awareness of the destination (Ly, 2013).

According to Hassan (2015), demanding numerous procedures of promotional activities can lead the organization to carry out diverse promotional methods in order to deliver the message to the potential tourists and impact them to visit the destination. However, certain diversified, unpredictable and unsteady factors such as stakeholder coordination, political, social, cultural and economic which is related to pre-purchase information can interject to make the decision.

Lack of stakeholder involvement: weak mutual support and coordination among tourism stakeholders is the main challenge of tourism destination promotional activities.

Tourist destinations are the most difficult things to manage and market, due to the difficulty of the interactions of local participants (Sautter & Leisen, 1999). Managing and marketing destinations are also challenging because of the variety of stakeholders involved in the development and fabrication of tourist products.

As stated by Fyall & Leask the destination practice is essentially comprised of counties, resources, and amalgams of tourism facilities and services, which often do not belong to individuals. Even if a destination is essential to the travel and tourism sector, it is widely

accepted to be one of the most demanding products to manage and market due to the numerous products, participants and managerial bodies and individuals that combine to deliver the tourist destination 'product' (Fyall & Leask, 2006).

Inadequate promotional strategy: the tourism industry has gained top priority in most of the destination countries and there exist increased competition among the countries to attract tourists. In the face of world-wide increased competition, developing countries lacks far behind in attracting relatively larger number of foreign tourists mainly due to inadequate and ineffective promotional strategies of the industry due to lack of sufficient funds, low quality of promotional materials and its improper distribution, perceived negative image of potential tourists about the country (Hasan et al.,2015). In fact, the most challenging duty is developing an actual positioning strategy to promote the destination in crucial markets as well as raise public awareness of the destination (Ly, 2013). In tourism advertising, television and radio stations and in prints each stage has a specific upset on the industry (Salehi & Farahbakhsh, 2014).

Environmental problems: environmental challenges of tourism promotion refer to natural disasters such as tidal wave which devastated the Asian nations, floods, cyclones and etc. The force of nature has significant effects in the tourism industry (Marshals, 2007). The potential negative effects that more visitors may have on the natural environment act as a challenge to tourism growth. If the enterprise is not contributing to the protection of the natural environment and cultural resources, then its resource bases will be collapsed. The damage from the unregulated flow of tourists can lead to excessive solid waste, litter, erosion, sewage, water and air pollution, natural habitat disturbances, tear of the infrastructure, and environmental degradation (Ambelu, 2011).

Political challenges: Travellers are risk opposed and do not wish to spend their vacation feeling anxious about their personal safety, security, mindful of their belongings, and wary of being ripped off (Honey, 2008). The geopolitical prevailing political or regulatory conditions in a given place, area, region or country and it refer to activities or actions of terrorists. Politics has negatively affected the tourism industry in different ways as Marshalls (2007) had described potential international community particularly, potential investors fearing political instability to invest in tourism. Political instability affects negatively the given countries image it makes the tourists or potential tourism investors' bad perception of one's country, region or specific place. Given the case of Zimbabwe, whereas land distribution to

the African majority caused political confusion and which hindered Zimbabwe's image at large (Marshalls, 2007).

Another major concern is the sense of insecurity from frequent violence during the struggles towards freedom which has distorted the motive. Bhaita (2002) said it also upsets the level of customers' satisfaction because they often measure the travel knowhow depend on the perceived image before and after the visitation to the destination.

Miss-perceptions of a country like Ethiopia create a bad image of the destination area in the eyes of the visitors (Kidane-mariam, 2015). Ethiopia's image on the international scene is widely associated with drought, famine, and war. The horn of Africa is regarded as a region of instability and terrorism in general (Ali, 2016). The negative descriptions that restricted the Ethiopian tourism promotion following the famines and political conflict of the 1970 -1990s period, prolonged civil war, recurrent drought and restrictions on entry and free movement of tourists defined their perceptions of the country to a considerable extent (Kidane-mariam, 2015).

Socio-cultural challenges: there are different sociocultural impacts that hindered promotional activities such as epidemics, HIV& AID, SARS, Avian Flu and Ebola. Significantly these diseases can detriment the accessibility of tourists to a given destination (Marshalls, 2007). According to Mbaiwa (2004), tourism development and promotion had negative sociocultural effects on local communities, affectation a threat to the quality of life of locals. These impacts include ethnic discrimination, enclave tourism, the relocation of traditional communities, the breakdown of the conventional family structure and relations, and an upsurge in crime and Sustainability, prostitution, the young generations have adopted the Western Safari style of dressing and use 'vulgar' language that is traditionally unaccepted. Money African countries different traditional culture was being commercialized. The inequality of different resident groups' income can lead to contradictions among a community and antipathy between the locals and tourists (Ramachander, 2003).

Economic challenges: one of the key destination promotion and marketing challenges goes back to convincing governments and stakeholders that tourism promotion should be viewed as an investment in a destination's economic growth and community well-being, versus an

expense line item for tourism promotion. The increasing of destination choice creates different problems for the tourist destination supplier (Marshalls, 2007).

The growing of destination selection had made numerous challenges for the destination marketer and service givers (Marshalls, 2007). Additionally, the greater level of living standard, suitable transportation connection, and disposable income had amplified the customers' desires and expectations. Recently, tourists have longer leisure time, adequate finance and effective means to select the greatest and appropriate destination among varied others. Due to this, tourism marketers incur several challenges in persuading customers' as well as distinguishing the destination in a competitive market (Ly, 2013).

Lack of infrastructure: Successful tourism destination development is dependent on all parts of the supply chain, e.g. attractions, accommodation, transport, provided by public and private sector investment (Driml, 2010). Lack of basic infrastructure development in the development areas of tourism destinations attractions, such as roads, airports and widespread electricity can change not only the number and type of tourists but also the flows of money from tourism (Ambelu, 2011). Physical infrastructure is an important factor in the tourism industry in order to develop and promote potential attractions. But if there are poor road conditions around attraction sites, it will harm the competitive position of these attractions in relation to other attractions which are more developed (Tamir, 2015).

Lack of museum, lack of service and facilities, lack of preservation and protection of heritage and some key tourism marketing and promotion challenges confronting Ethiopian tourism sector such as the quality of service is poor and unsatisfactory to tourists, performing arts, entertainment services serious shortage in number and type of tourist facilities, and other local creative products, which could have helped to prolong the stay of visitors (Andarege, 2013).

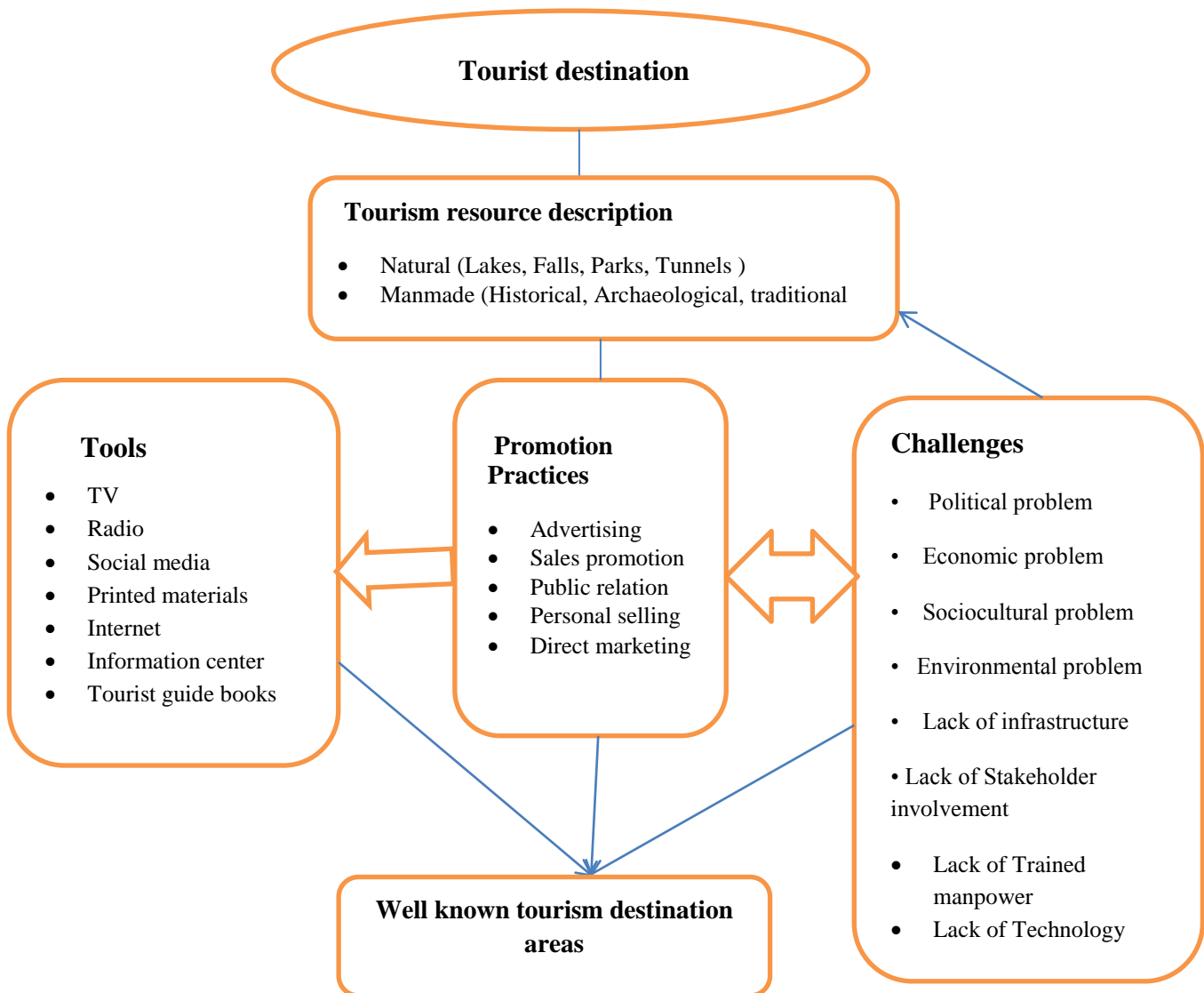
In addition these scholars described different challenge there is main destination promotional and marketing activities challenges that hinder the tourism destination promotional activities including destination management and overall administration problem challenges: lack of trained manpower, lack of budget, and bad image of the destination area in the eyes of the visitors, lack of professionals, limited availability of resource and infrastructure, lack of the

tourism concept for the host community and problems of securities, major challenges of tourism development (Bayih & Tola , 2017, Kidane-mariam, 2015, Hailu & Tessema ,2018).

2.7 Conceptual Framework

In this section, the overall concepts about the research topic discussed above are summarised below. Tourism development involves many issues to take into account potential tourism attraction promotion and marketing activities. Among these promotional activities, the major are advertising, sales promotion, public relation, personal selling, direct marketing. The study rotates around core concepts which can be practices and challenges for tourism resource promotion. There are different variables that directly or indirectly affect tourism resource promotion. These include political, economic, sociocultural, environmental, trained manpower, stakeholder coordination and promotional activities and channels. These core concepts are discussed in detail in other sections of the literature review. The relationship between these parent-concepts is shown in the figure of the conceptual framework below:

Figure 1: Conceptual frame Work



Source, Developed by Own

2.8 Empirical Literature

In this section, previous works done by international and domestic researchers will be discussed.

A study was done by Hasan et al. (2015) in Bangladesh, on the topic Promotional tools used in the tourism industry; demonstrated promotion is one of the important marketing mixes that play a vital role in marketing any product or service. As they argued based on the objective product promotion, if the potential and target customer is not aware of the product or services it is not possible to ensure the expected outcomes.

Additionally, there is also another argument on the importance of tourism promotion, Tourism is a service and it is treated as one of the world's fastest-growing industries so the significance of promotional activities is no exception in this fast-growing service industry. Moreover, Hassan et al. (2015) described their findings on the appropriate use of promotional tools based on tour operators; all tour operators use all the tools of promotion mix in order to promote the tourism industry of the area. They make the advertisements in local newspapers, magazines, and televisions. In addition to that, they also use the printed materials like leaflets, photographs, souvenirs, brochure, guides and pictures, in addressing information among the potential tourists in order to charm their attention and raise interest among the potential travellers. But they don't practice any international standard to advertise its products or services. Tour operators also use the methods of sales promotion which include children discount, and off-season price repayment, a quantity discount, improved service packages for its package tours. The study examined the country's promotional activities and tools only applicable to the tour operators' aspect which is not enough to measure the implementation of tourism promotion strategies, activities, and tools in the country so it is better to include other operational stakeholders which were found in the area.

A study was done by Hassan (2015) in Finland, on the topic, promotional activities in the strategic tourism development of Lapland, and argued based on the objective which is the tourism development and promotion of tourism products. Tourism development has not been achieved in a short time and still, it is developing and it is facing struggle all over the world among the tourist destinations and try to attract more tourists through marketing system, policy, and strategy.

However, promotion is one of the best significant components which includes some action plans to inform the current or prospective clients about the improvement of a good product, its price, and availability. The finding of the study demonstrates the tourism sector of Finland is growing but not any big changes have been seen. In this situation, the responsible body can take effective promotional measures to develop the tourism sector. Lapland tourism is looking for progress in the international tourism market and is trying to develop its product quality. The product supply of Lapland is seasonal, focused on the winter season and the accessibility is not adequate particularly in the winter and Christmas season.

Moreover, Finland is not well known globally so it needs to announce more tourism publicity. In this study from the analysed social media channels, Facebook is the most accepted one; Twitter is in second place in terms of the number of profiles and amount of information shared. From the social media, promotion YouTube is not that popular, other social media channels Instagram which need to be more updated and the minimum accepted channel is Google. The researcher describes the findings properly and accordingly from the tourism development stage to the appropriate promotional tools only based on the internet but the researcher did not include other promotional strategies and their significance for the country's tourism destination promotion.

A study was done by Dube (2012) in Ethiopia, the challenges and prospects of international tourist promotion in case of Bahir Dar, according to his finding internet is the prime source of information for the tourists who visit Bahir Dar and Lake Tana is the main attraction followed by the War Memorial, Blue Nile Water Fall, Haile Palace. More tourists go into the lake deeply, more they like it yet only a few cross the Lake because of lack of information, non-availability of small boats for smaller groups or singles and if so they are quite expensive.

There is also no scope of break journey at any of the island. Blue Nile waterfall, highly projected by tourist authorities and visited by a huge percentage of tourists has lost its charm due to the divergent of river water for a hydropower station. Similarly, it's not the palace of the Haile Sales but the panoramic view of the river Nile and Hippopotamus in the river which give them satisfaction. Due to lack of awareness, only a few tourists visited Orthodox Church School but tourists had stated their high affection for it. The researchers found is centred mainly tourist destinations suitability and respective issues but he did not examine the challenges of tourism promotion and their prospects of the area clearly. Additionally, the researcher did not suggest the appropriate tourism promotion strategy or methods for the attractions included in his study.

A study was done by Tola & Bayih (2017) in Bale, on the topic Practices and challenges of promoting major tourism destinations of Bale Zone for Sustainable tourism development in Ethiopia, Researchers had described the appropriate tourism destination promotional activities, tools, and their respective challenges. Promotional activities such as advertising, SP, PS, PR, and DM and respective major challenges, are destination management and

overall administration problems, lack of budget, lack of qualified manpower, and bad image of the destination area in the eyes of the visitors. Moreover, the researchers describe in detail the promotional challenges of the area and suggest appropriate promotional strategies and tools for future promotional and marketing activities of the area. Hence, little clarification problem is seen on their findings mean the challenges are not described in a clear way it lacks clarification about each challenge listed in the study and did not also clearly describe the appropriate promotional activities based on tourism destination in the study area. It is very short and limited as compared to the potential tourist attraction destination in the study area.

The study was done by Sheferahu (2016) in Ethiopia, on the issue of promotion the researcher, said that Ethiopian government followed the backward system to promote Ethiopian tourism industry and expecting a lot from the government and still Ethiopia is poor in promoting tourism destinations when it compares the other African countries (South Africa, Kenya, Egypt). The researcher had described on his finding only the government's backward destination promotional system the finding did not comprise the private sectors and stakeholder involvement and the strategy which is used by these sectors in line with the government standard. Additionally, the researcher did not indicate the appropriate promotional activities and tools which are significant for the concerned body to promote tourism potentials at national and international level for the future.

CHAPTER THREE

RESEARCH METHODOLOGY

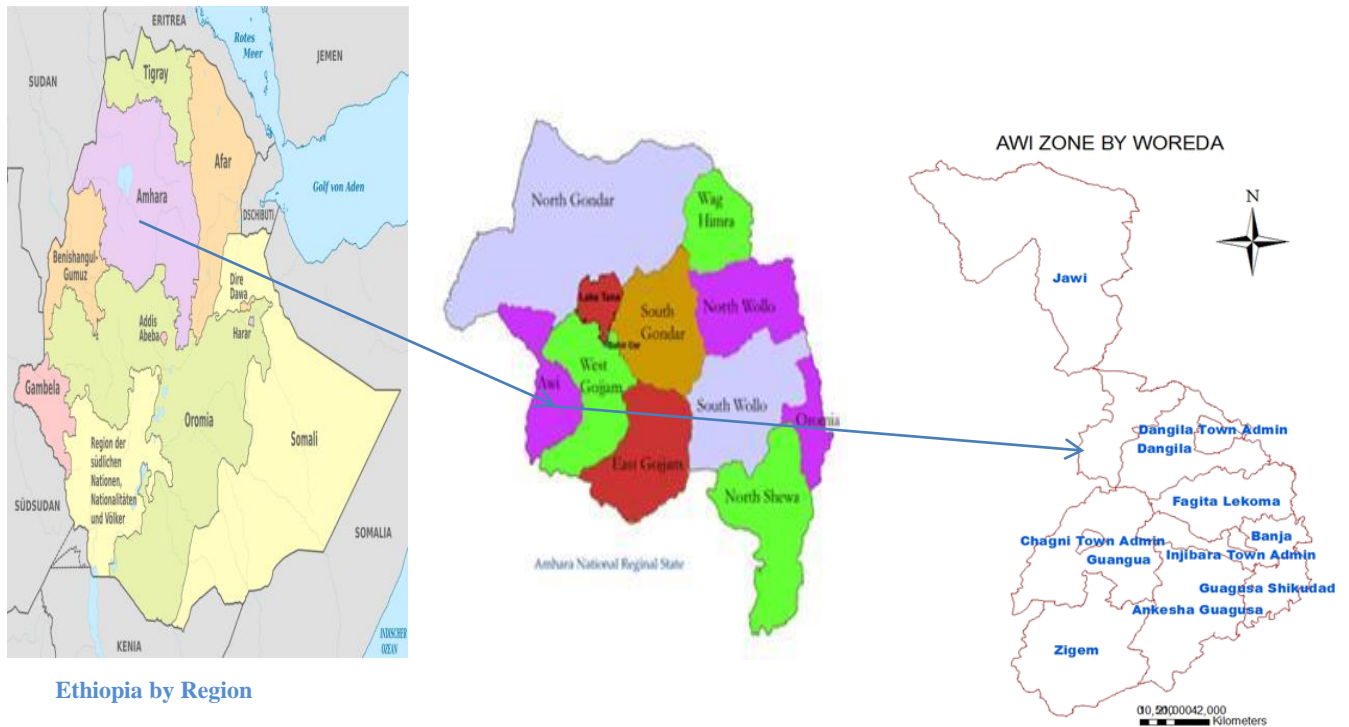
This chapter starts with a general description of the study area. The next subtopics will describe the types of research methods, research design, source of data, data collection instruments, data collection and analysis method. And the last subchapter will go into ethical considerations.

3.1 Description of the Study Area

Awi Zone is found in Amhara National Regional State among the 11 largest Zones of the region. The Zone has 12 Woredas with the population number of 982,942 in which 491,865 are men and 491,077 women (CSA, 2007). It is located 435km north-west from Addis Ababa on the Addis-Bahir Dar main highway. It is named for the Awi sub-group of the Agaw people, the majority of who live in this Zone (Hailu and Tessema, 2018). Awi Zone is bordered on the west by Benishangul-Gumuz Region, on the north by Semien Gondar Zone and on the east by Mirab Gojjam Zone and its administrative center is Injibara own.

The topographic area of Awi Zone is relatively level and productive, whose elevations vary from 1,800 to 3,100 m above sea level, with an average altitude of about 2,300 m. The Zone is endowed with natural and cultural tourism potentials such as; crater lakes, waterfalls, vegetation, wildlife, rivers, huge caves, hot spring, and natural protected areas and the culture of Awi people also unique and the most attraction of tourists. Among these cultural attractions of areas horse riding games, handicrafts, unique dancing styles of local communities and historical monasteries in different parts of the Zone are among the identified areas of cultural tourist attractions (Hailu and Tessema, 2018). The two largest ethnic groups in Awi Zone are the Awi (59.82%) a subgroup of the Agaw, and the Amhara (38.44%), all other ethnic groups made up 1.74% of the population. Amharic is speaking as a first language by 53.38%, and 45.04% spoke Awgni and the remaining 1.58% spoke all other primary languages stated. In the area, 94.4% practiced Ethiopian Orthodox Christianity, and 4.5% of the population said they were Muslim (CSA, 2007).

Figure 2 Location Map of the Study Area



Source, (Amhara National Regional State, web site)

(<https://www.google.com/search?q=new+amhara+region+map&tbm>)

3.2 Research Design

In this study, a qualitative research method is implemented because of its importance to provide more information from a limited population. The researcher used descriptive research design. The design is chosen due to the reason that it describes and interprets the existing situations, attitudes, and processes that are going on and effects that are evident. The descriptive method is used to collect data on a particular point in time with the intention of describing the nature of existing conditions (Kothari, 2004). Due to this reason, the researcher could report what has happened. Thus, on the basis of this argument, it would be convincible to employ the descriptive method. Hence, the study was employed a descriptive research method in order to describe systematically the existing practices and obstacles and to identify suitable promotional activities and tools for tourism destination promotion in Awi Zone.

3.3 Sampling Method

This study targeted to seek the participation of Awi Zone culture and tourism department heads and experts, Awi Zone communication department head, major destination managers and TSME in the area.

Purposive sampling technique was used to select samples from officials and experts working in the Zone and Woreda Culture and Tourism department, the Zone communication department, hotel owners or managers, TSMEs and destination managers of the study areas for the interview and FGDs. In order to obtain full information, the participants of this study were selected purposely based on their work experience, position, educational background, skill and knowledge of experts on the subject of the research.

3.4 Data sources and Data Collection Instruments

To undertake this study, both primary and secondary data were generated by employing qualitative data that were collected through in-depth interviews, focus group discussion, field observation and document review.

3.4.1 Primary Data Collection

To gather the required primary information for this study, various instruments were used. These are described as follow:

3.4.1.1 Key Informant Interview

For the purpose of this study, semi-structured face to face key informant interviews was conducted with 6 different groups which account for a total of 29 key informants (see appendix I, no. 1). They were taken as key informants based on their experience, knowledge and responsibility in relation to tourism attractions promotion in the study area. For each interviewee group, independent checklists were prepared. Though, the researcher was conducted in-depth semi-structured interviews with the representatives of the culture and tourism department and office, government communication department and local destination managers to get their views about their services and who can forward their professional views about the performance of potential tourism destination promotion in the area.

From different types of qualitative research, method interview has been used for this research. The type of interview was a semi -structured interview, which is the most common type of interview used in qualitative research in the writing of the thesis. An open-ended question was prepared in the area the writer wants to know about the subject matter. This type of interview gives freedom for the interviewee to express his or her opinion, experience and knowledge without limitation. Out of the three forms of commonly used interviews; limited, free response and responsive, the researcher has selected the form free response in form of a discussion in order to give respondents freedom when answering the questions. It is very important for the writer to get an adequate and comprehensive understanding of the problem, as result, the writer will be able to get all-rounded information in order to reach a strong and effective solution. “Free response gives the respondent a great deal of freedom in answering questions arising from some general points of the discussion made by the interviewer. They are also more general than closed questions, and the interviewer has the delicate task of encouraging the respondent to take an active part in the interview, while, at the same time keeping the irrelevant discussion to a minimum” (Proctor, 2005).

In order to get appropriate data about the current practices of promotional activities, challenges of promoting AZCTD and fruitful solutions key informants’ in -depth semi-structured interview was conducted with tourism experts and heads, communication head, and destination managers. As mentioned above, these informants were selected purposively based on more work experience, skill and knowledge and responsibilities and all the informants were approached at their stands



Picture 1 the researcher conducting interview (the researcher, February 2019)

3.4.1.2 Focus Group Discussion (FGD)

In addition to interviews, focus group discussion (FGD) is the most important data collection instrument to generate qualitative information. This study was carried out by conducting focus group discussions between the selected participants. Though FGD was a very significant type of data gathering instrument it was a very difficult task to organize focus group discussion at the zonal level.

Thus, this research was organized to take only one focus group discussion from different representative participants in different sectors (TSMEs, culture and tourism department and office experts and heads, technical and vocational enterprise development department officials and experts, Destination leaders, Hotel managers, Orthodox Church office representatives). For this, a checklist of issues was prepared (see appendix I, no. 2). The discussion was conducted by the researcher as a moderator and the discussion consisted of nine members. A group of FGD has opened the room for the respondents to discuss the practices, challenges and promotional activities and tools for potential tourism destination promotion in the Awi zone.



Picture 2 FGD (the researcher, February 20)

3.4.1.3 Observation

Personal field observation was done on various potential tourism destinations which are found in Awi Zone. Personal observations were observed to get an imprint of promotional experiences and challenges, what they do about their destinations and another observation of the destination areas the availability of tourists and tourist-related infrastructures patterns (internal and external roads, accessibility, accommodations, services and facilities like electricity, internet, telecommunication, potable water), natural and manmade potentials

attractions. Additional observations on promotional tools such as signposts, banners, billboards and landmarks of the potential tourism destinations were also handled during the study time. For this, a checklist of issues was prepared (see appendix I, no. 3). Thus, the researcher's opinion on her visit to the study area was included in the analysis.

3.4.2 Review of Documents

In an effort to make this study more appropriate, credible and relevant secondary sources that are found important to the study were reviewed. Literature was also a significant source of data mainly for both chapter two and chapter four and normally for the rest chapters which makes them give more clarification and evidence about the promotional practices, challenges, resource identifications and promotional activities and tools in the area. Due to this reason, both published and unpublished sources were investigated thoroughly particularly; tourism development policy, marketing and promotion strategy, books, web pages, journals articles, dissertations and thesis, reports, annual and semi-annual plans, brochures, flyers, other different official documents (Administrative and archival documents).

3.5 Research Participants, their Profile, and Selection Procedure

The study was conducted by interviewing 29 key informants from Awi zone culture and tourism department experts and heads, Awi administrative zone government communication department head, tourism experts and heads of woreda culture and tourism offices (Banja, Guwanguwa, Ankesha, Chagni, Dangela, Guwagusa and Fagta woredas), destination managers and 1 FGDs held at Zone level which is composed of different participants from Culture and tourism and other sectors. This 1 FGD was conducted at a zonal level due to discuss briefly the promotional practice, challenges and solutions of the tourism destinations which are found in the zone with woreda and zone culture and tourism officials, experts and TSMEs, local destination managers, religious office representatives, hotel owners and technical and vocational enterprise departments. In this study, a semi-structured interview was held with five (5) officials, ten (10) DM and eight (8) senior experts who are working in the tourism office and department, and those who have a direct or indirect attachment on the promotion, marketing and destination development in the offices and departments. Similarly, one (1) focus group discussion was held with nine (9) participants. The educational qualification of all participants have a minimum of reading and writing, level four, diploma, first degree and masters and different years of relevant experience in the office and their

working occupation (see appendix II). This is important to obtain relevant data with regard to issues that required more clarification.

In doing so, the characteristics of respondents, academic qualification and years of experience is based on the responses to the background data in the first part of the interview, and FGD obtained from thirty-eight (38) (8 experts, 11 officials or heads, 10 local destination leaders and 9 from FGD participants). The discussion-based on in-depth interviews with 29 of the key informants and 1 FGD selected for the research. All informants and FGD participants education level (writing and reading, level 4, diploma, degree and masters), age (23- 75), sex (5 females and 33 male), (see appendix II). For information secrecy reasons, names, addresses and detailed information of all informants, as well as FGD participants could not be written.

Therefore, selected informants are introduced by their work position and level, where they were contacted and given code names as AZCTDHs; R1, AZCDH; R2, AZCTWHs; R3, AZCTDE; R4, AZCTWE; R5 and DM; R6. For the sake of simplicity, the researcher has systematically stated the results as a general report. In addition, FGD from the different selected participants included in the report.

3.6 Procedures of Data Collection

The data were gathered through the planned research instruments by the researcher and selected and commented by the adviser. The researcher has conducted an in-depth semi-structured interview and FGD.

The research questions were divided into four parts. Out of the four questions which were selected as the research questions to be used for this study, the first two were based on the major tourism potential resource which is found in Awi zone and the promotional trend that were important to promote the potential tourism destinations in this Zone. In addition, the questions were focused on what are potential tourism resources? what are promotional activities in the area? When the promotion was started in this area? how was it started with the main attention of finding information about promotional strategies and different material/channels that are important to the destination promotion?. The third question was about the challenges of destination promotion and the main focus was collecting information about what kind of challenges that hinder to promote the destination at zonal and woreda

level. The last questions were focused on destination promotional strategies and activities, searching for information on successful tourism promotional strategies, best promotional activities, and tools which are significant to promote tourist destinations in accordance with their characteristics.

The interview was conducted at three categories such as Zonal level, Woreda level and major tourist Destination level. One informant from Awi Zone Communication Department was selected to understand each time promotional activities at the Zonal level. The main target informants were those who work in the culture and tourism sector. The selection was done when the contacted target groups have agreed to have the discussion. Numbers, of contacted heads, LDM and experts together were 29 and one FGD which contains 9 participants at Zonal level which included different representative participants from different sectors (TSMEs, Culture and tourism sector, SME sector, Hotel, Orthodox Church office). All the informants were approached at their stands. In addition, the researcher has taken data from secondary sources.

3.7 Validity

Validity is the accurateness, constancy or effectiveness with which a tool measures what is proposed to measure. In this study, the instruments were primarily prepared by the researcher and discussed with tourism promotion experts who are working in culture and tourism offices. Then the instruments were also reviewed by my advisor to compromise his valuable advice for the validity of instruments.

3.8 Data Analysis Method

The study was described, analysed and interpreted by using qualitative methods. Essentially the data gathered from different sources were structured in a way that it was easy to manage and understand thematically. The data were analysed and interpreted to get the recognized and detailed representations of the problems in the study area. Meanwhile, the data were collected through qualitative variables would subject to phenomena description and narrations and text explanations were employed in the case of the qualitative data analysis.

Hence, qualitative data were obtained by using key informant interviews, FGDs, observation and document review which were analysed in a narrative, text explanation and phenomena description.

The data that were collected through the qualitative method enables this research to describe different views from diverse sources. Additionally, pictures were used to present the results of the study.

3.9 Ethical Considerations

From the very beginning, the supportive letter was written by the Center of Environment and Development, College of Development Studies, Addis Ababa University to all respective offices to help the researcher in providing support for the research work. Next to the letter researcher was in contact with Awi Zone Culture and Tourism Department and each respective Woreda offices and Awi Zone Government Communication Department. Then the researcher was primarily provided clear information for the research topic and its purpose for the study area to the informants who are involved in this study. They were treated politely and with respect in order to avoid misinterpretations between the researcher and informants and participants. Each interviewee and participant requested to answer the interview questions and actively participated in discussions and the researcher will be guaranteed the secrecy in regard to the information they provided. Confidentiality was given importance throughout the interview all department and office informants were kept mysterious including offices and the department itself. Participants and informants were not identified by name and not even by the actual name of the department and office and other.

Table 1, Summary of Methodology

No.	Objectives	Methods	Sampling type	Analysis
1	To describe major tourism potential resources the area	Document review and observations		Description and narrations, text explanation and picture
2	To examine the current practice of tourist destination promotion activities and tools in Awi Zone	In depth semi structured interviews for Key informants, FGD, document review and observations	Non probability Purposive sampling method that selected for 29 key informants and 1 FGD	Description ,narrations and text explanation
3	To identify the challenges of promoting tourism destinations in Awi Zone	semi structured interviews for key informants , FGD site observation, document review	Purposive sampling for 29 key informants from AZCTD experts and heads ,Awi communication head, DMs and FGD	Description narrations and text explanation
4	To identify promotional activities and tools for tourism destination marketing in Awi Zone	Qualitative method Using key informants interview, FGD, observations and document review	Purposive sampling for 29 key informants from AZCTD experts and heads ,Awi communication head, DMs and 1 FGDs	Description narrations and text explanation

Source, Developed by Own

CHAPTER FOUR

MAJOR TOURISM ATTRACTIONS

4.1 Introduction

The researcher sought to analyse and describe the major potential tourism resources of Awi Zone and respective Woredas mainly in two dimensions: namely the natural and manmade (cultural and historical resources) with which the area is endowed. Based on the interview, field observation and document analysis data, the main tourist attraction potentials of the study area are described as follows.

4.2 Major Natural Resources of Awi Administrative Zone

4.2.1 Lake Zengena

Lake Zengena, which is located about 5km away from Injibara-the capital of Awi Zone, is the major natural tourist attraction in Awi Zone, Banja Woreda. It is situated between the towns Injibara and Kessa with a distance of only 100m from the Addis Ababa - Bahir Dar Highway with an elevation of 2500m. The Lake is an attractive site situated in Kessa-Chewsa Kebele. It is the second deepest lake in Ethiopia next to Lake Shalla with a maximum depth of 166m and also it is a closed or full ring without any dent, 0.5km wide lake. The diameter of the lake is roughly 1 km (Tamir 2015).

As stated by local tour guides during my site observation, Lake Zengena is endowed, with a large variety of wildlife which includes avian species, reptiles, fish species such as the resilient Tilapia and a host of mammals. The bird species include inter alia, *Alopochenae gyptiaca* (Dakiye), *Aquila rapax* (Chilifit), Wattleed Ibis (Bale-Enitiltit Gargano). The mammals include the Abyssinian Colombus monkey (Guereza), Spotted Hyena (Jib), the Anubis baboon (Monkey/zinjero), Common bushbuck (Dikula), and other mammals can be found in and around the Lake. The South Western part of Lake Zengena is covered by very dense forests comprising mainly of highland evergreen trees. Bamboo Plantations or 'Kerkeha' are also natural plants near Lake Zengena. In almost all directions, there is an abundance of fresh air and environmental beauty (Beza, 2017).

During my observation, I visited the cultural tourism resources around the lake such as the popular monasteries of Felege Hiwot Kidus Gabriel and Debre Mihret Kidus Michael, which

are located as such having a direct connection to the lake in which the main church itself is found. The monasteries have a close connection with religious practices of the lake such as the Ethiopian Orthodox Church Timket/Epiphany festival, and the monthly celebrations of St. Gabriel. The lake is often used as a source of ‘Holy water’ for the day to day church services and all special celebrations. Moreover, during my observations, I had visited the most common handicrafts in the surrounding areas of the Lake, including those prepared from bamboo trees, horsetails (Chira), souvenirs and weaved goods (these are common in Zengena Gubiti gott of the kessa chewsa kebele). These items are manufactured as souvenirs and also used to develop culturally driven art galleries in the area.



Picture 3 Lake Zengena (the researcher, February 2019)

4.2.2 Lake Tirba

Lake Tirba is found in Awi Zone, Ankesha Woreda, Tirinty kebele which is 22km away from the south west of Injibara town and 5km away from Gimjabet, the capital town of Ankesha Woreda and it takes 40 minutes easy walk from Gmijabet to LakeTirba.

It is estimated to be 155 ms deep and the 3rd deepest Lake in Ethiopia next to Lake Shalla and Zengena. The Lake is an attractive site encircled by different artificial and natural forests and it hosts different kinds of bird species and wild mammals as stated by the destination manager during my observation time. Some of the wild lives include avian species, reptiles, fish species such as the resilient Tilapia and a host of mammals.

The bird species include inter alia, *Alopochenaegyptiaca* (Dakiye), *Aquila rapax* (Chilifit), Wattle Ibis (Bale-Enitiltit Gargano). The mammals include the Abyssinian Colombus monkey (Guereza), Spotted Hyena (Jib), the Anubis baboon (Monkey/zinjero), Common bushbuck (Dikula), and other mammals (Shiferaw,2015). I have observed that the surrounding areas of the Lake are very attractive and it is comfortable to visit due to the opportunities of geographic locations. The Lake is found in plane land-dwelling, surrounded by natural and manmade green plants and the shape of the Lake is similar to Lake Tana except for its size.



Picture 4 Lake Tirba (the researcher, February 2019)

4.2.3 Teski Fall

The fall is found in Awi National Administration Zone, Dangla Woreda, Alefa Kacha Kebele which is 34km away from Dangla town to the west direction and 73kms away from Injibara town to the North West. The fall drops from a steep sloop into the deep rocky surface, releasing evaporation and rainbow.

As stated by the local administrator during my observation, the fall is formed by the two largest rivers Awisi and Gezani which are started from their flow at Chara kebele, after having a long parallel journey separated by a distance of land corridor. Finally, the two rivers join and flow into the deep rocky surface forming 90 degrees from the tip and flowing to high gorge approximately 150 meters long and create the Teski Fall.

Some of the local people believe in the pressure of the spirit in the site and consequently perform a warship style ritual. The area is surrounded by very attractive natural forests, wild animals and bird species (Shiferaw, 2015).

According to the views of destination leaders, the fall also highly increases during the summer rainy season and decreases in winter due to the increasing and decreasing of the two big rivers which created the fall



Picture 5 Teski Fall (the researcher, February 2019)

4.2.4 Garcho Fall

The fall is found in Awi Administration Zone, Guangua Woreda, Bizaracani Kebele, ten minutes' drive from Chagni town which is the main town of Guangua Woreda. The chagni town is found 52kms to the west of Injibara town. The fall is formed by Durra River falling around 30-40ms deep into the gorge.

During my observation, I appreciated that the geographic location of the fall makes it very interesting and beautiful and hence able to attract more tourists by its nature and colourful surrounding areas. The panoramic view from the fall to Durra River that separates the forest and the hill into left and right side intermingles full of birds and the sounds of the fall. According to the destination focal person, during the summer season up to December, the fall is surrounded by different natural flowers (yellow adey flowers) and other rainy season green plants. And the fall decreases in small amounts during the winter season (February to April).



Picture 6 Garcho Fall (Chagni city administration culture and tourism office, October 2019)

4.2.5 Dondor Fall

Dondor Fall is another fall which is found in Awi Administration Zone, Chagni city administration southern direction of the tip of Chagni town, Belenus Kidane-Mihiret 01 kebele, which is found without any transport service. During my observation time, the destination leader stated that the fall is formed by Dondor River falling around 30 - 35ms deep into the gorge. The water evaporation which is made from the fall covers the surrounding area with smoke like snow and creates rainbow colors and it makes the tourists or visitors very impressed. The fall is also covered by different long and short natural and manmade trees and plant species. According to the leader's explanation, the fall increases and decreases during summer and winter season respectively because of the water volume change of Dondor Rive.



Picture 7 Dondor Fall (the researcher, February 2019)

4.2.6 Fang Fall

Fang Fall is another amazing natural resource in Awi administration Zone which is found Guagusa Woreda, Tilili town 18 kms away from Injibara, Wonjela Aguta Kebele, and 1km far from Tilili town or the main highway from Addis Ababa to Bahir-Dar. The fall drops approximately 40ms deep into rocky surface. The surrounding areas of the fall formed rocky valley which looks like a modern building. It contains plenty of water which is likely capable of producing hydro-electric power. The place is home of various plants, animals and different species like turkeys host (Tamir 2015). As stated by the local leader during my observation time, the fall gets its name from its length of flow and ‘Fang means deep or gorge’. The fall flows throughout the year but during the summer season due to huge increment of water creates high water evaporation and covers the surrounding environment and it makes the fall very attractive and interesting for visitors. The stones which exist at the internal entrance of the fall also make the fall very attractive during the winter season and they look like they are built by good architectural designer while they are naturally created.



Picture 8 Fang Fall (the researcher, February 2019)

4.2.7 Dangula Tunnels

The Dangula Tunnels are found in Awi Administration Zone, Ankesha Woreda and specifically located at Denna-Atikuashita Kebele, 12kms away from Injibara town in the southwest direction. The Tunnels are four in number and positioned on Kessa to Gimjabet road around 150- 160 ms distance. They have underground routs to link one another. The surrounding area is covered by manmade and naturally grown trees.

It is also home to different kinds of animals and birds. It contains the holy water, which the faithful believe in its power of healing (Tamir, 2015).

According to the local leader's explanation during the observation and interview the ancient war periods, the tunnels had served as hiding areas. Not only they had served to collect and hide different materials and animals but also they had served as a temporary living area for the local community to protect themselves from different Italian warriors.

Moreover, the tunnels are very accessible and easy to visit with simple walking from the main road of Kessa to Gmjabet town. As stated by the local leader the area is also different from other sites due to the existence of natural views and significant archaeological sites.



Picture 9 Dangula Tunnels (the researcher, February 2019)

4.3 Historical and Manmade Attractions

4.3.1 Walata Petros Monastery

Walata Petros is an Ethiopian woman saint who led a successful peaceful movement to preserve African Christian beliefs in the face of European colonialism. When the Jesuits tried to change the Ethiopians from their ancient form of Christianity, Walatta Petros (1592–1642), a patrician woman and the wife of one of the emperor's counsellors, exposed her life by leaving her husband, who supported the conversion effort, and leading the struggle against the Jesuits (Sobania, 2016).

In the 16th century, the Muslim army invaded the Ethiopian Christian highlands, as a result of which Emperor Lebna Dengel had asked Portuguese for assistance. After long-anticipated interaction with the land of Pester John, the Portuguese sent many hundred musketeers, who had helped to defeat the invading army.

However, this action had brought another sort of invasion, by the Jesuits who came to help Ethiopia from Muslim invasion: the Jesuits intended to convert the already Christian (Ethiopian Orthodox) people to Roman Catholicism. Then, in the next one hundred years, priests had served royal families as consultants, teachers, and ambassadors to the West, and managed to convert two successive kings. These conversions created an on-going revolution that looks at the fabric of Ethiopian society. Some strongest resistance women came from those who remained faithful to the Ethiopian church. Among these women, Walata Petros (1592–1642) was the major one. She married one of the king’s counselors and military commanders, who had been converted, she not only rejected to convert but conspired to leave her husband and become a sister. Before her death, she had made significant contributions to preserve the Ethiopian orthodox religion and its heritages from different looters and missionaries (Sobania, 2016).

Walata Petros also had established the monastery with Aba Bailemariam during the 16th C (around 1608) which is found in Awi Administration Zone, Dangla Woreda, Wondefy Kebele, 15kms away from Dangla town to the western direction. The monastery is named after the death of Saint Walata Petros as was stated by the leader of the monastery during the observation time. According to the leader’s explanation, the life and struggles of Walata Petros is her story as was recorded by a monk named Galawdewos in 1672-73. As stated by the administrator the monastery is famous especially for precious and historical heritages, religious books and archives. The original church kept from outside looters and warriors in different periods. Those things which are found inside the monastery, especially, a historical stone is given great respect by all believers of Orthodox Christianity, and when she has thrown and received sacrifice by the will of God, still the present day witnessed its own history by itself for visitors (Shiferaw, 2015).

The monastery is established near steep gorges and mountains surrounded by natural forests and hosts different kinds of wild animals which make the site very attractive and beautiful in its natural creation (Shiferaw, 2015). I had observed in the monastery that the monks sustain their lives in producing different types of crops and vegetables in addition to rearing domestic animals. Since the place is a botanical garden, the hermits gave a nickname for the monastery called earthly paradise as they have no doubt about their basic needs (Shiferaw, 2015). The leader had also stated about the annual commemoration day which is held every year on September 28 and this day is the commemoration of St. Walata Petros’s death. On this day,

many religious scholars and Orthodox Christians are gathered for prayers. This holy place is separated on the basis of gender, having two holies of water believed to give healing service from different diseases for the believers.



Picture 10 Walata Petros monastery (the researcher, February 2019)

4.3.2 Segadi Michael Monastery

The monastery is found in Awi Administration Zone, Guangua Woreda, situated 44kms away from Injibara town in the western direction on the main road, to Injibara-Chagni. It is believed that the founder of the monastery is Abune Tetemke- Medehin in the seventeenth century. According to the monks who live in the monastery during my observatrion, Bishop Tetemke-Medehin was born from his father Wolde-Christos and his mother Welete-Mariam in 1626. After spending most of his life in religious school in the learning the principal of celibacy in the Ethiopian Orthodox Church, he was ordained as a monk. Following this, he came to change the village, the present town and to establish the church to attract the local people towards the orthodox faith.

According to the leader's explanation during my observation, when the bishop started teaching, many people came to seek blessings and healings from different diseases by the holy water. Presumably due to his holiness the local people gave him the nickname Segadi in respect. The church's early construction, its design of pillar and circular mode are attesting the authenticity of contributions in the past. The latest renewal of the church was made by Mengesha Syioum, the former prince and Ras (governor) of Tigray around 1978 just before the revulsion (Shiferaw, 2015).

The leader also stated that Mengesha is Agew by his mother and Tgrian by his father. The compound of the monastery is a botanical garden which is rich in different kinds of vegetation's, natural and artificial old and long trees on which birds of different species have built their nests. The annual anniversary is celebrated twice a year on November 22 and January 21. It is very accessible and easy to visit the monastery without any difficulty due to its strategic location on the main road of Injibara to Ethiopian renaissance dame or Injibara to Chagni town.



Picture 11 Segadi Michael monastery (the researcher, February 2019)

4.3.3 Agew Gimjabet Mariam Monastery

The monastery of Agew Gimijabet Mariam is found in Awi Administration Zone, Ankesha Woreda, and 17 km away from Injibara, to the southern direction of Gimjabet town. It was established in 1679 during the reign of Emperor Yohannes –I (Shiferaw, 2015). Based on my observation and the leader's explanation, the monastery is a historic and miraculous place to be visited. Unlike other monasteries in Ethiopia, the church was not looted during different invasions. As a result, it still maintains original paintings, Tabot (Replica of the Ark of Covenant) with symbolic to God's Ten-Commandments given to Moses and books written on goat and lamb skin, crowns of silvers and the Holy Cross. The leader stated that one of the monastery's unique establishments and miraculous part is that, it has contained a cave in the middle of the temple, which is not in fact accessible for all visitors since the Holy place of the temple is permitted only for priests. The original Ark was handed over to the church by Yohannes –I, Gondar ruler (1668-1682) in the form of compensation because of the damage inflicted by his army on the local community due to war. The transfer of the Ark and the reconciliation was made at an official banquet sponsored by the king himself at the present town of Gimjabet (Shiferaw, 2015).

On the other hand, the name Wochefo was given to the church as a nickname in the nineteenth century after sudden natural power disarmed miraculously a violent army hosted inside the garden of the church. Suddenly the wind mixed with the rain hit the armed men and snatched away from their fire guns, called Wochefo and hung it on the top of the local tree called tsed (cypresses) trees. Following this miracle, the nickname ‘Wochefo’ had been given to the church. The word Wochefo means the fire gun and also driving rain or violent wind which may be equivalent to a minor tornado (Shiferaw, 2015).



Picture 12 Agew Gimjabet Mariam monastery (the researcher, February 2019)

4.3.4 Egeze Hareya Mariam Monastery

The monastery is found in Awi Administration Zone, Fagta Woreda, Gezehara Kebele, 29kms away from Injibara town in the North West direction which is situated at the top of a hill, and 10km far from the main Woreda town (Adis Kidam) or two hours walk from Adis Kidam, the main town of Fagta Woreda (Shiferaw,2015).

During observation time and reviewing of documents, it is difficult to get real information (about its exact year and date of establishment and the founder) from the area, when and by whom the monastery was established. The monastery is surrounded by densely grown big local trees and there is no response body to preserve the monastery and made it functional for a long time as was stated by old local religious fathers. Though the monastery is one of the ancient monasteries which are found in the country, the concerned organ has not given due attention to maintain and preserve it.

As explained by the leader and other church priests during my observation time, the monastery was renewed in1868 by Emperor Tewodros II when he was departing to Wonbera district via Gezehera and he was surprised by the strategic location and view of the church

and had called the “Seven House Agew” (in Amharic ሰባት ቤት አገው) including his army force, and hence renewed the Church’s basement by using local soil and stone and made its wall by painting white, yellow and green colours. Additionally, in the meantime, he gave the church the nickname ‘Ababla Mariam’ in relation to the church’s miraculous events during his movement. The church designated as a monastery by Bishop Kerlos of Egypt naming it Egeze Hareya Mriam, meaning ‘the choice of the God’. The leader and the priests were describing the monastery based on oral presentations inherited from their old fathers. And I had also observed that the monastery is rich in historical heritages that were contributed by different kings and surrounded by long and old olive trees.



Picture 13 Egezehareya Mariam monastery (taken by the researcher, February 2019)

4.4 Cultural Tourism Resources of Awi Zone

4.4.1 Awi Traditional Dance

The Awi traditional dance team was established along with the Zonal Administration in 1994 to manifest the society’s original culture which is possessed from the early prominent cultural origins. According to the team organizer’s explanation, the team is organized from the collection of different social groups having indigenous knowledge to manifest and preserve the society’s traditional ceremonies, social status, traditional songs, traditional dance and the community’s general way of life.

As stated by the team leader and the organizer, especially the team became known after the publication of its first album called “Entewawek no. 1”, an Audio and VCD which had promoted different cultural attractions and natural land features of Awi Zone and had built the good image of the administration.

And also the album had promoted different development and investment resources which are found in the zonal administration. The traditional dance team was organized and approved by the full support of the zonal administration to use it to teach and relax the society about their culture, knowledge, experience, history and related activities through traditional music and dance by using their original language. The team is well organized and has initiated the people to participate in developments by using arts as a tool. It has contributed to various socio-economic benefits for the local communities by creating employment opportunities and as a tourist attraction site.



Picture 14 Awi traditional dance (the researcher, February 2019)

4.4.2 Seven House Agew Horsemen's Association (Sebat Biet Agew Feresegnoch Mahiber)

The Horsemen's Association was established before 1938 by a few Agew people at the movement. The leader of association' and the zone's culture and tourism development team leader explained that the establishment of the association is connected with the Ethio – Italy war. It is believed that during the Ethio- Italy war, horses had played a great role to defeat the white enemy with the help of St. George and the Agew people had also participated in the war by using their horses to fight against Italian troops. Thus, when the Agew people returned to their home after the victory of Adwa, they had formed horsemen's' association to commemorate the contributions of horses during Ethio-Italy war. The interviewee stated that originally Agew villagers started to establish small associations respective to different villages, but starting from 1941 different sub-local associations came together and established a bigger association. At the time of my data collection, the associations' structure is laid down from the zone to woreda and then kebele levels. The association at each level is managed by the selected leader from the association members.

The zone leader is selected from all selected woreda leaders. The election of all leaders of each association is carried out every four years round. According to the Zone leader's explanation, the holiday celebration is hosted by all Woredas turn by turn in every year on January 30. During the celebration time, different cultural activities are performed which among other things include, horse riding and horse "gugis" with traditional closing, traditional songs, traditional food, traditional drinks, etc. On this special occasion, the facilitation extended by women takes the lion's share so as to make the ceremony more colorful and profound.

I had attended this year's annual celebration of the association which had celebrated its 79th-year annual festival from February 2 to 3/2019. The Zone team leader told me that the Seven House Horsemen's Association had got its name from seven brothers who came from northern Ethiopia (Waghimra Zone) and they were settled in different Awi Zone Words namely Ankesha, Banja, Kuakura, Chara, Metekel, Zigem, and Azena. It has been also learned that the zonal residents who had attained 18 years and above in both sexes can be members of the association.

As was stated by the leader and the zone's cultural development team leader, the association currently comprises of more than 48000 members from the whole woredas of Awi Administration Zone. The mission of the association is to create a prosperous and well organized early cultural society by increasing the culture of a horse race and mutually supportive environment among the members. The association also has socio-economic importance for the local communities due to its cultural tourist attraction and creates intercultural relationships among society. These members of the association celebrate the holiday annually on January 30.



Picture 15 Seven House Horsemen's Association (the researcher, February 2019)

4.4.3 Handicrafts

According to the informants and FGD participants of this study, the sale of local handicrafts could have a big potential to help to develop community business enterprises and thus promoting tourism products in Awi Zone specifically, Banja Woreda. The most common handicrafts in the surrounding include those prepared from bamboo trees; horse tails (Chira) souvenirs and weaved goods (these are common in Zengena Gubiti gott of the kessa-chewsa kebele).

Traditional bamboo and horse tail handicraft outputs have been produced in this area since the early times. These items are manufactured as souvenirs and also used to develop culturally driven art galleries in the area. According to FGDs, the rural community and town residents are the main utilizers of Bamboo handicrafts particularly people with low income are the main users. The presences of bamboo resource and horse productions help to develop these handicraft products in this area.

These handicraft products have socio-cultural significance for the local communities. Among these handicrafts the bamboo products are used to produce household furniture's, musical instruments, basketry or storage, traditional sticks and cultural house constructions. Horse tail (chira) handicraft is produced by cutting the horse tail, and it has three (3) different colours which are: black, red and white. This handicraft is commonly used by old fathers and priests during cultural celebrations and holidays and the aged horsemen's also used it when they ride horses and to celebrate different cultural ceremonies in their local areas. The production of this handicraft has socio economic significance for the local communities such as employment opportunity for handicraft producers, economic importance for horse owners who can sale the horse tail for producers and important as a tourist attraction.



Picture 16 Handicraft Products (the researcher, February 2019)

CHAPTER FIVE

DESTINATION PROMOTION PRACTICES AND PROMOTIONAL ACTIVITIES

5.1 Introduction

This chapter deals with the interpretation and discussion of data collected from informants and participants through the interview, focus group discussion, observation and document analysis about practices and promotional tools of destination promotion in Awi Administration Zone. This chapter mainly focused on the current practice and promotional activities in the area. This research study was focused mainly on the major promotional practices and promotional activities and tools in/for the Awi zone and its woredas. Based on this, the experts, officials and local destination managers and FGD participants who are working in the sector were asked during the data collection of the study about the practices of potential destination promotion in the zone and their suggestions to promotional activities. Due to this point, the findings of key informants and FGDs participants and document reviews were discussed as follow:

5.2 The Beginning of Destination Promotion Practice in Awi Zone

The majority of informants have described that they don't have information about the time when tourism promotion was started in Awi Zone. Few informants had speculated about the time and suggested that it might be started during the establishment of Awi Zone culture and tourism department whereas other informants said that it might be started after the celebration of the Ethiopian millennium.

Two informants have described that the period of tourism promotion practice which was started during the establishment of Awi Zone culture and tourism department and Woreda offices but it was mainly started during the Ethiopian millennium in 2000 E.C. During this time Awi Zone culture and tourism department started to promote few destinations such as Lake Zengena and Awi Traditional Dance, by organizing school clubs under the theme of "know your country", through local tour guides, documentary films, and traditional dance albums about the Zonal administration. One of the informants has stated about the establishment of promotional practices and testified that he was participating in the activities which were performed during the time such as music festival, organizing know your -country school clubs, collecting traditional music's and dances, preparing different documentary

films, and celebrating annual tourism day at the destination areas such as Lake Zengena and Fang fall.

Based on the above discussions, the tourism promotion was started in its infant stage after the celebration of the Ethiopian millennium year. However, there is no written document which evidences the establishment of promotion practice in the Zone despite the difficulties to get real and enough information about the beginning of promotional practice in the study area.

5.3 Current Practice of Destination Promotion

This research objective is supported by numerous interview questions and FGDs that primarily deal with the promotional activities and tools processed in the study area.

5.3.1 The Publicity Status of Destinations

The majority of informants and participants explained that most of the tourism potentials of Awi are not well known by visitors, stakeholders, and even the local community. This is due to lack of destination development and promotional activities, lack of attention from the government (especially, Zone and Woreda culture and tourism department and office), lack of budget, and lack of professionals. However, the majority of potential tourism destinations are not developed and promoted and the local communities did not benefit from these attractions accordingly.

Few experts described that among the major destinations which are found in the study area the most known and visited site by tourists is Lake Zengena and Awi traditional dance. With regard to this, the informants of this study had repeatedly stated that the Awi Traditional Dance album (Entewawok no. 1 and no.2) had played a significant role to promote the Awi people and Lake Zengena. Due to this promotion coupled with its strategic location, Lake Zengena is known and visited by some foreign and domestic tourists as compared to other major potential destinations that are found in the zone.

According to most local destination managers, officials and other participants, among the major tourism potentials which are found in this Zone, Lake Zengena and Awi traditional dance, Fuang fall, Wolete Petros monastery, and Segadi Mikael monastery are somehow known and visited by tourists (mainly by domestic tourists) because of different promotional

activities. Additionally, these potentials are somehow known and visited by tourists, especially by domestic tourists during annual festivals and on peak seasons of wedding time (January to mid-February and mid-April to May).

But truly speaking, this all day tourists are living around this tourism site and did not contribute anything to the local community except enjoying themselves by visiting the sites and celebrating the annual festivals of the attractions. And other many major tourism destinations found in the Zone are not known and even not visited by domestic and foreign tourists because of limited destination developments and promotional activities.

On the other hand, among the experts, two of them have described that all tourism potentials are not well known and visited by tourists, especially foreign tourists, in contrast with the potential resources which are found in the Zone.

The majority of the informants and some FGDs participants have agreed on the existence of potential tourism destination promotion practices in Awi Zone and its some Woredas as compared to the previous time but the promotion activities are very limited and weak, unplanned or seasonal, (not sustainable) and are not supported by tourism promotion professionals. Due to this issue, it is at its infant stage. Two of the experts (from R5) who have participated in this study described the reason behind weak promotion practice in the area. They have pointed out that the promotional activities implemented in the area and the actual potential tourism destinations and services are generally unrelated. Unrelated and exaggerated promotion is made on Seven House Horsemen's association than other tourism sites. In fact, this association is very ancient and very interesting to attract tourists but the promotion is much exaggerated while the association is not as such suitable to visit or visitors because there are no organized training places. During the annual festival celebration day of the association, it has been observed that there is no organized fixed place and found to be difficult to visit the festival. The presence of such kinds of unrelated and exaggerated promotions increase clients' expectation and finally leads to the dissatisfaction of the customers. Dissatisfied customers are obviously dangerous since they will communicate their bad experiences to their friends and relatives (Middleton and Clarke,2001) which impacts negatively on destination image and sustainability.

According to few informants and participants, few potential tourism destinations such as Lake Zengena, Awi Traditional Dance, Fuang Fall and Seven House Horsemen's Association are promoted by different promotional activities (TV, social media, banner, brushers,) though this destinations are more or less visited by domestic and sometimes international tourists especially, Lake Zengena. Rather other more natural and manmade tourism potential destinations are not properly promoted by using promotional tools and for this reason, these potentials are not known by tourists.

The majority of experts and other all informants also stated that there are problems related to the quality of destination promotional tools, and destinations actual performance. Some examples of the destination promotion practices include: the effort to find and collect ancient poems and songs of the societies and then organize them and make albums and promoting it by using different promotional tools (TV, social media, meetings and seminars),and advertising annual Horse Men's Association festival (TV, social media, brochures, banners). And few other destinations are promoted by applying different promotional tools such as; banners, Amhara TV, brushers, signposts, celebrating annual tourism day in the destination area and these promotional tools are not equally implemented in all major tourist destinations in the Zone.

Again other more potential destinations are not yet promoted if we compare the potentials and the time span of tourism started in the Zone. This means that there are some destinations promoted by media, and there are others which have promotional banners and signposts at the entrance points or different towns and road junctions but not all destinations enjoy this treatment equally.

Concerning the actual performance of destinations and the quality of promotional tools, the actual performance of the destinations is naturally very good to satisfy any customer in its potential rather than infrastructure. When they speak about the quality of promotional tools, they have pointed out that, few promotional signposts, banners, brochures, folders, flyers are prepared in some areas and few of them are good and understandable to any customer, but some others are still negligently prepared, and they are less informative, poor in quality and somehow vague, not visible enough and difficult to understand. In general, they are not equivalent to the Zone's tourism endowments and do not adequately reflect the exact feature of the destinations.



Picture 17 promotional tools (the researcher, February 2019)

Additionally, two experts argued about the existence of destination promotional tools, quality and the destinations actual performance in Awi Zone. The current image of the Zone does fully represent and tell the reality of Awi Zone. The Zone is growing quickly, some infrastructures are being built, the Zone is becoming more national, few industries based in the area, lots of investors are looking Awi and it is the safest growing place in the region. However, the Zone is in a better position in different sectors as compared to its time span but the tourism sector is still negative and biased. This is due to the lack of tourism promotional activities and tools that are practiced by Zonal and Woreda culture and tourism departments and offices respectively.

The tourism potential promotional activities and tools of this area, they said, are simply fake activities and this is not an exaggeration rather it is the reality in accordance with untapped manmade and natural tourism gifts of the area. There is no planned promotional tool and activity that is significant to promote potential resources. The only promotional tools and activities practiced in the Zone are done arbitrarily by external bodies. And its quality is very poor because of the weak performance of the responsible culture and tourism sectors and less attention given by administration leaders at each level. The actual performance of the destination is very fresh and still untapped to satisfy the customers whatever and where ever during and after the visit.

Based on the interviewees, FGDs responses, observations, and document reviews, the majority of potential tourism destinations in the study area are not known and visited by foreign and domestic tourists and other different types of participants and customers. In general, all promotional tools practiced or implemented in the Zone are very little in number as compared to potential tourism resources of the area. And they are poor in terms of quality to provide or disseminate tourism potential resource information for domestic and international tourists. The majority of promotional tools like brochures, flyers, billboards, and signposts are almost considered to be poor in quality, expressed/written by one language (Amharic), did not consider the promotional standards, short and not clear for customers, insufficient and limited in the actual destination sites. Thus, these tools need improvements and others should be made as in a new form.

Regarding the actual performance of the destinations, there is an untapped potential resource to attract any customer from outside or inside the area but the promotion status is very weak in the area. The potential tourism attractions of the area need the responsible body to conserve develop and appropriately promote them according to their natural character and their economic significance and contributions for sustainable development of the area and the country at large.

5.3.2 Tourist Information Sources

Likewise, the interviewer was asking informants and participants about the information sources of tourists about the tourism destinations in this Zone. However, most of them believed that the destinations discussed in the previous sub-topic are not well known even by the people living around the attraction sites. They are also discussed that the domestic and foreign visitors may get first time information, which creates their first impression and motivation about tourism destinations from different sources.

Some of these information sources might be found organized school know your country clubs, national, regional and local tour guides, social media (facebook), Radio, TV (Amhara Television), family and friends, brochures, folders, tour operators, meeting and seminars and by chance on the way when tourists going to visit other places or they go through other places to perform their own activities.

Generally the tourists may get different information's about the destination by using various promotional activities and tools or channels such as: different written documents (tourist guide books, researches, brochures, folders and flyers), fairs & exhibitions, symposium, conferences magazines, tour operators (BRC budget and car rental and tour), social media <https://www.facebook.com> category and <https://www.fesbok.com>), Amhara Radio and TV, ETV, EBS TV, friends, and relatives, going to visit main routs Lake Tana Monasteries, Tis Isat fall, Gondar Castel, Ethiopian Renaissance dam, Labella Rock-Hewn Churches or they go through other places to perform their own activities.

5.3.3 Knowledge and Awareness about the Importance of Destination Promotion

All Informants have stated that scientific destination promotion is the soul of the tourism potentials to be known and visited by domestic and international tourists. It is significant for all tourist attractions that are well known or unknown, for the tourism destinations which are known by tourists. Strategic promotion creates competition with others whereas the new ones will get the opportunity to be known, prevented, conserved, developed and visited by customers and the responsible bodies for their economic social, cultural, political and environmental importance at local, regional and nationwide.

On the other hand, the majority of FGDs participants discussed that tourism promotion is very important to market the tourism products which are produced by the local community. Both domestic or foreign tourists during and after their visit need to purchase local foods and drinks, local handicraft products (e.g. horsehair (Chira), basketry, Shema clothes like Jano or idaite, horn products like Mancha, and other art galleries). However, they stated also:

Our tourism products and services provided for customers are less in their quality as compared to other standard tourism products due to the reason that these products or services given for any customer are produced or made and provided by traditional workers /untrained / and unqualified experts.

These FGD participants had also stated that destination promotion is vital for the destination itself and for the local community and the country in general. When tourism destinations are promoted, known and visited by foreign and domestic tourists, this will pave the way for employment opportunities for the locals and will provide other socio-cultural and economic importance.

As stated by them some of the local communities who live around Lake Zengena, Fuang Fall and the monasteries have limited awareness about tourism and tourists. And the people who live in Awi Zone are very cooperatives, welcoming, peaceful, and humble in their behavior. Thus, they don't have a negative attitude for tourists and any other newcomers except some doubts related to the looting of resources and especially on societal peace and security (ancient heritages, indigenous cultural and religious practices).

The majority of informants have shared their views on the awareness of the community about the importance of tourism and tourists. With regard to this, there are differences from one community to another in the sense that some have little knowledge about tourism and hence they have a positive image for tourism development and visitors. While others do not have information about tourism and its importance and thus, they do not give value for its development, promotion and even for tourists. They only run to resources sharing for day to day consumption.

On the other hand, few informants and few FGD participants discussed that the local community's awareness about tourism promotion and tourists are almost insignificant. According to them, the awareness about the zone's tourism potentials promotion and tourists is almost none. This is not only on the side of the local community but also on the side of the experts and the officials who are found engaging in the sector. This lack of awareness about tourism, its promotion and positive opinion towards tourists might be due to different factors. For example, the absence of qualified employees on the field, the incapability of employees and officials in offices and departments, low attention for the sector, lack of experience about visitation, lack of responsible body for the sector, the officials who are assigned in this sector perform any activity on their point of view and may not have any concern for the sector's development. These are the main reasons for low awareness and negative opinion about tourists from any diction.

As stated by the majority of informants and participants, the main purpose of the organization to promote tourism potentials in the area is to build image, declare the administration zone, benefit the local community, provide awareness to visitors and the government body, transfer the heritages to next-generation, create employment opportunity for the society and protect and preserve them for development.

In this regard, local destination managers have reflected their complains on the government in general and culture and tourism sectors at each level in particular for their failure to discharge their duties and responsibilities to conserve, protect, develop and promote the tourism potentials of the area through different mechanisms of destination promotion and development activities (such as awareness creation, occupational based trainings, organizing tour operators, assigning professionals, building museums, introducing fundraising projects, and resolving conflicts, etc.).

Based on the discussions above and observations, most local communities have a low level of tourism awareness or lack of understanding of tourism-related activities. Destination promotion is the key and very important activity which plays a significant role in the promotion of potential tourism attractions for this area. Promoting potential tourism destination has different socio-cultural, economic and environmental benefits for the local community. When destinations are promoted, known and visited by domestic and foreign tourists, this would result in employment opportunities, environmental sustainability, and socio-cultural interaction. Moreover, information exchange creates an opportunity for local product development, destination development, and management. It has been noted that the local communities awareness about tourism and tourists are different from one another in the sense that some local communities who live around known potential destinations like Lake Zengena, Horsemen's association members and Walata Petrose monastery and handicraft producers area have little knowledge about the concern and practicing positive image for tourism development and visitors. While others including few officials and experts do not have information about tourism and its importance and hence do not give value for its development, promotion and even for tourists. In tourist destinations, if the society has a lack of awareness and intercultural disquiets, this may lead to intolerance towards tourists and create social conflicts.

5.3.4 Stakeholders Participation

Among the informants, all Zone and few Woreda leaders have explained that they are working with different stakeholders and government sectors to develop and promote tourism destinations in Awi Zone. These sectors and stakeholders include Amhara Media, BRC budget and car rental and tour, service giving institutes, government communication sector, road, and transport sector, and Universities (Injibara and Bahir Dar) are to mention a few.

According to their explanation, these stakeholders were working with them during promoting and developing the tourism destinations in the area during the facilitation and celebration of Horsemen's association event, annual tourism celebration day, the collection, translation and organization of traditional experience, indigenous knowledge, cultural music, poem etc. but with these stakeholders and government sectors there is no constant contact schedule and legal document (memorandum of understanding) to do tourism destination development and promotional activities. They also discussed that the main problems in this sector are not to work with these and other stakeholders due to the unavailability of consultative meeting programs and lack of awareness regarding how to perform promotional and marketing activities cooperatively. There is also a lack of capacity building programs at each level, from expert to the official, private to stakeholders which indicate the directions to do with stakeholders cooperatively. Occasionally there are training like arrangements for employees and officials but these are not related to capacity building packages rather these are simply for the report and political consumption. Even many other sector stakeholders facilitate and arrange practical capacity building training but in this sector, stakeholders don't have the idea to take this commitment.

Moreover, in Awi Zone the participation of different stakeholders in tourism attractions promotion and marketing is insignificant. The participation of private sectors in the development and promotion and marketing of attractions is very low. But little effort has been practiced in coordinating local communities for plantation of different trees, development of local destinations (Fang and Donor Falls, Lake Zengena) and protection of heritages in all monasteries.

In addition, BRC Budget and car rental and tour, Teachers Education College, Injibara University and ADA (Awi development association) have somehow participated in the promotion of tourist destinations. Setting constant contact schedules and preparing legal documents (memorandum of understanding) to do tourism destination development and promotional activities is vital for both sides. Moreover, it needs more effort to participate with different stakeholders in destination promotion and marketing activities by arranging different consultative meeting programs and inviting them for tourism promotion and development related seminars, meetings and symposiums.

5.3.5 Planning and Evaluation System

All informants and few participants described that there is organization annual, semi-annual and quarterly tourism activities plan including promotion and marketing section at departments and offices level and each expert's an official's level with its own evaluation system. According to the informant's explanation, based on their plan, each Woreda offices and sector's department, each official and expert is trying to run and perform the planned activities to attain expected goals but the result is insignificant when it is measured as per the plan. This is due to different reasons like financial constraints, inappropriate manpower, and low attention of the sector from different directions such as government officials, sector officials, and experts, and frequent employee turnover. They argued that they are not perfect but we are trying to discharge our responsibilities as much as possible with different obstacles

However, they stated that the organization itself and each expert and official who are working in this sector are not discharging their duties and responsibilities to conserve, develop promote and market the tourism potentials of the area to the level of expectation. The working structure is from Woreda to Zone and then to Region and there is a fixed time of meeting between sectors of woreda and Zonal administration departments to evaluate and monitor the performance of the planned activities monthly, quarterly, in 6 months, 9 months and annually during which every activity is evaluated and feedbacks are forwarded. Sometimes these fixed times of meetings are missed or not recognized due to different internal and external problems.

Based on the above discussions made with informants, participants and documents review, it could be pointed out that there are an annual organizational and individually cascaded planned activities and evaluation systems in the zone regarding tourism-related activities. Despite the existence of such plans for tourism resource promotion at each level, the achievement is insignificant because nobody is discharging his/her duties and responsibilities according to the planned activities at each level. This could be attributable due to different factors such as employee turnovers, financial issues, presence of supportive promotional material constraints, capability limitations, and lack of professionals. Additionally, there is no substantial feedback is provided during the evaluation period and also there is no strong measurement actions are taken for unperformed promotional and other activities.

5.4 Destination Promotional Activities and Tools

This subtopic comprises different promotional activities and tools which are significant to promote tourism destinations (such as natural, historical and manmade) in the Awi zone. Based on the above discussions the potential tourism attractions are not properly and significantly promoted to the customers who are from domestic and abroad due to numerous reasons as discussed above.

The majority of informants and participants have explained that most of the tourist attractions of Awi are not well known by visitors, stakeholders and other customers. This is due to lack of destination development and promotional activities, lack of attention from the government (especially, Zone and Woreda culture and tourism department and office), lack of budget, lack of professionals. They suggested important promotional activities and tools such as: improve tourism destination development and promotional tools, active involvement of the communities, the government, stakeholders, NGOs and tourism organizations.

However, the majority of informants and participants also essentially mentioned to promoting and announcing natural and manmade tourism potential destinations in the Zone needs qualified professionals on the occupation, improving basic infrastructure development, provide priority for the sector and allocate enough budget to properly promote destinations without financial limitations, strengthen the government and private sectors coordination, cooperation and relationship, properly applying scientific promotional strategies and using different promotional channels and materials such as internet/website, TV, Radio, social media, tourist guidebooks, banners, signposts, brochure's, journal, flyers, exhibitions, collaboration with national and regional tour operators and hotels, the core and essential aspects requiring work in order to ensure the improvement and promotion of the tourism industry in the Zone.

Moreover, few local destination managers and FGD participants stated about promotional activities and tools as follow:

To promote the tourism destinations in this area as much as possible improve infrastructures, conserving and preventing the local communities culture, history and transfer for the next generation, construction museums and collect different tangible and intangible tourism resources, fulfilling small internal destination facilities by initiating the local society, making

the attraction which have legal entity (Horse riding festival), the government sectors should encourage (the private sectors , stakeholders and the local community) participating and involving on bamboo plantation, horse reproduction activities in the area, moral building and different benefits should be provided for experts (traditional dance) and local destination leaders, experienced amateurs of traditional music and dance should be employed, completing traditional clothes, materials, equipment's and overall facilities, different experience sharing programs arranging with other related Sectors, Zones, Regions, national and international level .

On the other hand, two destination manager informants (from R6) discussed the destination promotional activities and tools. Potentials tourism destinations are not known and visited by domestic and foreign tourists especially by foreign tourists due to lack of a responsible body to promote and develop these tourism destinations to be known and suitable to satisfy the customer's desires. The first and the most indispensable mechanism for the development, promotion and marketing of the tourism destination potentials of this area should get the right and responsible body to provide areal service for the public in any respect. And who helps or supports the local community and local leaders such as “capacity building training, awareness creation, assign professional, budget allocation, showing the way how to conserve, prevent and promote heritages” to accomplish overall destination promotional and marketing activities. The government, culture and tourism sector at Zonal and Woreda level and the Orthodox religious sector must work cooperatively and nearly with potential tourism destinations. The second main and destination promotion methods are collecting the histories, antiquities and heritages of the attractions from the ancient local sources (old fathers and other related famous destinations). And preparing different promotional tools; such as guide books, brochures, folders, magazines and any other publications, designing and producing different products that help to promote the attractions.

Among these product paintings, art galleries, weaving clothes to address the internal and external customers and building museums and collect tangible and intangible heritage and tourism products suitable for promotion and visitation purposes. But to develop and promote the tourism destinations in this area still, nothing is done from inside and outside of the destinations.

As discussed with the informants, participants, observed by field works and reviewed documents tourism attractions of Awi Zone, are not properly promoted and the existing promotional activities do not feed the resource endowments of the zone. However, the majority of tourism potentials were not exposed to any promotional strategy activities and tools/channels. Based on this, the researcher suggests potential tourism promotional activities and tools of the area as follow:

The new access of several tourist potential destinations into the market has created the contest for many other countries and forced them to go for promoting tourism potential destinations.

Improving product development: to address the needs of foreign and domestic customers the tourism product development is processed and formed by based on the desires of the customers and the standard of tourism product development. This includes everything from artificial (manmade) facilities or attractions, to activities necessitating different levels of physical inputs and organized events such as festivals and conferences. New tourism product development develops the success of tourism businesses by increasing the number of products and services available for tourists as well as the number of visits, length of stay and spending by individual visitors (Geremew et al., 2017). Consumers look for experience rather than destination motivated products in current saturated markets. In the future, it will be significant to make a rewarding tourism experience through innovation and product development instead of proposing particular tourism components. Therefore in order to create, sustain and maintain the customer's number increase; tourism potential areas like Awi Zone should improve and bid various tourism products and experiences beside the existing products.

In this area mean Awi Zone there is the range of attractions and activities that fall under the umbrella term of tourism product development encompasses activities, festivals, events, dining and entertainment, cultural and historic resources, hospitality and natural resources. Among this products in the area for example, language of the Zone, religious and cultural practices (Horse Riding, Meskel celebration festival, Ethiopian New Year, Epiphany, Christmas, Easter), Cultural food and beverage practices (Injera, Abzi, Awaze (Dirit), beverages (Tella, Borde, Tej, Katikala or local Araki). These listed and others are main religious and cultural festivals and traditional foods and beverages should develop and serve to tourist attractions for this area.

Building destination image and brand: in different tourist attraction areas or places, building a positive image and making it brand is essential for the development and promoting of its products. While building a brand the information proposed to provide to customers must contest with the reality of the places. Misguiding or miss-leading information causes a negative reputation of the destination or a place. The positive image beforehand and positive experience at the destination will result in an honestly positive response to the destination. Whereas a negative image of a destination previously and a positive experience after visiting the place in person will gain high positive feedback to the destination (Morgan et al., 2004). The most dangerous feedback to the destination resulted from a very positive image but when the actual experience will be negative, it will influence negatively the image of the place towards the future potential tourists. Therefore marketing and promotion managers should give attention to what kind of information to transmit which is real but at the same time attractive while building their destination brand in the world standard. For destinations to be able to create a standout brand that differentiates them from their competitors is critical.

The main values should be communicative enough to the consumers in order to make it easier for them to know and understand what exactly the brands stand for. It is very important for the destination in the core values to include what special quality the place possesses and that makes it preferable from its competitors. The main values should be reliable and accurate with the brand representation, as the main goal of branding is to gain trust from the consumers, to be consistent it is not an option, it is essential to the tourism destination in this study area.

Events and community activities: preparing different events and community activities are serving as promotional activities for the promoters and customers as well. Nowadays most countries and places employed sports events and trade shows are significant promotion vehicles in promoting destinations. Awi Zone acknowledges its weather conditions which already have attracted regional and other community to Awi Zone at large. Currently, in the area different regional sports games and different seminars and meetings are organized. Though, the concerned body should use this opportunity to promote the tourism potentials destinations which are found in the Zone.

Interconnected with this sponsoring major event and community activities also aid as a promotional opportunity for the sponsoring companies and promoters. Creating events is important to promote destinations and its product and also sponsors often obtain public favour by their active involvement in the local events. According to Marshalls, “the existence of local fairs, non-profit events and school activities can improve the relationship and goodwill with the communities in which we operate our industry” (Marshalls 2007).

Use of logo and slogans: promoters and marketers should develop a slogan that superfluities with a specific theme. Knowingly, a slogan should be brief, concise and which communicates an overall image of a place or a country. For example, a slogan developed by Malaysian tourist board “Malaysia truly Asia” is discussed that the message was developed in exertions of positioning or distinguished this nation from other Asian destinations (Marshalls, 2007).

In creating a slogan that will communicate the positive message of the brand creation. Mostly speaking the slogan was invented to communicate that a place is revived from the threshold of the past. Different coexisting slogans as mentioned are employed in national-level promotions whereas national pride is created to enhance national products. Using an advertising slogan and/or logo is an important promotional activity for potential tourism destinations. The motto of the logo helps clarify the visitors understanding and purpose of the agency’s journey and program, for example, religious, cultural, natural, etc.(Liming, 2002).

Forming tourism partnerships: to promote their tourist destinations; establishing a partnership with stakeholders and other neighbouring tourist destinations is a significant promotional activity for potential tourism attraction areas like Awi Zone. Forming a different brand-enhancing quality service, using media channels and joint marketing with neighbouring destinations were underlined to accompaniment the promotional work in Awi Zone-like Lake Tana monasteries, Fasil Castel, the rock-hewn churches of Lalibela, Axum Tsion church, Ethiopian renaissance dam, etc. Forming partnerships is very important to promote the tourism potential destinations which help to increase supporting activities and spread a wider and more desirable audience when promoting tourism for a given destination.

Forming and strengthen “know-your-country” clubs: to recognize the social, environmental ,cultural, economic and political benefits of domestic tourism, the formation and improving of tourism associations and clubs denoted to as know-your-country clubs

should be encouraged at places of residence, work, education and worship, with the view to strengthening domestic tourism. Besides forming and improving tourism associations and known your country clubs is a vital promotional activity to this area. So the culture and tourism department and respective woreda offices and the other concerning bodies should better to work strongly to organize and improve this and related associations with the local communities to increase and develop the domestic tourism trends and promoting the destinations.

Online promotion: Technology makes everything easier to exchange information between the people from different part of the world, which enable to see the different opportunity that is found in the various areas as well as makes it much easier to work together. The revolution of information technology has reshaped the communication system by making it faster, wider and more accessible for everyone. The Internet has created vast changes and opportunities in different sectors, for instance, the business world, leisure time activities, networking and social communities. As stated by Hassan the more use and development of the internet there is more chance to connect the world and people together (Hassan, 2015).

Currently, the internet has become the most-used channel in tourism promotion as well as destination marketing. According to Madasu tourism promotion can be more effective through word-of-mouth marketing. Word of mouth (WOM) communication is a big part of online connections within the online tourist communities. Particularly, tourism specialists are interested in WOM communication because of its popularity, growth, and influence on those communities (Madasu, 2013).

The new technology growth increases the efficiency of the companies to communicate with the customers and their operation processes such as booking, distribution and tour management. The appearance of information technology also increases the power of consumers. Internet marketing is bigger than marketing through brochure as in a brochure the number of pages is limited therefore; the amount of information is also limited to a web page. Online practice enables customers to access more pictures, different information's and videos of destinations and services, which help to make them the right decision on a trip (Middleton et al., 2009).

Moreover, consumers can also compare prices on the internet because there are plenty of options available on the internet. Additionally, digital technology has enabled the opportunity of hiring highly targeted promotional activities. By learning the online habits of different users, and through text recognition technologies that identify the subject matter of websites and emails, the promoter can post accurately the type of announcements that should be of highest interest to the viewing audience.

Social media: social media is also an online application tool, which allows the user to make co-operation and collaboration on the internet. People with a common interest can gather to share their thoughts, comments and opinions.

Social media sites allow companies and organizations to advertise and promote their products with better opportunities (Hassan, 2015). The advertiser can create their own website with interesting content and do not have to pay a huge sum of money for publishing and distributing of the anticipated information. Social networks are one of the fastest and most effective ways of communication to spread information to a large group and it allows companies to get closer as well as to receive both positive and negative feedback. This feedback helps companies to know about how a product or service is considered in the marketplace (Agresta & Bough, 2010, pp. 3-8). Social media has also a huge effect on the travel and tourism industry. The tourism business mostly depends on word-of-mouth communication to share thoughts and recommendations. Moreover, through Facebook, Twitter, YouTube and Telegram customers can share a large amount of information including trips and suggestions which are most valuable for tourism promotion. Using social media also helps to provide the latest promotional offers, for instance, a short time promotion can be announced on social media when it is not possible in print media due to time-limited (Bennett, 2012).

Advertising: due to its professional gain, advertising must use as the primary tool in the tourism industry. In the tourism context Advertising is invented to inspire imagination and provoke the interest of potential visitors to the destination. Advertising is to remind potential customers about the destination and enhance their images. The successful promotion of tourism in each place, area, region and country is based on cultural and natural values, and the professionals understanding of advertising and its values (Ketabchi & Mohammad, 2004). Both inside and outside of the given country professional advertising can be seen as an

attractive tool for economic development. The advertiser is required to identify the target audience and tourism and which will increase tourism, investments and another positive behaviour dependent on the volume of the advertising aimed to attract the tourists (Marshalls, 2007).

Because of the importance and effectiveness's the role of today's advertising industry, and its capability to reach out and communicate with the people who are more familiarised to using traditional and natural materials. This promotional activity is important to promote tourism potential destinations in Awi Zone. However modern advertising would be more effective for the perceptive individuals, based on a combination of advertising methods, new steps have been taken which show the effectiveness of this mode in advertising as a more effective method than the previous methods as described by Wen-bin et al. (2007).

Using printed materials: brochures, tourist guide books, folders journals, flyers, are an effective advertising tool as they contain valuable information about the potential destinations such as the place, city and the maps included in the tourist is visiting. Posters are also a popular and effective tool in the tourism promotion and improvement for the tourism potentials (for ex. horse-riding game, traditional dancing's, Lakes and fall, Monasteries) in this area, as well as notifying the consumer of travel sites and/or travel agency, which have opened for business.

Public relation: public relations are constructing good relations with the companies various communities by gaining favourable publicity. Building up a good corporate image and handling or healings off unfavourable rumours, opinions, studies & events. Several promotional tools link specifically to public relations which is unpaid communication often presented through media coverage. Some common public relation methods/ techniques are newsletters, magazines, press releases, press conferences; news reports (Ajake, 2015, Arionesh & Ivan, 2014). Small organizations can often construct relationships with local newspapers, TV stations for coverage of important tourism business activities and they benefit from the exposure they obtain, whereas newspaper and television reports respected the ready-made pleased and human interest that the small industry provides (Marshalls, 207).

PR is the exercise of managing communication between a country and its key publics to produce and manage a positive "image". Hence, the fundamental activity of PR involves the following: evaluation of public attitudes and opinions of the place, communication program

to cope with the current situation, organization techniques and policies assisting the public in mind and communication program to modernize the public of developments improving the impending issues. Due to this and other reasons, public relations are also another important promotional activity for tourism destinations in Awi Zone.

Sales Promotion: as the term indicates, the approach includes the method of short term strategy to stimulate customers to buy a product or service. It is discussed that whereas advertising notifies or educate the motive to buy, sales promotion encourage or motivate to buy products. Instance, an offer of an attractive package holiday or even free short tour to a new destination can be offered to create awareness and stimulate more tourists in visiting a destination (Ajake, 2015, Arioneshi & Ivan, 2014). In the tourism industry, sales promotion is chiefly handled by the travel intermediaries (tour operator and travel agent) who have direct contact with tourism customers. It is employed to motivate potential visitors to the destination.

Hence, the impartial of sales promotion is to convince customers to purchase tourism products (destination) by offering relevant temptations as pilot tours during trade fairs. Furthermore, sales promotion is predictably effective in markets whereas the image is declining and sales promotions raise an incentive than buying products and services (Kotler, 2003). It also developed to encourage consumers of particular new products that lack image (brand) or lack awareness in a particular market.

Personal Selling: it is a method that involves performing oral presentation to consumers to achieve sales objectives. It is the most effective mode of promotion by its nature in creating a buyer's preference by accelerating and motivating necessary action.

In accordance with tourism, personal selling is naturally practiced by intermediaries (travel agents & tour operators) who are in the situation to meet face to face with the potential tourists (Marshalls, 2007). Personal selling as the word indicates can be personalized to meet individual needs, and yet provide a quick response. It delivers a means of evaluating the level of the client's perception and knowledge about the products and country of the origin (Arioneshi & Ivan, 2014).

Hence, this approach is suitable for clarifying individuals with negative or mixed feelings about a destination. Principal misunderstandings and biases can be corrected immediately while a promoter and customer cooperate at close hand. In the instance of travel fairs, normally potential travellers visit exhibitions, stands, showcasing products from different countries and respective businesses. These events facilitate an opportunity for place marketers and travellers to evaluate perceptions that are currently held by the target group (Arioneshi & Ivan, 2014). This is the prime opportunity whereas place marketers exhibit their products by educating and encouraging potential consumers to try products (new destination) that have a weak image or lack awareness.

Direct marketing: this method of announcement refers to marketing by focusing on an individual level. Direct marketing consists of mail and telephone approach. This method is simply practiced by travel intermediaries (tour operators & travel agents) as they meet face to face with their target consumers (Arioneshi & Ivan, 2014 & Marshalls, 2007). This approach is important for this area when local tour operators and travel agents are established and organized in this area. Based on this, the local government of Awi Administration Zone and the culture and tourism sector encourages the private sector to establish tour operators and travel agents which have a capacity to promote potential tourist attraction for their real customers through direct marketing and other promotional activities.

5.5 Conclusion

Based on the above discussions the researcher concluded this chapter in such a way.

The existing promotional practices are very limited and insignificant as in alignment with the actual performance of the potential destinations in the area. The informants and participants of the study disclosed the limitedness and poor quality of promotional activities and tools. According to their explanation and personal observation, promotional activities and tools which are practiced in the area are very limited in number and almost all available tools are poor in its quality, not standardized, insufficient and their distribution is limited to the destination sites. Moreover, the tourist attractions which are found in this study area are not properly promoted and the existing promotional activities do not feed the resource endowments of the Zone at all and also the responsible body: culture and tourism, stakeholders, the local community did to tried to improve and implement promotional tools to promote and sustain the tourism development in the area.

However, the study area needs a strong effort from the responsible body to enhancing destination promotion and marketing activity. Among these very significant promotional strategies and activities are creating information centers, improve infrastructures, using and implementing different qualified building destination image and brand, performing events and community activities, establish slogans, forming tourism partnership, collaboration with national and regional tour operators and hotels, forming and strengthen “know-your-country” clubs ,using online promotion(internet/website),social media, advertisement, public relation, sales promotion, personal selling, TV, Radio, tourist guidebooks, banners, signposts, billboards, brochure’s, journal, flyers, trade shows, exhibitions are also another vital promotional mechanisms for this area.

CHAPTER SIX

CHALLENGES OF PROMOTING DESTINATIONS

6.1 Introduction

The main objective of this chapter is to investigate the challenges of promoting major tourist attractions in the study area. The findings are discussed below:

6.2 Lack of Appropriate Personnel and Government Attention

The majority of informants and participants stated about little attention of the political leaders to the tourism sector lead this industry still in its infant stage. The Ethiopian government at each level gives priority to other sectors such as agriculture, health, education and so on but the tourism sector has the least priority among others. Moreover, the Ethiopian government has still only believed that the agriculture sector offers immense growth potential to serve as the backbone of the country's economic transformation process and discounts tourism. Due to this fact, the local government (the Awi Zone administration leaders) including the culture and tourism department and offices did not give attention to the tourism sector development and promotion. Due to this intention even did not assign the right man to lead the sector at each level in Awi Zone and Woreda level culture and tourism sector. Though, according to their explanation, the management teams in this sector is very weak and did not get recognition from other cabinet members (process council members) to state the sector's activities and raising the issues directly affected the performance of the tourism sector. Based this intention:

When one leader is flouted from one organization or office by his/her performance or commitment and even other political and managerial issues then he/she would be assigned at the culture and tourism sector because the sector is considered and recognised as no relevant activities and it is measured as not important for any development aspect.

Each leader and expert who is working in this sector strongly explains that they don't have good working situations and no facilities to carry out overall activities. Even the cabinet (process council) members at different government sectors don't have a positive attitude towards the employees and the tasks of the culture and tourism sector and they considered them as redundant, dancer or musician.

According to the informants' explanation, it is challenging to get different materials supporting to perform the activities and transportation service to accomplish field works. Inconsistently, the experts face discouragement and a sense of inferiority on their job due to the governments and politicians low attention to the sector. Therefore, most of their activities are office-based. Staying much in offices has made their activities very incomplete and they become idle and this creates on the other's opinion the employees in this sector are free, joyful and the occupation is considered as insignificant for any development aspect.

Though, the low focus of the tourism sector from the leaders creates a bad image for the internal and external customers and creates a negative attitude in the community and staffs of the tourism sector to promote and develop the tourism destinations. The main worry of low focus of the sector leads to lack of accountability, low employees working position and unqualified experts and incapable leaders engaged in the sector, budget allocation problem, lack of manpower, weak management and administration and there are is no suitable working environment to developing and promoting the major tourism destinations in Awi Zone.

Among the local destination leaders, one of them stated that the challenges of tourism destination promotion in that area, unavailability of the right man are the major obstacle for tourism development as well as the promotion and marketing of tourism destinations and its products. According to the informant's expression in this sector even from the government or culture and tourism sector, no one is accountable or responsible to develop, conserve and to protect and promote the tourism attractions or different ancient heritages which are found in any tourism destinations. The absence of responsible body to the tourism destination means: there is no attention for the sector from any direction; this intention may lead to the sector poor management and administration, poor community participation, low capacity of employees and leaders, tourism resources degradation, lack of quality facilities, lack of funding and budget for tourism destination development, promotion and marketing, lack of tourism investment, and in the area.

On the other hand, one informant and two participants described another challenge of promotion is a lack of experience sharing with other tourism sectors in the region in line with the low attention of officials to the sector. They said that there is poor experience in Awi Zone to promote tourism attractions for the domestic and foreign tourists in different means of promotions like regional, national and international channel routinely.

According to them to improve the destination promotion and development experience sharing is vital for the leaders and experts who are engaged in the sector with other experienced internal and external tourism and related sectors. This experience exchange programs among other tourism destinations and their experts are vibrant to share marketing, designing and promotional strategies as well as to develop information centers and local tour guide associations should be highlighted.

Based on the above dissections and the observed realities the sector has little attention from the government side. Even if tourism destination promotion is a significant means of revenue-generating in developing countries like Ethiopia, the attention is given to the tourism sector in general and destination promotion, in particular, is very less in this area. With regarding the low attention of the government, the sector at each level and by any development and promotion aspect is still in its infant stage. And this sector also lacks budget allocation, lack of professionals, low employees working position, employees turnover and leaders exchange, lack of investments in the industry, lack of accountability, lack of occupational based trainings, lack of organizing local tour operators, assigning professionals, absence of museums, lack of hosting fund rising projects, resource ownership conflicts, lack of awareness to conserve, protect, develop and promote the tourism potentials of the area on different circumstances are the major ones.

The government is one of the key stakeholders that provide a leading role in tourism development and promotion. It should be anticipated to show good political commitment for the tourism sector, motivate the formulation of promotion and marketing strategies and other development strategies for it, and play the critical role to coordinating between the different public sector organizations involved and the relevant private for-profit and non-profit entities and local communities (Twining et al.2014).

6.3 Lack of Budget and Funding

The majority of informants and participants described another major challenge for destination promotion, lack of budget and funding. Without available budget allocation performing any activity is impossible to get the targeted intent on any activity.

The budget allocated for the sector (department and office level) is too low as compared to other sector departments and offices with the same level due to low attention for the sector and lack of awareness about the tourism industry. From all departments and offices at a Zone and Woreda level, the least attention is given to Culture and Tourism Offices. The degree of problem is different from one Woreda to another without any reason.

As stated by them each woreda has a plan to perform different tourism development and promotion activities like collecting and organizing information's on heritages and wants to strengthen the traditional music band of the Woreda, identifying tourism potentials in the woreda, collecting ancient oral traditions and promoting the potential tourism resources of the area but there is a big challenge to get materials and facilities to support their doings such as, digital video cameras, voice recorders, musical instruments, training clothes and other related materials could not be purchased due to lack of budget. Furthermore, they undertake very limited field works due to lack of working budget and lack of transportation facilities to travel to different destinations and heritage sites.

Though there are different cultural and natural heritage, they are not studied and interpreted, and most of heritages sites have no signage. Hence, office facilities, instruments, equipment's, appropriate manpower and finance are not allocated for the tourism sector due to lack of attention from administration zone officials. According to their explanation when the government cabinet allocates budget for the department and the offices, they think that Culture and Tourism Office has nothing to do, and hence allocate to it the least amount of budget. This is a giant problem to develop and promote tourism destinations in the area. For example, 4 years least budget allocation to the sector at Zonal level as compare to other related sectors is described in appendix III.

In addition to the above discussion few expert informants also stated about the low budget allocation for the sector implies a negative impact on destination development and promotion. They stated that the main hurdles to perform destination promotion activities is lack of finance, the budget allocated for operational tasks is so small that they can't achieve what they have planned and expected. Not only, the budget limitation but also unavailability of funding from different sources for the sector as compared to other sectors such as education, agriculture, and health.

Lack of funding for tourism development is limited in many development sectors. These informants state the challenges of gaining funds opportunity to tourism destination development, conservation, management, and promotion is difficult. In this area, there is no project which is working on tourism development and promotion because there is no capable and responsible body to inspire and show the way how too engaged in tourism development and promotion activities to different projects and stakeholders.

Besides, tourism development and promotional activities in Awi Zone need significantly sufficient budget allocation and voluntary fund rising organizations and individual business entities to improve the industry in the area. The local government of Awi Administration Zone should give emphasis on the tourism sector like other sectors to allocate an adequate budget to perform destination promotion operational tasks and other overall activities of the sector. Moreover, the issue is not only budget allocation but also the existence of weak budget planning performance of the officials and experts mean lack of budget distribution technique for operational tasks such as promotion and marketing activities. In addition to this, the desired funds could also derive from different voluntary organizations like NGOs, World Bank and UNWTO. These voluntary bodies need to implementing concrete project proposals to raise the fund for any activity like destination development, controlling management and promotion and marketing. But in this sector there is no capable or qualified official or expert to prepare the strong project proposal plan to attract and involve different fundraising projects and stakeholders in this sector or industry.

6.4 Lack of Stakeholder Participation

To promote sustainable creativities and guarantee the quality of employment in a sustainable manner is required the cooperation and coordination among governments bodies, business entities, labour and society as well (Hiwasaki, 2006). To cope up numerous challenges in tourism attractions constant negotiation between industry representatives and public authorities is needed (Weber et al., 2017).

All of informants and majority of participants stated that in Awi Zone still there is weak stakeholders' coordination and participation due to the barriers in coordination, commitment and communication among concerned stakeholders and the government. The involvement of private sectors in development, conservation and protection of attractions, infrastructure expansions, promotion and marketing is low.

In line with this, there is a gap in destination promotion skills and interest with regard to tourism destinations products design and development in this Zone. Regarding the stakeholders coordination and participation, all experts stated that is still weak and mentioned that a tourism destination as a complex system consists of groups of various and networked stakeholders who have their own partial interests and objectives but, also, those stakeholders are characterized by different degrees of ability to customize internal and external factors that are not properly managed in the tourism destination areas.

They stated that the relationship between the main actors which are local government, local community and private sectors in destination development, promotion and marketing activities is very limited. Moreover, the coordination between local tour guides, hotels, destination leaders, the local community and the sector is also very low. But these individuals' cooperation and participation in the overall tourism destination development and promotion has greater importance to sustain the improvement of destination promotion and marketing. Other few informants described the issue, primarily the government bodies at Zone and Woreda level did not have the full concept about destination promotion and marketing but recently they show encouraging consideration to the matter of tourism and cooperation.

Therefore, Awi Administrative zone culture and tourism department was facilitating the promotion on different directions and currently a good relationship has been created with regional bureaus, zonal departments and woreda offices and also with other related governmental institutions such as Universities and Colleges, Environmental Protection and Land Administration offices, Medias, Agriculture and Rural Development offices, Government Communication offices.

In a practical still weak relationship and cooperation with the concerned private sectors, NGOs, other government organizations and strong business companies which have significant capacity to improve the tourism industry promotion and marketing. On the other hand, one FGD participant explains the issue, there is no clear coordination between the government and private sector and no good relationship among the government and local community means ownership conflicts arise due to the importance of the tourism resources in this area.

However, in Awi Zone involvement of the private sector in the tourism industry is almost null. The participation of private sectors in the development and promotion and marketing of attractions is very low. But little effort has been practiced on coordinating local communities in plantation different trees, development of local destinations (Fang and Donor Falls, Lake Zengena) and protection of heritages in all monasteries in this study. In addition, BRC Budget and car rental, Injibara and Bahir Dar universities, Amhara TV and Radio, service giving institutes and ADA (Awi development association) somehow participate in the promotion of tourist destinations. These stakeholders participated during the facilitation and celebration of Horsemen's association event, annual tourism celebration day, the collection and organization of traditional experience, indigenous knowledge, cultural music and pomes. With these stakeholders and government sectors, there is no constant affiliation time and legal document (memorandum of understanding) to do tourism destination development and promotional activities.

Moreover, relationship management was also missing which is an important strategy of strategic marketing and promotion in the tourism industry. Participating in all stakeholders with various fields of expertise is important to support and encourage tourism destination development, promotion and marketing the area and nationwide. But, lack of formal relationship and cooperation between the tourism sector and other stakeholders is identified as a bottleneck challenge in Awi Zone. Generally, the missed relationship found among the stakeholders becomes the main challenge to destination development and promotion.

6.5 Lack of Trained Manpower and Low Employees Working Position

In the tourism sector, it is familiar to see a lack of professionals, low working position and employee and leaders turnover. Tourism professionals play significant roles in promotion and marketing since they are capable of planning and organizing promotion and marketing initiatives or activities effectively, which will, in turn, to help increase the satisfaction of tourists and locals in the destinations. As stated by all informants' and participants, a number of employees who are working in the culture and tourism office and department, their qualification is a big challenge for tourism destination promotion and marketing activities in Awi Zone. There are many graduates of tourism professionals in the market who didn't get the chance to work in their field (tourism) and some new entrants are suffering from prolonged unemployment.

This means departments of culture and tourism and offices are held by the inappropriate professionals regardless of access to the right manpower in the market. For example: in Zone and all of Woreda offices in my study area, tourism promotion work is given to either of the following professions: Geography, Psychology, Amharic, English, Sociology, History, Economics, and Management. For an example of Awi Zone culture and tourism department employees' profession and their work position is listed below:

Table 2, Employees Working Position and Qualification

No.	Working position	Education level	Qualification	Remark
1	Department head	Degree	Business administration	
2	Culture industry development team leader	Masters	Folklore	
3	Tourism service giving institutes quality assurance team leader	Degree	Journalism	
4	Heritage protection and tourism development team leader	Degree	Sociology	
5	Domestic tourism expansion expert	Degree	Geography	
6	Destination development expert	Degree	Language (Amharic)	
7	Heritage inventory expert	Masters	Tourism and heritage management	
8	Hotel and restaurant quality assurance expert	Degree	Geography	
9	Planning development expert	Degree	Statistics	
10	Cultural industry development expert	Degree	Language(Amharic)	
11	Language study expert	Degree	Language (Amharic)	
12	Cultural development expert	Degree	Language (Amharic)	
13	Cultural development expert	Diploma	Music	
14	Cultural development expert	Diploma	Art and graphics	

Source (Awi Administration Zone Culture and Tourism Department, 2011)

This needs further in-depth study and to make adjustments until the right manpower is assigned to the right position. Even the employees who were working in the previous promotion position are not professionals but also there are no capacity building programs to

improve the employees and official's ability to perform the activities concerned with the promotion and development of the industry. They are suffering from capacity limitations without any short term capacity building training regarding with profession to improve the skills and knowledge's ability to perform their duties.

As stated by the informants and participant's lack of skilled manpower and low working position in the sector are amongst the major challenges in seeking to improve destination promotion and marketing. The working positions of the department and offices are very low as compared to the same level offices and departments in this zone. This main problem creates high employee's turnover and officials exchange is linked with different internal and external reasons in this sector and it affects the promotional activities directly and indirectly.

According to their discussion results and realities, it is proposed that almost all tourist offices and destinations have limited human resources capacity. With this limited human capacity, the appearance of new competitors can also be a challenge for tourism development and promotion in these destinations. The institutional framework of culture and tourism has been structured from the Federal Ministry of Culture and Tourism to Woreda levels but the positions of the offices are not properly staffed. As a result, the situation of culture and tourism office is very discouraging for employees to discharge their duties and responsibilities. Furthermore, their work experience in culture and tourism offices are not relevant when they compete for other jobs outside the sector because the tourism profession is considered as a profession that has no relation with other sectors. In a paradox, plenty of other streams are invited equally with tourism professionals to work in the tourism sector.

Currently also on the new government working structure study and assignment, tourism promotion and marketing position is missed at Zone and Woreda level. The position is set only at Regional and Federal. But there is a need for destination promotion employee position at Zonal and Woreda level culture and tourism offices. Some Woreda culture and tourism offices (Ankesha and Guangua,) have a small number of employees with limited capabilities and the heads are perhaps working on the political issues while the employees are responsible abundant of works in the office.

Moreover the employees of this sector have not only capability limitation but also low working position and turnover on Zonal and Woreda level, even they don't have initiations

to learn from others, capacitating themselves from the environment, perform activities and seriously annoy to shoulder responsibilities in any respect is main challenge for destination promotion in the area.

6.6 Lack of Infrastructure

On the power to explore, describe, and to make tourism possessions more attractive and to promote them to tourists, the concerned body should take major actions to improve the basic infrastructure development of the study area. In the effort to charm to the customers the governments and private sector business people often invest in infrastructure improvements that have positive impacts on the economy and on local communities (Twinning et al., 2014). Strong cabinet (processes council) members support for the tourism industry in the study area is often the starting point for destination development and promotion activities. The majority of informants and participants of this study essentially discussed about the main challenge of destination promotion and marketing, poor infrastructure development in and around the destinations such as lack of roads, electricity and water supplies, insufficient accommodation, poor telecommunication facilities, shopping centers, cultural centers, unavailability of museums and lack of banking. Modern infrastructure is the most important factor to enhance the flow of visitors and benefits for all stakeholders. The development or upgrading of infrastructures such as roads, water, and electricity must be shared by both tourists and local people (Frey and George, 2010).

Lack of electricity, telecom, and water – access: the majority of expert and local destination manager informants and participants are stated electric power shortage has become a serious crisis in the area. In Awi Zone poor electricity availability (there are no electric facilities in all destinations in the area unless the main high ways and Woredas). The Woredas are accessed with power interruption that has affected economic activities including tourism business promotion in the area. All of the tourist sites of the study area have no power access unless they are located in the Woreda towns. Similarly, access to telecommunication and the internet is poor in around the tourist attractions including the Administrative towns of the Woredas. The telecommunication services are found in all Woredas and some destinations but its quality is very low and significant. Little Internet access is available only in the town of Injibara, (wifi is poorly available only in few hotels, and internet cafes).

Potable water: Awi zone is known as one region in Ethiopia that has enough rainfall and there is big water potential though pure water is not accessed to the communities. According to the informants, access to potable water and weak electric power are available only at tourist sites located in Woreda towns. In most major destinations the availability of pure water is very limited almost none, not only tourists but also the local residences are suffering by the problem of pure water.

Road: Some of the capital towns of the woredas are connected to main roads via a gravel road. Gimjabet (capital of Ankesha) is connected with nearby woreda towns by a gravel road. All other major destination Woreda capitals are located on the asphalted highways. The strategic position of the towns has helped to get access to asphalt roads. Till, Injibara, Addis Kidam and Dangila are located on the main road from Addis Ababa-Bahir Dar. According to the informants, this is a good chance for these towns to receive tourists travelling to historic route through Bahir Dar can be a base town for tourists who want to visit tourist sites of Awi zone since almost all of the woreda towns are not much remote from the regional city, Bahir Dar. On the other hand, Chagni town is located on the highway from Injibara to the Renaissance dam of Ethiopia. The quality of roads to tourist sites is worse than the road network. As it has been described above, few woreda attractions are connected by asphalt road whereas most of the tourist sites are located away from main roads and are only reached by poor class roads and many other tourist attractions can't be reached.

On the other hand, all officials and other few informants discussed the major challenge of destination promotion; lack of infrastructure, Infrastructure is the most important part of tourism development and promotion that may attract visitors from different countries and regions. Regarding services and facilities expected in the tourist destination sites, including proper internal roads, foot tracks, signage, resting sights, tented camps and standard camping sites with the requisite facilities, these were some of the important facilities needed by tourists but there are no any suitable facilities in Awi Zone tourism destinations.

Based on the above findings and personal observations there is poor infrastructural development considered as a challenge on destination promotion. It includes roads, electricity and water supplies, insufficient accommodation, poor telecommunication facilities and banking all exist and need improvement. Some destinations in the area especially, road facilities are on progress but need cooperative commitments to complete and making them

functional for promotion and other any tourism-related activities. Other range of general facilities and retail services available in the Zone, aside from a few notable exception opportunities for restaurant/hotels, cafes and shopping experiences equal with the needs and interests of leisure visitors. However, these are very limited in their quantity. In general, there is lack of facilities and service in these potential destination sites that include lack of infrastructure (e.g. internal roads, parking, water facilities, restrooms, electric facilities, shade, shelter, sewage, signage, resting sights, tented camps and standard camping sites with the requisite facilities, etc.). These were the most important facilities needed by tourists but were found to be poor and not exist. Lack of facilities (i.e. access, public transport, and accommodation) leads to bottlenecks the destination development (Waveir, et al. 2017). The facilities poor quality, utilize a negative impact on the reputation of host countries.

Therefore, the government, concerned stakeholders and the local communities should give attention to the development and improvement of facilities in and around tourist destination sites in Awi Zone.

6.7 Absence of Cultural Center and Museum

All informants and participants had described in Awi Zone there is no cultural center and museums at zonal and woreda level and each destination. This is the main challenge for tourism resource promotion, without any cultural center and museums collecting and promoting the potential tourism cultural and historical products is impossible. According to them, absence of museums in all tourism destinations creates a big challenge of tourism promotion and marketing of products which produced and found in the attraction sites, mainly in all monasteries which are found in this Zone are suffering this problem to promote and market the products, prevent and manage different tangible and intangible heritages or resources from external and internal devastation.

Besides, the government body, the tourism sector and other concerned stakeholders must give attention to build the cultural center at the Zone and Woreda level and different museums in the destination area. If necessary to collect overall tourism products, archives and Witten documents and deeds in these built cultural centers and museums which are suitable for promotional activities.

6.8 Absence of Fixed Handicraft Production and Marketing Places

All informants and participants discussed in Awi Zone there is no recognition is given for local handicrafts and different cultural assets in the local community and the government side. Due to this problem handicrafts and cultural assets didn't get fixed production places and shopping or display areas. This is the main challenge for tourism product promotion and marketing activities. The challenges that hinder the promotional activities of the area such as, lack of an available place to the attractions, means from the major attraction which exists in this Zone-like Awi traditional dance and Seven House Agew Horse Association had no their own fixed places to perform different allied activities such as teaching, training, showrooms, to celebrate the annual festival (horse riding festival), administration and promotion of the attraction. According to them, the absence of this important place is connected with a lack of good governance in the Administration Zone. The above-listed destination leaders and members requesting a significant place to develop and promoting the destinations but the Administration Zone don't give apposite response due to unknown reasons.

Moreover, all of the attraction's which are manmade, historical or natural did not have museums and product display shops to promote, show and market them to the customers or tourists. Though, administration Zone and Woreda and even Keble representatives and overall concerned body should give attention to these issues and as much as possible facilitate and provide suitable places and display areas in accordance with their requests to improve and develop the tourism products and potential destinations for the area.

6.9 Lack of Investment and Incentives

The majority of expert informants and participants discussed another destination promotion challenge lack of investment and incentives. Concerning tourism investment, the government viewed as to give priority to this sector through establishing national and regional destination level tourism councils but these councils did not discharge their duties and responsibilities accordingly. More or less investment priority is given to other sectors, particularly to the manufacturing sector. Lack of different infrastructures like tourism-related facilities are familiar in tourism destination, for example, water shortages are a particular constraint on the tourism sector in the study sites, and a facilitating mechanism for tourism development and promotion the financial sector lacks exposure to and awareness of the structure of the tourism industry and cannot narrate to its particular needs. Additionally, the experts justified "insufficient investment incentives" they sometimes heard information's the government

allows tax-free duties for investors, for example, vehicles for travel agents and tour organizers, and there are also tax-free construction materials for the star-rated hotels and standardized lodge owners but this reality in this Zone is different mean incentives given by the government to the tourism investors are still insufficient in this area.

Few FGD participants also stated another challenge lack of positive attitude for tourism investment:

In the tourism sector the administration leaders of the area don't have a positive attitude for investors, so many investors flooding in the Zone to invest the area of hotel and tourism sector but we don't know the reason after the discussion with the Zone administration leaders they didn't seek to invest in the tourism destinations and around them. There is a hidden secret in this issue, why investors frustrating to invest their resources in this sector in the area.

On the other hand, the investors who are participated to invest in the sector in this Zone don't have commitments and they are not accountable to accomplish the on-going project on the scheduled time. The government didn't take the responsibility to request them why don't they accomplish the project on the given time and related issues. For example, the lodge investment project started in Lake Zengena compound around 2011 but the project is still not yet finalized.

However, in Awi Zone, its Woreda towns and major tourist destinations as a center for different regional conferences due to its weather conditions and strategic geographical location, it is expected to be supplied with the necessary public and tourist infrastructures and facilities. A tourist facility in the administration zone main town and its woreda towns are still at its infant stage as discussed in the above. Particularly, this area lacks star designed and standard hotels which are very important for tourists and other service providers of tourist facilities are not well organized and integrated into this area. This issue indicates that the government is not effectively doing on upcoming different investors who have the capacity to invest in this industry. And the private investors may fright various constraints and limitations, such as general lack of capital, fear for low profitability of invested capital, fear for political uncertainty, lack of different significant infrastructures in the selected destination, absence of social services and skilled manpower to invest their resources in this

area. Moreover, different concerned government bodies have not regular meetings and discussions with private business owners and investors for harmonizing their services. And also the most common and series problem is that lack of integration among different government institutions with the private sectors.

Based on the Ethiopian revenues and customs authority, the administration zone should facilitate incentives for star-designated hotels like other service providers can import the equipment's and furniture which have a direct relation with their service provision duty-free. The star-rated hotels based on the level of stars such as one and two-star hotels can import only one pick up and hotels above two stars can import two pick up cars. Tour operators are exempted to import cars duty-free (up to three). But in this study area there is no Stare- Rated hotel and Tour Operator or Travel Agent Company due to this point there are no such incentives provided for the investors. Generally, in this sector, there is a huge problem in the investment of the government and the investors' aspect. Though, the concerned government body and the private sectors should cooperatively solve the problem by arranging consultative meetings for sustainable tourism development in the area.

6.10 Lack of Marketing and Promotional Strategies

The majority of informants and all FGD participants stated that the lack of good promotion and marketing strategies at each level in the sector was a destination development and promotion challenge. Not only a lack of marketing and promotional strategies support but also there are no other related organized working manuals and guidelines to direct the offices' overall tourism development, promotion and related activities. Their explanation indicates that the Ethiopian tourism policy and other tourism development-related strategies were not communicated to the communities and local stakeholders during the establishment period.

The majority of expert informants also stated about this issue that a challenge to destination promotion and marketing, there are no tourism promotional strategies at each level (Ministry to Woreda level) but there is a marketing strategy at Ministry and Regional level which is not found in this Zone. Due to this deficiency of promotion strategy, experts and stakeholders could not prepared standard or qualified promotional tools and tourism products such as, direction boards, travel/tourism desk in the hotels and linkage with national and regional tour operators, communication (guidebooks) for marketing and promotion of destinations, and

website development about tourism destinations of the area. Concerned with this issue experts or employees who are working in this sector were lacking in various destination promotion related skills, knowledge's, interest, methods of promotion and marketing, adequate tools for promotion and marketing, product design skills as well as operational activities.

Though, the researcher suggested that before making such policies and strategies, and after the preparation policies and strategies and before the implementation of the documents the concerned body should create awareness for all stakeholders and local communities. Additionally, the local people need to be consulted so that the outcome (the policy and strategy) meets communities and stakeholders needs and addresses their concerns.

6.11 Conflict over Resource Ownership

Some informants and participants described another main challenge of destination development and promotion, conflict over resource ownership. Like other development sectors, resource ownership issues may become argued during the tourism development and promotion process. The resources that are concentrating on tourism had an important role in the local community in different aspects. The local Communities are the owners of the land, forest and wildlife, and other many cultural and natural resources. According to the participants, in Awi Zone some tourism destination areas there is a conflict over resource ownership between the local community and the government. Such problems mainly arise in Fuang Fall, Dangula Tunnels and Lake Zengena, described that considering the resource ownership issue as a critical challenge, proactive measures were taken by the time of site selection for accommodation and plant cultivation. However, in these tourism destinations land ownership issues were a problem for the development of community lodges and tree cultivation. Conflict over the farming land border is sometimes raised by communities where the community lodge was constructed and trees were cultivated on their farming land. There is also another issue on a sites that the locals conserve the sites as religious attraction only the other conflicting issue is use of the Lake Zengena and one of Dangula Tunnel as a source of "holy water" by the church- this practice often creates a conflict of interest between the government and the local community. This is because of the community fearing that it would lose its spirituality of the source of holy water whereas the government sector is not deciding on it.

However, based on the above discussions and I had observed in few destination areas such as Lake Zengena, Fang fall and Dangula Tunnels there is a resource ownership conflict among some local communities and the government. If these problems are not solved through a series of organized community with government meetings, discussion and negotiation, there will be a chronic risk that tourism promotion and development would struggle by locals living in the area.

6.12 Lack of Local Communities and Stakeholder's Awareness

All informants and participants discussed the local community and the leaders of this sector did not have a clear awareness about the importance and significance of tourism, lack of awareness for anything is a risk to perform related activities and improve it. Overall a low level of tourism awareness among the local population leads to a lack of understanding of tourism promotion activities. It is also clear that tourism development and destination promotion encourages a local community's and stakeholders contribution and they benefit in sharing in activities and also enrich their understanding about the natural and manmade attractions conservation and promotion initiatives. According to the participants, most of the local people and stakeholders in Awi Zone had no awareness about either tourism development or tourism destination promotion activities, and mostly they did not participate at any level of destination promotion activities.

However, in Awi Zone lack of tourism promotion and development awareness is found not only in the local communities but also found in some experts and leaders in the sector. Moreover, in cultural tourist destinations, the community has a lack of skills and knowledge and intercultural concerns, this may lead to intolerance towards tourists and create social conflicts. Therefore, the results suggested that there is a need for an awareness creation campaign to enhance the knowledge of the stakeholders and local communities about the tourism industry as a large market and economic segment in the study area. Knowledge is an important tool to support destination management because it is connected with the ability to create value and to generate needed competitive advantage (Kim et al., 2002).

6.13 Lack of Tourism Development Promotion and Marketing Researches

Among the officials and experts, the majority had described another challenge to destination promotion which is a lack of different researches in this sector.

The tourist attractions which are found in the area are not properly studied, documented, identified and promoted to concerned bodies. It is essential to show the significance and value of the tourist attractions to the local community, private and public sectors and the visitors. In this study, most of the attractions described are natural tourist attractions although still, they need depth exploration (except Lake Zengena and Fang fall). The researcher got very limited information about the cultural aspect of the area. Except for natural resources and the cultural values of Awi zone, including historical aspects, are studied and interpreted well, they will be kept hidden and can't support socio-cultural and economic role for the society. For example, the history and culture of Awi people are well documented; dancing, wedding, conflict resolution process, religious festivals, traditional crafts, and ancient tools, are not well studied. Though, it indicates to make different studies about the tourism industry, such as destination and product development, promotion and marketing of tourism potentials, potential resource identification, etc.

6.14 Problems of Peace, Security and Stability

All informants and the majority of participants described another challenge of tourism destination promotion peace, security and stability. According to their explanation, illegal activity is most likely the main threat to the tourism industry. Almost in all tourism destinations in Awi Zone, safety and security problems are not big issues. Somehow there were some security-related problems directed a few destination areas to visitors like begging, theft, snatching bags and throwing a stone. For instance, in Fang Fall and Lake Tirba, unknown local communities destroyed a small lodge built for local youth to help them in providing little services for visitors of the fall and lake and snatching bags and throwing stone is therein. Some people in the churches also do not have trust in the need of registering heritages. Therefore, they hide them, and this causes to temporary or permanent damage to heritages.

However, the role of the community in crime protection is more than everything since nothing is out of the sight of the community. They stated that to guarantee the security of visitors while they are in visiting the local guides are taken instruction to supervise the action of the illegals. Towards peace and stability, the current conditions of our countries political instability is a major negative impact on destination promotion all over the country and create a bad image about the nation to the internal and external customers.

The experts seriously indicated the importance of “peace and security”, for once country development in any aspect not only for the tourism promotion. Regarding it being the main cause of public protest has resulted in the decline of tourist inflows to the country and the Zone. For example, Lake Zengena and Fang fall which are the best natural route destination sites, have currently received negligible tourism.

On the other hand, they stated that it is very difficult to promote and attract both foreign and domestic tourists because of the negative image of internal regions and the country and lack of real information. But once they visited the country and the area they definitely change their minds. And different western Media and NGOs are still focusing on the past history of the country and regions but not give attention to the current positive condition which is the fastest growing country in the world, favourable for business and investments, safe place for the foreign visitors as well as resident. They also suggested the destination sites need to give serious attention to the problems and develop strategies oriented at improving safety and security, while simultaneously using the most effective promotional tools to enhance their images.

Due to the above discussion and the current our countries political situation such as the presence of criminal activities like public unrest, theft, begging and other crimes negatively influence tourists to flow to tourism destinations. In line with safety and security-related tourism problems, tourist receiving countries reputation influenced by the negative impact and these host countries or destination areas need careful attention connected with peace and security. Though, tourism promotion in Ethiopia in general and in Awi Zone, in particular, has somehow been suffering from the recent political instability. This suggests that tourism activities in these destination sites require peace and a stable environment both in initiating and main destination areas.

6.15 Conclusion

The major challenges of potential tourism destination promotional and marketing activities in Awi Zone includes low government and all tourism industry stakeholders attention to the sector, lack of budget allocation and funding, lack of professionals in the sector, lack of local communities awareness to the tourism industry, lack of stakeholder coordination, conflict over resource ownership, absences of museums and cultural centers, absence of organized

souvenir marketing area, lack of infrastructure development (roads, electricity and water supplies, insufficient accommodation and poor telecommunication facilities). Besides these mentioned above, there are many other problems that hinders tourism destinations promotions in the area such as, limited distribution of promotional materials, absence of tourist information center, and local travel agents and tour operators, lack of signposts and tourist guide book, movie, poor quality website and absence and poor quality of banners, magazines and fliers in both their contents and structure. Though the local government and the tourism sector should work closely and cooperatively to eliminate these challenges and promoting the potential attractions of the area.

CHAPTER SEVEN

CONCLUSION AND RECOMMENDATIONS

7.1 Summary

The main objective of this study was to assess the practice and challenges of promoting major tourism destinations. As discussed in the literature review, this study has stated that “promotion” is one of the marketing mix elements that have an effective concept, to attract potential customers and to visit tourism destinations by disseminating general information about the tourism potential areas. In this study, it was pointed out that the study was focused on the practices and challenges of promoting major potential tourism destinations in Awi Zone. In this area, there are untapped cultural and natural potential tourism attractions but the Zone has an enormous barrier for the development and promotion of the tourism industry. Awi Zone’s economy is growing gradually and its political situation is stable as compared to other areas in the country. Moreover, the environment in Awi is conducive and encouraging tourism development. However, the Zone is not utilizing its tourism potential as it supposed to be.

With regard to promotional activities, according to the informant and FGD participants in Awi Zone, there is destination promotion practice in few potential tourism attraction areas but the trend is very limited and still in its infancy stage. At this point, it is being observed that the majority of the destinations in the area are not promoted and known by domestic and foreign tourists. In line with promotion activities, it can be indicated that the Awi Zone culture and tourism sector lacks proficient knowledge of promotion experience and performing the activities and respective tools that are significant to promote potential destinations in the area.

According to the informants and participants, lack: of government attention, budget allocation, infrastructure, working structure and employee position, trained manpower, communities’ awareness to tourism and tourists, resource ownership conflicts and geographical distance are the main challenging factors that promoters should pact in persuading potential consumers. Resource ownership conflict over the farming land is sometimes raised by communities where the community lodge was constructed and trees were cultivated on their farming land.

The study area of this research is mostly known for its low level of the security problem. However, there are some security-related problems in two sites, Fuang Fall and Lake Tirba destinations. These security-related challenges that are registered in the sites are such as, bag snatches and theft of photo camera and other portable materials, the existence of wild animals like a hyena (in Fuang, Lake Zengena and Tirba). Even some informants stated that the current situation and the outsider's view of the country including Awi Zone are not balanced. Due to this reason, they said it is very difficult to promote and attract both foreign and domestic tourists because of the negative image of internal regions and the country and lack of real information.

The majority of informants and FGD participants agreed that there is a lack of knowledge and interest in tourism development and promotion among the local community and the employees. Due to this reason, the local community has not been cooperating during performing tourism-related activities such as resource identification, heritage registration and overall tourism development and promotional works.

In general, the above results of this study identify knowledge as a critical obstacle of destination promotion in two phases. At the starting time, lack of knowledge about the importance of resource identification and promotion makes things too complicated, which is resistance from the local community. Then, during the promotion operation, a lack of knowledge among the employees and community about the tourism industry like the concept, value and benefit of tourism promotion and its strategies, in general, is the critical knowledge related obstacles that destination promotion has been facing in the study area. Secondly, the lack of operational and technical capacities of the officials and employees is another knowledge related challenge for the destination promotion of the area. Due to these constraints, the participants of the tourism promotion and development couldn't be empowered enough to perform the promotional activities and tools accordingly.

Findings realized through interviews, FGDs and document analysis shown that the existence of stakeholder participation in tourism development and promotional activities are insignificant. But in few Woredas, few stakeholders showed their initiatives as a good sign of the existence of stakeholders' coordination towards the promotional activities for the future.

The limited attention of the government that gives to the sector is another acute challenge for destination promotion in the study area. The finding from document analysis, interviews, FGDs and personal observations indicates that there are different indexes of this challenge. These are the institutional structure of culture and tourism department and offices that are not considered promotion and marketing position and lack of skilled man powers, lack of budget and funding, lack of investments and related incentives in the sector, lack of capacity building programs to the employees, the local communities and even the leaders.

Furthermore, the result essentially described about another challenges of destination promotion and marketing activity such as poor infrastructure development in and around the destinations (lack of roads, electricity, water supplies, insufficient accommodation, unsatisfactory public health centers, poor telecommunication facilities, shopping centers, cultural centers, unavailability of museums and lack of banking).

Finally, for the sustainable tourism development and promotional activities,' the researcher and the study participants suggest promotional activities, tools/channels such as building destination image and brand, performing events and community activities, establish slogans, forming tourism partnerships, forming and strengthen "know-your-country" clubs. Moreover using online promotion, using different promotion strategies like social media, TV, Radio, advertisement, public relation, sales promotion, personal selling, preparing quality promotional tools such as, information centers, billboard, brochures, banners, tourist guide books, folders, magazines and any other publications are the core and essential aspects requiring work in order to ensure the improvement and promotion of the tourism industry in the study area.

7.2 Conclusion

Based on the above results, the researcher concluded that the major tourism promotional practices and challenges in Awi Administrative Zone. Most of the informants and FGD participants stated that the local government is given low attention to tourism development and to promote the tourism industry. And expecting a lot from the government but still, Awi Zone is poor in promoting its tourism destinations when it compares to the other Zones which exist in Amhara National Regional State.

Awi Zone is one of the most beautiful areas in Amhara National Regional State which has marvellous tourism potential (natural, manmade, cultural, historic and special events) to attract tourists from various parts of the country and the world. Nonetheless, tourism promotion and marketing activity is still at an infant stage. Promotion would not be seen as, egotistical, a proud and boastful tool in this area. It would be viewed as a mechanism to marginalize people among others. To compromise this issue and utilize the opportunities, it is vital that the Zone should have better to approve clear tourism marketing and promotion strategies and guidelines based on suitable approaches for tourism destination promotion and its product development.

Awi Zone Culture and Tourism Department and its Woreda offices and potential destinations have made little efforts to practice promotional activities and make sure that tourism in the area becomes one of the key sectors. But the existing promotional practices are very limited and insignificant as compared with the actual performance of the potential destinations in the area. Promotional activities and tools which are practiced in the area are very limited in number and almost all available tools like brochures, billboards, signposts, flyers, tourist guide books, banners were poor in its quality, not standardized, insufficient and their distribution was limited to the destination sites. Similarly, the tourism sector in the study area is not properly promoted tourism attractions and the existing promotional activities do not feed the resource endowments of the Zone. And also the current trend of promotional activities in the area described as 'very limited' in its number and very weak by its performance.

Based on the above discussions, potential tourism attraction promotional limitations of the area are linked with different major challenges. These includes: low government and all tourism industry stakeholders attention to the sector, lack of budget allocation and funding, lack of professionals in the sector, lack of local communities awareness to the tourism industry, lack of stakeholder coordination, conflict over resource ownership, absences of museums and cultural centers, absence of organized souvenir shopping area and lack of infrastructure development (lack of roads, electricity and water supplies, insufficient accommodation and poor telecommunication facilities). In addition to these major challenges, there are many other problems that hinders tourism destinations promotions in the area like: absence of tourist information center and local travel agents and tour operators, expensive printing price of this tools, lack and poor quality of signposts, tourist guide books, banners, magazines and fliers, absence of quality website and movies or documentary film, lack of timely information modernizes, poor connections with tour operators and neighbouring tourism destinations, negligible communication with hotel operators, lack of tourism/travel desks in the hotels, weak promotion through online, social Medias, and also the radio and TV.

To achieve potential tourism destination promotion it should be sustainable, the concerned bodies (culture and tourism departments and each Woreda offices, the local communities and all stakeholders) have been improving and practicing different promotional and marketing strategies such as product designing, promotional strategies/activities (building destination image and brand, performing events and community activities, establish slogans, forming tourism partnership, forming and strengthen “know-your-country” clubs,). And using online promotion, social media, information centers, TV, Radio, advertisement, public relation, sales promotion, personal selling, quality promotional tools (billboards, brochures, banners, tourist guide books, folders, magazines).

Finally, the study recommended that effective promotion can bring enormous alterations to Zonal tourism development. However, it needs a cooperative effort of the government, the local community and all concerned stakeholders and appropriate mitigation of problems that bottleneck promotional efforts.

7.3 Recommendations

Based on the findings of this study, the following suggestions are forwarded as potential solutions to overcome the problems related to destination promotion and marketing activities of Awi Zone major potential tourism destinations. These recommendations indicate that the best approach to run an efficient destination promotion is to encompass as many experts and concerned bodies as possible to the promotion processes as it is not only the promotion and marketing personnel's responsibility but also all concerned stakeholders and government bodies should be behind it. To discover the overall opportunities, it is necessary that the administration Zone should adopt clear promotion and marketing strategies based on suitable methods for tourism destination promotion. However, the role of promotional activities and related challenges recognized for these destinations. Therefore, the study recommends the following points:

Improving government's attention to the sector: in this study area, the government attention to the tourism sector is very limited as discussed in the findings. But the government must be one of the main actors to provide the leading role in tourism development and promotion activities. It should show strong political commitment for the tourism sector, motivate others for the formulation and implementation of marketing and promotion strategy for it, and play the vital coordinating role between the different public sector organizations involved and the relevant non- profit private and for-profit entities and local communities.

On the other hand, the government and culture and tourism sector should have to give emphasis on professionals and correct the low working positions which affect the overall promotional and development activities in the sector. The Zone should be better to organize and run the tourism sector by well-qualified professionals that can strengthen its capability to regulate the smooth functioning of promotional activities. To improve the whole system and providing consistently and up to date information to visitors, empowering experts and concerned local communities through short and long term capacity building training is expected from the sector and other stakeholders. Additionally, the local government and culture and tourism department and its respective woredas, the local community should better to work closely and cooperatively to facilitate and make decisions to provide the concerned bodies suitable cultural destination training and production places, cultural centers, museums, souvenir shopping places.

Improving destination brand and image of the area: The brand and good image of the destination plays a crucial role to attract customers to that particular destination. But the study area's destination is suffering from the image, brand building and information problem. So, Awi Zone culture and tourism sector should better to give emphasize first on its brand, image building and promotional processes to disseminate information to customers. But it is not only the issue to be solved by the Awi Zone tourism sector; it needs the government's initiative as a whole and the overall concerned bodies and stakeholders.

Use of information technology in promotional Activity: the recent change and progress in information technology have a revolutionary impact on the tourism industry. In promoting the tourism industry of any place, the Internet can play the leading role to facilitate information exchange internationally. So developing strong and appropriate own web site is significant for the area and it should better to well design containing all the necessary information.

Allocation of budget and promotional funds: Awi Zone doesn't have that level of capability to compete with the country's top tourist generating Zones, but it has the capability to compete with the member Zones which don't know by tourists. To compete with potential tourism destination areas, it needs to conduct more promotional measures. But what the amount of budget allocating for the sector in general and for this purpose, in particular, is not sufficient. However, the Zone has not enough financial capabilities, but the sector can easily increase its promotional budget up to some extent. In addition to that, the department and office professionals should have a plan for the effective use of the promotional budget. Because it will help to increase the earnings by attracting more domestic and foreign tourists. In addition to that searching and welcoming different fund rising NGOs are a very significant task for this area. Because of this importance, the officials and experts should better to prepare a project plane and motivate them to involve in fundraising for tourism development and promotional activity.

Encouraging investment and investment incentives: Awi Zone tourism industry needs substantial investment in order to develop infrastructure facilities and promotional activities. Since the government is not in a position to full fill the needs of this ample investment due to resource constraints, the government should better to consider promoting private sector investment both from domestic and foreign investors in order to develop and promote the tourism industry in the area. To encourage private investment, the government should have to

assert some incentives to private investors. The incentives like tax-free import of vehicles, equipment's and machines for using in tourism, tax holiday for a certain period on their reoccurrence, the arrangement of loans at a lower rate of interest, providing physical facilities, etc. can be considered favourably for this purpose. Moreover, the government should have responded to establish the guidelines and requirements when the investors came in into the tourism investment which is significant to both sides the government and the investors.

Coordination among stakeholders and different related sectors: Awi Zone tourism industry needs the coordinated efforts and promotional activities among the concerned bodies involved in this industry. There should have to be a stage of promotion collaboration between the key stakeholders of tourism agents at the local, regional, national and international markets through the use of audio-visual aids, publicity materials, workshops and participation at major international exhibitions.

The government sector, private sector tour operators, travel agents, local communities and all stakeholders should have taken the joint programs in developing the industry. Furthermore, they should better to work with relevant stockholders at local, regional and national levels on activities designed to perform on the attraction in their authorized sites. As tourism is a multidimensional industry, there should have some coordination among the tour operators, hoteliers, airlines, local transport authorities and another service provider so that their coordinated efforts can be fruitful.

Awareness creations and capacity building programs: in this study area there is low awareness and capacity building programs about tourism development, promotion and marketing and tourists. It is difficult to possess tourism promotional and marketing activities without the collaborative effort of the local community and stakeholders. Thus, Awi Culture and Tourism Department and Offices should have taken the responsibility to develop the awareness of the local community and stakeholders on the concepts, benefit and value of tourism destination promotion and marketing through arranged different training programs. In addition to this, the concerned body should have to provide adequate promotion and marketing skill gaps and capacity building training for employees and officials, local tour guides and other service giving institutions.

Infrastructure development: Public and tourist used infrastructures of the area such as road, electric, telecommunications and water access varies from place to place, but still it is not developed for the sake of tourism industry promotion. Awi Zone and its Woreda administrations, Awi Zone culture and tourism department and offices and stakeholders should have to work cooperatively along with giving due attention to tourism development and promotion in decision making; improving infrastructures in the destinations of the area, and considering tourism in each and every infrastructure making processes is essential for the development of the sector as well as the country.

Performing different local activities and events: the study area is very weak to perform events and local practices to attract customers. The zone culture and tourism department and its respective Woredas collaborating with the regional bureau should be strengthened the preparation of different events and give a chance to all stakeholders to contribute its part to perform the events. To preparing tourism-related events such as festivals, trade fairs, cultural games, culture-based carnivals and other events should be better to prepare by the concerned bodies in order to attract as many tourists and give a chance to individual businesses to sell their products.

Establishing relevant tourism strategies: in this study area, there is a lack of different tourism development and marketing and promotion strategies, guidelines and principles to perform related activities in the sector. Collaborating with the concerned government organizations, regional culture and tourism bureau and culture and tourism department should have to establish resource identification strategy and guideline, marketing and promotional strategy, and other related strategies and guidelines for this area.

Based on standards established resource identification strategy and guideline there should be tourism resource identification and inventory by the local destinations and Word offices and identifying related tourism activities that can be developed from these potential resources. Moreover, after setting appropriate tourism marketing and promotional strategy and identifying target markets, the government at all levels and NGOs and stakeholders should better to intensively promote the destination using all the appropriate marketing and promotional activities/tools or channels such as advertisement's, sales promotion, personal selling and direct marketing, radio and preparing quality promotional tools magazines,

newspapers, brochures, Billboards, flyers, websites , tourist information centers, at the highest quality.

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APPENDEXES

Appendix I Instruments

1. Interview guide

1.1 Introduction

My name is Shewaye Sewnet. I am a master's student at Addis Ababa University. The reason why I came to this zone is to study the promotional practices and challenges of potential tourism resources in this zone. Specifically, the title my study is "Practices and Challenges of Promoting Major Tourism Destinations in Awi Zone". I approached to ask you different questions since I was said and educated from my associate with you that you have a good experience, knowledge and information regarding your organization's promotional practices and respective challenges as a professional and leader. For the achievement of my research, I seek your assistance and collaboration. If you do not like to mention your name during the interview or do not want to be mentioned in the study, your identity will be kept confidential and all information and ideas you share me will be kept confidential. You can ask any question about the study at any time during participation. You can also request to with draw

from the interview at any time of our conversation. But I would like to remind you that your participation in this interview is very significance for the accomplishment of my study.

Thank you for your cooperation!

1.2 Profile of Interviewees

Date of interview -----	Place of interview ---- -----
Name of informant -----	Age of informant -----
Sex -----	Educational status -----
Occupation/ position -----	

1.3 Over all interview guide questions

1.3.1 For Awi Zone Culture and Tourism Department Heads

1. How do you describe the tourism potential of Awi Zone? What are the natural and cultural tourism potential resources? Are these potential resources known by the Ministry of Culture and Tourism and Amhara National and Regional State Culture and Tourism Bureau?
2. Are these tourism potential resources visited by foreign and domestic tourists? Why or why not?
3. What are tourist information sources about the destination in this Zone?
4. When do you think the tourism promotion was started in this zone? How?
5. What activities are practiced currently to promote the destinations in this Zone? And what are the tools of destination promotion?
6. What do you think about the performance of the tourist destinations and promotional tools quality in this Zone?
7. What is the main goal of your organization to promote tourist destinations?
8. Do you believe that strategically promoting the tourism destinations increases domestic and foreign tourists?
9. What is your organization's role in promoting tourism destinations in the Zone?
10. Is there any effort to work with different stakeholders to promote the destinations? How? With which organizations? What kind of relationships?
11. What kind of working structure is there to do with Woreda Culture and Tourism office and Zone Communication department and Amhara National and Regional state culture and tourism bureau in order to achieve destination promotional goals of the area?

12. What kind of challenges and opportunities does your organization face during its activities of promoting tourism destinations of the area? What do you think to solve these challenges?
13. Do you believe that your organization has discharged its responsibilities regarding the promotion of tourism destinations activities of the area?
14. Is the implementation of destination promotion of the area evaluated periodically?
15. What is your opinion to make the existing promotion strategy more scientific and sustainable in the area?

1.3.2 For Awi Zone Culture and Tourism Department expert

1. How do you describe the tourism potential of Awi Zone? What are the natural and cultural tourism potential resources?
2. Are tourism potential resources visited by foreign and domestic tourists? Why or why not?
3. What are tourist information sources about the destination in this Zone?
4. When do you think the tourism promotion was started in this zone? How?
5. What activities are being done currently to promote the destinations in this Zone? And what are the tools of destination promotion?
6. What do you think about the performance of tourist destinations and promotional tools quality in this Zone
7. Do you believe that strategically promoting the tourism destinations increases domestic and foreign tourists?
8. What is the main goal of your organization to promote tourist destinations?
9. What is your role in promoting tourism destinations in the Zone
10. Did you participate in any type of meeting or training about tourism promotion at any level (National Regional Zonal and Woreda)? How was it important for your expertise?
11. What promotion strategy and plan do you follow for promoting tourism destinations?
12. How and when does your organization supervise and evaluate the promotional activities at Awi Zone?
13. Do you believe that your office properly discharges responsibility in promoting tourism destinations of the area?
14. What are the challenges that you face during promoting the tourism potential process?
15. What is your opinion to make the existing promotion strategy more scientific and sustainable in the area?

1.3.3 For Awi Zone Government Communication Department Head

1. How do you describe the tourism potential of Awi Zone? What are the natural and cultural tourism potential resources? Are these potential resources known by the Ministry of Culture and Tourism and Amhara National and Regional State Culture and Tourism Bureau?
2. Are these tourism potential resources visited by foreign and domestic tourists? Why or why not?
3. What activities are practiced currently to promote the destinations in this Zone? And what are the promotional tools used?
4. What is the main objective of your organization with regard to promoting tourist destinations?
5. Do you believe that strategically promoting the tourism destinations increases domestic and foreign tourists?
6. What is your organization's role in promoting tourism destinations in the Zone?
7. Is there any effort to work with different stakeholders to promote the destinations? How? With which organizations? What kind of relationships?
8. What kind of working structure is there to do with Culture and Tourism office in order to achieve destination promotional goals of the area?
9. Do you believe that your organization discharged its responsibilities regarding the promoting tourism destinations activities in the area?
10. What kind of challenges and opportunities does your organization face during its activities with promoting tourism destinations of the area? What do you want say about the solutions to the challenges?
11. Is the implementation of destination promotion of the area evaluated periodically?
12. As a head, What is your opinion about suitable promotion strategic activities and appropriate tools for the area?

1.3.4 For Woreda Culture and Tourism Office Heads

1. How do you describe the tourism potential of this woreda? What are the natural and cultural tourism potential resources
2. Are tourism potential resources visited by foreign and domestic tourists? Why or why not?
3. What are tourist information sources about the destination in this Woreda?
4. When do you think the tourism promotion was started in this Woreda? How?
5. What activities are practiced currently to promote the destinations in this Woreda? And what are the tools / materials of destination promotion?

6. What do you think about the performance of the tourist destinations and promotional tools quality in this Woreda?
7. Do you believe that strategically promoting the tourism destinations increases tourists number?
8. What is the main goal of your office to promote tourist destinations?
9. What is your office's role in promoting tourism destinations in this Woreda?
10. Is there any effort to work with different stakeholders to promote the destinations? How? With which organizations? What kind of relationships?
11. What kind of working structure is there to do with Zone Culture and Tourism office and Woreda Communication office in order to achieve destination promotional goals of the area?
12. Is the implementation of destination promotion of the area evaluated periodically
13. Do you believe that your organization has discharged its responsibilities regarding the promotion of tourism destinations activities of the area?
14. What kind of challenges and opportunities does your office face during its activities of promoting tourism destinations of the area? What do you think about solutions of challenges?
15. As a head, what is your opinion to _____ g promotion strategy more scientific and sustainable in the Woreda?

1.3.5 For Woreda Culture and Tourism

n Development Experts

1. How do you describe the tourism potential of this Woreda? What are the natural and cultural tourism potential resources?
2. Are tourism potential resources visited by tourists? Why or why not?
3. What are tourist information sources about the destination in this Woreda?
4. When do you think the tourism promotion was started in this Woreda? How?
5. What activities are being done currently to promote the destinations in this Woreda? What are the tools / materials used for promoting the destination?
6. What do you think about the performance of the tourist destinations and promotional tools quality in this Woreda?
7. Do you believe that strategically promoting the tourism destinations increases tourists number?
8. What is the main goal of your organization to promote tourist destinations?
9. What is your role in promoting tourism destinations in the Woreda ?

10. Did you participate in any type of meeting or training about tourism promotion at any level (National Regional Zonal and Woreda)? How was it important for your expertise?
11. What promotion strategy and plan do you follow for promoting tourism destinations?
12. How and when does your organization supervise and evaluate the promotional activities at Woreda level?
13. Do you believe that your office properly discharges responsibility in promoting tourism destinations of the area?
14. What are the challenges that you faced during promoting the tourism potential process? What do think about the solutions?
15. What is your opinion to make the existing promotion strategy more scientific and sustainable in the area?

1.3.6 For Local Destination Managers /Leaders)

1. Is this tourist destination known by domestic and foreign tourists? Why or why not?
2. What activities are being done currently to promote this destination? What tools or materials are used for promotion?
3. What are tourist information sources about this destination?
4. Do you think that promoting tourism potential is essential for the local community? Why?
5. What was your role in the promotion of tourist destinations in this area?
6. Do you think that you are contributing as expected of you in promoting tourist destinations? Why and why not?
7. How does the local community benefited from this destination?
8. Does your community have a clear awareness and interest in the promotion of tourism resources in your area? What is their opinion about tourists?
9. What are the challenges that hinder promoting this tourist destination? As a leader, how do you try to solve it?
10. What is your opinion about overall activities to promote this destination to domestic and foreign tourists?

2. FGD Guide

2.1 Introduction

My name is Shewaye Sewnet. I am a master's student at Addis Ababa University. The reason why I came to this zone is to study the promotional practices and challenges of potential tourism resources in this zone. Specifically, the title my study is "Practices and Challenges of Promoting Major Tourism Destinations in Awi Zone". I came to discuss with

you certain questions meanwhile I was told and learnt from my connection with you that you have a good experience, knowledge and information regarding some issues related with potential tourism resource promotion. For the success of my study, I seek your assistance and collaboration. If you do not like to mention your name during the discussion or do not want to be mentioned in the study, your identity will be kept confidential and all information and ideas you share me will be kept confidential. You can ask any question about the study at any time during participation. You can also with draw from the discussion at any time of our discussion. But I would like to remind you that your participation in this discussion is very important for the completion of my study.

Thank you for your cooperation!

2.2 Profile of FGD Participants

Date of interview -----	Place of interview -----
Name of informant -----	Age of informant -----
Sex -----	Educational status -----
Occupation/ position -----	

2.3 FGD Guide Questions

1. Are the tourism resources such as cultural, natural and historical of this area known and visited by domestic and foreign tourists? How? and why
2. Do you think the tourist destinations are tly promoted in this zone? Are there any tools used for promotion? If not what is
3. What do you think about sources of tourist information and activities which are practiced currently to promote destinations in this Zone? What about quality of tools and destinations status?
4. Does your community have a clear awareness and interest in the promotion of tourism resources in your area? What is their opinion about tourists?
5. Do you think that promotion of tourism resources is important to market the tourism resource for tourists? How it is important?
6. Do you think that clear and quality tourism products or services are provided for customers at each level based on the local resources? If not why?
7. To what extent does your organization provide short term skill and knowledge trainings that are important to improve the services or products quality for the concerned bodies?
8. Do you believe that your organization that (culture and tourism office at each level, communication office, TSMEs, small and micro enterprise offices, religious managers or destination manager) has discharged its responsibilities regarding the promotion of

tourism destinations activities of the area? How? And why? discharging their responsibilities

9. What kind of challenges and opportunities does your organization face during its activities with promoting tourism destinations of the area? What do you say about the solutions of these challenges?

10. Is there any suggestion for promotional activities that are significant for this zone tourist destination?

Thank you!!!!

3. Observation Checklist

Destination name -----

Type -----

Woreda -----

Date -----

Time -----

Description	Yes	Some how	No
Well known by foreign and domestic tourists			
accessible for tourists			
safe and secured for tourists			
Tourists are available			
Infrastructure and facilities			
▪ Accommodations/restaurant /hotel /café/lodge			
▪ Water/sanitation/drainage			
▪ Electric			
▪ Road/transportation /car/ bus/horse			
▪ Banking services			
▪ Internet service			
Human Resource			
▪ Manager/local leader /administrator			
▪ Guiders/local guider			

Attraction/ potential			
▪ Scenic			
▪ Setting			
▪ Value			
▪ Esthetics			
▪ Cultural value			
▪ Traditional activities			
Local products			
▪ Gastronomy/traditional food			
▪ Artifacts /art galleries			

Appendix II

Profile of Informants and Participants

N o.	Name of informant	Age	Sex	Place of interview	Date of interview (E.C)	Education level	Position
1	Melese Adal	44	M	Injibara	25/06/2011	Degree	Head
2	Leykun Sisay	45	M	Injibara	04/06/2011	Masters	Team leader
3	Sewunet Shiferaw	54	M	Injibara	04/06/2011	Degree	Team leader
4	Berihun Atnaf	33	M	Injibara	01/06/2011	Degree	Team leader
5	Mulusew Adamu	36	M	Injibara	06/06/2011	Masters	Head
6	Yalemsew Biresaw	29	F	Tilili	07/06/2011	Degree	Expert
7	Woynitu Bayih	22	F	Tilili	07/06/2011	Masters	Head
8	Alehegn Abnet	27	M	Dangla	14/06/2011	Degree	Head
9	Abeba Addis	23	F	Dangla	14/06/2011	Degree	Expert
10	Kindea Anteneh	42	M	Chagni	11/06/2011	Degree	Head
11	Alene G/meskel	36	M	Guangua	11/06/2011	Degree	Head
12	Tilaye Ayenew	53	M	Injibara	03/06/2011	Writing & reading	DM
13	Yonas Mekuria	27	M	Chewsa	19/06/2011	Degree	DM

1 4	Agegn Gedif	52	M	Injibara	18/06/2011	Degree	Head
1 5	Gezahegn Ayinea	26	M	Injibara	>>	Level 4	Tour guider
1 6	Ayeneu Engida	55	M	Injibara	>>	Degree	Expert
1 7	Asmamaw Belew	30	M	Injibara	>>	Diploma	Muic trainer
1 8	Beyene Gebrie	29	M	Injibara	>>	Degree	Process owner
1 9	Mastewal Tamir	28	M	Injibara	>>	Degree	Expert
2 0	Birhanu Kelemu	33	M	Injibara		Readin & writing	Basketry
2 1	Abebe Worku	24	M	Injibara	>>	Degree	Team leader
2 2	Dejene Mamo	34	M	Injibara	>>	Degree	Hotel owner
2 3	Adane Yismaw	42	M	Ankesha	15/06/2011	Degree	Head
2 4	Ayehush Gashaw	26	F	Ankesha	15/06/2011	Degree	Expert
2 5	Andualet Yigzaw	27	M	Banja	04/06/2011	Degree	Head
2 6	Hailu Girma	28	M	Banja	04/06/2011	Degree	Expert
2 7	Aba H/Micael	48	M	Wondify	17/06/2011	Writing and reading	DM
2 8	Aba G/Silasei	75	M	Segaid	12/06/2011	Writing and reading	DM
2 9	Aba T/Mariam	69	M	Gimjabet	15/06/2011	Writing and reading	DM
3	Aba Belayneh	63	M	Wonjela	07/06/20011	---	DM

0							
31	Tatek Gizat	28	M	Injibara	13/06/20011	Level 4	DM
32	Talema Fekadea	49	M	Alefa Kacha	22/06/2011	Writing and reading	DM
33	Sintayehu Minyibel	29	M	Chagni	23/06/2011	Degree	Expert
34	Addisu Bantigegn	27	M	Chagni	23,06/2011	Degree	DM
35	Aba G/Mariam	52	M	Gezehara	27/06/2011	Writing and reading	DM
36	Alemayehu Geata	43	M	Addis Kidam	28/062011	Degree	Head
37	Sara Chekol	27	F	Addis Kidam	28/062011	Degree	Expert
38	Girma Biresaw	47	M	Sostu Tirba	30/06/2011	Writing and reading	DM

Appendix III

Awi Administration Zone Some Sectors Budget Allocation Compression Table

No.	Sector	Budget years (each year total budge including salary and operational task)				Remark
		2008	2009	2010	2011	Birr
1	Agriculture	3823809	3158930	3905363	4666101	<<
2	Justice	5530474	2261060	3401113	3492717	<<
3	Police	2629661	2720499	3557664	4178771	<<
4	Education	2688429	2835106	3261224	3118330	<<
5	City development	2721034	2787680	3372384	3461320	<<

6	Road transport	1868671	3156763	5235872	4169202	<<
7	Technical and Vocational	2258456	2732884	3426018	3452235	<<
8	Health	2163777	2555359	3621985	4008726	<<
9	Public service	1674312	1636016	2828348	2231321	<<
10	Culture and tourism	1123798	1243218	1905375	1900599	<<