

ADDIS ABABA UNIVERSITY

GRADUATE STUDIES

SCHOOL OF JOURNALISM AND COMMUNICATION

**AN ASSESSMENT OF FDRE MINISTRY OF CULTURE AND
TOURISM COMMUNICATION FOR PROMOTING TOURIST
SITES: THE MEDIA OF COMMUNICATION IN FOCUS**

ABAY FELEKE

June, 2014

Addis Ababa

**AN ASSESSMENT OF FDRE MINISTRY OF CULTURE
AND TOURISM COMMUNICATION FOR PROMOTING
TOURIST SITES: THE MEDIA OF COMMUNICATION IN
FOCUS**

ABAY FELEKE

**ATHESIS SUBMITTED TO THE SCHOOL OF
JOURNALISM AND COMMUNICATION**

**PRESENTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF
ARTS IN JOURNALISM AND COMMUNICATION**

ADDIS ABABA UNIVERSITY

ADDIS ABABA, ETHIOPIA

JUNE, 2014

Addis Ababa University
School of Graduate Studies

This is to certify that the thesis prepared by AbayFelekeAsmamaw, entitled “An Assessment of FDRE Ministry of Culture and Tourism Communication for Promoting Tourist sites the media of Communication in focus” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

_____	_____	_____
Examiner	Signature	Date
_____	_____	_____
Examiner	Signature	Date
_____	_____	_____
Advisor	Signature	Date
_____	_____	_____
Advisor	Signature	Date

Chair of Department or Graduate Program Coordinator

ABSTRACT

An Assessment of FDRE Ministry of Culture and Tourism Communication for Promoting Tourist Sites: The Media of Communication in Focus.

Addis Ababa University, 2014

Tourism is the temporary, short-term movement of people to destination outside the place where they normally live and work and their activities during the stay at each destination include movement for all purposes. The industry is currently among the leading earners of foreign exchange for Ethiopia. International tourist receipt was USD 1.5 billion in 2013. Arrivals grew to 650 thousand during the same year, a similar growth during the same period in 2014. The main objective of this study was to evaluate the effectiveness of the marketing communication tools used in the promotion of tourist site in the FDRE Ministry of Culture and Tourism. Informed by the Persuasive theoretical framework, the study employed an exploratory design whereby both qualitative and quantitative methods were used. To meet the objective of the study document analysis and questionnaires were used as tools of data collection. The population of the study comprises of Tourists and Employees of Ministry of Culture and Tourism. The data obtained from the population was analyzed using descriptive statistical tools and the findings were presented based on the basic research questions.

The finding of the study revealed the Ministry applied almost all communication tools to a limited extent. The findings also showed that the tools were prepared by the Ministry were not in the proper circulation. The communication tools were not available for tourists at arrival or on destinations.

The study concluded that the Ministry of Culture and Tourism should work on the preparation of fairs and exhibitions. In addition, the Ministry should have its own website that can update and check the numbers of visitors on time. The other major issue is, the use of billboard neglected in the Ministry. Therefore, the Ministry of Culture and Tourism should use billboard in any tourist sites that gives ample information, images and locations about the site for the tourists.

Acknowledgements

First of all my gratitude goes to Almighty God who has helped me from the beginning up to the end of this study. Secondly, I would like to thank my advisor Dr. NegeriLencho, for his valuable and intellectual advice.

Similarly, my heartfelt thanks go to all who provided me moral, financial and material support during my stay in the university. My special gratitude also goes to my brother AtoAyeneMolla who proved me Laptop that is a very helpful material for the study.

I also would like to thank AtoMetasebiaAsfaw who proved me 50% of the school fee. Finally, I would like to thank my friends (Dessaegn, Enawgaw&Girum, Abebe) for their moral support and constructive comments

My special thanks go to my family for their overall support throughout the course of the study.

List of Acronyms

- AD After death
- CD Compactable Disc
- CERN.....Council European pour la Recherché Nuclear
- ELMElaborate Likelihood Model
- FDRE..... Federal Democratic Republic of Ethiopia
- GPS Global Positioning System
- ICT..... Information Communication Technology
- ILO..... International Labor Organization
- ITTFA International Tourism Trade Fairs Association
- MoCT.....Ministry of Culture and Tourism
- MoI..... Ministry of Information
- PR..... Public Relation
- SME Small Medium Enterprise
- UNESCO..... United Nations Education Science and Culture
- UNWTO United Nations World Tourism Organization
- USAID United States Agency for International Development
- WPE..... Workers Party of Ethiopia
- WWW World Wide Web

Table of Contents

Content	Page
Abstract	i
Acknowledgements	ii
Acronyms.....	iii
Table of contents	iv
Chapter OneIntroduction	i
1.1 Background of the study	x
1.2 Statement of the problem.....	xiii
1.3 The objectives of the study	xv
1.3.1 General Objective	xv
1.3.2 Specific objectives.....	xv
1.4 The research questions	xv
1.5 Scope of the Study	xvi
1.6 Significance of the Study	xvi
1. 7 Limitation of the study	xvi
1.8 Organization of the Research	xvii
Chapter TwoLiterature Review	18
2.1 Introduction	18
2.2 Tourism and Communication	18
2.2.1 What is Tourism?	20
2.2.2 Brief history of Tourism	21
2.2.2.1 History of Ethiopian tourism.....	21
2.2.3 Major tourist sites in Ethiopia	22
2.3 Tourism Communication tools	22
2.3.1 Tourism Marketing communication tools.....	22
2.3.1. 1 Personal selling.....	22
2.3.1.2 Direct marketing.....	23
2.3.1.3 Sales promotions	23
2.3.2 Advertising.....	24
2.3.2.1 General principles of advertising.....	24

2.3.2.2 History of advertising in Ethiopia	26
2.3.3 Billboard	18
2.3.4 Poster	28
2.3.5 Social media	30
2.3.5.1 You tube	31
2.3.5.2 Face book	32
2.3.6 Public Relations.....	34
2.3.6.1 Relationship of public relations and tourism	35
2.3.7 Internet.....	37
2.3.8 World Wide Web.....	39
2.3.9Major Media of Communication in Ethiopian.....	39
2.3.9.1 Ethiopian press.....	40
2.3.9.2 Ethiopian Broadcast Media.....	40
2.4 Economic benefit of tourism.....	32
2.5 negative impact of tourism	34
2.6 Theoretical Framework of the Study	34
2.6.1 Persuasive Communication Theory.....	44
2.6.1.1 Narrative Paradigm	45
Chapter ThreeMethodology and Design of the Study.....	49
3.1 Research Methods.....	49
3.1.1 Qualitative Approach.....	50
3.1.2 Quantitative Approach.....	50
3.2 Subject of Study.....	51
3.3 Sampling Techniques	52
3.4 Data Collection Techniques	53
3.5 Method of Data Organization and Analysis	53
Chapter FourData Presentation and analysis	54
4.1 Introduction	54
4.2 The Promotional Communication Tools Used by MoCT	55
4.2.1 Internet.....	56

4.2.2 Website Evaluation	56
4.2.3 Print and Broadcast Promotional Tools of MoCT.....	58
4.3 Response of the stuff of MoCT and Tourists	59
4.4 Data's from Tourists	68
Chapter FiveSummary of Findings, Conclusions and Recommendations	75
5.1 Summary	76
5.2 Conclusions	76
5.3 Recommendations.....	77
Bibliography	79
Annexes.....	90
A. Document review guidance	
B. Questionnaire for Stuffs of MoCT	
C. Questionnaire for Tourists	

Chapter One

Introduction

1.1 Background of the study

In reference to the world travel and tourism council (2003), the economic importance of the travel and tourism industry plays a key role in the global economy and has clearly attracted the interest of governments and travel organizations worldwide. Tourism is anticipated to become an even more important earner in the years ahead with marked impact on employment, the balance of payments and economic stability for developing and developed countries World Travel and Tourism Council, (2003).

The Ministry of Culture and Tourism is a government organ which is in charge of managing the tourism affairs in Ethiopia. It is the main policy making body that seeks to develop further the tourism industry in Ethiopia. The Government of the Federal Democratic Republic of Ethiopia, therefore, appreciating the problems of the sector and giving special attention to the matter, and recognizing the necessity of creating a strong government organ to lead the sector, has established the Ministry of Culture and Tourism under Proclamation Number 471/2005, enacted to redefine the powers and duties of the organs of the Federal Government MoCT (2009:37).

The Council of Ministers of the Federal Democratic Republic of Ethiopia reviewed, corrected and adopted the draft policy unanimously at its 92nd regular session held on August 7, 2009. The policy gives due attention to:

- Guiding the sector in a broad based development framework,
- Developing the existing and new tourism attraction and products,
- Expanding the infrastructure and tourist services that are vital for the growth of the sector,
- Ensuring that the country benefits from the sector by being sufficiently competitive in the international tourism market, and

- Solving the serious limitations in capacities which are apparent in the industry
ibid (2009).

Ethiopia is a unique destination for tourists in that it combines vast natural, historical, and cultural treasures all within one border. It is the source of the Nile, land of the Axumite civilization, the origin of mankind, one of the original centers of plant and animal domestication including coffee and teff, the medieval castles of Gondar, and home to the 8th wonder of the world, the rock hewn churches of Lalibela. It also has an astonishing variety of landscapes, from rugged mountains the rift valley lakes and their birds, the Danakil Depression, which contains live lava lakes and geysers. Surprisingly then, Ethiopia has registered 10 historical World Heritage sites in UNESCO. That means Ethiopia has more world heritage sites than even Egypt and Tunisia.

The revival of the Tourism sector appears to have started around 2004/05. Official statistics show that tourist arrivals into Ethiopia increased from 184,078 in 2004 to 227,398 in 2005. The average length of stay of a typical tourist has increased to reach 7 days. Total travel and tourism spending reached an impressive \$1,200 Million Birr in the same year. During the year the tourism sector grew by 18% Ayalew (2009).

Tourism directly contributes about 4 percent to the Gross Domestic Product (GDP) of Ethiopia, and taking into consideration of induced economic activity, tourism accounts for a much higher share which makes it one of (some say the second next to agriculture) Ethiopian top export earners Ayalew (2009).

Media plays a great role in the day to day life, provided that there are accesses. Media can entertain, educate and inform. Television especially, with its audio visual nature has the potential of attracting and catching the viewer's attention to a greater extent. Various programs particularly, entertainment programs have a paramount impact in this regard Smith (1998:63), indicates that TV entertainment programming is at the heart of every broadcasting schedule. They offer a mirror for the culture of audience they seek to serve. They inspire, entertain, criticize, challenge and amuse. They could also play a part in defining the makeup of citizenship in a modern society.

Actually, despite its benefit, many developing countries have only one television station that they need to utilize effectively and efficiently. There are several countries in other parts of the world where there is only a single state- owned television Channel and perhaps two or three state radio stations, usually enjoying a total monopoly. These are mostly less developed, poorer countries. Some of them, private stations have been licensed in recent years, but these tend to be confined to the major cities. Mytton, (1999:11).

The mass media methods include the conventional mass-media and the 'hybrid media'—the Internet Leeuwis and van den Ban, (2004: 190, 196). The conventional media include a range of media options categorized based on the form they are presented as:

- Mainly textual: newspaper, flyer, brochure, manual/book, etc;
- Mainly auditive: radio, speech, songs, cassette, audio CD
- Mainly visual: poster, drawings/pictures, animation, slide show; and
- Combinations (e.g. audio-visual): television, video (film), exhibitions, theatre or Drama Leeuwis and van den Ban, (2004: 190); Singh, (2003: 225–229).

The mass media can also be grouped into printed and electronic based on their version Mefalopulos and Kamlongera, (2004: 49); AEST, (1994: 19). Printed media include mass media such as newspapers, posters, pamphlets, banners, stickers, billboards, booklets, etc. and group media such as flipcharts, picture codes. These can be in text format, visual material format, text and visual combined format or visual discussion tools format.

Today, the world has become a small village because of the advancement of digital technology. People can see and listen what is happening in every corner of the world as they happen. Internet played a great role for this. It represents a highly cost effective means of information exchange for a country's educational community to access global data of all kinds. In effect bringing them in the world community from what is in many cases a well-founded sense of isolation Menaker, (1995).

The World Wide Web (WWW) is an internet wide distributed hypertext or hypermedia system that operates on a client/ server model. The web, which was invented by physicists at the European community's particle physics research center in Switzerland (CERN), is more of a conceptual construct than a physical entity.

1.2Statement of the problem

It is obvious that the existence of any media have a great role for all rounded growth of one country. Ethiopia has got 10 of its numerous heritages by UNESCO as world heritages, leading the continent in this regard. But the number of tourists visiting the heritages is not that big as compared to other African countries. In the tourism sector advertisement plays a great role whether it is in print or broadcast.

Creating effective communication with customers is the most important aspect in tourism marketing. In creating effective communication there is still poor understanding of the role of effective communication with tourists in attracting and maintaining prospective and present potential visitors. Persuade them to visit the company's manufacturing and/or distribution centers for further information and making purchase decisions Leiss et al., (1986).

In the Ethiopian case, the Ethiopian Telecommunications Corporation (Now reestablished as Ethio Telecom) recently introduced Internet to the country Fanta (1996) cited in Kibruyisfa, (1997) identified all the benefits that can bring to Ethiopia. However, once Ethiopia gains access, there are a lot of information items on Ethiopia that can be made available on the net. These items of information will not only make Ethiopia better known to the Internet community around the globe but will also strengthen the country's economy by attracting investment in different areas. Therefore, to be effective in the sector producing and using communication tools are mandatory.

Communicating and convincing visitors to buy service and products is by far more challenging than selling manufacturing products. Personal selling has the potential and opportunity to persuade those who can come to the company's office with background

information about the service from company advertisement by responding to customers' questions and doubts about the sites. Personal selling involves three basic sales tasks as order getting, order-taking, and supporting Perreault & McCarthy (2002) cited in, Tadesse (2013). As it is very important and decisive to evaluate the effectiveness of any business activity so does to evaluate the effectiveness of marketing communications elements. The overriding question is how we can evaluate the effectiveness of these marketing communication tools?

Marketing communication is a management process through which an organization engages with its various audiences. Through understanding and audience's communications environment a company / firm can develop and present messages for their identified stakeholders groups, before evaluating and acting upon the responses received by conveying messages that are of significant value, audience are encouraged to offer attitudinal and behavioral responses Fill (2002).

Marketing communication tools include the combination of advertising, sales promotion, public relation, personal selling and direct marketing: these are marketing tools a company uses to communicate to its target customers. Smith (1998) also explained that the conventional communication task of marketers is generally confined to the communication mix. The communication includes but not limited to advertising, sales promotion, public relation, sponsorship, direct marketing, personal selling and many more.

The tourism industry in Ethiopia is currently among the leading earners of foreign exchange for the country. In 1997, there was 139, 000 international tourist arrival in Ethiopia; this grew up to 227, 398 showing a growth of 61%. In spite of this much has to be done by stakeholders to promote the various sites we have in the country and much particularly in the Ministry of Culture and Tourism. Hence this study seeks to evaluate communication tools (Mainly textual: newspaper, flyer, brochure, manual/book, etc; Mainly auditive: radio, speech, songs, cassette, audio CD, Mainly visual: poster, drawings/pictures, animation, slide show; and Combinations (e.g. audio-visual):

television, video (film), exhibitions, theatre or Drama) in promoting tourist sites in FDRE's Ministry of Culture and Tourism.

1.3 The objectives of the study

1.3.1 General Objective

The major objective of this study is to assess the trend of communication in FDRE Ministry of Culture and Tourism for promoting tourist sites with special focus on the media of communication employed by the Ministry.

1.3.2 Specific objectives

The specific objectives of the research are to:

- Identify communication tools or media used by FDRE Ministry of Culture and Tourism
- Show the communication approaches that the Ministry has been employing.
- Evaluate the communication tools that the Ministry of Culture and Tourism uses in the promotion of tourist sites in the country.
- Explore communication tools that can contribute more to tourist attraction promotional activities.

1.4 The research questions

1. What communication tools or media does Ministry of Culture and Tourism use to promote Tourism?
2. What communication approaches are practically in use in the Ministry of culture and tourism to communicate with tourists?
3. What are the problems hindering the effective use of communication tools in the promotion of tourist sites by the Ministry of Culture and Tourism?
4. What kinds of promotional communication tools should the Ministry use to further attract tourists?

1.5 Scope of the Study

The scope of the study is to assess actual practices of FDRE Ministry of Culture and Tourism in using promotional communication tools and the reaction of Tourists towards it. Documents Review (ethical guideline and one sample from each promotional tools) were used, too. The target population of the study was Lalibela and Addis Ababa. The staff of the Ministry from the department of promotion, and public relations have also involved as subjects.

1.6 Significance of the Study

This study is believed to promote the utilization of communication tools for the purpose of message transmission. It is believed to contribute towards generating guidelines necessary for further improvement of communication tools to bring about the expected result. This study promotes the significance of empowering people to participate in any tourism promotion through using quality communication tools. It enables the ministry to use appropriate communication tools to increase the numbers of visitors. It can be an initial for further research in the sector.

1.7 Limitation of the study

This study focuses only on the type and qualities of communication tools that are applied by the Ministry of Culture and Tourism to promote tourism in the country. For that matter the materials that are produced and disseminated in website and magazine were assessed in the study. It includes the number of visitors and their feedback. The study tried to see the websites of tour operators in the country. Looking in to the qualities of communication tools of the Ministry is the primary focus of the study. In data collection, some respondents have failed to return questionnaires in right time. The other limitation was as a matter of sheer accident in scheduling the time of data collection, it was a period called low season in the tourism sector. The major limitation of this study was there is no previous study in the field.

1.8 Organization of the Research

This research paper consists of five chapters. Chapter one provides a background to the study, statement of the problem, objectives of the study, research questions, and significance of the study and organization of the study.

The second chapter discusses the theoretical framework of the study by dealing with advertisement, Theoretical framework and theories of the advertisement, the nature of advertisement.

The third chapter is dedicated to the methodology of the study which presents the rationale behind selecting the qualitative and quantitative study and method of data collection. The next chapter, chapter four, concentrates on presentation and analysis of findings. The last chapter presents summary, conclusion and recommendation of the study.

Chapter Two

Literature Review

2.1 Introduction

This chapter involves the review of works done by other researchers concerning this topic and it involves the following; tourism and communication, definition of tourism, History of tourism and its nexus with communication, Tourism Communication tools, advertising, Billboard, Poster, Social media, Public relations, Internet, World Wide Web, the economic benefit of tourism and It's negative Impact and Theoretical framework and Finally the history of Ethiopian media also addressed.

2.2 Tourism and Communication

Communication should be understood as a process in which the parties involved create, share and exchange meaning with reference to cultural, political, and economic contexts of a given system and it is inseparable from those contexts, because the communication processes and institutions are inextricably interwoven Rogers, (2003: 5–6); Melkote and Steeves, (2001: 44). It is shared meaning—a process that involves issues at grassroots, community, regional, national, and global levels of consideration and participation Melkote and Steeves, (2001: 44).

There are vast numbers of stakeholders, with their different and sometimes opposing interests and agendas. The multiple stakeholders at both national and local levels must be able to access the information they need to understand their long-term interests, articulate their opinions, identify proposals, and network effectively with one another. Tourism development choices must balance between national and local needs, public and private sector, host communities, civil society, tourists, and mass media. Political choices, in particular, must reconcile immediate returns and longer-term benefits, which requires a clear and well-defined vision. Sustainable tourism development thus represents a very complex task.

This implies that communication involves the use of different approaches and methods of communication at the different levels of issues and depending on prevailing contexts. Communication has a huge role in supporting sustainable tourism development and managing its multiple dimensions. Communication can create and facilitate a system that allows stakeholders to exchange opinions and arrive at consensual solutions. Effective use of communication tools can also link products to markets, and can contribute to visitors' safe and positive experiences.

A comprehensive communication strategy, which should identify how information, awareness creation, advocacy, network building, conflict mitigation, and communication platforms will be supported, is essential for any successful sustainable tourism development activity.

Effective communication is therefore essential for policy-making and implementation. Both conventional communication methods (e.g., forums, meetings and workshops) and the application of new technologies (e.g., telecommunication, Internet, emails, data bases) are key to developing sustainable tourism policies.

The notion that websites should not serve just for tourism promotion purposes, but also to disseminate information on tourism policies and plans. Particular attention to the need for effective communication from the central to the regional and local levels was also emphasized, given that in developing countries the remoteness of some areas and the lack of telecommunication networks hinder both horizontal and vertical communication.

When a person processes information relatively automatically in an intuitive mode, heuristic information processing occurs Chaiken, (1987). In this sense, ads in brochures can be classified as "thinking ads" or "emotional & feeling ads". Thinking ads usually contain information that requires significant cognitive processing, while the communication of ads designed to be emotional may purposefully trigger specific emotional reactions such as desire, feelings of joy, happiness and so on Richins, (1997) & Bagozzi, et.al (1999).

2.2.1 What is Tourism?

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The World Tourism Organization (WTO) claims that tourism is currently the world's largest industry with annual revenues of over \$3 trillion dollars.

The United Nations World Tourism Organization (UNWTO) defines tourism as 'the activities of persons travelling to, and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited'.

Mathieson and Wall (1982) created a good working definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

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

According to USAID, and UNWTO Tourism is truly cross-sectorial, involving a wide range of issues that can include the following:

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

- Education and workforce development.

2.2.2 Brief history of Tourism

Tourism can be recognized as long as people have travelled; the narrative of Marco Polo in the 13th century; the "grand tour" of the British aristocracy to Europe in the 18th century; and the journeys of David Livingstone through Africa in the 19th century are all examples of early tourism. Thomas Cook is popularly regarded as the founder of inclusive tours with his use of a chartered train in 1841 to transport tourists from Loughborough to Leicester. Before the 1950s, tourism in Europe was mainly a domestic activity with some international travel between countries, mainly within continental Europe (UNWTO). In the period of recovery following World War II, a combination of circumstances provided an impetus to international travel. Among the important contributing factors were the growing number of people in employment, the increase in real disposable incomes and available leisure time, and changing social attitudes towards leisure and work. These factors combined to stimulate the latent demand for foreign travel and holidays. The emergence of specialist tour operators, who organized inclusive holidays by purchasing transport, accommodation, and related services and selling these at a single price, brought foreign holidays within the price-range of a new and growing group of consumers. The "package" or "inclusive" tour democratized travel in Europe; foreign holidays were no longer the preserve of the affluent and socially Ayalew, (2009).

2.2.2 History of Ethiopian tourism

The first development plan of tourism were announced and recognized as a sector for economic growth since 1965. According to the Ministry of Culture and Tourism, the sector passed different situations since its establishments. Those are the years from 1965 -1974 during which the sector grew up with an average annual rate of 12%. The other situation was the years from 1974 – 1992 during the war between Dergregime and opposition forces. At that time the average annual rate were decreased dramatically to 2.1%.

The third situation is the years from 2000 -2008, during these times the sector grew up

on an average annual rate of 15.4%.

The government of the Federal Democratic Republic of Ethiopia, giving special attention to the sector, and recognizing the necessity of creating a strong government organ to lead the sector, has established the Ministry of Culture and Tourism under proclamation Number 471/2005. (MoCT, 2009:37)

2.2.2.1 Major tourist sites in Ethiopia

Ethiopia has more tourist destinations than any other African country registered as World Heritages by UNESCO. Those are found in different directions of the country. Among the tourist attractions of the country The Obelisks of Axum, Rock hewn churches of Lalibela, Castle of Gonder, The stelae of Tiya, The walled city of Harar, The Lower and Upper valley of Awash, The Topography of Konso, The Feast of Meskel (the found of the true Crose) and Simen mountain are the major one.

2.3 Tourism Communication tools

2.3.1 Tourism marketing communication tools

Promotion is the direct method through which an organization communicates the product or service to targeted audiences. According to Brassington and Pettitt (2000), the main tools of promotion are: Sales promotion; Personal selling; Direct marketing; Advertising; Public relations. Each of these tools has its own functionality, use of equipment and specific methods of action.

2.3.1. 1 Personal selling

This is a form of communication between an organization and its target audience. With this there is a contact between the audience and the organization. Such form of communication is mostly done by the sales force.

It involves personal interaction between two or more people, so each person can observe the other's need and characteristics and make quick adjustment, by Kotler (10th edition) through personal selling the organization gets to know the needs and wants of the target audience and tries to channel their activities towards the satisfaction of such needs in

other to survive in business, notwithstanding a study by Lois et al (1997), making oral presentation to one or more potential buyers is personal selling. The sales force that stands for the organization goes to the target audience to deal with them and as a result there is a sort of direct contact between both parties. This also gives the opportunity to the audience to ask any question for clarification. There is always a direct feedback as to whether the audience has accepted the product or not and this could be seen from the audience's reaction and the use of word and to an extent their physical reaction.

2.3.1.2 Direct marketing

It is the process of communicating directly with target customers to encourage response by telephone, mail, electronic means, or personal visit. Users of direct marketing include retailers, wholesalers, manufacturers, and service providers, and they use a variety of methods including direct mail, telemarketing, direct-response advertising, online computer shopping services, cable shopping networks, and infomercials according to Encyclopedia of Business, (2nd Edition).

Here the communication is focused on a particular customer or an individual for an immediate response; such form of communication makes the individual sometimes take quick decision because there are no other individuals who can influence the decision of others. Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships, Kotler (12th Edition). There is a special relationship created between the customer and the organization and such relationships can last for a very long time because most times the customer feels the organization sees him or her to be very important to them hence also try to stay loyal to the organization.

2.3.1.3 Sales promotions

Any short-term incentives to encourage the purchase or sale of a product or service. Sales promotions are direct inducements that offer extra incentives to enhance or accelerate the product's movement from producer to consumer. Sales promotions may be directed at the consumer or the trade. Consumer promotions such as coupons ,

sampling , premiums, sweepstakes, price packs (packs that offer greater quality or lower cost than normal), low –cost financing deals , and rebates are purchase incentives to visit a retail establishment or request additional information according to Encyclopedia of Business, (2nd edition). Sales promotion is used to accelerate short term sales by building brand awareness and encouraging repeat buying according to EzineArticles (2009). As this form of communication is used more potential customers are attracted in the market hence after the consumption of the product most of them now become customers to the product because of the satisfaction they have derived from their product. At this stage more awareness about the product has been created and there is a potential for building up more customer loyalty.

2.3.2 Advertising

A process of announcing the existence of a product or of an organization whereby there is no personal contact between the organization and its target audience. Such process is paid for. Kotler (12 edition), advertising is any paid form of non – personal presentation and promotion of ideas, goals or services by an identified sponsor. Advertising is non-personal form of mass communication and offers a high degree of control for those responsible for the design and delivery of the advertising message; Chris Fill (2002). Advertising plays a very important role in the life of a product or that of the organization; this is to say that through advertising an organization is able to communicate to large number of people at a point in time.

A study by William et.al (1999) defined advertising as, “ an informative or persuasive message carried by a non-personal medium and paid for by an identified sponsor whose organization and product is identified in some way”. It is through advertising that a company is able to inform its target audience about the product, at the same time persuading them to buy and also educating them on how to use the product; the benefits to be derived as a result of the use of the product.

2.3.2.1 General principles of advertising.

Advertising could be done through television, radio, newspaper, bill boards among others. It is non-personal because there is no direct contact between the product or

organization and its target audience but the organization that is carrying out the advert will pay the media for their services. Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor identified paid for message about a product or organization, by William et.al (1999).

According to Foley and Pastore(1997), cited in Tadesse (2013), the media of social communications have two options, and only two. Either they help human persons to grow in their understanding and practice of what is true and good, or they are destructive forces in conflict with human wellbeing. That is entirely true of advertising. Against this background, then, to point this fundamental principle for people engaged in advertising: advertisers that is, those who commission, prepare or disseminate advertising are morally responsible for what they seek to move people to do; and this is a responsibility also shared by publishers, broadcasting executives, and others in the communications world, as well as by those who give commercial or political endorsements, to the extent that they are involved in the advertising process.

If an instance of advertising seeks to move people to choose and act rationally in morally good ways that are of true benefit to themselves and others, persons involved in it do what is morally good; if it seeks to move people to do evil deeds that are self-destructive and destructive of authentic community, they do evil. This applies also to the means and the techniques of advertising: it is morally wrong to use manipulative, exploitative, corrupt and corrupting methods of persuasion and motivation. In this regard, special problems associated with so-called indirect advertising that attempts to move people to act in certain ways. The techniques involved here include showing certain products or forms of behavior in superficially glamorous settings associated with superficially glamorous people; in extreme cases, it may even involve the use of subliminal messages. Within this very general framework, identify several moral principles that are particularly relevant to advertising.

The advertising through printed materials is situated among the most frequently used advertising instruments. Its goals are: to inform the tourists on the present offer or on the

new products or services, to influence the tourists' attitude in a favorable way towards the firm and its offer, to convince them to buy these tourism products or services etc. It can also be used as a communication support and additional instrument and as part of other communication approaches (direct marketing, marketing events), amplifying their effects.

As part of the tourism promotion, the role of catalogues, guides and brochures rises especially on certain annual periods, correspondent to holidays. Designed in an attractive way, elaborated in languages of international circulation, including useful pieces of information, the tourism publications are successfully used at a local scale as well as at a national or international one (being published by important tour operators, travel agencies, national authority tourism organizations as well as by independent services suppliers -transporters, hotel chains etc.).

Traditional instruments of marketing work, brochures, catalogues and tourism guides are very popular among the tour-operators or the tourism travel agencies as they “tangibles” the products, thus contributing on reducing the risk of their acquisition by the tourists. Tourism printed materials have a significant dimension in marketing budget. Otherwise, tourism specialists appreciate that, on tour-operators level, is necessary to sell 10 catalogues or brochures to sell one voyage Lanquar, (1995: pp. 29).

The role of the tourism printed materials is not only that of appeal (an attractive design can increase the interest of potential tourists) but also that of informing the clients (through an adequate content of advices, pieces of information and useful facts for potential tourists). Bearing in mind the importance of this advertising media, the publications are printed and offered by a wide range of services suppliers, tour operators, travel agencies and even local and national public authorities, from which we can differentiate Gherasim, et al, (1999: pp. 144-147).

2.3.2.2 History of advertising in Ethiopia

In ancient times, traders in Ethiopia advertised products by cutting or drawing symbols in stones and public criers, walking up and down streets, shouted information about their wares Muna(1996). This historical development of advertising in Ethiopia is closely linked to development of society at large in the country. Understanding the need for advertising goes back to generations in Ethiopia. With the use of notices like “..... is available here,” Ethiopians have been selling food items and local beverages Daniel, (2007:22). Advertisement also evolved with the establishment of the Ethiopian printing press.

The information age and Globalization will continue to drive changes in the way the consumer of tomorrow will do business with companies in the Tour, Travel & Hospitality Industry. The customer will demand greater assurance of quality, safety & wellbeing. However, the unique characteristics of tourism products is the need for several intermediaries namely travel agents, tour operators, conference organizers, booking agents, etc.

Advertising is a paid form of non-personal presentation of ideas, goods and services. Personal selling is personal presentation by a company's sales force for the purpose of making sales. Sales Promotion is short-term incentives to encourage the sale of a product or service. Public relations are an image building exercise by unpaid publicity. Modern tourist organizations skillfully blend all these promotional tools to communicate their tourist product to the current and prospective customers

2.3.3 Billboard

Since the Stone Age, humans have communicated visual ideas openly for others to admire. Over 5,000 years ago, hieroglyphics on obelisks directed travelers, and Egyptians merchants chiseled sales messages into stone tablets along public roads. By the 15th century, posting bill was accepted practice in Europe. In the mid-1880s, outdoor advertising became a serious art form. Not so long ago, a media planner would base a schedule around newspapers, radio, television, and outdoor advertising. The outdoor portion was easy; there were only 8-inch by 30-inch sheet posters and painted bulletins. Now outdoor ads include everything from billboards to hot-air balloons Wells, Burnett,

Moriarty(1998). Only one fact is consistent: The outdoor message must be short and clear, initiating an immediate response (Remember the local ads: “ ____ is sold here.”) Daniel (2007). Wells, Burnett, and Moriarty (1998) further note that panels and bulletins are two standardized billboards sold commercially. Local organizations also erect free-form posters and signs. Printers lithograph or silk-screened posters and ship them to outdoor/out-of-home advertising companies. Then, pre-pasted for panels, they are applied in sections on location. Artists’ hand-paint bulletins, either on location or in the shop, for movable panels hoisted and attached to billboard frames Wells, Burnett, and Moriarty(1998). Billboards are generally placed on the side of roads to reach pedestrian and vehicular traffic. The heavier the traffic flow, the better the location, with billboards with similar content erected in different locations to create repetition Daniel(2007).

2.3.4Poster

Among the visual images, posters are utilized to transfer different messages. Like advertisements for consumer goods, posters play on emotions of their target audiences to motivate them in to actions. “When we view these posters, we are educated in the potential for action-which is what advertising does best, but little else” Gilman cited in Boyle (2003, 2). Drawing on the success of posters as advertising tools, public health educators began to use them in educational campaigns during the years of the First World War. According to Brandt (1983) the campaign against venereal diseases, one of the highest-profile public health efforts in the years during and after World War I, featured the latest persuasive techniques such as posters and films.

Using posters for advertisement has been a tradition for a very long time. Thus, it is a tested and effective channel for advertising. Compared to other forms of advertising, posters are more credible to the general public because they appear in public places and are more accessible. Whether the product is legitimate or not, many consumers trust what they see on a poster. With posters, you can hang them in places where you know your target audience will see them. For instance, if you are an author, placing a poster in a bookstore or library guarantees that your target audience will be looking at the poster.

According to Meckel (1990), public health officials sought to reform the practice of mothers-especially poor and immigrant ones. Due to technological changes in printing and photographic reproduction and the mass distribution of commodities, new forms of persuasion entered into all areas of daily life. New ways of shaping attitudes and behavior change in a form of colorfully illustrated advertisements in newspapers, magazines, and store window displays, showed up. Health education and public health professionals were quick to see the potential of these methods and adopt their use Colgrove(2004).

First and foremost, creating and hanging posters is an inexpensive way to drum up customers. The average cost to run a thirty-second television commercial can be from \$250,000 to \$400,000. Advertising space on Google or Facebook can cost anywhere from fifty cents to \$2 for a click on your link for one customer. Based upon the size of your poster, you can have one printed from \$1 to \$40. Depending on placement, this poster can potentially be seen by hundreds or thousands of people and, by some, more than once.

The use of advertising in the service of good health was rooted in health professionals embracing the new methods of persuasion. Persuasion was felt to be a source of behavior change than using force. As written by New York State Health Commissioner Matthias Nicoll(2004) cited in Colgrove(2004, 509) “Persuasion is a slow process. Its results are seldom spectacular but they are certain and durable, accomplishing far more among average human beings”. However, even supporters of health education agreed that the effect of mass advertising often proved to be temporary that requires constant reinforcement that was costly and time consuming. But these efforts were seen as a worthwhile investment that would yield lasting value, especially as the principal sources of morbidity and mortality changed over the course of century from acute infectious threats to chronic “lifestyle” conditions less amenable to the coercive interventions of the early days of public health Colgrove(1990).

2.3.5 Social media

Social media plays an important role in the tourism sector. The dissemination of facts, messages, opinions and pictures through Twitter, Facebook, Blogs, Flickr and other platforms has gained importance when reporting an event. Consumers as well as journalists are using these platforms to retrieve information while companies and destinations are learning to work with them in an adequate and professional manner UNWTO, (2012).

The World Travel Monitor has found that 40 % of international travelers travel with a smartphone with an internet connection, e-mail and other functions. Of the smartphone users, 40 % use them to obtain information on the destination, and 26 % of leisure travelers and 34% of business travelers use them to change bookings while travelling. Just over a third of international travelers use their smartphones to access mobile social networks. This leads to tourists posting content on their Facebook pages or Blogs, or photographs on Twitter or Flickr, whilst they are still at the destination. In the future it we are undoubtedly going to see how photographs and information posted will even have GPS information, with screens providing travel information UNWTO, (2012).

Social media is changing the way we learn about the world. The internet based communication networks are promoting freedom of speech. People are no longer passive readers, but rather engaging in news as a conversation at local, national and international stage. Local and global societies are instantly collaborating, contributing, interpreting and interacting Suopis(2010). Social Media is an evolutionary development that has transformed the way that individuals, organizations and political campaigns are able to communicate Solutions (2010).

As Rita Safranek (2012) observes, the social media has given the opportunity to any ordinary citizen to participate actively in any affair on the online forum. One is not expected to be a politician or famous person or an activists or someone else to engage in public debate. The only thing that is required from anyone to engage in the social media is basics of computer and idea or content. An average person, with little or no advanced

computer skills, can do social media participation and independent blogging. Citizens can create content and can have access to it with as little as a smart phone, and this can easily be integrated Safranek(2012).

Social media also lowers traditional socio-economic barriers for commanding the spotlight. You do not have to “be somebody” to “be somebody” on social media. Politicians, regimes, and activists look to purposeful tap into the potential of social media. Since the rise of the Internet in the early 1990s, the world's networked population has grown from the low millions to the low billions. Over the same period, social media have become a fact for civil society worldwide, involving many actors – regular citizens, activists, nongovernmental organizations, telecommunications firms, software providers and governments Shirky(2011).

According to Safranek (2012), these digital technologies influence the formation and activities of civil society groups: mobs, movements, and civil society organizations. While mass popular protests are by no means a new phenomenon, digital tools are facilitating their formation.

2.3.5.1 You tube

YouTube is a site where users can upload, share and watch videos, and is the global leader in the video streaming market, with over a billion videos viewed every day. YouTube went public in December 2005 YouTube(2009) and in this short time, has experienced an astounding level of growth. Given the large audiences that they attract 98.1 million users in July 2009, YouTube (2009), it is no surprise that marketers are now investigating the use of YouTube as a tourism-marketing tool. However, as Reinhard (2009) argues, their success has been limited, and that, “while individuals have used YouTube as a platform to step into the spotlight, most brands have been left behind or in the shadows”, that is, the potential of YouTube has not been fully realized. Reinhard (2009) also observes that to achieve long-term success on YouTube, marketers have to “consistently and frequently publish refreshing content that has intrinsic value for audiences online”. This failure to update and refresh their online images is one of the most frequent criticisms by consumers of online tourism information.

2.3.5.2 Face book

Face book Launched in February 2004 as a network for university students, the social media phenomenon which is Facebook has been described as the fourth wave in computer networking platforms following the establishment of mainframe computers in the 1970s, the beginning of PCs in the 1980s and the introduction of the Internet in the 1990s.

According to Australian Tourism data warehouse, Facebook statistics reveal that there are over 800 million people using Facebook and over half of these people access the site daily making it the most popular of the social media networks. There are numerous benefits of using Facebook, both at the personal or business level

1. It provides your business a web presence on a platform where there is a large potential audience in an instant, at no cost
2. It is super easy to use (as user---friendly as an iPhone!)
3. It is very quick to set up.

From the point of view of small business operators in the tourism industry, the main benefit of Face book is in the more focused (and business---oriented) Face book pages. The Advantage of this function is the ability to connect with some of the many people now using the Internet to search for information on holiday destinations.

A well---structured, informative Face book page representing your tourism business can be a cost---effective and efficient way of putting your company's name before potential customers. Importantly, as well as providing quality information and updates, it will also allow you to respond to queries quickly and with ease.

Face book users can add their personal profile, follow friends, share links as well as publish images and videos.

The central up dating facility in Facebook is its news feed, which continually updates messages and links from friends as they occur in real time.

A Face book Page is like a mini web site set up with an updating newsfeed designed to contain content, advice and conversation relevant to a business — an excellent way for a small tourism related business to advertise their presence to Facebook users. If visitors are interested in your Business they will tend to “like” your page by clicking on the “like” button.

What type of content would appeal to people who have “liked” your Facebook Page?

From a small tourism perspective, captivating Content may include the following:

- images of local scenery
- Advice on dates of local events of interest (such as festivals),sporting fixtures
- Videos of local interest (such as a tour of local wineries)
- Fact sheets
- Newsletters

Social media thrives on interaction. The Page offers an excellent opportunity to interact with people who are considering using your product or service. As interaction works both ways, promoting it is about seeking “likes” (the button located at the top of your Page) which means getting people to take enough of an interest to follow your updates Australian Tourism Data warehouse(2011).

Gunter (2011) has explained that Facebook pages are the ideal tools for public relations /marketing tools/ for public figures such as politicians and government officials, celebrities, bands and music artists, nonprofit organizations and charities, government agencies, large and small business, entertainment industry, educational institutions, such as universities, colleges and schools, brand names and products and companies. Unlike Facebook groups, Facebook pages are all public.

Safko and Brake (2009) have stated that an online forum has to be regulated otherwise behavior of forum participants seriously affects the forum. They have noted that insult; swear, in appropriate language, advertising, selling spamming and personal information,

posting sexual content, having more than one account and copyrighting infringements are prohibited behaviors on a forum.

The marketing of tourism products is rapidly changing as the needs, wants and expectations of the tourist become more demanding. Through the use of internet, the power relationship between the individual tourist and the tourism sector is changing, to the benefit of the consumer.

The traditional mass marketing techniques, such as brochures, TV adverts, consumer exhibitions and shows, are becoming less relevant to the new tourism consumer. As King (2002) states “it is the customer who can decide how and when they access their travel and tourism information”. This is not to dismiss traditional marketing techniques, but as the tourism market becomes more crowded, as prices decrease and access to newer destinations and products becomes easier, there is a greater need to use all possible tools and methods to reach potential consumers.

2.3.6 Public Relations

As a result of globalization, the borders between the countries have started to disappear. The transportation became much more easily compared to the last century, even the last decade. There are many airplanes going to the other end of the world every single day. Moreover, after the foundation of European Union, the permission of free flow of people between the member states; in other words, after the elimination of the borders, people do not prefer to go to their summer houses anymore, but to other countries in their spare times. All of these lead to the growth of the tourism sector.

In today's world, there are many kinds of tourism including; business and conference tourism, cultural and historical tourism, sex tourism, health tourism, spa, sports and adventure tourism, event tourism, and space tourism L'Etang, Falkheimer, Lugo(2007). In order to attract consumers to various choices in this highly competitive market, there are many marketing and management tools that shall be taken into consideration. The most important of these tools is public relations which play a role in constructing images

of locations, activities and identities Morgan and Pritchard(2001) which will be discussed further. Public relations' role is not only attracting visitors but also to keep them happy after they arrive Wilcox, Ault, Agee and Cameron(2000). Its primary purpose is to *“effectively support other sales and marketing activities attempting to build up a positive image of a company and its products and services”*Roberts, (1993, p.132).

Furthermore, another role of public relations is to save money for the organization by building relations with public that “constrain or enhance the ability of the organization to meet its mission” Deuschl, (2006).

2.3.6.1 Relationship of public relations and tourism

Public relations differs from other marketing tools –mainly advertising- in communicating messages because it is the public relations that best creates the launch of a brand, as it has a greater credibility. Moreover, public relation is quite inexpensive compared to advertising Raza, (2004); Ries(2004).

Public relation is becoming one of the most important parts of marketing and sales functions of tourism as its definition includes “to promote improved understanding between operators and their public” Roberts(1993). Increased competition in the industry forces the operators to create awareness of a new product or facility for the customers. Images are built and created by public relations through print media, word of mouth, and the attitude of the targeted audience. If done properly, potential tourists will know how they will benefit, learn and grow from visiting a particular site or event Krapfl(1998). As Witt, Brook and Buckley (1992) mention, tourism market is characterized by freedom of choice on the part of the individual in terms of selection of destination, transport mode and so on and by strong competition among the various segments of industry (including the destinations) that supplies the market Witt et. Al(1992: 41).

Companies are still building their images by travel and tourism brochures and advertisements. Every day, on television or by display windows of the travel agencies,

people are exposed to the visuals of exotic destinations with swaying palm trees, white sandy beaches next to azure blue seas or a fine dining at sunset. However, today, the press is taking tourism industry more seriously. A reason for that change is that industry communicators have succeeded to convince journalists that travel and tourism has a powerful impact on local and national economies Deuschl(2006).

The operators may utilize public relations in order to evaluate the market demand, “create additional sales opportunities in the competitive market”, and to “reinforce quality of a product against adverse publicity” Roberts(1993). Travel and tourism practitioners are using all of the Public Relations tools. But the most common tools used Deuschl(2006) in this industry are;

- Press Releases: for example Hotel PR practitioners attract travel writers through wellwritten news releases and creative e-mail “pitches” designed to persuade reporters to visit.
- Fact Sheets: when journalists are in the hotel, the PR manager should be certain that the journalists’ rooms are furnished with complete fact sheet (or press kit) containing information on every detail.
- Web Sites: Due to the explosive growth in the technology in the last decade, people are buying their vacations on the net. As there are many opportunities, a tourism company must advertise the destination attractive with the photographs and also positive feedbacks on the Web site. Furthermore, Web sites today are also vital during crisis communication situations Ward(2000).
- International Trade Shows: According to The International Tourism Trade Fairs Association (ITTFA), the virtual visitors of online travel agencies tend to increase, but on the other hand, there are still many people who wants to meet face-to-face; that is the reason why the involvement to the trade shows will increase as the industry grows Richardson(2004).
- Special Events: is one of the most popular public relations tool used by practitioners in order to gain public attention for their establishments Deuschl(2006). Roberts (1993) states that, events could include an endless list of opportunities for the operators and the major ones are; the opening of a new hotel

or facility; the arrival of a special customer; the launch of a unique weekend break; a member or staff winning an award; a major product launch; a major charity event; the announcement of a merger; a show or exhibition. Besides this it also includes convincing “opinion formers in the local community to support operators’ activities and encourage others to do so”, often through positive word-of-mouth publicity Briggs(2007).

Reid and Bojanic (2006), just like Kotler et al., point out that one of the basic aims of public relations is to provide accurate information. As Deuschl (2006) mentions, this is possible by targeting specific audiences or publics; selecting key messages and selecting the right media to deliver the information.

Another view in the same direction is from Jenkins (1999) who also remarks the importance of media relations in tourism business; he mentions that tourism destinations are very dependent on media images and when the reader has no experience of destination, the importance of media representation increases. A press release is one way of informing the public for the description or summary of the event, also it helps to let the audience be aware of the date, time and the location, and may help to notify the contact name, address, and telephone number for the event Roberts, (1993) It is briefly about indicating “who, where, when, and why of the operation” Reid and Bojanic(2006).

Another public relations activity for the tourism industry is “corporate communication” which covers internal and external communications and promotes understanding of the organization Kotler et.al(2006). For example a hotel company, a cruise line or an operator may choose to communicate as a “prestigious” or “deluxe”. The image set its prices above the average, or the ones emphasizing economy would take the opposite tack Morrison (2001). These are all related to the company’s image on public’s eyes Nielsen(2001).

2.3.7 Internet

According to Nelson (1996), the Internet is correctly defined as a network of networks. Groups of networked computers, such as those at Universities, large governmental

agencies and companies are all connected together, additionally; small business, local non-profit organizations and plenty of individuals and families are all connected to this same inter-networked structure, usually through an internet service provider. This common linkage of computers via satellite, coaxial cable and phone lines is collectively known as the Internet. The number of Internet users is growing at the rate of one million new users per month Future Net(1994).

The history of the Internet begins at the height of the cold war in the 1960's Erickson, (1995). People at the RAND corporation, America's foremost Military think tank, were trying to figure out an important strategic problem; how could US authorities talk to each other in the aftermath of a nuclear attack? Communication networks of the day were chained point-to-point, with each place on the network dependent on the link before it. If one point in the network was blown up, the whole network would become useless.

The mid-80s marked a boom in the personal computer and super-mini computer industries. The combination of inexpensive desktop machines and powerful, network-ready servers allowed many companies to join the Internet for the first time. Corporations began to use the Internet to communicate with each other and with their customers.

By 1988 the Internet became an essential tool for communications; however it also began to create concerns about privacy and security in the digital world. New words, such as "hacker", and "electronic break-in", were created.

The information revolution is, coming to Africa slowly, ambiguously, and unevenly Wilson (1996). In the case of Ethiopia, the Ethiopian Telecommunication Authority recently introduced internet in Ethiopia recently, Fanta(1996) cited in Kibruyisfa,(1997) identified all the benefits that it can bring to Ethiopia. However, once Ethiopia gains access, there are a lot of information items on Ethiopia that can be made available on the net. These items of information will not only make Ethiopia better

known to the Internet community around the globe but will also strengthen the country's economy by attracting investment in different areas.

The benefits that Ethiopia can get by having full Internet connectivity are discussed by a study in SISA in 1995 Fanta (1996) cited in Kibruyisfa, (1997). To this end, there is a need for Ethiopia to propose specific information services on the Internet so that Ethiopia can have a presence in it and become information provider. This can be done by identifying various sectors in Ethiopia based on user's feedback which could be published on the Internet.

2.3.8 World Wide Web

The World Wide Web (www) is an Internet wide distributed hypertext or hypermedia system that operates on a client/server model. The web, which was invented by physicists at the European community's particle physics research center in Switzerland (CERN), is more of a conceptual construct than a physical entity.

As a unifying and integrating force for simplifying access to a diverse range of information sources and access tools, www has attracted the attention of most information providers.

2.3.9 Major Media of Communication in Ethiopian

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

Media also have a great role to build country Image. The need of tourists vary in type, they all tend to be influenced by the images of the destinations and activities. In relation to this world Tourism Organization (1979) cited in Cooper et.al (1993:25) have suggested that the term image embraces "the idea, conceptions held individually or collectively of a destination". Thus 'destination image' has become so catholic and taken a wider currency that it is now taken to mean the totality of beliefs and

impressions that tourists, individually or collectively, have regarding each tourist destination. This is because tourism is a very sensitive phenomenon that involves the movement of people, not goods or commodities.

2.3.9.1 Ethiopian press

The introduction of *Aemiro newspaper*, which was hand written at its commencement, in 1902 heralded the beginning of journalism to Ethiopia. Since then journalism has been expanding in both type of media and technology (Getachew, 2003: 519; Gebremedin, 2006; Mekuria, 2005).

According to Ethiopian Broadcast Authority there has been a significant increase in the number of papers in the past five years. December 2013 there were a total of 42 newspapers and magazines, 22 newspapers and 20 magazines, published and distributed in the Ethiopia. All being nationally existent, the majority of these newspapers are weeklies, bi-weeklies and monthlies, with only two dailies. The two national daily newspapers are *Addis Zemen*(Amharic), and The Ethiopian Herald (English). Among the 22 newspapers, six are government-owned and 20 are privately-owned.

2.3.9.2 Ethiopian Broadcast Media

Television, a relatively younger medium than radio and print media, is now becoming more and more popular. Some writers like Smith put Television as the first invention that was done by the involvement and efforts of many scientists. Television is electoral transmission and reception of transient invention by committee, in the sense of resulting from the effort of hundreds of individuals widely separated in time and space, all prompted by the urge to produce a system of seeing the horizon Smith (1998 :9). In fact, since the launching of transmissions, the program has undergone remarkable changes.

It is apparent that the introduction of television transmission is a new phenomenon not only in Ethiopia but in Africa as a whole. Of course, the use of television as a medium is relatively new phenomenon in the history of mass communication. According to Smith, “The introduction of television in many African countries takes a coloration that in some

respects reflects the geopolitical culture and/or commercial character of the states. According to the Ministry of Information, ETV's transmission was made to coincide with the 33rd anniversary of the coronation of Emperor Haile Sellassie I. Its first transmission dates as far back as the anniversary on November 2, 1964, (MOI, 1966).

After the fall of the Derg, under the declaration of freedom of the press (Proc. 34/92)2, Ethiopian media began to experience some democratic practices unique in the history of media. It was relatively a liberal system. In addition to proc.34/92, to facilitate democracy in the country, EPRDF- led Ethiopian government proclaimed a law to "provide for the systematic management of broadcasting services" (proc. No 178/1999). According to Ethiopian Broadcast Authority There are about nine government/ Public/, five Commercial, and Fifteen Community radio broadcasters in Ethiopia.

2.4 Economic benefit of tourism

The travel and tourism industry is one of the largest and most dynamic industries in today's global economy. It is expected to generate about 9 per cent of total GDP and provide more than 235 million jobs in 2010, representing 8 per cent of global employment. Over 150 government, employer and worker delegates from more than 50 countries, meeting at the ILO's Global Dialogue Forum on New Developments and Challenges in the Hospitality and Tourism Sector, discussed new developments and challenges in the sector.

Tourism industry affects economic growth in different ways. First, tourism is one of the main sources of foreign exchange earnings for many countries McKinnon(1964). Tourism expenditures generate income for the host economy and can stimulate the investment necessary to finance growth in other economic sectors. Some countries seek to accelerate this growth by requiring tourists to bring in a certain amount of foreign currency for each day of their stayBuddemeieret.al.(2006).Second, tourism has the ability to generate employment (Fletcher,Brian1996). For example, the UK totourist economy directly supported over one million jobs in 2007 Blanke,Chiesa (2009). Tourism can generate jobs directly through hotels, restaurants, night clubs, taxis, and souvenir

sales, and indirectly through the supply of goods and services needed by tourism-related businesses. Tourism supports more than seven percent of the world's workers (United Nations Environment Program).

The economic impact of the tourism industry is usually assessed at the macroeconomic level and can be measured in several different ways. The most general measurement focuses on tourism receipts and the contribution of tourism to a country's GDP. International tourism receipts of ESCAP member states in 1995 and 2004, the percentage increases over this period.

For destination countries, receipts from international tourism count as exports and cover all transactions related to the consumption by international visitors of, for instance, accommodation, food and drink, transport in the country, fuel, entertainment, shopping, etc. It includes transactions generated by same-day as well as overnight visitors.

Compared to other sectors of the global economy, the industry is one of the fastest growing, accounting for more than one-third of the total global services trade? The ILO Forum addressed the high intensity of labor within the industry, making it a significant source of employment and placing it among the world's top creators of jobs that require varying degrees of skills and allow for quick entry into the workforce by youth, women and migrant workers(UNWTO).

According to The Federal Democratic Republic of Ethiopia, Government Communication Affairs Office, the sector played a great role in Ethiopia. The sector created job opportunity for 1,482,843 people in 2013. The number of tourists also increases time to time. In the same year 750,000 foreign tourists visit Ethiopia. Therefore, the country earned 663,767,875 USD in the same year.

2.5. Negative Impact of tourism

Tourism is a two-sided story. Up till now we have observed how tourism fuels economic and developmental activity. Now it is time that you can see the complete picture as to how development embraces tourism in return.

There are many contributions and benefits of having a pro-tourism approach; however, there are some damages and negative impacts which have been observed as well. As the traffic of tourists increased in a particular area, it was observed that environmental and ecological balances were disturbed due to over commercialization Ayalew, (2009). The scenic beauty was made more 'customer friendly' and the natural tourism products more accessible and 'saleable' by man. Environmentalists are agitated about the damages and carelessness showed by tourists. Culturally and socially, tourism can impact the destination country but its effect cannot be solely attributable to simple tourist activities. Thus we can conclude that there are many dimensions of the economy that are impacted by tourism activities, some positively and some negatively.

2.6 Theoretical Framework of the Study

Being a multidisciplinary field, Tourism communications is not dominated by any single theory. This can also be attributed to the variances in the tourism problems, populations, cultures and contexts that are dealt with by tourism communication. As a result, many tourism communication programs become successful by implementing combinations of theories that address the particular problem NCI(2002, p.7). In addition to this, tourism behavior change brings in notions of psychology and makes the diversity of the theories so wide.

Researches guided by various psychosocial theories of tourism behavior have added to the understanding of how cognitive and social factors contribute to human interest. Among these various approaches are Social judgment theory Sherif & Hovland, (1961); Sherif et al.(1965), Elaboration Likelihood Model, Petty and Cacioppo (1986), Narrative paradigm Fisher (1984, 1987) and Cognitive dissonance.

In this paper, the researcher prefers to see tourism promotion in persuasive Theory from the perspective of Narrative paradigm for the theory posits a multifaceted causal structure in which self-efficacy beliefs operate in concert with cognized goals, outcome expectations, and perceived environmental impediments and facilitators in the regulation of human motivation, action, and well-being. This approach of the theory, Fisher, (1984, 1987) argues, addresses the socio-cultural determinants of tourism as well as the personal determinants.

2.6.1 Persuasive Communication Theory

Persuasion is typically defined as “human communication that is designed to influence others by modifying their beliefs, values, or attitudes” Simons(1976, p. 21). O’Keefe (1990) argued that there are requirements for the sender, the means, and the recipient to consider something persuasive. First, persuasion involves a goal and the intent to achieve that goal on the part of the message sender. Second, communication is the means to achieve that goal. Third, the message recipient must have free will (i.e., threatening physical harm if the recipient doesn’t comply is usually considered force, not persuasion). Accordingly, persuasion is not accidental, nor is it coercive. It is inherently communicational.

Today, the importance of understanding the power of persuasive messages is greater than ever. According to Kilbourne (1999), clearly, we are inundated with messages of persuasion and influence in all aspects of our lives— relational, social, political, and economic. Accordingly, we believe that having an understanding of how persuasive messages work (or don’t work!) is central for surviving in today’s advertising and media-blitzed society.

An attitude is a “relatively enduring predisposition to respond favorably or unfavorably “toward something Simons(1976, p. 80). We have attitudes toward people, places, events, products, policies, ideas, and so forth O’Keefe (1990).

Gibson and Hodgetts (1990, pp. 258-87) suggest basic elements for two steps in

persuasive business communication--to identify the objectives and to organize the message. In identifying the objectives of the persuasive message, three elements are suggested:

- (1) The writer should know the product or service, the expression of which is to be direct and specific.
- (2) The writer should know the customer or the target market.
- (3) The writer should know the desired action.

There are four theories that explore aspects of persuasive communication. Although portrayed as theories of persuasion, each of these viewpoints can be applied to a wide variety of communication contexts. The four theories are social judgment theory, the elaboration likelihood model (ELM), cognitive dissonance, and the narrative paradigm. As I tried to indicate before, I used narrative paradigm for this study.

2.6.1.1 Narrative Paradigm

Whereas ELM emphasizes the importance of strong, logical arguments for persuading a motivated and able audience, the narrative paradigm stresses the effectiveness of influence through narration—that is, persuasion through storytelling (Fisher, 1984, 1987). Using a more subjective theoretical orientation, Fisher argues that human beings are fundamentally storytelling creatures; therefore, the most persuasive or influential message is not that of rational fact, but instead a narrative that convinces us of “good reasons” for engaging in a particular action or belief.

Fisher’s Narrative Assumptions

Five assumptions drive Fisher’s (1987) explanation of the narrative paradigm. First and foremost, Fisher proposed that what makes humans unique and distinct from other creatures is our ability and drive to tell stories. Importantly, narration does not refer to “fictive composition whose propositions may be true or false” (Ibid p. 58); instead, narration includes the symbolic words and actions that people use to assign meaning. Fisher evoked the Greek term *mythos* to explain human communication primarily as a

collection of stories expressing “ideas that cannot be verified or proved in any absolute way. Such idea arises in metaphor, values, gestures, and so on” Ibid (p. 19). According to this view, not even the keenest expert knows everything about his or her area of specialization; there is an element of subjectivity in even the most “logical” messages. Instead, your values, emotions, and aesthetic preferences shape your beliefs and actions. As such, individuals relay messages and experiences through stories as an attempt to capture these subjective experiences.

Second, the narrative paradigm suggests that because individuals’ lives and understanding of reality are centered on these subjective narratives, people need a way to judge which stories are believable and which are not;Fisher, (1987). Here, Fisher argued that individuals use narrative rationality—a logical method of reasoning by which a person can determine how believable another’s narrative is. Narrative rationality relies on good reasonsas the basis for most decision making.

As opposed to relying solely on argumentative logic, good reasons allow us to validate and accept (or reject) another’s narrative based on the perceived truthfulness and consistency. Thus, coherence and fidelity are two ways to make this narrative judgment of “good reasons.” When the narrative being used appears to flow smoothly, makes sense, and is believable, we say that there is narrative coherence.Similarly, when the narrative appears truthful and congruent with our own experiences, we say that there is narrative fidelity. To accept a narrative, an individual must perceive the narrative’s fidelity first; without fidelity, coherence is irrelevant.

A related third assumption is that what a person accepts as a “good reason” is based on that individual’s culture, character, history, values, experience, and the like Fisher (1984, 1987). In other words, what appears to have coherence and fidelity to one person may not appeal to another who comes to the narrative relationship with a different set of values and experiences.

Fourth, the narrative paradigm proposes that “rationality is determined by the nature of persons as narrative beings” Fisher(1987, p. 5). Rather than conceiving of reason as rooted only in fact and logical argument, Fisher argued that rationality—and therefore persuasion—stems from humans’ ability to create a coherent story. Thus, piling on the facts about a political candidate’s legislative record isn’t what is persuasive for voters; what will influence constituents is a candidate’s ability to share his or her experiences via narrative.

Finally, the narrative paradigm presumes that the world as humans know it is based primarily on sets of both cooperative and competing stories Fisher(1987). Importantly, individuals must use the logic of good reasons to choose among these narratives, thereby creating and recreating their social reality. Because “human communication . . . is imbued with mythos—ideas that cannot be verified or proved in any absolute way” (Ibid p. 19), Fisher believed that individuals must rely on narratives as the creation and recreation of a common understanding. The narratives we choose can fundamentally affect our life.

Various communication and specifically persuasion theories attempt to explain the links between how information is processed by an individual and their likelihood to behave in a certain way as a result. Yet, it is not clearly established how tourists really process information about sustainable tourism products in brochures, or whether different tourist markets prefer more “thinking ads” over “emotional ads”. However, research in green consumerism suggests that even already green consumers who normally favor products have been shown to prefer simple information (like an energy rating label) about products in marketing communicationsYoung, (2010). by delivering additional explanations, providing objective information and by the use of nouns.

A major knowledge gap remains about the specific role emotional or rational message design and visual elements play in influencing bookingchoiceFont, (2005) &McDonald, (2006). According to current guidelines, sustainable tourism marketing communications should be different in the following three ways.

1. Include specific information to reflect destination authenticity to foster respect towards it Forster, et.al (2011).
2. Reflect heritage values and foster cultural sensitivity Chhabra, (2012).
3. Include elements of local food and culture if possible, as tourists with pro sustainability values desire to experience the “taste and feel” of a place Du Rand, et.al (2003).

Chapter Three

Methodology and Design of the Study

3.1 Research Methods

To collect the essential information for the study, both quantitative and qualitative data were employed. As specified by Michael (2001) the strength of one approach potentially complements the weakness of the others and vice versa. Quantitative method can also help in circumstances where a qualitative method is difficult to administer in a case when study populations are very large. So that mix of qualitative and quantitative methods can therefore help provide a more comprehensive evaluation of an involvement.

Affording to Winter (1996) mixture of the qualitative and quantitative methods help to identify their strengths and weaknesses and how their divergent approaches can complement each other. In most cases, the researcher falls to one of the two methods either relying exclusively up on objective survey questionnaire and statistical analysis or using qualitative method, rejecting the quantitative one.

According to these researchers, mixed research approach involved philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative method in the research design process. As a method, mixed approach focuses on collecting, analyzing and mixing both qualitative and quantitative data in a single study or series of studies. Creswell(2007:5) states that the central premises of mixed design is the use of quantitative and qualitative approaches in combination to provide a better understanding of research problems than either approaches can do alone. In mixed design it is not enough to analyze qualitative and quantitative data. The data need to be mixed in some way so that together they form a more complete picture of the problem than they do when they are implemented alone. Generally, the qualitative research method was predominantly used because the document review, content sample of promotional tools prepared by MoCT, and

theresponses of the tourists collected through open ended questions was analyzed through qualitative methods.

3.1.1 Qualitative Approach

Qualitative research method is one of the methods used to conduct this research. It has its own features that differentiate it from quantitative research. In qualitative research, the research is conducted in the natural setting of social actors and this helps to understand peoples' motivations, attitudes and behavior. Qualitative research was implemented for its advantages as stated on Tadesse, (2013) cited in Stone et al. (1999:334) it is more appropriate for examining words and ideas rather than counting numbers. This method is used to understand and explain social phenomena in their natural setting.

The main characteristics of qualitative research, most research texts start with highlighting its emergent nature. That means that no aspect of the research design is tightly prefigured and a study is kept open and fluid so that it can respond in flexible way to new details or openings that many emerge during the process of investigation. This flexibility even applies to the research questions, which may evolve, change or be refined during the study Zolatai'n, (2007). Under this method document review/ to review the code of conducts of Ministry of Culture and Tourism promotion practices and sample of promotional tools was implemented to gather the necessary information.

3.1.2 Quantitative Approach

The second method that was used to conduct this research is quantitative approach. Quantitative social research was originally inspired by the spectacular progress of the natural science in the 19th century. The scientific method postulates three key stages in the research process: (a) observing a phenomenon or identifying a problem; (b) generating an initial hypothesis; and (c) testing the hypothesis by collecting and analyzing empirical data using standardized procedures Zolatain, (2007). Under this approach survey method was implemented. It helps to gather information from large number of population quickly. It also facilitates the study of human attributes. Moreover, according to Creswel (1994) quantitative research is also useful to quantify

opinions, attitudes and behaviors and find out how the whole population feels about a certain issue. Under this method the responses of tourists towards MoCT promotion practices was analyzed.

3.2 Subjects of Study

The subjects of this study are divided in to two: workers of MoCT and the second target population of this study were selected from some visitors of Ethiopian tourist sites of Lalibela town and Addis Ababa city.

These two towns are selected because;

- They are found in different geographical locations which could minimize geographical biases.
- The number of tourists is well available in these areas.
- These areas have also provided the researcher with reachable convenience.

A Brief Profile of Research Locations

The research locations for this research are Lalibela and Addis Ababa. The reasons for purposefully selecting these areas are based on the flow of tourists. Addis Ababa is the capital city of Ethiopia. Therefore, almost every visitor has arrived in Addis before heading to one of the various tourist destinations of his/her choice. Lalibela is the most frequently visited tourist attraction of the country.

Lalibela

According to many travelers and travel writers, the Rock-Hewn churches of Lalibela, are one of the eighth wonders of the world. It is a collection of Orthodox Christian churches carved out of monolithic rocks. It is the site of eleven remarkable rock hewn churches believed to have been built in the late 12th or 13th century. The town was originally called Roha, but was renamed after king Lalibela who commissioned the churches. The site is found in Amhara Regional State, North Wollo Zone Lasta district. It is about 715 Kilo meters from Addis Ababa.

Addis Ababa

Addis Ababa is a land of diversity and has favorable weather condition. This city is investment friendly and offers haven of peace.

Addis is the seat of African Union/AU/. It has many unique and exciting features to visit. Addis has been seat of the head-quarter of the Organization of African Union/OAU/ since 1963. It is the seat of major regional headquarters, more than 117 Embassies and consulates.

There are many tourist attractions in the city like Monuments, Museum and historical heritages. In addition to these, the city is the center of any destinations of the country. Because of this and others the researcher chose the city for the study.

3.3 Sampling Techniques

To choose the required respondents, the researcher used purposive sampling technique. This technique was employed because it is believed it enables the researcher to select the real visitors. All the respondents selected were visitors of Ethiopian tourist sites. The entire respondent group was from different countries. This individual was chosen to confirm that these respondents were active visitors and decision makers.

The researcher first made a contact with Hotel owners and tour guides to deal about the study and gave the questionnaire to the tourists from each location directly based on availability. The researcher selected the tourists because of: their registration rate that visited Ethiopian tourist sites within one month period of time.

The sample respondents of the study include 50 visitors from different countries and 10 workers of FDRE Ministry of Culture and Tourism. Employees of the FDRE Ministry of Culture and Tourism were purposely selected so as to get the right information about the promotional tools, because the tools were prepared and disseminated by them.

The allocations of the sample sizes were 35 from Lalibela and 15 from Addis Ababa. In this research the researcher used both qualitative and quantitative approaches.

3.4 Data Collection Techniques

Data from both visitors and workers was collected through questionnaires; and Documents review (ethical guideline and all samples of promotional tools) were used to obtain more information. To know the reaction of tourists who view MoCT promotion and advertisement practices, questionnaire was purposely distributed (purposive sampling). The questionnaire was prepared in two ways. The first part deals with the workers of MoCT that deals with the preparation of promotional tools. The second questionnaire focuses on the visitors that discuss their overall assessment of promotional tools of MoCT. Both close and open ended item were included in the questionnaire. That is to use a question that offers the respondent a variety of different opinions that he/she was invited to agree or disagree with. This is a more reliable way of finding peoples opinion.

3.5 Method of Data Organization and Analysis

As specified earlier, the researcher used both qualitative and quantitative data gathering techniques. Then it was analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that was collected through questionnaire were analyzed by using the percentage and the result was presented in the form of chart and table. The analysis of quantitative data was conducted with the help of Microsoft Excels. In addition, information through qualitative instrument (content, design and quality of promotional tools that prepared by the Ministry like magazine, booklet, poster, website, Internet and Flyers) was analyzed qualitatively. Finally, the two data results were triangulated to complement each other.

With the help of questionnaire primary data were obtained and through the analysis and interpretation was carried out and suitable suggestions were recommended. Some tables and chart are also used to present the results of the study and the others

Chapter Four

Data Presentation and Analysis

4.1 Introduction

This chapter describes the presentation and analysis of data collected from the field work to investigate the evaluation of marketing communication tools in promoting tourist site in FDRE Ministry of Culture and Tourism. All 60 questionnaires were administered to the respondent (10 for the staff of Ministry of Culture and Tourism and 50 for the Tourists) out of which 58 were retrieved and analyzed. Items which were not answered on the questionnaires are treated as missing. The valid percentages were used that is percentages excluding missing values.

The main objective of this study is to assess the practice of FDRE Ministry of Culture and Tourism in using promotional communication tools to promote Ethiopian tourist sites. The study employed document analysis and questionnaires using both quantitative and qualitative methods to address the following questions:

1. What communication tools or media does Ministry of Culture and Tourism use to promote Tourism?
2. What communication approaches are practically in use in the Ministry of culture and tourism to communicate with tourists?
3. What are the problems hindering the effective use of communication tools in the promotion of tourist sites by the Ministry of Culture and Tourism?
4. What kinds of promotional communication tools should the Ministry use to further attract tourists?

Based on the information gathered by questionnaires and from documents are presented as follows.

4.2 The Promotional Communication Tools Used by MoCT

Ministry of Culture and Tourism has a body which is concerned with promotion of Culture and Tourism in the country. It has organized promotion and public relations Directorates. These bodies are accountable to the Ministry. The Ministry clearly stated the need of promotion in its policy ratified in 2009.

According to the policy, the Ministry of Culture and Tourism undertaking promotional work through the creation of strong market ties in order to become competitive on the international market. Therefore, the need for the use of information communication technology is clearly stated in the policy in Article 3.4 / Article 3.4.7 as follow.

Because it is vital to establish an ICT- supported e-business system to be competitive in the international tourism market, an Ethiopia tourism destination portal will be created so that institutions operating in the sector would obtain sufficient information, while ensuring at the same time that tourists and companies in tourist generating countries would get up-to-date information on the tourist destinations of our country.

All employees in both departments have been assigned to the position based on the required professional skill and educational background with determined job description for each position.

There is no communication strategy, Editorial policy and promotional guideline enacted by the Ministry. But to solve the problems related to ethical issues MoCT is on the way to produce guideline and manual for tourism promotion activities.

In general for the promotion purpose, the Ministry of Culture and Tourism has applied almost all communication tools to local and international tourists. All the communication tools have their own strength and limitations in their content, design, quality and circulations. Therefore, the researcher has tried to see accordingly the major communication tools that are in use in the Ministry of Culture and Tourism.

4.2.1 Internet

People increasingly rely on Internet and web-based information despite evidence that it is potentially inaccurate and biased. Many studies were held to assess people's perceptions of the credibility of various categories of Internet information compared to similar information provided by other media.

Criteria for Evaluating Internet Information Resources

There are many criteria to evaluate Internet information. Among those criteria the major ones are. Scope (Breadth, Depth, Time, and Format), Content (Completeness, Sources, Accuracy, Authority, Currency, Uniqueness, Links, Writing) Graphic design, Purpose (Audience), Reviews, Workability (User friendliness, Computer needs, Searching, Brows ability, Interactivity, Connectivity) and cost.

The quantity of information distributed today on the Internet, especially through the World Wide Web, is increasing more quickly than the quantity of information available through other mass media. Just as we do not like or believe everything we read in the newspapers, see on TV, or hear on the radio, we cannot like or believe everything on the Internet. Consequently, it is necessary to critically assess the quality of websites and to determine the extent, to which they meet our needs and requirements.

Based on the above criteria, the Internet service of the FDRE Ministry of Culture and Tourism is very poor because, the contents, designs, and pictures are not attractive. In addition, there is no use of alternative language to address the needs of visitors with varying linguistic backgrounds.

4.2.2 Website Evaluation

Since the launch of commercial Internet applications in the early 1990s, many researchers have noted the potential of the World Wide Web in business, and advocated incorporating the Internet into the tourism industry; Burger, (1997) and Clyde and Landfried, (1995). The rapid development of information technology in general and the

Internet in particular has dramatically changed the tourism industry Ho & Lee, (2007). It is widely accepted that the Internet can serve as an effective marketing tool in tourism Buhalis, (2003)&Buhalis and Law, (2008). It is a valuable tool for both suppliers and consumers for information dissemination, communication, and online purchasing. The rapid growth in the number of online users and the increasing rate of online transactions provide clear evidence of the popularity of the technology. Businesses, including customer-oriented and information-intensive tourism enterprises, are increasingly adopting e-business models to achieve their organizational goals. Maintaining an effective website has thus become vital for a business to strengthen its customer relationships and gain a larger market segment.

As a newly emerging research area, website evaluation has no globally accepted definition yet. However, website evaluation is broadly characterized as the act of determining a correct and comprehensive set of user requirements, ensuring that a website provides useful content that meets user expectations and setting usability goals; Law (2010) cited in US Department of Health and Human Services (2006).

In the context of tourism, Jang (2004) stated that online information search will become a major trend among travelers; with online reservations for travel products and services becoming an important application Law & Hsu(2006). Corigliano and Baggio (2006) argued that the quality and performance of commercial websites need to be monitored. In brief, website evaluation is of interest to academic researchers and industrial practitioners. Law and Bai (2006) found that published articles have presented various approaches and made efforts to improve the quality of commercial websites.

The website of FDRE Ministry of Culture and Tourism designed to promote the Ethiopian tourist sites to local and international tourists. The website first was developed by the IT experts of the Prime Minister's Office. Therefore, the promotion and public relations experts of MoCT did not have access to monitor the website to check the numbers of visitors. The other major issue is the quality of the website is very low in its design, content and picture quality. It is too difficult to down load because of its speed.

Therefore, the Ministry should work properly on developing quality website address that has attractive images, efficient information about the country and its tourist sites.

4.2.3 Print and Broadcast Promotional Tools of MoCT

A comprehensive communication strategy, which should identify how information, awareness creation, advocacy, network building, conflict mitigation, and communication platforms will be supported, is essential for any successful sustainable tourism development activity(UNWTO).

The role of printed materials (Magazine, Flyers, Brochure, Booklets, Posters, Billboards and post card) are vital to the promotion of culture and tourism. By giving attention, the Ministry uses these promotional tools for both local and international tourists. Content wise, majority of these promotional tools were prepared with international standards, picture and design qualities. The problem lies in the distribution. There is no clear and identified mechanism of distributions of promotional communication tools that the ministry produced for the purpose of promotion.

When we see the ministry's usage of broadcast media it was low three to five years ago. It was mainly appears in the broadcast media only during religious festivals. Since 2011, the Ministry has started broadcasting weekly Radio and Television programs in collaboration with Ethiopian Radio and Television Agency. The programs aired in Amharic and English languages are likely to create awareness for the local and international visitors. But in order to reach a vast number and variety of visitors from across the world the ministry needs to contact with international broadcast media.

4.3 Response of the staff of MoCT and Tourists

Table 1. Respondents' View on the Role of Communication in Promoting Tourism

No	Question	Responses
1	What do you think is the role of communication in promoting culture and tourism?	-The role of communication is crucial. It has been known culture and tourism is trans boundary identity in order to promote the industry throughout the world using effective and efficient communication strategy. -Communication is the nucleus part of promotion whatever we promote certain products. -To use best media channels. - Communication is the main means of promotion that can create awareness in planning, developing and conservation of culture and tourism of a country. -Communication is a key point to promote tourism throughout the world. So, it is important. -No question at all. It is vital to promote tourism attractions and to build image. - Communication is the main tool to promote both culture and tourism. - The whole thing about culture and tourism is promotion. Without promotion one can't attract tourists. No tourist implies that no income generated. So, communication for promotion of culture and tourism is basic. -Communication in terms of oral, print, media and IT(website, social media) would be very important to promote cultural and tourism resources.

As shown from the responses of the respondents in Table 1 above, employees of FDRE Ministry of Culture and Tourism have the necessary awareness about the role of communication in promoting culture and tourism. This implies that lack of awareness about the role of the media may not be impediment to the use of promotional communication tools in promoting tourist sites in Ethiopia.

Table 2. Responses on what Communication Approaches Are Applied by the Ministry of Culture and Tourism for promoting tourism

No	Question	Feedback
2	What communication approach/es were applied in the Ministry of Culture and Tourism for promoting tourism?	-Print and broadcast media and web site. - Print and broadcast media. -Visual and non-visual methods like film, CD, VCD and Printed materials. -Print, audio, Video, Seminars, Workshops and Exhibitions. -Print and broad cast media. - No specific approach was applied. But through advertisement, TV programs, mass tour program. - Website, advertisement, participating in local and international exhibitions, face book and brochures. - Media and website. - Face to face, and through conference, meeting and using print and broadcast media. - using national media (TV and Radio) and some international media like BBC, CCTV. Face to face, trade fair, exhibitions, tour information centers and Advertisement.

Gibson and Hodgetts (1990, pp. 258-87) suggest basic elements for two steps in persuasive business communication--to identify the objectives and to organize the message. As we see on the table 2, all respondents indicate that the Ministry of Culture and Tourism follow different communication approaches for the promotion purposes. Almost all respondents stated that the ministry used print and broadcast Medias. On the other hand some respondents stated different approaches like face to face (conference and meeting) and exhibitions and trade fairs that were prepared locally and international.

Table 3. The response on what communication tools used in the promotion of tourism in Ethiopia.

Tools	To a very great extent		To a great extent		To a limited extent		To a very limited extent		Never		Total
	FR E	PE	FR E	PE	FR E	PE	FR E	PE	FR E	P E	
Advertising	2	20 %	5	50%	2	20 %	1	10%	-	-	10
Sales promotion	2	25 %	5	62.5 %	-	-	1	12.5 %	-	-	8
Personal sale	-	-	4	50%	4	50 %	-	-	-	-	8
Direct selling	-	-	8	80%	1	10 %	1	10%	-	-	10
Others	-	-	-	-	-	-	-	-	-	-	-

It involves personal interaction between two or more people, so each person can observe the other's need and characteristics and make quick adjustment, by Kotler (10th edition) through personal selling the organization gets to know the needs and wants of the target audience and tries to channel their activities towards the satisfaction of such needs in order to survive in business, notwithstanding a study by Lois et al (1997), making oral presentation to one or more potential buyers is personal selling.

Table 3 shows that the four marketing communication tools are used in the Ministry of Culture and Tourism in different extents. From the ten respondents, Advertising (20% to a very great extent, 50% to a great extent, 20% to a limited extent and 10% to a very limited extent), Sales promotion (25% to a very great extent, 62.5% to a great extent and 12.5% to a very limited extent), Personal sale (50% to a great extent, 50% to a limited extent), Direct selling (80% to a great extent, 10% to a limited extent and 10% to a very limited extent).

Table 4:Response what communication tool/s is / are most effective in the promotion of tourism

Tools	Most effective		Effective		Less Effective		Least Effective		Not Effective		Total
	FR E	PE	FR E	PE	FR E	PE	FRE	PE	FR E	P E	
Advertising	2	20%	7	70%	-	-	1	10%	-	-	10
Sales promotion	2	33.33 %	3	50%	-	1	16.66	10%	-	-	6
Personal sale	-	-	4	57.14 %	2	28.57 %	1	14.28 %	-	-	7
Direct selling	-	-	6	85.71 %	1	14.28 %	-	-	-	-	7
Others	-	-	-	-	-	-	-	-	-	-	-

Advertising consist of all the activities involved in presenting to an audience a non-personal, sponsor identified paid for message about a product or organization, by William et.al (1999).

Research in green consumerism suggests that even already green consumers who normally favor products have been shown to prefer simple information (like an energy rating label) about products in marketing communicationsYoung, (2010). by delivering additional explanations, providing objective information and by the use of nouns.

From the table 4, it is easy to identify, which marketing communication tool/s is/ are effective. Advertising (20%Most effective, 70%Effective, 10% Least Effective), Sales promotion (33.33%Most effective, 50%Effective, 16.66 % Least Effective), Personal sale (57.14%Effective, 28% Less Effective, 14.28 % Least Effective),Direct selling (85.71%Effective, 14.28 % Less Effective).

Table 5 Response what social media forms were applied in the Ministry of Culture and Tourism.

Tools	Frequency	Percentage
Face book	5	50%
You tube &face book	1	10%
Twitter	-	-
Face book & Website	4	40%
Total	10	100%

Social Media is an evolutionary development that has transformed the way that individuals, organizations and political campaigns are able to communicate Solutions(2010).

Safko and Brake (2009) have stated that an online forum has to be regulated otherwise behavior of forum participants seriously affects the forum. They have noted that insult; in appropriate language, advertising, selling spamming and personal information, posting sexual content, having more than one account and copyrighting infringements are prohibited behaviors on a forum.

50% of the respondent identify that face book is used as promotional tool, 10% respondents indicated that both You Tube and Face book and 40% said both face book and website were in use in the Ministry for the promotion purpose. In one or other way all respondents identify that Face book is the main promotional tool in the Ministry.

Table 6: percentage of standards for the various tourist sites

Response	Frequency	Percentage
Yes	2	20%
No	4	40%
No idea	4	40%
Total	10	100%

As shown in the table above, 20% of the respondent identify that the ministry has standards for tourist sites, 40% of respondents respond there is no standard and 40% of the respondents responded no idea. Therefore, it is easy to understand that the Ministry of Culture and Tourism has no standard for Ethiopian tourist sites.

Table 7. Response what Media is used by the Ministry of Culture and Tourism for the promotion of tourism in Ethiopia

Medium	To a very great extent		To a great extent		To a limited extent		To a very limited extent		Never		Total
	FR E	PE	FRE	PE	FR E	PE	FR E	PE	FR E	P E	
Radio	3	30%	6	60%	-	-	1	10 %	-	-	10
Television	3	30%	6	60%	-	-	1	10 %	-	-	10
Newspaper	2	20%	3	30%	4	40 %	1	10 %	-	-	10
Internet	-	-	8	80%	2	20 %	-	-	-	-	10
Flyers	3	33.33 %	6	66.66 %	-	-	-	-	-	-	9
Billboard	2	25%	2	25%	4	50 %	-	-	-	-	8
Poster	2	20%	7	70%	1	10 %	-	-	-	-	10

Traditional instruments of marketing, brochures, catalogues and tourism guides are very popular among the tour-operators or the tourism travel agencies as they “tangibles” the products, thus contributing on reducing the risk of their acquisition by the tourists. Tourism printed materials have a significant dimension in marketing budget. Otherwise, tourism specialists appreciate that, on tour-operators level, is necessary to sell 10 catalogues or brochures to sell one voyage Lanquar, (1995: pp. 29).

When a person processes information relatively automatically in an intuitive mode, heuristic information processing occurs Chaiken, (1987) . In this sense, ads in brochures can be classified as “thinking ads” or “emotional & feeling ads”. Thinking ads usually

contain information that requires significant cognitive processing, while the communication of ads designed to be emotional may purposefully trigger specific emotional reactions such as desire, feelings of joy, happiness and so on Richins,(1997) &Bagozzi, et.al (1999).

As it is clearly indicated in the table the ten respondents identified all the media forms are in use to different extents in the Ministry. Radio (30% to a very great extent,60% to a great extent,10% to a very limited extent), Television (30% to a very great extent,60% to a great extent,10% to a very limited extent), Newspaper (20% to a very great extent, 30% to a great extent, 40% to a limited extent and 10% to a very limited extent), Internet (80% to a great extent and 20 % to limited extent), Flyers (33.33% to a very great extent and 66.66 % to a great extent), Billboard (25% to a very great extent, 25% to a great extent, 50% to a limited extent and 10% never in use) and Poster (20% to a very great extent, 70% to a great extent and 10% to a limited extent).

Table 8.Response about the FDRE Ministry of Culture and Tourism has tourism representatives abroad

Response	Frequency	Percentage
Yes	1	10%
No	8	80%
No idea	1	10%
Total	10	100%

From the table above, it is easy to identify that the Ministry of Culture and Tourism has no representatives abroad. From the ten respondents only 10% have said yes, 10% have no idea and 80% responded no.

Table 9. Response about the organization of fairs and exhibitions of the FDRE Ministry of Culture and Tourism

Time period	Frequency	Percentage
Throughout the year	4	44.440%
During the peak season	0	0%
During off peak season	5	55.5560%
Others specify	0	0%
Total	9	100%

As it is clearly indicated in table 9, 50% of the respondent pointed out that the Ministry organizes fairs and exhibitions during off peak season and 40% of the respondent respond throughout the year. Therefore, the researcher concludes that the Ministry organizes fairs and exhibitions during off peak season.

Table 10: Showsthat the participation of the FDRE Ministry of Culture and Tourism in national fairs and exhibitions

Response	Frequency	Percentage
Yes	9	90%
No	1	10%
No idea	0	0%
Total	10	100%

It is easy to identify that the Ministry of Culture and Tourism participates in fairs and exhibitions organized locally. 90% of the respondents assured that the Ministry participating and 10% of the respondent respond no.

Table11.Percentage about the website of the FDRE Ministry of Culture and Tourism

Response	Frequency	Percentage
Yes	10	100%
No	0	0%
No idea	0	0%
Total	10	100%

As a unifying and integrating force for simplifying access to a diverse range of information sources and access tools, www has attracted the attention of most information providers.

The rapid development of information technology in general and the Internet in particular has dramatically changed the tourism industry Ho & Lee, (2007). It is widely accepted that the Internet can serve as an effective marketing tool in tourism Buhalis, (2003) &Buhalis and Law, (2008).

Tables 11 show that 100% of the respondents identify that the Ministry of Culture and Tourism has its own website.

12 Time interval of updating the website

Corigliano and Baggio (2006) argued that the quality and performance of commercial websites need to be monitored. In brief, website evaluation is of interest to academic researchers and industrial practitioners. Law and Bai (2006) found that published articles have presented various approaches and made efforts to improve the quality of commercial websites.

For the above question all the respondent didn't know in what interval does the website updated. Almost all said, No specific time to update, if there is any new information any member of the staff can update the information.

13 The way that monitor visitors of the website

All the respondent didn't know how many visitors were visited their website in a week. Because, the website first developed by the experts of the Prime Minister office. Therefore, No one have accesses to know the numbers of the visitors. Because of that there is no any mechanism that can be applied to check the numbers of visitors that visit the website of the Ministry of Culture and tourism.

4.4Data's from Tourists

Table 14, Nationalities of tourists

Nationality	German	Dutch	France	Italy	USA	Spanish	Australia	Norway	Sweden	Danish	Poland	Belgium	British	Canada	China	Total
Frequency	5	2	5	2	8	2	3	2	3	3	2	1	7	1	2	48
Percentage	10.417%	4.167%	10.417%	4.167%	16.667%	4.167%	6.25%	4.167%	6.25%	6.25%	4.167%	2.08%	14.58%	2.08%	4.167%	100%

Table 14, shows that the nationalities of tourists.

Table 15. Response about tourists' source of information

Medium	Frequency	Percentage
Internet	14	29.167%
Internet & Friend	14	29.167%
Internet & Flyers	4	8.333
Television & Guidebook	4	8.333%
Television & Flyers	2	4.167%

Television & Internet	3	6.25%
Travel Agencies	2	4.167%
Lonely Planet	4	8.333%
Family recommendation	1	2.08%
Total	48	100%

According to Nelson (1996), the Internet is correctly defined as a network of networks. Groups of networked computers, such as those at Universities, large governmental agencies and companies are all connected together, additionally; small business, local non-profit organizations and plenty of individuals and families are all connected to this same inter-networked structure, usually through an internet service provider.

As clearly seen in the table; 14 respondents (29.167 %) of the total use Internet, 14 others (29.167%) use Internet and Friends information, 4 (8.333 %) use Internet & Flyers, 4 (8.333 %) use Television & Guidebook, 2 (4.167%) use Television & Flyers, 3 (6.25%) use Television & Internet, 2(%) use Travel Agencies, 4 (8.333%) uses Lonely planet and 1(%) uses family recommendations. From the table we can understand that, in one way or another most of the tourists use Internet as source of information for their travel decisions.

Table 16. Response for having social media address use for tourism.

Response	Frequency	Percentage
Yes	14	29.167%
No	34	70.833%
Total	48	100%

Social Media is an evolutionary development that has transformed the way that individuals, organizations and political campaigners are able to communicate Solutions (2010).

As we clearly see in the table 14 (29.167 %)of the respondents have social media address that they use for tourism and 34 (70.833 %) of the respondent did not have a social media address in general. This shows that most tourists do not use social media as a source of travel information.

Table 17.Response about communication tools of Ethiopian tourist sites

Response	Frequency	Percentage
Yes	14	29.167%
No	24	50%
No idea	10	20.833%
Total	48	100%

As we can see from table 17 above 24(50%) of respondent didn't see any Flyers or Leaflet of Ethiopian tourist sites, 10(20.833%) of respondents have no idea about the Flyers or Leaflets of Ethiopian tourist sites and 14(29.167%) of respondents have access to get the Flyers or Leaflets. These tourists see the tools in to two ways. Some of the respondents said that the tools are interesting, very informative, beautiful, and remarkable and they are easy to read. On the other hand some respondents said, the promotional materials are of poor quality, not attractive and miss key information.

Majority of the respondent didn't get the promotional communication tools of the MoCT. Therefore, it is difficult to say that the Ministry is doing proper circulation of Promotional tools.

Table 18.Response about the website address of the FDRE Ministry of Culture and Tourism

Response	Frequency	Percentage
Yes	1	2.08%
No	37	77.083%
No idea	10	20.833%
Total	48	100%

As we see in the table 17,37(77.083%) of the respondent didn't know the website of the Ministry and 10 (20.833%) of the respondents noted that they have no idea about the website of the Ministry. Only 1(2.08) respondent claimed that he/she knows the website. Therefore, it seems crystal clear that the web addresses of MoCTis not well known among majority of the target community. So, the Ministry should work hard on the issuethrough international Media.

Table 19.Response about the visiting time of visit the website address of the FDRE Ministry of Culture and Tourism

Response	Frequency	Percentage
Always	0	0%
Sometimes	0	0%
Rarely	3	6.977%
Never	40	93.023%
Total	43	100%

According to current guidelines, sustainable tourism marketing communication should be different in the following three ways.

1. Include specific information to reflect destination authenticity to foster respect towards it Forster, et.al (2011).15
2. Reflect heritage values and foster cultural sensitivity Chhabra, (2012).16
3. Include elements of local food and culture if possible, as tourists with pro sustainability values desire to experience the “taste and feel” of a place Du Rand, et.al (2003).

As it is shown in table 19, except 3(6.977%) of the respondent, 40(93.023) respondents didn't visit the website of the Ministry of Culture and Tourism. So, it indicates that as it has a negative impact on the flow of tourists to the country. Those who respond yes

recommended that the web address imposing. But it has not been “pushed” enough for tourists to actually feel compelled to visit the web site and it is difficult to download information easily.

Table 20. Response about the effectiveness of Ethiopian Tourism promotional communication tools

Rating	Frequency	Percentage
Very Effective	0	0%
Effective	5	12.195%
Fairly Effective	16	39.024%
Not Effective	20	48.78%
Total	41	100%

As we see on the table 20 5(12.195%) the respondent said effective, 16(39.024%) respondent fairly effective, 20(48.78%) not effective. Therefore, the communication tools prepare by the Ministry of Culture and Tourism are not effective for tourism promotion. Therefore, the Ministry should learn from other countries about the preparation and distribution of tourism promotional to get potential tourists.

Table 21. Rating Ethiopian tourist sites

Question	Feedback
4.21 How different is the Ethiopian tourist sites from other sites you have visited?	- 4 respondent said I don't know - 7 respondent didn't respond - I went through trip advisor andbookplate blogs - Entrance is not an eye cache - They are less crowded; you can find them very easily. The entrance needs a billboard or anything like that so you can see and find it better. - Mekele, Addis Ababa, at lead of churches of Ethiopia Gonder, Lake Tana and Lalibela - Very typical, different naturals and in its original - 3 respondents never visited other area. - They are good. - The sites are absolutely wonderful and authentic. On other side, it would be mil to have some explanation facts or Flyers on the

	sites in order to have more historical background. - 2 respondents, I do not compare the sites, because they are different. - Quite similar. - Lalibela is very different. Axum and Goder is similar to many other sites in the world. - More extraordinary, more original and less crowded. - The culture, the sites, sight-seeing has nothing to compare. - They are not colorful or exciting. Too much wilting toppled like pictmes and only a little wilting. - There is nothing in the world like Lalibela churches. The history and tradition of the Orthodox Church is unique. - As beautiful as many others. - Best in sub-Saharan countries. - Very interesting. - Divers and extraordinary. - Ethiopia is so diverse and very beautiful. I feel there is a lot of potential for tourism.
--	--

As we see in the table 21 majority of the respondents appreciate Ethiopian tourist sites by saying no one compare, interesting, wonderful and the like. On the other hand some respondents respond as they are similar to other sites and a few respondents respond as they are not colorful or not exciting. The major issue that the respondent raised is the issue of entrance fee in the sites.

Table 22.The influential power of the promotional communication tools designed by the Ministry of Culture and Tourism

Rating	Frequency	Percentage
Low	17	47.222%
Very low	19	52.778%
High	0	0%
Very high	0	0%
Total	36	100%

As it is seen in the table 22, 17(47.222%) of the respondent considered low, 12(%) of the respondents considered very low and 19(52.778%) of the respondent not answered. Therefore, it is easy to see qualities of the communication tools designed by MoCT are not effective on the purchasing power of tourists.

Table 23.Recommendation from tourists about Ethiopian Tourism

Question	Feedback
4.23 What do you recommend for Ethiopian Tourism promotion practices?	-Improve content to invite travel Agencies - less text more photo's to inform more maps for better orientation regarding location of tourist sites. - Develop logo - Create more links with other countries which have good experience of tourism and communication. - Promote tourists to visit their website. - Attractive price for plane (A.A, Lalibela, Gonder, Axum).Using Video in Ethiopian Airline flight to promote several forms of tourism. - Develop best Lodge and Hotels. - Use some Flyers or information sheets on the sites would be important. - Ads TV and Posters. - Do more promotion through website and Guide books. - 2 respondent Show that the country is secure via media and information through Internet and TV. - Open tourist office abroad. - Promote all natural parks more. - 2 respondents Tourist offices information in deferent language at bus stations, having a good website with information for traveling. - Better tourist information in tourist sites. Better sign of monuments and places of Internet. And better indicate of places useful for tourists. - Needs improvement. Information and pictures to be organized by sites to promote these beautiful country. - Minimize the price of Ethiopian Airline as well as the price of the transport. - Glamorous many pic times especially. - Work more on Internet. - Let it be done by professionals. - No barriers for film or photo teams. -Need more public Relations. - Make more promotion to tell the world about the amazing tourist attractions and friendly people.

	- Make different promotional campaign using the Internet, TV and travel show. So that many people would know about the tourism potential. - 8 respondents didn't answer for this question.
--	---

As we clearly see on the table 23 majority of the respondents recommend that the advantages of promotional communication tools are vital in the sector. As to their recommendations the Ministry should use different communication tools like Videos, Film, Poster, Internet, Guide book, Magazines and having tourist office abroad and the sector also lead by professionals are the major issues that recommended by the tourists. On the other hand some respondents recommend about the price of the transportation and entrance also has its impact on the growth of tourism of a country.

Chapter Five

Chapter Five

Summary of Findings, Conclusions and Recommendations

This chapter presents the summary of the previous chapters, the findings, conclusions and recommendations for further studies.

5.1 Summary

This study was conducted on the topic, “An Assessment of FDRE Ministry of Culture and Tourism Communication for Promoting Tourist site the media of Communication in focus”. This study had the objective of evaluating the effectiveness of the marketing communication tools used by the Ministry of Culture and Tourism to attract tourist to its sites and how these communication tools were viewed by tourist.

The target populations of this study both the Staff of the Ministry of Culture and Tourism and tourists In Lalibela and Addis Ababa. The Places were selected using the convenience sampling technique while 10 staff members from the Ministry were selected through judgmental sampling technique and Forty eight (48) tourists were picked randomly from the two sites.

The researcher used questionnaires as instruments for data collection and there was a 50% return rate, statistical tables and figures based on respondents and narrative analyses were used to explain the data collected. There was an indication that the communication tools under discussion (i.e. advertising personal selling direct marketing sales promotion and internet) are found to be effective since the average number of tourist who visited the various sites has been increasing in the past three years.

5.2 Conclusions

From the findings of the study, the researcher has drawn the following conclusions:

- Though the Ministry of Culture and Tourism prepares and utilizes communication tools are not enough to realize the objective it stood for. All print and broadcast Medias are applied in the Ministry (like Flyers, posters, Billboard, guidebook, magazine, Radio, TV, WWW, Internet, Facebook and VCDs).
- Fairs and exhibitions were not organized regularly and it was only the Ministry of Culture and Tourism which entitled to organize these events and invite the regions to participate. The trend participating in international fairs and exhibitions were good.
- The Ministry of Culture and Tourism tried to apply different communication approaches to communicate with national and international tourists(like exhibition, fairs, face to face, Conferences and meeting).
- There is no clear and definite mechanism of distribution for promotional communication tools that the ministry produces for promote the industry. The website of the Ministry is so poor in its design and accessibility for tourists. In addition to this there is no any mechanism to check the numbers of visitors.
- The Ministry has failed to establish tourist liaison office abroad especially in major sources of tourism for the country to promote the overall tourism potential and build the image of the country.
- Communication should be led by a strategy and editorial policy. The Ministry has no ratified communication strategy and editorial policy that helps guides the promotional work of culture and tourism. Therefore, it is mandatory to work on these basic issues.
- The promotional communication tools prepared by the Ministry give ample information about the sites, their locations and infrastructures like transportation, Hotels, tour guide and other necessary information.

5.3 Recommendations

- ❖ From the study it was released that enough was not done in the organization of fairs and exhibitions and other promotional communication tools like Magazine, Flyers, Guide book, Posters, Billboards, and VCDs which brings out the various tourist attractions within the Country to both international and domestic tourist. In

addition to the Ministry the same printed materials were prepared by the regional tourism offices. Hence major fairs and exhibitions should be organized at least once a year that tourists can acquire adequate knowledge of the tourist sites and also provide a conducive avenue for investors and operators to discuss issues vital for the development of the industry.

- ❖ The organization of fairs and exhibitions should be delegated to the various regional tourist offices so that they can organize their own tourist fairs and exhibition and a major one to be carried out by the national tourist board at least once a year. This will help in the projection of the various sites in the country. In addition to the organization of fairs and exhibitions the Ministry should work on the posters and billboards. These promotional tools can be posted in any tourist site to show the locations and historical background of that site.
- ❖ We are in the age of information. Information technology has reduced the world in to a small village. Therefore, the Ministry should use different Media options like You Tube, Face book, Twitter to reach potential visitors. Of course, the Ministry understands the advantages of Facebook and uses them as promotional tools for tourism and has a contact with 1690 friends and up to 270 visitors a day. Therefore, the Ministry of Culture and Tourism should work to have its own web address that can evaluate the numbers of visitors.
- ❖ Furthermore the limitations of the study make the researcher to recommend that more studies should be conducted into tourism in the country since there are a lot of available tourist potentials. In addition, research should be conducted into how the tourist sites could be developed to attract more tourists.
- ❖ In addition to national broadcast Medias, the Ministry should use international Medias like BBC, CCTV, CNN and others those broadcast internationally.

- ❖ The Ministry should work in collaboration with other governmental and non-governmental organizations, like Ethiopian Airlines, Ministry of Foreign Affairs, Ministry of Industry, and famous Ethiopian Athletes who have access to tourists.
- ❖ The Ministry of Culture and Tourism has no mechanism to check the promotional activities of tour operators. Therefore, it is difficult to know whether they are doing the right promotion that builds the image of the country or not. So, The Ministry needs to set a mechanism of follow up.
- ❖ Among the promotional communication tools some are more effective, accessible for all, least cost and the others. Therefore, the Ministry should give more focus on Internet, website, social media, international broadcasting Media and billboard in the major tourist attraction sites.
- ❖ Finally, further studies should be conducted nationwide to explore the tourism industry in Ethiopia for the growth and development of the country.

Bibliography

- AyalewSisay, (2009). Historical Development of Travel and Tourism in Ethiopia.Commercial Printing Enterprise. Addis Ababa.
- Bagozzi, R.P., Gopinath, M. and Nyer, P.U. 1999.The Role of Emotions in Marketing. Journal of the Academy of Marketing Science, 27(2) p. 184-206.
- Blanke, J., Chiesa, T., & Herrera, E. T. (2009). The travel & tourism competitiveness index 2009: Measuring sectoral drivers in a downturn. *The Travel & Tourism Competitiveness Report 2009: Managing in a Time of Turbulence*, 3-37.
- Bojanic, I., Ivkovic, A., &Pecina, M. (2006). Stress fractures of the femoral shaft in athletes: a new treatment algorithm. *British journal of sports medicine*, 40(6), 518-520.
- Brake, D., &Safko, L. (2009). The social media bible: Tactics, tools, and strategies for business success. *Hoboken: Wiley*.
- Brassington, F., Pettitt, S. (2006) *Principles of marketing* 4th Edition, Pearson: Harlow, Essex.
- Briggs, S. L., Carpten, J. D., Faber, A. L., Horn, C., Donoho, G. P., Robbins, C. M., ... & Thomas, J. E. (2007). A transforming mutation in the pleckstrin homology domain of AKT1 in cancer.*Nature*, 448(7152), 439-444.
- Brislin, R. W., Landis, D., & Brandt, M. E. (1983).Conceptualizations of intercultural behavior and training.*Handbook of intercultural training*, 1, 1-35.
- Buddemeier, U.F., Ho, R., Westwood,D., Stewartson, J., Nocera, L.P.A., Lutter, G.P. L., &Neven, H.(2006). U.S Patent No. 7,050,655. Washington, DC: U.S patent and Trademark office.

- Buhalis, D. (2003). *eTourism: Information technology for strategic tourism management* Pearson (Financial Times/Prentice Hall), London (2003)
- Buhalis, D., LaProgress, R. (2008). In *information technology and tourism management: 20 year on and 10 years after the internet: the state of e-Tourism research* Tourism Management, 29 (4) (2008), pp. 609–623
- Burger, F. (1997). TIS@WEB-database supported tourist information on the Web A.M. Tjoa (Ed.), *Information and communication technologies in tourism 1997*, Springer-Wien, , New York
- Cacioppo, J. T., Petty, R. E., Kao, C. F., & Rodriguez, R. (1986). Central and peripheral routes to persuasion: An individual difference perspective. *Journal of personality and social psychology*, 51(5), 1032.
- Cameron, G. T., Wilcox, D. L., Ault, P. H., & Agee, W. K., (1998). *Public relations: Strategies and tactics* (p. 79). New York: Longman.
- Chaiken, S. (1987).The heuristic model of persuasion. In Zanna, M.P. and Olson, J. M. (Eds.) *Social influence:The Ontario symposium*. LawrenceErlbaum Associates, New Jersey.
- Chhabra, D. (2012). Proposing a sustainable tourism marketing framework for heritage tourism.*Journal of Sustainable Tourism*.
- Chris,F.(2002).Marketing communications–Contexts, strategies and applications.*Harlow: Prentice Hall*, 790.
- Colgrove, M., McWilliams, P., & Bloomfield, H. H. (1990).How to survive the loss of a love.
- Creswell, J. W., & Plano Clark, V. L. (2007). *Designing and conducting mixed methods Research*. Thousand Oaks, CA: Sage.
- Daniel Bekele. (2007). *Basic Guidelines of Advertising* (trans.).Addis Ababa: Aynalem

Deuschl, D., Routledge .(2005). Travel and Tourism Public Relations, Washington DC.

Du Rand, G.E., Heath, E. and Alberts, N. (2003). The role of local and regional food in destination marketing. *Journal of Travel and Tourism Marketing*, 14(3) p. 97-112.

Encyclopaedia (2004). Advertising. In *The Encyclopedia Britannica, Deluxe Edition* [CD-ROM]

Erickson, B.(1995). Life on the Net.<http://www.pbs.org> accessed on February 10/2014: 9:45 AM

European Commission, (2013). Communication on challenges and opportunities concerning coastal and maritime tourism in the EU 17 UNWTO, *UNWTO World Tourism Barometer*, vol. 4, #2 (June 2006), p. 2.

Fisher, R. (1987). What Is a “Good” US-Soviet Relationship—And How Do We Build One?. *Negotiation Journal*, 3(4), 319-327.

Fisher, W. R. (1984). Narration as a human communication paradigm: The case of public moral argument. *Communications Monographs*, 51(1).

Font, X. and Carey, B. (2005). Marketing sustainable tourism products. UNEP & Regione Toscana.

Forster, S., Gruber, S., Roffler, A. and Göpfert, R. 2011. *Handbuch Tourismus ganz natürlich. Von der Idee über die Marktanalyse zum natur- und kulturnahen Tourismusangebot*, Wertgenstein.

Future Net (1994). Easy Internet. <http://www.futurenet.co.uk> accessed on January 5/2014: 4:20 pm.

Gebre-medhin Simon. (2006). ‘Mass media management in Ethiopia: an enabling environment or a barrier - an overview’. *Mass media for social*

development training workshop for Senior Program Managers and Practitioners. Population Media Center – Ethiopia. January 30 – February 6, 2006. Adama.

Getachew Metafaria. (2003). “*The Status of media in Ethiopia*”. In: Johnson, ed. Encyclopedia of international media and communications. California: Elsevier Science, vol. 1.

Gherasim, C., Verardi, P., Nastase, N., Ghica, C., Dinescu, M., Dinu, R., & Flueraru, C. (1999). Scanning force microscopy and electron microscopy studies of pulsed laser deposited ZnO thin films: application to the bulk acoustic waves (BAW) devices. *Journal of crystal growth*,

Gibson, & Hodgetts, R. (1990). *Business communication: Skills and Strategies*, New York: Harper & Row.

Gunter, G., Shelly, G., & Gunter, R. (2011). *Teachers Discovering Computers: Integrating Technology in a Connected World*. Cengage Learning.

Ho, C.-I. Lee Y.-L. (2007). The development of an e-travel service quality scale *Tourism Management*.

ILO, (2010). Developments and challenges in the hospitality and tourism sector. Geneva. India, New Delhi. Pp. 467-500.

Jenkins, M. (1999). Clinical application of the concept of internal cohabitation. *British Journal of Psychotherapy*.

Kibruyisfa Achamyelch. (1997). Making Information on Ethiopia available on the Internet: A case study of tourism in Ethiopia. Addis Ababa University.

Kilbourne, J. (1999). *Deadly persuasion: Why women and girls must fight the addictive power of advertising*. New York: Free Press.

King, D. W., & Montgomery, C. H.(2002).After migration to an electronic journal collection.*D-Lib Magazine*, 8(12), 1082-9873.

Kotler P and Armstrong G(2005). Principles of Marketing. 11th Ed. Prentice-Hall

Kotler, P. (2012). *Kotler on marketing*.Simon and Schuster.

Kotler, p. and Armstrong, G.(2004) principle of Marketing 10th Ed. Prentice hall of India

Kotler,p. &Kevin, L. Keller, (2006). Marketing Management. Prentice Hall; 12 edition.

Krapf, D., Jonas, A., Rosenblat, G., Bitterman, W., &Neeman, I. (1998). Cactus flower extracts may prove beneficial in benign prostatic hyperplasia due to inhibition of 5 α reductase activity, aromatase activity and lipid peroxidation. *Urological research*, 26(4), 265-270.

Lanquar, R. Lundberg, D. (1995), Tourism economics, Wiley and Sons, New York

Law, R. B. Bai (2006). Website development and evaluations in tourism: a retrospective analysis M. Hitz, M. Sigala, J. Murphy (Eds.), Information and communication technologies in tourism 2006, Springer-Wien, New York (2006), pp. 1–12

Law,R. C.H.C. Hsu (2006). Importance of hotel website dimensions and attributes: perceptions of online browsers and online purchasers Journal of Hospitality & Tourism Research, 30 (3) (2006), pp. 295–312

Leiss, William,Kline, Stephen and Jhally, Sut (1986). Social Communication in Advertising: Persons, Products, and Images of Well-Being. New York: Methuen

L'Etang, J. (2007). *Public relations: Concepts, practice and critique*. Sage.

Mathieson, A., & Wall, G.(1982). *Tourism, economic, physical and social impacts*. Longman.

- Macintosh, Robert. W., & Goeldner, C.R. (1986). *Tourism, Principles. Practices, Philosophies. 4* Toronto: John Wiley & Sons. *Preface.*
- McDonald, S. and Oates, C. J. (2006). Sustainability: Consumer perceptions and marketing strategies. *Business Strategy and the Environment*, 13(3) p. 157-170
- McKinnon, R. I. (1964). Foreign exchange constraints in economic development and efficient aid allocation. *The Economic Journal*, 388-409.
- Michael wool cock (2001). Transformative paradigm: Mixed methods and social justice. *Journal of Mixed Methods Research*,
- Meckel, R. (1990) *Save the babies: American public health reform and the prevention of infant mortality* .Baltimore: Johns Hopkins: University Press.
- Mefalopulos, P. and Kamlongera, C. 2004. Participatory communication strategy design: A hand book. Second edition. Rome, Food and Agriculture Organization of the United Nations.
- Mekuria Mekasha. (2005). "*Ethiopian Media Landscape*", *Print Media Journal* 4 (November): 117, Addis Ababa, Ethiopian Press Agency.
- Melkote, S., & Steeves, L. H. (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment.*
- Menaker D, (1995). Africa yearns to go on line. San Francisco Examiner, USA
- MoCT, (2009). *Federal Democratic Republic of Ethiopia Tourism Development Policy*. Brana Printing Enterprise. Addis Ababa.
- MOI. (1966). 'Patterns of progress: mass communication in Ethiopia'. Addis Ababa:

MoI.

Morrison, Alastair M. (July 20, 2001). *Hospitality & Travel Marketing*. Delmar Cengage Learning; 3 edition.

Morrison, T. (2001). How can Values be Taught in the University?. *Michigan Quarterly Review*.

Muna Ahmed (1996). *The Use of Language in Lion Advertising*. MA Thesis. Addis Ababa University. Addis Ababa.

Mytton, G. (1999). 'Handbook on Radio and Television Audience Research'. UK: UNICEF and UNESCO.

Nicoll, K., & Solomon, N. (2004). *Rhetoric and educational discourse: persuasive texts*. R. Edwards (Ed.). Psychology Press.

Nielsen, C. (2001). *Tourism and the Media*. Australia. Hospitality Press.

O'Keefe, D. J. (1990). *Persuasion: Theory and practice*.

Pritchard, A. (2001). *Advertising in Tourism and Leisure*. Butterworth-Heinemann; 1st edition.

Reinhard, H., Persson, F., Rossing, P., Juhl, T., Stehouwer, C. D., Schalkwijk, C., ... & Parving, H. H. (2009). Renal effects of aliskiren compared with and in combination with irbesartan in patients with type 2 diabetes, hypertension, and albuminuria. *Diabetes Care*, 32(10), 1873-1879.

Richardson, J. & Martin Flucker, (2004). *Understanding and Managing Tourism*. Australia. Pearson Education Australia.

Richins, M.L. 1997. Measuring Emotions in the Consumption Experience. *Journal of Consumer Research*, 24(2) p. 127-146.

Ries, L., Fletcher Jr, R. J., Battin, J., & Sisk, T. D. (2004). Ecological responses to habitat edges: mechanisms, models, and variability explained. *Annual Review of Ecology, Evolution, and Systematics*, 491-522.

Robert D. Reid, David C. Bojanic, John Wiley & Sons Ltd, Wiley; (2006) Hospitality Marketing 4th Edition with Student Access Card for Web CT - SET [Hardcover],

Robert W. Bly, (1993). Targeted Public Relations: How to Get Thousands of Dollars of Free Publicity for Your Product, Service, Organization, or Idea, Henry Holt & Co; 1st edition.

Rogers, E. M. 2003. *Diffusion of innovations*. 5th Edition. Free Press, New York.

Safranek, R. (2012). The Emerging Role of Social Media in Political and Regime Change.

Sherif, C. W., Sherif, M., & Nebergall, R. E. (1965). *Attitude and attitude change: The social judgment-involvement approach* (p. 65). Philadelphia: Saunders.

Sherif, M., & Hovland, C. I. (1961). Social judgment: Assimilation and contrast effects in communication and attitude change.

Shirky, C. (2011). *The Political Power of Social Media Technology, the Public Sphere, and Political Change*.

Simons, T. J. (1976). Calcium-dependent potassium exchange in human red cell ghosts. *The Journal of physiology*, 256(1), 227-244.

Smith, A. (1998). 'Television, an International History': London University Press.

Smith, P., Berry, C., &Pulford.A. (1998). Strategic Marketing Communications: New Ways to build and integrate communications.

Solutions, S. M. (2010). Social Media Guide for politicians. . Retrieved from Stassen, W. (2010). Your news in 140 characters: exploring the role of social media in journalism. *Global Media Journal African Edition* Vol. 4 (1).

Suopis, C.&Senger, D. (2010). Can Social Media Spread Democracy? April 23, 2013

TadesseAbebe, (2013). Advertisement practice and audience reaction: the case of oromia television. MA Thesis.Addis Ababa University. Addis Ababa.

United Nations World Tourism Organization,(2007). 2008 International Recommendations for Tourism Statistics. New York/Madrid, UNWTO.

Ward, P. I. &Hosken, D. J., Meyer, E. P. (2000). Internal female reproductive anatomy and genital interactions during copula in the yellow dung fly, *Scathophagastercoraria* (Diptera: Scathophagidae). *Canadian journal of zoology*, 77(12), 1975-1983.

Ward, R. & Carmichael, F., (2001). Male unemployment and crime in England and Wales.*Economics Letters*, 73(1), 111-115.*Weekly* Vol. 6 No. 272, p 2.

Wells, W. John Burnett in Sandra Moriarty. (1998). *Advertising: principles and practice*.

Wilcox, Dennis L. Phillip H. Ault, Warren K.Agee, Glen T. Cameron, Allyn& Bacon (2000). Essentials of Public Relations [Paperback],

Willam, C., Schindler, R., Frei, U., &Eckardt, K. U. (1999). Increases in oxygen tension stimulate expression of ICAM-1 and VCAM-1 on human endothelial cells.

American Journal of Physiology-Heart and Circulatory Physiology, 276(6), H2044-H2052.

Wilson, R. (1996). What is the purpose of your website? Web marketing today, issue 6, Wilson Internet services.

Winter, (1996). Mixed methodology: Combining quantitative and qualitative approaches. Thousand Oaks, CA: Sage.

Witt, J. de, Troelstra, C., van Gool, A., Vermeulen, W., Bootsma, D., & Hoeijmakers, J. H. (1992). ERCC6, a member of a subfamily of putative helicases, is involved in Cockayne's syndrome and preferential repair of active genes. *Cell*,

Young, W., et al, (2010). Sustainable consumption: green consumer behavior when purchasing products. *Sustainable Development*, 18(1) p. 20-31. 71(6), 939-953.

Zolatan, D. (2007). Research method in applied Linguistics: Qualitative, Quantitative and mixed methodologies. Oxford University Press.

Annexes

A. Document review guidance

1. Does the FDRE Ministry of Culture and Tourism have communication strategy, editorial policy and promotion manual?
2. How much the marketing communication tools produced by the ministry guided by the policy?
3. How much the o tools are quality in their content, design and pictures, and its circulation?

B. Questionnaire for Staffs of MoCT
QUESTIONNAIRE FOR STAFFS OF MINISTRY OF CULTURE AND
TOURISM

Dear respondents,

I am a postgraduate student of Journalism and Communication at Addis Abba University, Currently doing my M.A. Thesis on An Assessment of FDRE Ministry of Culture and Tourism Communication tools used for Promoting Tourist Sites. The purpose of this questionnaire is to gather the necessary data to assess the effectiveness of communication tools that the Ministry of Culture and Tourism applies to promote tourism in Ethiopia. This questionnaire is designed to gather data for the study. The success of the study depends on the data obtained through this questionnaire. Therefore, you are kindly requested to provide your genuine and complete response to the questions. Please do not hesitate to give any information that is of use as you are assured that the information given will be handled with great confidentiality.

Thank you in advance!

PLEASE TICK/ CIRCLE WHEN APPROPRIATE.

- 1. What do you think is the role of communication in promoting Culture and tourism?**

.....
.....

- 2. What communication approach/es were applied in the Ministry of Culture and Tourism for promoting tourism?**

.....
.....

- 3. To what extent are the communication tools used in the promotion of tourism in Ethiopia?**

	To a very Great Extent	To Great Extent	Limited Extent	Very Limited Extent	Never
a	Advertizing				
b	Sales Promotion				
c	Personal Selling				
d	Direct Selling				
e	Others				

- b) During the peak season
- c) During off peak season
- d) Others specify.....

10. Does the FDRE Ministry of Culture and Tourism participate in national fairs and exhibitions?

- a) Yes b) No
- c) No idea

11. Does the FDRE Ministry of Culture and Tourism have a website?

- a) Yes b) No
- c) No idea

12. If your response to question no 10 is “yes” in what interval do you update the website?

.....
.....

13. How many visitors in average do you think visit your website in a week?

.....
.....
.

14. What mechanism do you use to check the number of visitors of your website?

.....
.....

C. Questionnaire for Tourists

QUESTIONNAIRE FOR TOURISTS

PLEASE TICK/ CIRCLE WHEN APPROPRIATE.

Dear respondents,

I am a postgraduate student of Journalism and Communication at Addis Abba University, Currently doing my M.A. Thesis on An Assessment of FDRE Ministry of Culture and Tourism Communication tools used for Promoting Tourist Sites. The purpose of this questionnaire is to gather the necessary data to assess the effectiveness of communication tools that the Ministry of Culture and Tourism applies to promote tourism in Ethiopia. This questionnaire is designed to gather data for the study. The success of the study depends on the data obtained through this questionnaire. Therefore, you are kindly requested to provide your genuine and complete response to the questions. Please do not hesitate to give any information that is of use as you are assured that the information given will be handled with great confidentiality.

Thank you in advance!

1. Name

2. Nationality

3. Through which Media did you get to know of the Ethiopian tourist sites and its location? You can choose more than one alternatives.

a) Radio

c) Newspaper

b) Television

d) Internet

e) Flyers

f) others specify.....

4. Do you have social media address which you use for tourism?

a) Yes

b) No

5. Have you ever seen any flyer or leaflet of Ethiopian tourist site before?

a) Yes

b) No

c) Never

If your response for question no 5 is “yes”, how do evaluate it?

.....
.....

6. Do you know the website address of the FDRE Ministry of Culture and tourism?

a) Yes

b) No

c) No idea

If your response for question no 6 is “yes”, how do evaluate it

.....

.....

7. How often do you visit the website address of the FDRE Ministry of Culture and tourism?

- | | |
|--------------|-----------|
| a) Always | c) Rarely |
| b) Sometimes | d) Never |

8. In terms of promotion, how would you rate Ethiopian communication tools?

- a) Very effective
- b) Effective
- c) Fairly effective
- d) Not effective

9. How different is the Ethiopian tourist sites from other sites you have visited?

.....

.....

10. To what extent do the promotional communication tools designed by Ministry of Culture and Tourism influence your pay for decision?

- a) Low
- b) Very Low
- c) High
- d) Very high

11. What do you recommend for Ethiopian Tourism promotion practices?

.....

.....

.....

.....

Declaration

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

Name: AbayFeleke

Signature:_____

Date of submission: _____

Place of submission: Addis Ababa University, Ethiopia