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ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

COLLEGE OF DEVELOPMENT STUDIES

TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

**Tourism Destinations Promotion in Oromia National Regional State: The Practices,
Challenges and Prospects**

A Thesis Submitted to Graduate Studies of Addis Ababa University in Partial

Fulfillment of the Requirement for the Degree of Master of Arts in

Tourism Development and Management

By: Deme Gudeta

Advisor: Shiferaw Muleta (PhD)

Jul, 2022

Addis Ababa, Ethiopia

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Declaration

I, Deme Gudeta, with identification number GSR/3863/13, do hereby declare that this thesis is my original work & that it has not been previously presented at this or any other university (institution) for similar (another purpose). All materials used in the process have been fully acknowledged.

Deme Gudeta

(Student) Signature Date

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Approval

As members of the Examination Board of the final open defense, we confirm that we have read and appraised the thesis submitted by Deme Gudeta, entitled **_ Tourism destinations promotion in Oromia National Regional State: The practices, challenges and prospects** ‘and recommend that it satisfy the requirements for the award of Master of Arts Degree in Tourism Development and management.

Approved by Board of Examiners

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External Examiner	Signature	Date
_____	_____	_____
Department Head	Signature	Date

Acknowledgment

First and for most, I thank almighty God who helped me in any situation. I have encountered many setbacks. Some of the incidents have made me fearful, yet I have been rescued by God's will. My complete help was from God and I totally relied on his hand which helped me in all aspects up to the accomplishment of this work. Thank you God!

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List of Acronyms and Abbreviations

LDC – Least Developed Countries

CDCB-Center for Development and Capacity Building

OCPA- Oromia Cooperative Promotion Agency

OCTB- Oromia Culture and Tourism Bureau

OMTB- Oromia Market and Trade Bureau

ONRS- Oromia National Regional State

OTC- Oromia Tourism Commission

UNICEF- United Nations International Children’s Emergency Fund

UNWTO- United Nations World Tourism Organization

USD- United States Dollar

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Abstract

Promotion in the tourism industry is allied to making the potential customers aware of the product and service available in the tourism destinations area and making sure that they satisfied and benefited if they become real customers. This study was envisaged with the objective of tourism destinations promotion in Oromia National Regional State: The practices, challenges and prospects. More specifically, it tried to assess the current status of tourism destinations promotion, identify promotional tools those have been employed by relevant agencies, assessed the factors that hinder tourism promotion activities and find out the prospects there to promote of tourism resources in the region. This is because of Oromia National Regional State stands at the very heart of the country possessing endowed tourism destinations, however, in case of inadequate promotion activities it didn't benefit from the resource. Thus, to achieve the objectives, this study used descriptive research design and employed qualitative approach. Both primary and secondary sources of information were use. The primary data was gathered from 16 key informants, while secondary data was gathered through document review. Primary data were gathered from Oromia Culture and Tourism Bureau, Oromia Tourism Commission, Oromia Cooperative Promotion Agency and Oromia Market and Trade Bureau employees. Thematic analysis was used to analyze qualitative data. The study found that despite the fact that promotion activities is initiated in the region tourism destinations, there is a gap to address the area's potential tourism destinations through professional promotion of resources. The major challenges emerge from changes within the tourism industry as well as from broader social, political, environmental, and economic developments. Changes in the industry's markets and structures, economic slowdown, war and conflict and natural disasters are the other challenges. Therefore, the researcher recommends that all key actors in tourism industry should work together and the region's relevant agencies are advised to use the latest technology to promote tourism destinations.

Key words; *Practices, Challenges, Prospects, Tourism Destination, Marketing and Promotion*

Chapter one

Introduction

1.1 Background of the study area

In the global economy, tourism appears to be a huge and growing sector. It is critical to improving a trade's performance. As a result, many governments have attempted to strengthen their competitiveness in the global tourism sector. As a result, governments have begun to establish local groups tasked with promoting their destinations abroad (Faulkner, 1992). Year after year, the number of people traveling around the world grows. According to the United Nations World Tourism Organization (WTO), 1.4 billion people visited the country in 2018 (WTO, 20019). Similarly, the World Bank has committed about \$5.5 billion (USD) to tourist development initiatives in underdeveloped countries in 2019.

Marketing efforts are now far more significant than manufacturing and sales in today's world. In service industries such as tourism, marketing plays a critical role. As a result, if a country has appropriate facilities and tourism potential but does not consider marketing strategies and the incorporation of this desirability into its programs, it will almost certainly struggle to build and develop its tourism business. Similarly, the position of this industry in developing countries is paler than before because to a lack of promotion (Iamso, et al., 2013)

Lumsdon(1997), define tourism marketing as it is the managerial practice of predicting and serving existing and projected tourist wants more effectively than competitor suppliers or destinations. Tourism marketing is a process in which producers and tourists interact to exchange goods and services related to tourism in a certain industry context (Ghadiri et al., 2012). Competition has reached an international level, encompassing other economic sectors such as tourism, which has gotten due respect. Most countries compete for trade, investment, and tourism by marketing their destinations (Marshall, 2007).

Ethiopia as a tourist destination offers a diverse range of tourism items, including appealing cultural and historical heritages, pleasant weather, friendly people, and a unique scenery and geographical location in the Horn of Africa (Mulugeta, 2017). Despite Ethiopia's abundance of tourist attractions, the country's tourism infrastructure is in its infancy; tourist products are

poorly maintained; access to tourist products is difficult and can be prohibitively expensive; and there is a dearth of promotion to attract visitors (Addisu, 2019).

The sector's poor performance was exacerbated by the lack of attention paid to the Oromia region's tourism industry, as well as shortage of skilled labors, poor promotion and market-related shortcomings. As a result, the adjacent villages in Oromia's tourism destination zones have not reaped the full benefits of the tourist attraction locations over the years. This demonstrates that the ONRS's level of tourism promotion has remained insufficient (Meseret, 2021)

This study attempts to examine current practices, challenges and prospects of promotion tourism destinations in Oromia National Regional State. The study mainly focuses on ONRS's agencies and office that work on tourism activities. Oromia region is singled out in this study for four main reasons; First, Oromia region shares a border with all states in the country, except Tigray, and thus, tourism activities in the region impact destinations in the other regions of the country. Second, the state is a home to all kinds of landscapes and climates that will satisfy the diverse interests of tourists. However, the region hasn't got comparable benefit from tourism industry. This necessitates a thorough investigation to boost the tourism activities in the region eventually.

Third, the Ethiopian government's 10 years home grown development strategy lists tourism as one of top five pillars industry to improve the sector sustainable development in the country, beside this ONRS have to get more attention to market potential destinations in the region. The last but not the least, Ethiopia is the country which endowed with not only precious cultural and historical heritages over the world, but also natural tourism resources. In order to promote of the country's natural tourism heritages, it is important to focus on Oromia National Regional State as the region has a good mixture of cultural, historical and natural resources.

1.2 Statement of the problem

Tourism is an internationally competitive industry. The traveler has a variety of choices and prioritizes those that offer good value for money. Inadequate quality infrastructure, uncompetitive pricing, indifferent or poor-quality products, difficulty in obtaining information on travel and tourist destinations, and unskilled service providers all have a detrimental impact on the tourism product's competitiveness (Kotler, Bowen, & Makens 2010).

Despite the fact that Oromia's tourism master plan highlights the tourism marketing activities in the region generally, it is not focused on the practices, challenges and prospects of tourism destinations promotion in the region. Few researchers (Deresse, 2018; Dejene, 2019; Abebaw, 2020; Shewaye 2019; Biranu & Mesfin, 2017) are those who have conducted the research on marketing and promotion of tourism in Ethiopia in general. Deresse (2018) conducted a study on the stakeholders of tourism industry in Ethiopia at different levels, their effort to promote the country as a tourist destination. However, focused on the stakeholders' collaborations and assessed their promotional activity which is one pillar of marketing mix. This research is differing from the current one by geographical study area. This study more focused on Oromia region specifically to investigate more deeply than the mentioned research. There are some scholars who have conducted the research which related to Tourism marketing in other Ethiopia states however, it is hard to get in ONRS.

Moreover, Dejene (2019) has conducted the study on marketing and promotion of historical heritages for cultural tourism. In this research the researcher argues that the historical buildings in Addis Ababa city have to be promoted as cultural tourism resources. Moreover, Abebaw (2020) has assessed the tourism marketing practices, challenges and strategies in Addis Ababa. In addition to this, Yechale et al (2017) have carried out a study on the issue of tourism marketing challenges and new tourism product development potentials: in the case of Amhara National Regional State world heritage sites. Not only this, Shewaye (2019) researched on the practice and challenges of promoting major tourism destinations in Awi Administration Zone.

However, there is hardly any study conducted in Oromia region focusing on the activities of relevant agencies in promotion of tourism destinations in ONRS. There are some studies conducted on zonal levels in ONRS. For example, Berhanu and Mesfin (2017) work on the Practices and challenges of promoting major tourism destinations of Bale zone for Sustainable

tourism development. This study conducted on the specific area which is most popular by tourism destinations from Oromia National regional state. Moreover, Addisu (2019) investigated the factors affecting tourism marketing Demand in the case of Bale Mountain National Park. Other researchers Shimekit, et al. (2020) have investigated the effects of marketing mix elements on ecotourism clientele in the case of Jimma zone, southwest Ethiopia.

These studies were all primarily focused on their own issue findings related to the topic's objectives and did not include the promotional techniques, difficulties, or tactics that are essential to the study area. To date, there is hardly any study on practices, challenges and prospects of promotion of tourism destination in ONRS. This research therefore, was aimed to fill the literature gap related to promotion tourism destinations of ONRS. This study strived to identify the obstacles of promotion of tourism destinations in the region, analyzing the current practices and prospects as well as to describe the promotional tools employed by relevant agencies in the Oromia region.

1.3 Objectives of the study

1.3.1 General Objectives

The general objective of this study was to assess the Practices, challenges and prospects of tourism destinations promotion in Oromia National Regional State

1.3.2 Specific Objectives

- To assess the current practices of tourism promotional practices in ONRS.
- To identify the promotional strategy employed by relevant agencies in ONRS.
- To assess the factors that hinder tourism promotion practices in ONRS.
- To state out the prospects of tourism promotion in ONRS.

1.4 Basic research questions

- What is (are) the current status of tourism promotional practices in ONRS?
- What is (are) promotional tools employed by relevant agencies in ONRS?
- What is (are) the obstacle(s) for tourism promotion practices in ONRS?
- What is (are) prospect(s) of tourism promotion in ONRS?

1.5 Significance's of the Study

The study of promoting tourism destinations in ONRS is necessary in a competitive global tourism destinations promotion to boost the region's tourism operations. This research contributes by demonstrating current tourism destination promotion trends as well as issues in the study area. As a result, this research is critical in raising awareness, providing a guideline for resource promotion, and providing a foundation for planners, policymakers, decision-makers, and researchers.

1.5.1. Academic Significance

This study's findings will be extremely beneficial to academic institutions in the area. It would provide insight into the scope of the problem and act as a jumping off point for further investigation. It also assists higher education institutions, such as public and private universities, in better understanding their roles and providing their skills and knowledge to the industry.

1.5.2. Policy Significance

The findings of this study will help the Culture and Tourism Bureau and the Tourism Commission improve and identify better ways to promote and sell tourism resources in the study area, creating a favorable climate for the growth of tourism destinations. It also serves as a secondary source of information for academics, planners, and policymakers that are interested in participating in the industry.

1.5.3. Developmental Significance

In terms of its developmental value, this study also demonstrates how to adapt best practices from around the world. It will give appropriate evidence and a link between knowledge and understanding for tourism destination promotion in Oromia. In addition to this, it will identify difficulties and strategies to promote tourist attractions in Oromia National Regional State (ONRS) to the rest of the world.

1.6 Scope of the Study

1.6.1 Conceptual scope

This study is mainly focused on promotion of tourism destinations in Oromia National Regional State; the practices, challenges and prospects. Hence, the scope of this assessment was delimited to identifying the current status of promotion of tourism resources in study area and describing

the obstacles that hinders the industry to promote the area tourism destinations. In addition to this, the study assessed the promotional tools employed by the relevance agencies are using and identifying the prospects to promote of tourism destinations in ONRS have.

1.6.2 Geographical scope

This study was delimited geographically to Oromia National Regional State. From the region it was specifically focused on the agencies which are relevancies to promote tourism destinations at the regional level. The subjects of the study were from Oromia Culture and Tourism Bureau, Oromia Tourism Commission, Oromia Cooperative Promotion Agency, Oromia Market and Trade Bureau experts.

1.6.3 Methodological scope

This study also delimited by the methods it was used. Based on this it designed through descriptive research design and used cross sectional design in case of data collected once. Qualitative research approach was employed for this study. This study also delimited by data gathering instruments to interview and documents review. Furthermore, it is delimited to thematic data analysis method.

1.6.4 Unit of observation scope

This study was also delimited by unit of analysis. It is delimited to some relevance agencies, bounded to 5 from Oromia Culture and Tourism Bureau, 5 from Oromia Tourism Commission, 3 from Oromia Cooperative Promotion Agency, and 3 from Oromia Market and Trade Bureau experts. The total respondents' are delimited to 16.

1.7 Limitation of the study

During this assessment, the researcher encountered a number of limitations. There is a lack of well-documented materials on the research theme area, tourism promotion in the region. The other restriction in performing this research is lack of reputable literature on this specific subject. The other limitation of the study was that data was not gathered from tourists since they were not available due to COVID-19. Moreover, the study was qualitative in nature and it would have been better if data gathered via interview was substituted with questionnaire survey. For that reason readers of this study shall recognize the possible impacts of these limitations on the overall result of the thesis.

1.8 Organization of the study

This study was organized into five chapters. The first chapter deals with background of the study, statement of the problem, objectives of the study, significance of the study, scope and operational definitions. The second chapter statements review of related literature, theoretical review, empirical review and conceptual framework. The third chapter addresses explanation of the study area and methodology of the study: overview of the study area, research design and approach, sampling technique and sample size, sources of data, data collection instruments, data analysis methods and ethical consideration. The fourth chapter was covenants with analysis, interpretation and presentation of data. Finally, the fifth chapter was presented the conclusion and recommendations of the study. References and Annexes was also attached at the end of this study

1.9 Operational Definitions

Advertising;Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor (Kotler, 2010)

Destinations; Destinations are a collection of tourism products that provide customers with a seamless experience. Destinations are traditionally thought of as well-defined geographic regions, such as a country, an island, or a town (Laesser&Beritelli, 2013).

Marketing; The marketing notion states that recognizing the requirements and wants of target markets and delivering the needed satisfactions more effectively and efficiently than competitors is the key to accomplishing organizational goals (Raju, 2009).

Promotion;It is a type of corporate communication that employs a variety of means to reach out to a specific group of people with a specific message in order to achieve specific organizational goals (Kotler, P& Keller, Khan, 2006).

Tourism; It is defined as the totality of the interaction and phenomena originating from the journey and stay of strangers, given that the stay is unrelated to a job or other lucrative endeavor.(Hunziker and Krampf, 1942)

Chapter Two

Related Literature Review

2.1 A Conceptual Review of Tourism Destinations Promotion

2.1.1 Overview of Destination

According to Buhalis (1999) destination can be put together as a mix or a brand of all products, services, and locally delivered experiences, the «Six A's» paradigm for tourism location analysis can be used to construct this: attraction, accessibility, amenities, availability, activities, and ancillary. According to Framke (2002) destinations are part of the tourism system. In this way, any given place is a one-of-a-kind collection of constituent features that work together to provide tourist satisfaction. A destination might be a mix of services and one-of-a-kind «locally-provided» experiences. The destination is now seen as an amalgam of various items and experience opportunities that combine to generate a comprehensive experience of the location visited in a modern, more functionally oriented vision (Murphy et al., 2000; p. 44)

2.1.2 A Tourism Destination

According to Pike (2004), a destination is a place that attracts travellers for a brief stay, to engage in tourism-related activities or possibly non-activities. Consumers' subjective perception on destination can be a more perceptual idea. As the suggestion of Buhalis (2000) destinations are combinations of tourist products that give clients with an integrated experience. That is a collection of various aspects that make up a place visited by non-residents for vacation, recreation, or business. This term, on the other hand, can be regarded from two different angles. For a tourism location, one is determined by supply, while the other is determined by demand (Javalgi et al., 1992; Pearce, 1989; Staler, 1990). A perceptual gap is frequently found because the region's notion of what constitutes part of the destination by visitors of the area.

In the literature, there is discussion about whether a region's marketing can and should match modern marketing requirements rather than traditional marketing norms. Collier (1999), for example, does not feel there is much room to develop (tourism) destination marketing beyond its narrow definition of focused advertising, claiming that destination marketing's principal product is the destination, and this cannot, to any great amount, be modified. This means that, rather than manufacturing a product to meet stated demands, it is usually necessary to seek for a market niche or segments whose needs are similar to the core offering (Collier, 1999, p. 419). Since the early 1980s, one of the most significant trends in the tourism and services sector has been the globalization of tourism.

2.1.3 Components of Tourism Destinations

The five vital components of tourism destinations are Attraction, Accessibility, Accommodation, Amenities and Ancillary Services.

a) Attractions

The attractions are where most tourism activity begins. There must be an attraction at a location or destination for people to go there or bring tourists there. The strongest influencing factors of all the factors are thought to be the attractions. They have the power to make or break a place. There are two categories of attractions: Both man-made and natural attractions exist, including lakes, rivers, mountains, and other natural features. The main goal of any visitor is to actually experience the site, albeit convenience and lodging are also factors in this phenomenon. Although it might be argued that there wouldn't be any tourism without attractions, other factors like transportation, lodging, activities, and facilities can also serve as draws. Attractions are the initial link in the supply chain for tourism (D. Verma, 2016).

b) Accessibility

Transportation, also known as accessibility, is a crucial part of the tourist system because it connects the market source and destination. If there are attractions, then travelers must go see them. In most cases, transportation is a requirement for the operation of the tour, not an aim. However, in rare circumstances, transportation can also turn into a draw. There are numerous means to go around, including roads, planes, boats, and trains. Whatever the mode,

transportation should always be suitable for the traveler, comfortable, dependable, and inexpensive (D. Verma, 2016).

c) Accommodations

One of the most important components of a destination is lodging. Any traveler who decides to visit a particular location would first search for lodging that met his or her demands. It ought to offer him/her amenities like food and drink services, sleeping quarters, etc. that meet his standards of satisfaction. Many individuals view lodgings as tourist attractions in and of themselves. There are a select few locations that draw travelers just for their hotels. In this way, there are many locations around the world where lodging units are regarded as tourism goods.(D. Verma 2016).

d) Amenities

Every traveler seeking for a new location hopes to find first-rate amenities and services. The industry makes significant efforts to meet their need. Each destination or center for tourism needs high-quality facilities. Services like swimming, boating, sailing, surfing, and other amenities like recreation, dancing, and other entertainment and amusement services are extremely important for every single tourist destination. Facilities can be of two types: man-made, or different types of entertainment facilities that can meet the specific needs of the various tourists, and natural, or sea-bathing, beaches, fishing chances, trekking, climbing, or viewing opportunities, etc(D. Verma , 2016).

e) Ancillary Services

Activities and attractions are examples of ancillary services at a resort. Additionally, there are also shopping, F&B services, and Wi-Fi amenities provided. The following list of supplementary services is:tourist publication (online and offline),public services and amenities,Financial Servicesand Entertainment (D. Verma, 2016).

2.1.4. Tourism Destination Marketing

Tourism is a highly intricate sector due to the numerous acts that go into generating the tourist product. It's additionally complicated by the fact that there are so many sub-sectors, each of which is a sophisticated industry in its own right. Its complexity derives from the many different types of tourism advertising aimed at a large number of individuals in different nations with different socioeconomic systems, desires, expectations, and behavior patterns. Tourism marketing can be defined as the systematic and coordinated efforts performed by National Tourist Organizations and tourist enterprises at the global, national, and local levels to maximize the satisfaction of tourists, groups, and people in light of the continued tourism expansion (Raju, 2009).

Tourism marketing is the managerial activity of anticipating and meeting existing and potential tourist wants more effectively than competitor suppliers or destinations. Profit, communal benefit, or both drive the management of exchange; in either case, long-term success is dependent on a successful interaction between consumer and supplier. It also entails meeting environmental and societal requirements, as well as ensuring core customer satisfaction (Lumsden, 1997).

Tourism marketing focuses on the needs of various customer groups. Marketing include the creation of products and services, as well as their placement (location and distribution). It requires information on individuals, especially those who are interested in what you have to offer (market), such as what they like, where they shop, and how much money they spend. Its job is to match the right product or service to the right market or target audience (Nischay&Garima, 2012). The marketing concept states that businesses and organizations should design their products/services to meet customer needs and wants focus on customers who will buy their product rather than the entire mass market, and develop marketing efforts that are aligned with their overall business objectives (Mykletun, 2001).

2.1.5. Promotional tools (mix)

According to Kerin et al. (2001), promotion can consist of elements such as advertising, public relations, personal selling, and sales promotion. Advertising includes anything from movie commercials to radio and Internet advertisements to print advertisements. In circumstances

where communication is not explicitly paid for, press releases, sponsorship deals, displays, conferences, seminars, trade shows, and events are all examples of public relations.

According to Steffanni Cameron, as reviewed by Thompson (2019), the most important concept in marketing is the mix of the four fundamental aspects that firms use to persuade people to buy their products or services. Pricing, goods, location, and advertising are all aspects to consider. Marketing determines everything about a product or service, including what's included, how much it costs, where it's placed, what's promised, what's advertised, and how it's promoted. Marketers use eight different marketing communication techniques to achieve all of these objectives. People talk about the six marketing communication elements, but with so many options, it's more common to divide it into eight. The six categories are sales promotions, advertising, sponsorship, personal selling, direct marketing, and communication. The eight approaches are listed below in ascending order of specificity:

I) Advertising

According to Arioneshi and Ivan (2014) advertising includes all forms of paid communication, such as radio and Internet commercials, cinema commercials, and print media. According to Thompson (2019) any sponsored promotion of goods, services, or ideas in any marketing channel by a known sponsor - branded bags, magazine ads, radio spots, TV commercials, branded pens, brochures, and anything else pitching the brand – is classified as advertising. Advertising is becoming more creative because to digital channels like YouTube. Industry disruptors have excellent concepts and strategies to build enthusiasm.

II) Sales Promotion

This entails hosting sales and promotional offers, as well as organizing contests for sales agents and providing discounts to stores so that they can purchase larger quantities for door crushers and other sales. Promotions also include free samples and vouchers. Customers, retailers, and brokers use all of these approaches to persuade them to buy or test a product or service (Thompson, 2019).

III) Events and Experiences

This is where sponsorship enters the picture. Businesses support events such as concerts, fireworks, marathons, and other races through sponsorship, but they may also use experiences and events to increase brand awareness and loyalty. On a smaller scale, community-based events happen all the time and are a great way for local businesses to get their name out there (Thompson, 2019).

IV) Word of Mouth

Word-of-mouth refers to any informal communication about a product by ordinary people, satisfied clients, or people specifically engaged to create word-of-mouth (Arioneshi& Ivan, 2014, Marshalls, 2007 and Hassan, 2015). This is interpersonal communication, regardless of whether it occurs in person, online, via email, or through any other channel. There's organic word of mouth, which businesses can't control, and controlled word of mouth, which is sometimes referred to as buzz marketing. To generate buzz, a brand must be distinct, distinctive, and doing something different from the competitors (Thompson, 2019).

V) Public Relations and Publicity

Despite the fact that these terms are frequently used interchangeably, they are not synonymous. The goal of public relations is to manage a company's public image through generating press, increasing public awareness, and cultivating relationships. Publicity is the act of bringing attention to a brand or product. Managing a brand's image in the media, responding to controversies, building a brand persona, and much more are all part of public relations. Public relation is the most trustworthy kind of marketing communication because it is an outsider who compliments or criticizes the firm rather than the company itself (Belch&Belch, 2001). According to Thompson (2019)public relation is the act of portraying a positive image of a firm to its stakeholders, which include customers, shareholders, employees, and suppliers.

VI) Personal Selling

One of the oldest marketing tactics is personal selling. One-on-one and other face-to-face sales are the norm. This can be seen in presentations and business sales. When a company's sales cycle is stretched, a personal sale is extremely vital (Thompson, 2019). Personal selling is a sort of one-on-one communication in which a seller attempts to persuade potential clients to purchase a product or service from the company. The marketer has more communication freedom because of the buyer-seller contact because he or she may see or hear the potential buyer's reactions and alter the message accordingly. It can be customized to target specific markets and customer types that are the best match for the company's products or services (Duncan, 2002, Belch & Belch 2001).

VII) Direct Marketing

When a brand communicates directly with the people it wants to reach, it's known as direct marketing. It's done through phone calls, emails, letters, and text messages. These strategies have been used for a long time, but that doesn't mean they can't be used in innovative ways now. Well-targeted direct marketing methods can be quite effective. Direct marketing is the most cost-effective promotional tool accessible because of the precision targeting it provides.

Existing customers can be contacted to inform them of new products and special offers, while new customers can be identified and convinced to purchase goods and services directly (Thompson, (2019). Direct marketing channels include direct mail, telemarketing, direct response advertising, and door-to-door leaflet distribution. The Internet has just recently been utilized as a commercial communication medium. Because of its intangible nature, the tourism industry is ideal for internet marketing (Van & Michelle 2003, Yimane, 2018).

VIII) Interactive Marketing

According to Thompson (2019) reviewed aboutonline marketing can increase brand exposure, sales, and reputation. Like any other effective marketing, it should engage, inspire, and convert its target audience. Interactive marketing is a two-way medium that allows businesses and customers to communicate with one another. Interactive media (phone, e-mail, and personal salesmen) have the advantage of providing for a rapid exchange of information, allowing a customer to contact the company and receive feedback. E-mail is the quickest interactive

media, allowing businesses to communicate with their customers directly. Messages can be sent between individuals or to an unlimited number of people all over the world. It has proven to be a popular and profitable method of reaching customers because to its ease of usage and low cost (Duncan, 2002).

2.1.6 The Constraints of Tourism Destinations Promotion

Marketing experts coined the term constraints to characterize conditions that limit their organization's ability to achieve its marketing goals. Any part of the marketing mix might be impacted by constraints. Budget constraints, items that do not meet market needs, prices that do not adequately reflect value, lack of product access, and insufficient advertising are all common roadblocks (Leigh, 2017).

Tourism promoters face various challenges persuading consumers and differentiating their destination in a competitive industry. The most challenging challenge is creating a successful positioning plan to promote the destination in key target areas and increase public awareness (Ly, 2013). In general, tourist attractions in a country or region are not effectively and comprehensively promoted for potential tourists from around the world, particularly in poor countries like Ethiopia (Ayalew, 2009).

I) Ineffective Promotion

Marketers' promotional materials must clearly reflect the attributes of the things and services being sold to consumers in terms of content and style. Promotions that aren't personalized to the right audience or distributed through channels that reach the right individuals are a huge stumbling block. Furthermore, advertising that over-promises or exaggerates a brand's or product's features can cause significant consumer dissatisfaction. Disappointment leads to poor word-of-mouth, which can be a significant constraint when brand claims do not match product/service features.

The tourism industry has become a top priority in most destination countries, and governments are competing fiercely to attract visitors. Due to insufficient and ineffective promotional strategies of the industry, a lack of adequate funds, low quality marketing items and their improper distribution, and a perceived negative image of the country among potential tourists, developing countries lag far behind in attracting a larger number of foreign tourists in the face of increased global competition (Hasan et al., 2015).

II) Lack of Stakeholder Involvement

The absence of mutual support and cooperation among tourism stakeholders is the basic problem with tourist destination promotional operations. Tourist attractions are the most difficult to manage and advertise due to the difficulty of communicating with locals. The variety of parties involved in the manufacture and fabrication of tourism items makes it challenging to manage and market locations (Sautter&Leisen, 1999).

III) Environmental Problems

Environmental hurdles to tourism marketing include natural disasters such as the tidal wave that decimated Asian nations, floods, cyclones, and other natural disasters. Natural disasters have a devastating effect on the tourism industry (Marshals, 2007).

IV) Political Challenges

Travelers are risk adverse, and they do not want to spend their vacation worrying about their personal safety, security, or valuables, or about being taken advantage of (Honey, 2008). On the international scene, Ethiopia is associated with drought, starvation, and war. In general, the Horn of Africa is seen as a dangerous and terrorist-infested region (Ali, 2016)

V) Lack of Infrastructure

Government and private sector investment in all areas of the supply chain, such as attractions, housing, and transportation, is critical to the establishment of a successful tourism destination (Driml, 2010). Lack of basic infrastructure development in tourism destination development areas, such as roads, airports, and widespread electricity, can have an impact on not only the amount and type of tourists, but also the money flow from tourism (Ambelu, 2011).

VI) Economic Challenges

Persuading governments and stakeholders that tourist promotion should be viewed as an investment in a destination's economic success and community well-being, rather than an expense line item, is one of the most difficult challenges in destination promotion and marketing. For tourism destination operators, the expanding number of vacation possibilities creates a plethora of challenges (Marshalls, 2007).

VII) Socio-Cultural Challenges

Epidemics, HIV/AIDS, SARS, Avian Flu, and Ebola are just a few of the socio-cultural variables that have hampered public awareness campaigns. In addition, these diseases may make it impossible for tourists to visit a specific place (Marshalls, 2007).

2.2 Review of Empirical literature

Dejene (2019) has conducted a study on the marketing and promotion of historical heritages for cultural tourism: the case of Addis Ababa's historic buildings. The findings show that the majority of tourists visiting historical buildings were leisure tourists visiting on their own during their vacations; historical building visits are not prohibitively expensive; and cultural tourism sites in Addis Ababa, such as museums, are primarily included in package tours. When it comes to informing travelers about ancient structures in Addis Ababa, word of mouth is the most essential source of information, followed by exhibitions, tourist information centers, and tourist guide books.

Tour operators employed websites, blogs, and emails as marketing and promotional tools (internet). The architectural splendor of historical buildings, as well as history or learning (curiosity), drew cultural tourists to historical structures. An uneven budgeting system with the cost of heritage protection, a lack of teamwork, and a lack of suitable information about historical structures by tour operator firms were all barriers to marketing and promotion of historical buildings as cultural heritage tourist resources. Even though he works on tourism destinations, he focuses solely on historical buildings in Addis Ababa. However, the researcher in this study focused on all tourism attractions in the Oromia National Regional State.

Tourism marketing problems and new tourism product development potentials: in the case of Amhara National Regional State World Heritage Sites was the subject of a study by Yechale et al. (2017). It comes to tourism marketing, word of mouth is one of the most extensively used marketing strategies because it is low-cost, requires little expertise, and is recommended by a variety of visitors to visit the area's resources. These locations, on the other hand, are not making the most of this marketing tool to promote their tourism attractions. Radio and printed media were identified as unsuccessful marketing approaches in the region, whereas billboards, signage, web sites, and social media were identified as excellent marketing strategies in the offices.

Furthermore, the region failed to use internal marketing methods to reach or influence its own customers. Similarly, despite the region's abundance of tourism resources, there is no plan in place to produce a new tourism product. The research also identified new tourism goods that may be produced and sold to the market. Here, experts are looking into an area that is designated as a global heritage site and is well-known all over the world. In contrast, this research focuses on a region that is not well-known throughout the world in order to determine the challenges for and materials used to promote for a tourism destination.

Shewaye (2019) conducted a study on the practice and challenges of promoting important tourist spots in the Awi Administration Zone. According to the findings of the study, the zone has several tourism attractions that are significant to local, national, and worldwide visitors. However, the resources are underutilized, and there are numerous obstacles, including a lack of government attention, skilled manpower, budget and funding, marketing and promotional strategies, stakeholder cooperation, museums and cultural centers, overall awareness, and resource ownership conflict, to name a few. According to the report, poor promotion strategies include low-quality banners, brochures, and signposts. But the difference here is that she is simply looking into the development of the Awi zone tourism destination, which is not in the current research study area. So, geographically it is different from this study.

Addisu (2019) has investigated factors affecting tourism marketing demand: evidence from Ethiopia Wildlife Conservation Authority and Bale Mountain National Park in Ethiopia. The study aimed to uncover the most important factors driving tourism marketing demand in the studied area. Tourism product mix, political difficulties, government aid, and seasonality considerations all provide challenges to tourist marketing demand in the research area, as descriptive data shows.

Climate conditions, political instability, a lack of infrastructure, a promotion problem, and seasonal oscillations all have an impact on tourism marketing demand, according to qualitative studies. However, the issue at here is, this study focuses on the current condition and issues of tourism destination promotion in the Oromia National Regional State, as well as finding successful promotional tools and challenges to promote tourism resources.

Berhanu and Mesfin (2017) have assessed the practices and challenges of promoting important tourism destinations in Ethiopia's Bale Zone for sustainable tourism development. Bale Zone's promotional and marketing activities failed to meet their ultimate goal of becoming an important tourist destination due to the absence and limited nature of promotional practices, budget shortages, lack of attention from stakeholders, and, most importantly, a lack of skilled manpower, according to the study's findings. Challenges with sustainability have been worsened by issues with awareness, a lack of solid governance, and a lack of cooperation among stakeholders.

The researchers looked into the promotion activity and its challenges in order to promote tourism hotspots in the Bale zone in particular. However, because the Bale zone is a well developed area from the region by tourism industry, the purpose of this study was to look into the current state of affairs and challenges faced by the agencies in terms of promotion of tourism destinations in the region, as well as to identify the promotional tools they used to promotetourism destinations in Oromia National Regional State.

2.3 Conceptual Framework of the Study

Simply said, marketing is the process of creating and promoting a product (ideas, goods, or services) that fulfills a customer's need or want and is available at a reasonable price and in a convenient place. For cities trying to compete for visitors, marketing a unique culture, attractions, or superior amenities may be a crucial topic. Promotion is simply communication aimed at changing a consumer's behavior, specifically to purchase a tourism product such as air tickets, hotel rooms, restaurant meals, tours, or a whole trip package. Setting appropriate targets and creating effective advertising material necessitates knowledge of where potential consumers stand in terms of purchase readiness (Martin, 2002).

The researcher created a conceptual framework for this study based on the literature review. There are several forms of tourism resources in the study area (historical, cultural and natural). However, the region's tourism industry faces economic, socio-cultural, political and environmental challenges. Therefore, promotional activities are carried out to publicize the diverse tourism resources of the region. Different promotional tools namely advertising, sales promotion, direct marketing, interactive marketing, event and experience, public relations and publicity are some of the promotional tactics used to promote the region's tourism destinations. The third notion is to define the problems and opportunities for promotion of tourism destinations in Oromia National Regional State relevance agencies.



Source; own by researcher (2022)

Chapter Three

Research Methodology

3.1 Descriptions of the Study Area

The Federal Democratic Republic of Ethiopia has 11 states, including the Oromia National Regional State (ONRS). It stretches from 30 24'20"N to 100 23'26" N, and from 340 7'37" E to 420 58'51" E, in the middle of Ethiopia. It covers 364,219 square kilometers. The region's whole boundaries is 6232.9 kilometers long, touching all of the region's states except Tigray, and it has borders with Kenya and Sudan. About half of its land is arable/extremely fertile. There are 21 administrative zones, 19 city administrations, 336 districts, 6,431 rural kebeles, and 743 urban kebeles in the region. Ethiopia's capital city, Addis Ababa (Finfinnee), is also the region's capital (OCTB, 2022).

The three major climatic kinds that exist in the region can be divided into three categories. With annual mean temperatures ranging from 270°C to 390°C and annual rainfall of less than 450mm, the arid environment is characterized by poor sparse vegetation. The hot semi-arid climate has an average annual temperature of 180°C to 270°C and 410-820mm of rainfall. The Oromia Highlands have a temperate climate with moderate temperatures (the lowest month's mean temperature is less than 180°C) and abundant precipitation (annual mean rainfall is 1200-2000mm). In this case, the region is endowed with magnificent natural beauty and wonders of the land, as well as a diverse range of wildlife and flora and wild creatures. Mountains, peaks, rivers, natural wet tropical woods, beautiful waterfalls, and numerous lakes contribute to its awe-inspiring natural beauty and splendor. Its elevation varies between 500 and 4377 meters above sea level (OCTB, 2022).

Furthermore, one of the world's largest and most beautiful caves, Sof Umar, one of Africa's largest and most beautiful alpine parks, Bale mountains national park, a birder's paradise, the Rift Valley lakes region, one of the cradle of mankind's spots, MalkaQunture, several churches, mosques, and places of cultural ceremonies such as the famous democratic Gada System of the Oromo people, which has been inscribed as intangible cultural heritage According to the report of the 2020 Planning Commission, the population of the region is over 39,029,132 people (OCTB, 2022)

3.1.1 Majors Tourist Attractions in Oromia National Regional State

Generally speaking, Oromia is rich in tourist resources that fall into the following main categories:

I) Natural Resources

Oromia region predominantly, highland forest canopies, tropical forest, and woods Remains of tropical forest, forests, savannah bush land, and shrubs can be found in the lowlands indigenous woodland coverin Ethiopia.The forests vary in terms of coverage area and biodiversity. • The majority of the forests are of the tropical and highland variety. Most of the forests are highland and tropical in nature. There are rare in alpine habitats.

Due to exceptional conditions offOromia is a haven for wild life,habitat variation that provides a significant benefit to several different species of mammals and birds several different species of mammals and birds consisting mainly of endemic species to Ethiopia. Oromia is particularly endowed with diversity of animals and plants that make up the majority of the country intact biodiversity of environment, wildlife and bird species.Oromia is home to the majority of the indigenous mammals and birds in Ethiopia.In Oromia, there are more than 8 locations dedicated to protecting and conserving animals. There are many controlled hunting areas, particularly in the Arsi highlands. a number of areas where wildlife is concentrated (potential parks).

Together with other attractions, land forms Together with other attractions, landforms are a key component in luring tourists.With a variety of river gorges, volcanic formations, mountain chains, and massif, the highlands of Oromia in particular offer an abundance of natural relief characteristics and scenic scenery.These grand and picturesque land formations when covered in

lush foliage, these magnificent peaks and gorgeous landforms in mountainous areas are among the most beautiful to the main reason for going to the places.

Major Rivers and Water Major Rivers and Water-falls are;Awash river, Blue Nile river, Wabe Shebele , Gennale river, Gibe river, Dhidhessa river, Sor river, Gabba river and Dawa are few among others.Magnificent volcanic crater lakes of the Great African Rift Valley and high land mountain top lakes are notable features of the area, and both the lakes and their individual locations can be listed as important tourist destinations. Those are;Wonchi crater lake, Ziway, Langano, Hawasa, Shala , Abijata and Basaqa lakes are the few. Being one of the world Being one of the world s' biggest and Africa biggest and Africa s' largest cave, Sofomar can be considered as Oromia's dependable tourist destination.

(<https://advocacy4oromia.files.wordpress.com/2014/06/an-overview-of-oromias-tourism-resources.pdf>)

II) Cultural Resources

Additionally, the area is endowed with intangible cultural and historical treasures. These include festivals, cultural/religious events, and the well-known traditional administrative structure of the Oromo people known as the Gada System. The locations of ceremonial rites, as well as major tourist destinations for culture tourism are located in the Gada administration center.Some of these sites include; MadaWalabu Historical Site,Hora Harsade Irrecha Cultural Ceremony site, OdaNabeGada Ceremony site, Oda Bultum Gada Ceremony site, Gumi GayoGada Ceremony site, Mi'eeBokkuGada Ceremony site and other sites of Gada activities

The diversity of Oromo handicrafts, the Oromo clothes, ornaments, and hairstyles, the Oromo cultural meals and drinks, the Oromo housing, and home-made utensils, the various Oromo cultural dances and songs, and more. So, Oromia is proud of rich, colorful and live culture, costume and traditional practices characterized by homogeneous as well as diversified features and manifested in all day to day activities

(<https://advocacy4oromia.files.wordpress.com/2014/06/an-overview-of-oromias-tourism-resources.pdf>)

III) Historical Resources

The physical cultural, religious, and historical heritages of the nation all benefit significantly from Oromia's contributions. These cultural and historical legacies (palaces, shrines, historic mosques, cathedrals, and structures) are thought to appeal to tourists with a variety of interests. For instance, Sheik Husein Shrine, King Aba Jifar's Palace, King Kumsa Moroda Palace, Adadi Mariam Underground Church and Portuguese Bridge built in 17th century are the few of them.

(<https://advocacy4oromia.files.wordpress.com/2014/06/an-overview-of-oromias-tourism-resources.pdf>)

3.2. Research Approach and Design

A cross-sectional research design is employed in this study since data was collected at one time only and descriptive research design was used to describe collected data. Pertains to the research approach, a qualitative research approach was employed in this study for data collection and analysis. This method is considered to be an appropriate method for investigating social fields especially its communication aspect. It helps an attempt to understand the tourism promotion operations of the regional relevant bureaus and agencies.

3.3. Target Population and Respondents of the Study

Target populations of the study were from Oromia culture & tourism bureau, Oromia tourism commission, Oromia cooperative promotion agency, Oromia market and trade development experts. The target populations were purposely selected based on their work experience, position and educational background on the issue, in order to get in depth information about the theme of the study.

3.4. Sampling Techniques and Size

The researcher was used Purposive sampling technique in which representatives of the populations were selected by him. The data was collected from sixteen interviewees based on the principle of data saturation. The interviewees are present in the following as their respective bureaus and agencies;

No	Subjects of the study	Interviewees
1	Oromia Tourism Commission	5
2	Oromia Culture and Tourism Bureau	5
3	Oromia Cooperative Promotion Agency	3
4	Oromia Market and Trade Bureau	3
	Total	16

The total respondents for this study were from 16 interviewees through key informant interviews.

3.5. Data Sources and Types

To conduct this research and collected required data, both primary and secondary sources of data were used. Secondary data was collected from published and unpublished books and articles as well as from different official documents, studies and papers comprehensively describing the linkage between tourism destination marketing and promotion is reviewed. The primary data were collected through interviews from those representatives of target populations.

3.6. Data Collection Methods

Key informant interviews and documents archive review to investigate promotion activities of ONRS, certain behaviors or attitudes by approaching the respondents concern as an object of this qualitative approach. To collected proper data semi-structured interviews questions type was uses for the study.

These data collection techniques are discussed below.

3.6.1. Key Informant Interview

Weiss (1994) makes a strong case for interviewing as a data collection approach for qualitative research, defining it as a discussion in which a sequence of questions are asked to elicit information. The researcher was contacted several times over a period of time to solicit their expertise and knowledge on the subject at hand. Accordingly, the selected key informants were officials from all target population. It involves understanding human behavior by asking a broad question, collecting data in the form of words, field notes, sound records, etc that is analyzed, and searching for themes.

3.6.2. Related Document Review

A secondary source is a document or recording that relates or discusses information that has previously been provided elsewhere, as well as information regarding primary sources (Monaghan and Hortman, 2001). In this regard, the researcher uses some documents from different public bureaus and the documents were analyzed with primary data. Annual reports of public bureaus and international organization are among the secondary sources uses to support interviews information. These documents are from the international and national as well as regional offices that related to marketing and promotion of tourism destinations in ONRS.

3.7. Data Analysis Procedure

The data was collected instruments were (non-quantifiable information from key informant interviews and documents review) was analyzed and interpreted by qualitative method through narrative, text explanation and phenomena description. After the data was collected, it was accompanied by proper way of analysis in order to interpret and draw conclusion from the mass of collected data.

3.8. Ethical Considerations

From the very beginning, the supportive letter was written by the department of tourism development and management, College of Development Studies, Addis Ababa University to all respective offices to help the researcher in providing supported for the research work. Next to the letter researcher was in contact with Oromia regional bureaus. Then the researcher was primarily provided clear information for the research topic and its purpose for the study area to the informants who were involved in this study. The researcher was guaranteed for the secrecy in regard to the information they were provided.

Chapter Four

4. Results and Discussion

In this chapter the researcher is to interpret and describe the data which gathered from interviewees and document review. The first part of this chapter discusses and presents the personal characteristics and personality traits of respondents while the remaining sections of the chapter are structured according to the sequence of the objectives for which the study was conducted. The target populations of this study are; Oromia Culture and Tourism Bureau, Oromia Tourism Commission, Oromia Market and Trade Bureau and Oromia Cooperative Promotion Agency. From those the respondents for this study determined depends on their work experience, the profession they have in the thematic theme as well as the offices/bureaus those who are directly and indirectly related to marketing and promotion of tourism destinations in Oromia National Regional State.

4.1 Demography of the Respondents

The respondents of this study are 16 key informants; in depth interview with the interviewees those who have worked in the higher authority level offices of the region. In addition to this, the researcher was reviewed the documents as secondary data to make the study advanced with both types of data sources. The data which was gathered from primary and secondary sources is analyzed and interpreted through thematic method of data analysis. 5 interviewees are from OCTB, 5 interviewees are from OTC, 3 interviewees are from OCPA and 3 interviewees are from OMTB.

In case it is better for discussion the researcher gives code for all interviewees. Code 1 (C1); He works in OCTB as a promotion experts team leader and is 45 years old. He has 17 years' work experience and master's degree educational level. Code 2 (C2); She works in OCTB as a destination marketing expert and is 38 years old. She has 15 years' work experience and a master's degree educational level. Code 3 (C3); He works in OCTB as a promotion expert and is 46 years old. He has 19 years' work experience and master's degree educational level. Code 4 (C4); He works in OCTB as a director of tourism promotion and development, and is 37 years old. He has 10 years' work experience and master's degree educational level. Code 5 (C5); He works in OCTB as a destination development expert and is 33 years old. He has 8 years' work experience and master's degree educational level.

Code 6 (C6); He works in OTC as a research directorate and is 38 years old. He has 13 years' work experience and Assistance professor educational level. Code 7 (C7); He works in OTC as a digital marketing team leader and is 32 years old. He has 8 years' work experience and master's educational level. Code 8 (C8); She works in OTC as a director of accreditation and licensing, and is 28 years old. She has 6 years' work experience and a master's degree educational level. Code 9 (C9); He works in OTC as a digital marketing expert and is 30 years old. He has 7 years' work experience and master's degree educational level. Code 10 (C10); He works in OTC as a destination development expert and is 32 years old. He has 8 years' work experience and master's educational level.

Code 11 (C11); She works in OMTB as a trade union controlling team leader and is 38 years old. She has 13 years' work experience and a master's degree educational level. Code 12 (C12); He works in OMTB as a marketing experts team leader and 40 years old, He has 11 years' work experience and master's degree educational level. Code 13 (C13); He works in OMTB as licensing and controlling expert and is 35 years old. He has 8 years' work experience and a Bachelor's degree educational level. Code 14 (C14); He works in OCPA as a SACCO officer and is 32 years old. He has 7 years' work experience and master's degree educational level. Code 15 (C15); He works in OCPA as a union linking expert and is 30 years old. He has 5 years' work experience and a bachelor's degree educational level. Code 16 (C16); He works in OCPA as a research director and is 35 years old. He has 8 years' work experience and a master's degree educational level.

Generally, 13 male and 3 female interviewees participated. When we generalized educational background they have; 1 Assistant Professor, 13 master's degree and 2 bachelor's degree interviewees this implies the interviewees can understand all the question those raised by the researcher and they can give reasonable idea on the research theme . According to this data; the interviewees have 5-19 years' work experience and between 28-45 years olds intervals. To give the effective suggestions on the marketing activities, it helps if the interviewees have the experiences related to tourism destinations marketing and promotion. So, the interviewees have good experiences and they are productive man power by their age's average.

4.2 Current Status of Tourism Destinations Promotion Practices in ONRS

In order to ensure sustainable tourist development in any area, tourism promotion is the most important activity in the sector. It is one of the most crucial techniques for understanding customer wants through an integrated marketing approach and designing authentic products or services to attract potential customers (T. Selmon and K. Chiranjib, 2018).

Oromia region is one of 11 regions in Ethiopia and the region which has huge potential of cultural and natural tourism resources. By topography; it is the heart center of the country and contains a high population in case of favorable weather conditions. According to mostrespondents concerning the current practices of tourism destinations promotions, before four and three years the tourism destinations promotionactivities in the region was not as much as suitable for the resources. That means there is no more attention from the government as well as not well awareness creation within the community. The activities to promote the destination are somewhat through brochures, indirectly on festival purposes, sometimes on the television and radio.

According to those interviewees; the current practice is hopeful to the region's tourism destination for announcing it to the world. Their reason is;

Our office does research on the destinations which are unknown popularly in the regions and make documentation on the area which have some sources as well as known popularly.By organized the events to promote the destinations like on; festivals, concerts, grand cultural dress show, television, radio, sport event and

others. In addition to this, we workspecially on social media like; you tube, LinkedIn, twitter, Instagram, face book, telegram and other today fast media to promote our resources easily and cheaply. In other ways we are working with other stakeholders to promote the region's tourism destinations. From those stakeholders with like; Universities for deep research in the area, different television channels (OBN TV, EBC TV, FIB TV, FANA TV and the like to promote our destination. The other stakeholder is the transportation sector. Both air and land transportations are our partners to work on promoting the destinations in Oromia region.

Some of the respondents are given their idea on the practices of tourism destinations promotion in Oromia region is not comparable with the resources in the area. This is because of attitude that Ethiopia governments were more focused on cultural attractions which are there in the northern part of the country. In other ways, tourism sectors of the region are not ruled by the professional body directly related to tourism industry, so, before some years, even if today there is a gap in different places to promote the resources in the region. But as a current situation, there are good activities related to promotion of tourism destinations in the area.

The practices of tourism destinations promotion in Oromia region are not as good when we compare to the resources we have in the region. This is the influence of past governments in the country as well as the awareness gap in the community and lack of recurring professional bodies in the sectors directly related to the industry. When we see the current practices of the region's sectors; there is a good situation to employ the professional body and the current government in the region as well as in the country who motivated the booming tourism industry as a general. It implies; promotion of tourism destinations in the region is moving forward to promote the area resources.

Few respondents gave their suggestions on the practices of tourism destination marketing as it is rare. As their idea, even if there is an area which is not recommended as a destination in case of insufficient potential resource assessments. The destinations which are listed as a tourism destination in the region are also not protected by the government as well as the community

those who lived around. Unless there is a favorable environment for the tourists as well as creating the local community awareness it is difficult to promote the resources.

Before we are moved to announce our destinations to the world, we have to know it well! As a government as well as our community we are not given good attention for tourism destinations. In the country there is a good activity especially on the cultural heritage, but in our region we have plenty of natural attractions from the country. However, they do not have the facilities to attract visitors. In addition to this, there is no boundary for some destinations to protect attractions. I know there has been some change since two or three years but it is not enough to promote potential tourism destinations we have in the region.

One of the respondents described about promotion of tourism destination practices in Oromia region as it's very good. According to him the current practice is more advanced by technology than the last years which were promoted on the festivals, television and other promotional materials. Starting from the 1960s there was a promotion in Ethiopia as well as in our region. Even if the promotion is more to the northern part, it's difficult to say there is no activity in the region. According to him, at this time the resources in the region are promoted in a good and fastest way. Generally, He suggested tourism destinations promotion practices in the region specifically as their office is preferred to compete with the competitors.

Depending on the responses of the interviewees and the document reviewed, researcher concluded about the practices of tourism destinations promotion in ONRS as follows. First of all, it needs the sources to know tourism destinations potential in the region.

According to Abyssinia Business Network brochure "Oromia in the new era" (2021) Oromia region is endowed with various historical, cultural and natural attractions, heritages. It may seem to someone they are repeating to narrate the usual rhetoric but acts show much more than they say. So far, Oromia has had two of Ethiopia's three intangible heritages added to the UNESCO World Heritage List. The presence of archaeological sites and numerous fossils witness to Ethiopia's status as the cradle of humanity and MelkaKunture is one of the two archaeological sites next Afar. Oromia has a diverse culture with authenticity, diverse terrain forms (landscape

scenery), distinctive and diverse fauna and flora, endemic birds and wildlife, a pleasant climate, and, above all, friendly people.

The agencies/offices those who works on promotion are depends on the information they had on the area. Before few years there is no relevance document about tourism attractions in the region. To create position in the customers mind, organizations who works in the region has to be accurate documented data on the destinations components. But, the current status of tourism destinations promotion in ONRS is encouraged the agencies those who work on it.

The way of promotion is faster than the previous (current practices are like promoting through Social media; YouTube, Instagram, face book, linked in, telegram and twitter. The other ways are travel shows with television channel with OBS TV, OBN TV, FiBTV, and EBC TV are assigned with the offices of tourism sectors in the region. In addition to this, the brochures with enough information about the destinations displays on the exhibition in the country, on the festival events like; Irrecha, Easter, Christ mass, Ethiopian new year and lid Mubarak), the awareness in the community is somewhat suitable, the professionalism work is started by the bureaus and agencies who works on it (For instance, OTC office marketing the resources by the profession bodies operations lies on four big pillars: destination and product development, marketing and promotion, research and analytics and resources mobilization and tourism fund) , the stake holders networking structure is in a good way and the government attention is more Favorable Than The Last.

4.3 Destination Promotional Strategy Employed By the Agencies and Offices in ONRS

A marketing strategy identifies an organization's long-term goals and objectives, as well as opportunities and the scope of operations required to achieve them. As a result, strategies demonstrate how objectives might be identified (Calver, 1994, pp. 285-286). Any region that has abundant resources is nothing without promoting it to the users. To make it visible to the world it needs significant strategies for addressing our target. When we see the promotional tools which are used by the agencies as well as bureaus who work at the regional level of the region; they employ different mechanisms to promote tourism resources.

Promotion strategy is the core for marketing of tourism destinations in ONRS used by agencies and bureaus those who are work on it. According to most interviewees, the promotion activities in the region are more advanced than the previous years. Before few years, the promotional ways in the region is only like on television, radio, brochures as well as the festivals. When it compared to the current one, it is not the same. Today, the offices are promoting the resource in the region through technological as well as material way.

We have many social media link to address our customers in everywhere over the world. From mechanisms we used is; organizing the team that called 'Visit Oromia' and called the famous peoples on it to visited the destinations we have. During our journey we were promoted the destinations through our social media and the artists or the public figures we were called were promoted our resources on their social media links. The advertising mechanism we are also use is, participating on the events like; sport, festivals, concerts, Broadcast Medias, print advertising, posters, website, signboards, social Medias and online media. For instance, one of our esteemed staff was participated on the Tokyo Olympic of 2021. On that the cultural dress of our region as well as our destinations wereannounced through brochures'.

Social media is also an online application tool that enables users to collaborate and cooperate over the internet. People that share a shared interest can come together to exchange their ideas, observations, and opinions. The advertiser can construct their own website with engaging content and avoid paying a large quantity of money for the publication and distribution of anticipated material. Social networks are one of the quickest and most successful ways to disseminate information to a wide number of people, and they allow businesses to connect and get both positive and negative feedback. This information allows businesses to understand how a product or service is perceived in the marketplace (Agresta& Bough, 2010, pp. 3-8).

According to some interviewees, there are also different techniques they used to promote the region tourism resources. From these, musical destinations promotion is the one. There are some music's which were showed the region tourism destinations in their video clips. Art and tourism in harmony for instance (YagilleSiraaj "Jituu" which mean 'wet' by English. For the watery

paradise that is in Oromia. Yagille Siraj's instrumental music accompanied by stunningly beautiful visuals of the deep green countryside in western Oromia hails a bold new form of artistic expression, Haacaaluu Hundessa "Oromiya tiyya", Lencho Gamachu "Saglii", Habtamu Lemu, Kamer Yesuf and the like) are those who promoted the region tourism destinations through their music.

According to few of the interviewees, existing promotional practices are limited as in alignment with the actual performance of the potential destinations in the area. The interviewees and some documents of the study disclosed the limit and poor quality of promotional activities. According to their explanation and some sources, promotional activities which are practiced in the region available tools are poor in its quality and their distribution is limited to the destination sites.

However, the study area needs strong effort from the responsible body to enhancing destination promotion activity. Creating information centers, improving infrastructures, holding events, using and implementing various qualified building destination image and brand and community activities, forming tourism partnerships, establishing slogans, collaboration with national and regional tour operators and hotels, and using online promotion (website), advertisement, social media, public relations, personal selling, and sales professionals are just a few of the very important promotional strategies and activities.

Generally, promotion involves in the agencies in the region research based, planned and technology driven promotion. The agencies are not live up to the assumption that say "if we will build facilities and products the market will come". Rather, they work to create a clear relationship between the nature of the product and the promotion. The process is more complex than with other forms of products. Their aim is to achieve a much between the destination and the promotion. The agencies are confidently suggested the region's tourism has not been promoted and for this reason, Oromia does not exist on the tourism map of the country. Hence, they do extensive promotion using various media outlets be it local or international, on digital and analogous platforms exhaustively.

This subtopic includes many promotional strategies and initiatives that are important for promoting the region's tourist destinations, including those that are historical, natural, and man-

made. According to the majority of respondents, there are a variety of reasons, including those already mentioned, why potential tourist sites are not effectively and extensively advertised to both domestic and international clients. They recommended important promotional initiatives and strategies, such as bettering tourism destination development and promotional strategies, and active community, government, stakeholder, NGOs, and tourism organization participation.

I) Advertising

Advertising is required to be the main tool in the tourism business due to its professional benefits. Advertising was created with the intention of capturing the imagination and Advertising: due to its professional gain, advertising must use as the primary tool in the tourism industry. Advertising is invented to inspire imagination and provoke the interest of potential visitors to the destination. Advertising is to remind potential customers about the destination and enhance their images. The successful promotion of tourism in each place, area, region and country is based on cultural and natural values, and the professionals understanding of advertising and its values (Ketabchi& Mohammad, 2004).

According to most respondents, because of the advertising industry's relevance and efficacy, as well as its capacity to connect and engage with those who are more accustomed to using conventional and natural materials. This marketing effort is crucial for promoting the region of Oromia as a tourist destination. Modern advertising, however, would be more effective for the perceptive people. New steps have been performed that demonstrate the effectiveness of this mode in advertising as a more effective approach than the earlier methods.

II) Events and community activities

According to majority of the respondents, organizing various events and activities in the community serves as marketing for both advertisers and consumers. Nowadays, trade exhibitions and sporting events are among the most important promotional tools used by most nations and regions. The Oromia area recognizes that its weather has already drawn residents from other regions and various communities to the region overall. Different regional sporting events, as well as various conferences and meetings, are currently organized in the area. However, the relevant organization should take use of this chance to advertise the region's potential tourist destinations.

Community events associated to this sponsoring large event also provide as a chance for the sponsors and promoters to gain exposure. It's crucial to organize events to advertise locations and their products. Sponsors can gain favor with the public by actively participating in local activities.

III) Sales promotion

Sales promotion is a tactic that uses a short-term plan to entice clients to purchase a good or service, as the name suggests. Sales promotion is discussed as encouraging or motivating consumers to purchase goods, as opposed to advertising, which informs or educates consumers. To raise awareness and encourage more travelers to visit a destination, for instance, an offer of an alluring package vacation or even a free brief tour might be made (Ajake, 2015, Arioneshi& Ivan, 2014).

Almost all respondents' suggested as, the travel intermediates (tour operator and travel agency) those who have direct contact with tourists are primarily in charge of sales promotion in the tourism sector. It is used to entice potential guests to the location. Therefore, the objective of sales promotion is to persuade clients to buy tourism-related goods (destinations) by providing relevant incentives like pilot tours during trade shows. Additionally, sales promotions raise an incentive to purchase goods and services in marketplaces where the image is deteriorating and are predictably effective.

IV) Direct marketing

Direct marketing is a form of advertising that focuses on marketing to specific individuals. Telephone and postal marketing are both included in direct marketing. Travel intermediaries (tour operators and travel brokers) merely use this technique when they personally interact with their target clients (Arioneshi& Ivan, 2014 & Marshalls, 2007).

According to most respondents, when local tour operators and travel agencies are developed and structured in this area, this strategy is crucial for the region. Based on this, the Oromia region tourism sectors as well as the culture and tourism industry, encourage the private sector to establish tour operators and travel agencies that are capable of promoting potential tourist attractions for their actual clients through direct marketing and other promotional activities.

V) Personal selling

Personal selling is a technique that entails giving oral presentations to customers in order to meet sales targets. Its inherent qualities make it the most effective form of promotion for influencing a customer's choice by promoting and expediting necessary action. The word implies that it is quick to respond while also being able to be customized to suit specific demands. It provides a way to assess the client's level of perception and knowledge about the goods and the country of origin (Arioneshi & Ivan, 2014).

As a result, according to most of the respondents this strategy can help those who have conflicting or bad feelings towards a place. While a promoter and consumer collaborate closely, fundamental misconceptions and biases can be promptly remedied. In the case of travel fairs, prospective travelers typically visit exhibitions and stands that feature goods from other nations and affiliated businesses. These occasions provide place marketers and tourists with a chance to assess the perceptions that the target market currently has. This is the best chance for marketers to showcase their goods while educating and enticing potential customers to try things (a new destination) that lack awareness or have a poor reputation.

4.4 The Challenges to Promote Tourism Destinations in ONRS

Changes in the tourism industry, as well as broader social, political, environmental, and economic developments, are posing a variety of issues for destination promotion organizations. Market and structure changes in the sector, economic downturn, war and terrorist threats, climate change, and natural disasters are all factors to consider. It takes a process to realize destination advertising, and many stakeholders must be included in that process. According to the interview conducted with key stakeholders, the challenges which make obstacle in the activities of promoting tourism destinations in ONRS are;

I) Lack Of Documented Information about Tourism Destinations in the Region

Tourists as well as tourism industry stakeholders' needs the information's about the area they want to visit and advertising about it. Most of the interviewees are gave their ideas on this as they don't have sufficient documents on tourism destinations in the region before they work currently on it.

We started almost from zero documented data when we compare to potential resources there in the region. Our country's tourism destinations documented data's are just focused on the northern part of the country. So, when we start to promote the region's destinations, it makes an obstacle for us. We are just focused on the investigation of tourism potentials rather than we invested on the promotion activities at all.

According to some of the interviewees, lacks of documentations on destinations are not solving vitally through their office/bureau alone. This challenge invites all stakeholders to overcome it. Destination is not a single actor product. To promote one destination, the promoter should have to know minimum about; the attractions which can pull the attitude of the tourists and meet their expectations, about the accommodations of the destinations where the guests/tourists can take a rest securely, about the accessibility that can helps the strangers to reach a place to visit and also about the place where the tourists can get amenities services like shops.

We can't promote the destinations which haven't reliable information about the components of that destination. To know more about this, it needs the participation of inter related organizations on it. For deep research and investigations the role of academics institutions have more influential, to facilitate the area services and accessibility are needs governmental and non-governmental organizations, to provides the amenities service needs to work with private sectors. So, as our office we were challenged by lack of documentations data on the destinations to promoting it.

Tourism destination resources which are found in the region are not properly studied, documented, identified and promoted to concerned bodies. It is obstacle to show the significance of tourist attractions for local community, public and private sectors and the visitors.

II)Lack of Budget

Tourism is a service industry. This means, as a product industry it can't go to the customers. It need financial sufficient to attract the customers come to the product and perform it. The majority of interviewees are described another major challenge for destination promotion, lack of budget and funding. Without available budget allocation performing any activity is impossible to get the targeted intent on any activity. Tourists can attract after the promoter work on the advertising ways. The promotional media, the brochures, the television air time, the digital marketing experts, the experts of link developers and even the employers in the office need a budget to sustain marketing activities. Even if, the attention of government in the region as well as on the country level is good on tourism industry, there is a gap to invest the budget to solve financial irrelevance.

The constraints of budget for our office influence us on promotion of tourism destinations in our region. Even we can't run our digital promotion in case of insufficient materials and trainings to develop it. An insufficiency of budget is share the great place for lack of potential tourism resources assessments and promoting it in a good way. Not only this, as our office we have a team who work on visit Oromia, on this promotional tour we were invited the public figures people to attract the potential domestic and foreign visitors. But, in case of budget constraint the frequencies of promotional tour were restricted and furthermore, we have a plan to prepare symposium and exhibitions to promote our potential resources. But, we haven't got enough budgets to carry out it.

Few interviewees stated about the low budget allocation for the sector implies a negative impact on destination promotion. They stated that, the main hurdles to perform destination promotion activities is lack of finance, a budget allocated for operational tasks was so small that they can't achieve what they have planned and expected. These interviewees stated the challenges of gaining funds prospect to tourism destination development, marketing, conservation, and promotion is difficult. In this region, there are no enough projects which are working on tourism destination promotion because there is no capable and responsible body to inspire and show the way how too engaged in tourism destination promotion activities to different projects and stakeholders.

III) War, Conflict and Pandemic Virus

Safety and security is the oxygen for tourism industry as a general. Promotion of tourism destinations without secured area and reputed is useless work. Most of the interviewees are suggested that, the situation of unstable politics generally in the country and particularly in the region is influence promotion of tourism destinations. The tourists are giving priority point for their peace. The attitude of tourists on the region was obstacle for promoting the resources in the area. Almost all interviewees are stated tourism destination promotion is challenged by lack of peace, security and stability. According to their explanation, illegal activity is most likely the main threat to the tourism industry.

According to some interviewees, the current country political situation such as the presence of war and conflict like public unrest, theft and other crimes negatively influence tourists flow to ONRS tourism destinations. In line with safety and security-related tourism problems, tourist receiving countries reputation influenced by the negative impact and these host countries or destination areas need careful attention connected with peace and security. Though, tourism promotion in Ethiopia in general and Oromia region, in particular, has somehow been suffering from the recent political instability.

On January 7, 2020, the 2019-nCoV was renamed COVID-19 and was officially included to the United Nations Disaster Management Team's study scope (UNDMT). COVID-19 infection causes fever, cough, sore throat, and runny nose, which can lead to bilateral lung involvement and possibly death. A person's entire environment or everything he comes into contact with (through mouth, nose, or eyes) gets polluted once sick (Lu et al., 2020).

World have imposed a slew of restrictions (e.g., social distance, travel restrictions, border closures, public facilities and services, and so on), effectively halting global economic activity and triggering a new global recession. As a result of the pandemic disaster, the global poverty level would rise to 0.5 billion people (about 8% of the global population), and global revenue will fall by 20% (World Bank, 2020). COVID-19 has had a substantial impact on ONRS tourist industries as a result of the pandemic. The service industry is known for employing a significant

number of young and female workers; yet, tourism enterprises are being forced to close owing to the COVID 19 outbreak.

IV) Lack of Awareness

The majority of interviewees have shared their views on the awareness of the community about importance of tourism and tourists. With regard to this, there are differences from one community to another in the sense that some have little knowledge about tourism and hence they have a positive image for tourism development and visitors. While others do not have information about tourism and its importance and thus, they do not give value for its development, promotion and even for tourists. They only run to resources sharing for day to day consumption. According to some of Interviewees, before few years there is high lack of tourism destinations promotion awareness in the region. Even the degree of it is not the same; there is a challenge for promotion in the area.

The lack of knowledge about tourism, its promotion, and favorable attitudes toward tourists could be related to a variety of issues. For example, lack of qualified employees on the field, inability of employees and officials in offices and departments, low attention for the sector, lack of experience with visits, lack of a responsible body for the sector, officials assigned to this sector perform any activity according to their own preferences and may not be concerned about the sector's development. These are the primary causes of low awareness and bad attitudes toward tourists in any language.

Based on the interviewees and some document review, most local communities have a low level of tourism awareness or lack of understanding of tourism-related activities. Tourism destination promotion is the key activity which plays a significant role in the announcement of potential tourism attractions for this region. For the local community, promoting a potential tourism destination offers several economic, socio-cultural, and environmental benefits. When local and international tourists promote and visit destinations, these results in environmental sustainability, job opportunities, and socio-cultural interaction. Furthermore, sharing information allows for destination growth, local product development, and administration. It has been noted that the

local communities awareness about tourism and tourists are different from one another in the sense that some local communities who live around known potential destinations

V) Lack of Stakeholder Participation

To cope up numerous challenges in tourism attractions constant negotiation between industry representatives and public authorities is needed (Weber et al., 2017). Almost all of interviewees are suggested as; still there is weak stakeholders' coordination and participation due to the barriers in coordination, commitment and communication among concerned stakeholders and the government. The involvement of private sectors in development, infrastructure expansions, promotion is low. They stated that the relationship between the main actors which are local government, local community and private sectors in destination development, promotion activities is very limited. Moreover, the coordination between local tour guides, hotels, destination leaders, the local community and the sector is also very low.

4.5 The Prospects of Tourism Destination Promotion in ONRS

I) Technological Advancement

Tourism has changed in fundamental ways, and new developments in technology and society are expected to continuously redefine what the future of tourism will or can be. An essential step in the process of searching for the future of tourism in general and of destination promotion in particular involves locating the issues that will likely have significant impacts on future tourism. Trends with potentially high impacts on tourism can be industry specific but very often relate to overall changes in consumer promotes as well as the global organizational environment.

In this era, almost all thing going to be technological systems to done it effectively. The same is true for tourism destination promotion. Even to advertising our resources rather than other industry tourism can profit from technological advancement. According to most interviewees, the prospect to use technology in the region is more hopeful in the way of announcing it. The journey to make the region's potential destination is vital for the future generations who are more motivated to use it.

Our office uses the technology to address the purpose of the region's tourism destinations promotion. We have almost all social media links to advertising our

potentials as well as to make database information about the area where attract the tourists to visit it. The main reason to use technology is; it is the easy way to use as well as to address the target customers, it is an inexpensive technique to dissemination our area tourism destinations information all over the world. In addition to this, in 21st century the alternative way to address our message to new generations is technology.

Generally, Key informants believe that internet could be a driving force to disseminate information and create awareness on domestic as well as international tourism and promote destinations, though of the population who have internet accesses. Technology facilitates the sharing of information between people in different parts of the world, allowing them to see the numerous opportunities available in various fields and making it much easier to collaborate. The information technology revolution has altered communication by making it faster, wider, and more available to all. The Internet has ushered in a slew of new developments and opportunities in a variety of fields, including business, leisure activities, networking, and social networks. According to Hassan, the more the internet is used and developed, the more opportunities there are to bring the world and individuals together (Hassan, 2015).

Companies' communication with clients and operational operations such as booking, delivery, and tour management become more efficient as new technology advances. The rise of information technology has also increased consumer power. Internet promotion is more extensive than brochure marketing since the number of pages in a brochure is restricted, and thus the amount of information contained on a web page is likewise limited. Customers may get more photographs, different types of information, and videos of places and services via the internet, which helps them, make the best travel decisions (Middleton et al., 2009).

II) Tourism Resources of the Region

Its geographical location and geological activities performed centuries ago endowed the region with plentiful tourism resources. In this regard, the region could find at the top of the 2nd cold mountain ranges in the country (Bale Mountain ranges and the region is located in the center of the country by having greatest total population from Ethiopia, among welcoming peoples or between eye-catching endemic animals (Mountain Nyala, and etc),

Oromia region has ample untapped cultural and natural tourism resources which amaze visitors. The land of the region is filled with rugged mountains, lakes, and jungle forests makes the country conducive for diverse bird species, amphibians, plants, mammals, reptiles, and other living things. According to most interviewees these potential resources can give the great prospects to market and promote the region.

The range of attractions and activities that fall under the umbrella term of tourism product development covers the experiential (festivals, activities, community, event, dining and entertainment, shopping, safety, service), emotional (human, cultural and historic resources, hospitality) and physical (infrastructure, natural resources, accommodation, restaurants) elements.

Depending on the respondents and some of the sources about potential tourism resources of the region, the researcher concludes that: it is prospects to promote of the area. Because of it is located in the center of the country and endowed natural as well as cultural tourism attractions; all tourists who visit the country are addressing this region where ever as travel route or visited as a destination.

Chapter Five

5. Conclusion and Recommendation

5.1 Conclusion

The conclusion of this study was articulated on the findings as per the objectives of the research more specifically. This conclusion figure outs the empirical knowledge spawned on the research problems. Hence, the conclusion of major results and their implications was presented accordingly.

The evidence from some sources has shown that tourism is a fast growing industry in Ethiopia as general and ONRS specifically. ONRS is endowed with rich cultural and natural property that can be developed into tourism destinations. However, promoting these tourism destinations in the region are need the responsible bodies to become real. So, this study assessed about the promotion of tourism destinations in ONRS; the practices, challenges and prospects those agencies are functioning.

The results reveal that concerning the current practices of tourism destinations promotions; before four and three years, the tourism destinations marketing activities in the region were poor. That means, there was no more attention from the government as well as not well awareness creation within the community. Even today, the practices of tourism destinations promotion in Oromia region are not adequate when compared to the resources in the region. However, the promotion practices performed by the agencies in the region are destination and product development, marketing and promotion, research and analytics and resources mobilization and tourism fund. A stakeholder networking structure is in a good way and the government attention is more favorable than the last.

According to the finding of this study, there are different promotional strategy are used by the agencies who are those works on tourism destinations promotion in ONRS. It is an essential activities which are creating information centers, improve infrastructures, performing events, using and implementing different qualified building destination image and brand and community activities, forming tourism partnership, establish slogans, collaboration with national and regional tour operators, using online promotion (website), advertisement, social media, public

relation, personal selling, sales promotion, TV, Radio, banners, tourist guidebooks, signposts, brochure's, journal, exhibitions are also another essential promotional mechanisms for the region.

The study results also revealed the challenges of tourism destinations promotion in ONRS. Destination promotion organizations currently face a number of challenges emerging from changes within the tourism industry as well as from broader social, political, environmental, and economic developments. Changes in the industry's markets and structures, economic slowdown, war and conflict, climate changes and natural disasters are also the challenges to tourism destinations promotion in Oromia National Regional State.

The last objective results of this research indicated that, there are prospects to promoting of tourism destinations in Oromia region. In this era almost all thing going to be the technological systems to done it effectively. The same is true for tourism destination promotion. Technology makes everything easier to exchange information between the people from different part of the world, which enable to see the different opportunity that is found in the various areas as well as makes it much easier to work together. The activities for the future prospects of tourism destination promotion are going well with the stakeholders' cooperation's. The organizational structure for Oromia region tourism destination promotion has evolved through public and private sector collaboration.

In addition to this the result exposed about the resource potential of the region as well as the topography of the area have an opportunity to promotion of tourism destination in the region. Its geographical location and geological activities performed centuries ago endowed the region with plentiful tourism resources. Oromia region has ample untapped cultural and natural tourism resources which amaze visitors. The land of the region is filled with rugged mountains, lakes, and jungle forests makes the country conducive for diverse bird species, amphibians, plants, mammals, reptiles, and other living things. Not only this, the location of the region is at the center of the country. So, for making sustainable promotion of tourism destinations in the region is a great chance to achieve.

5.2 Recommendation

According to this study finding reveals, the relevant agencies who work on promotion of tourism destinations have different mechanism to advertising the area tourism resources. As generally they employed promotion tools to announce the potential tourism resources there in the region. Promotion strategy is performed through: Advertising, sales promotion, word of mouth, events and experiences, public relations and publications and direct marketing are the techniques they used to promote. Even if, they are try to address the promotion activities in the region tourism destinations, the area didn't promote as expected.

There are some reasons for these effects in to the agencies in the region. Those challenges are: lack of proper documented information about tourism destinations in the region, lack of sufficient budget, lack of stakeholders' cooperation, lack of good awareness within the sectors as well as within the local community and war, conflict and natural disasters in the region are the main to hinder activities. The researcher recommended all key actors in tourism industry those who have a responsibility to promote of tourism destinations in ONRS depend up on these results.

The following recommendations are suggested, depends on the findings of this study.

- The government is advisable to allocate adequate budget to promote tourism resources of the region. In addition to this, the government better to work of creating participation plat forms for stakeholders in the sectors as well as in all levels. Itshould also work on creating peace and stability in the country.
- Tourism sectors are better to organize the way how to link their sectors with other related sectors. In addition to this, it is recommended if they investigate all potential tourism resources in the region and hiring the professional bodies in all level of the sectors to manage the skill gap of their work.They are better to focuses on the marketing and promotion mechanisms of the resources to address target markets. For competing in this era, tourism sectors advisable to advance with technology plat forms.
- The academic institutions are advisable to work on the solving of documented information about the region tourism destinations problems by making in-depth

assessment as well as they could work on the creation of awareness about the destination within the society and inter related sectors. The works of academic institutions is producing well educated and researcher for the country, then it's better if they prepare the events and training for the sectors. In addition to this, they could work on the professionalism man power for tourism industry.

- Local communities are good to work on the reputation of the area by making secure and safety for tourists those who are visiting the destinations. It is better to get the visitors recommendation to others as well as return visit the area themselves. In addition to this, more than the others stake holders, local community have the responsibility to protect and conserve the destinations.
- Other stake holders (transportation sectors, market and trade sectors and etc, and suppliers (Hotels, restaurants and retailers) of the industry are better to focuses on the cooperation to market the area tourism destinations.

5.3 Implication for Future Research

It is the hope of the researcher that this research will be refined and replicated by others to better understand a tourism destination's promotion in the region. In adding up, the researcher hopes that this study stimulates interests among researchers to motivate work on this research theme area. In addition to this, the researcher assessed more on the promotion tools strategies, but, it is the way for the future researchers to give attention on overall all marketing strategy to market and promotion of tourism destinations in the region. Those are like: segmentation strategy, targeting strategy and positioning strategy.

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Appendix I: Interview Questions



**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF DEVELOPMENT STUDIES
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM**

Dear respondents

My name is Deme Gudeta, I am a master's student at Addis Ababa University. The reason why I came to your bureau/offices is to study the promotion practices, challenges and prospects of tourism destinations in the region. Specifically, the title of study is - Tourism destinations promotion in Oromia National Regional State (ONRS); the practices, challenges and prospects. I approached to ask you different questions since you have a good experience, knowledge and information regarding your organization's promotional practices, challenges and with respective prospects as a professional and leader. For the achievement of my research, I seek your assistance and collaboration. If you do not like to mention your name during the interview/discussion or do not want to be mentioned in the study, your identity will be kept confidential and all information and ideas you share me will be kept confidential. You can ask any question about the study at any time during participation. You can also request to withdraw from the interview/discussion at any time of our conversation. But I would like to remind you that your participation in this interview and focus group discussion is very significance for the accomplishment of my study.

Thank you for your cooperation!

I) Interview questions for Oromia Culture and Tourism Bureau Informants

1. First, would you please tell me about yourself, like your educational background, work experience, position in your organization and the like?

- 1) In your opinion, how do you describe tourism destination promotion activities in ONRS? Could you please give me some specific examples as well?
- 2) Would you please give me details about the practices of tourism destinations promotion in ONRS? You can give me the overall practices you have witnessed since you joined your current organization/agency?
- 3) Would you please describe the mechanisms that have been employed at your institution to promote tourist destinations of ONRS?
- 4) In your opinion, how do you evaluate the success of your promotion activities as a whole? Would you explain successful tourism promotional tool to promote tourism destination in ONRS?
- 5) In your opinion, what are the major challenges your institution has faced in promoting tourism destinations in ONRS?
- 6) In your opinion, could you describe the prospects for promotion of tourism destinations in ONRS?
- 7) In your opinion, how do you describe the conduciveness of existing rules and regulations of the tourism sector in facilitating tourism destination promotion in ONRS?
- 8) Is there any platform of promoting tourism destinations in ONRS, collaboration among the key stakeholders of tourism agents at the regional, national and international markets? If there could you describe the trends?
- 9) If you have any recommendation regarding to promotion of tourism destinations in Oromia national regional state (ONRS)?

II) Interview questions for Oromia Tourism Commission Informants

1. First, would you please tell me about yourself, like your educational background, work experience, position in your organization and the like?

- 1) In your opinion, how do you describe tourism destination promotion activities in ONRS?
Could you please give me some specific examples as well?
- 2) Would you please give me details about the practices of tourism destinations promotion in ONRS? You can give me the overall practices you have witnessed since you joined your current organization/agency?
- 3) Would you please describe the mechanisms that have been employed at your institution to promote tourist destinations of ONRS?
- 4) In your opinion, how do you evaluate the success of your promotion activities as a whole? Would you explain successful tourism promotional tool to promote tourism destination in ONRS?
- 5) In your opinion, what are the major challenges your institution has faced in promoting tourism destinations in ONRS?
- 6) In your opinion, could you describe the prospects for promotion of tourism destinations in ONRS?
- 7) In your opinion, how do you describe the conduciveness of existing rules and regulations of the tourism sector in facilitating tourism destination promotion in ONRS?
- 8) Is there any platform of promoting tourism destinations in ONRS, collaboration among the key stakeholders of tourism agents at the regional, national and international markets? If there could you describe the trends?
- 9) If you have any recommendation regarding to promotion of tourism destinations in Oromia national regional state (ONRS)?

III) Interview questions for Oromia Cooperation Promotion Agency Informants

1. First, would you please tell me about yourself, like your educational background, work experience, position in your organization and the like?

- 1) In your opinion, how do you describe tourism destination promotion activities in ONRS?
Could you please give me some specific examples as well?
- 2) Would you please give me details about the practices of tourism destinations promotion in ONRS? You can give me the overall practices you have witnessed since you joined your current organization/agency?
- 3) Would you please describe the mechanisms that have been employed at your institution to promote tourist destinations of ONRS?
- 4) In your opinion, how do you evaluate the success of your promotion activities as a whole? Would you explain successful tourism promotional tool to promote tourism destination in ONRS?
- 5) In your opinion, what are the major challenges your institution has faced in promoting tourism destinations in ONRS?
- 6) In your opinion, could you describe the prospects for promotion of tourism destinations in ONRS?
- 7) In your opinion, how do you describe the conduciveness of existing rules and regulations of the tourism sector in facilitating tourism destination promotion in ONRS?
- 8) Is there any platform of promoting tourism destinations in ONRS, collaboration among the key stakeholders of tourism agents at the regional, national and international markets? If there could you describe the trends?
- 9) If you have any recommendation regarding to promotion of tourism destinations in Oromia national regional state (ONRS)?

IV) Interview questions for Oromia Market and Trade Bureau Informants

1. First, would you please tell me about yourself, like your educational background, work experience, position in your organization and the like?

- 1) In your opinion, how do you describe tourism destination promotion activities in ONRS?
Could you please give me some specific examples as well?
- 2) Would you please give me details about the practices of tourism destinations promotion in ONRS? You can give me the overall practices you have witnessed since you joined your current organization/agency?
- 3) Would you please describe the mechanisms that have been employed at your institution to promote tourist destinations of ONRS?
- 4) In your opinion, how do you evaluate the success of your promotion activities as a whole? Would you explain successful tourism promotional tool to promote tourism destination in ONRS?
- 5) In your opinion, what are the major challenges your institution has faced in promoting tourism destinations in ONRS?
- 6) In your opinion, could you describe the prospects for promotion of tourism destinations in ONRS?
- 7) In your opinion, how do you describe the conduciveness of existing rules and regulations of the tourism sector in facilitating tourism destination promotion in ONRS?
- 8) Is there any platform of promoting tourism destinations in ONRS, collaboration among the key stakeholders of tourism agents at the regional, national and international markets?
If there could you describe the trends?
- 9) If you have any recommendation regarding to promotion of tourism destinations in Oromia national regional state (ONRS)?

V) The translated interview questions from English language to Afaan Oromoo Language

I. Dursa waa'ee kee; sadarkaa barnoota, muuxannoo hojii, dhabbata kana keessatti bakka hojii kee, umurii kee fi kkf natty himuu dandeessaa?

- 1) Akka yaada keetti, sosochii bakkeewwan hawwata dawwattootaa naannoo Oromiyaa beeksisuu akkamiin ibsita? Akka fakkeenyaatti, waantota muraasa naaf kaasuu dandeessaa?
- 2) Waa'ee akkaataa ittiin bakkeewwan daawwannaa naannoo Oromiyaa beeksifamaa jiran bal'inaan natty himuu dandeessaa? Erga dhaabbata kana keessa seentee haala ittin dhaabbatichi bakkeewwan hawwata daawwattootaa beeksisuu ittiin geggeessu natty himuu dandeessaa?
- 3) Dhaabbata ati keessatti hojjettu keessatti bakkeewwan hawwata daawwattootaa naannoo Oromiyaa beeksisuuf maloota akkamii fayyadamama?
- 4) Akka yaada keetti, akkamittiin guutummaa sosochii beeksisuu milkaa'aa tahe madaaltu? Bakkeewwan hawwataa naannoo Oromiyaa beeksisuuf malli beeksisuu milkaa'aa tahe maal akka tahe naaf ibsuu dandeessuu?
- 5) Akka yaada keetti, yeroo dhaabbanni keessan bakkeewwan hawwataa naannoo Oromiyaa beeksisan keessatti rakkooleen mudatan maal faadha jettee yaaada?
- 6) Akka yaada keetti, Bakkeewwan hawwataa naannoo Oromiyaa beeksiisuuf carraawwan gaariin jiru jettu maalfaadha?
- 7) Akka yaada keetti, Bakkeewwan hawwata daawwattootaa naannoo Oromiyaa akka beeksifamaniif dambiilee fi qajeelfamoonni dhaabbiilee turizimii hagam mijatoodha?
- 8) Bakkeewwan hawwataa naannoo Oromiyaa beeksisuuf, ajandaan waloo dhaabbanni sadarkaa naannoo, biyyaaleessaa fi addunyaaleessaa qaban nii jiraa? Yoo jiraateef, haala isaan ittiin waliin hojjetan naaf ibsitaa?
- 9) Bakkeewwan hawwata dawwattootaa naannoo Oromiyaa beeksisuu irratti yaadaa fi akeektuu dabalataa yoo qabaatte?

Appendix II: Interviewees

Code 1 (C1); Y. H (13 April 2022) Oromia Culture and Tourism Bureau as a promotion experts team leader (Deme, Interviewer)

Code 2 (C2); Y. M (14 April 2022) Oromia Culture and Tourism Bureaus a destination marketing expert (Deme, Interviewer)

Code 3 (C3); D. T (19 April 2022) Oromia Culture and Tourism Bureaus a promotion expert (Deme, Interviewer)

Code 4 (C4); A. T (19 April 2022) Oromia Culture and Tourism Bureaus a director of tourism promotion and development (Deme, Interviewer)

Code 5 (C5); D. J (20 April 2022) Oromia Culture and Tourism Bureaus a destination development expert (Deme, Interviewer)

Code 6 (C6); D. K (15 April 2022) Oromia Tourism Commission as a research directorate (Deme, Interviewer)

Code 7 (C7); K. M (16 April 2022) Oromia Tourism Commission as a digital marketing team leader (Deme, Interviewer)

Code 8 (C8); M. G (17 April 2022) Oromia Tourism Commission as a director of accreditation and licensing (Deme, Interviewer)

Code 9 (C9); K. M (17 April 2022) Oromia Tourism Commission as a digital marketing expert (Deme, Interviewer)

Code 10 (C10); R. T (16 April 2022) Oromia Tourism Commission as a destination development expert (Deme, Interviewer)

Code 11 (C11); T.A (26 April 2022) Oromia Market and Trade Bureaus a trade union controlling team leader (Deme, Interviewer)

Code 12 (C11); D.G (3 May 2022) Oromia Market and Trade Bureaus a marketing experts team leader (Deme, Interviewer)

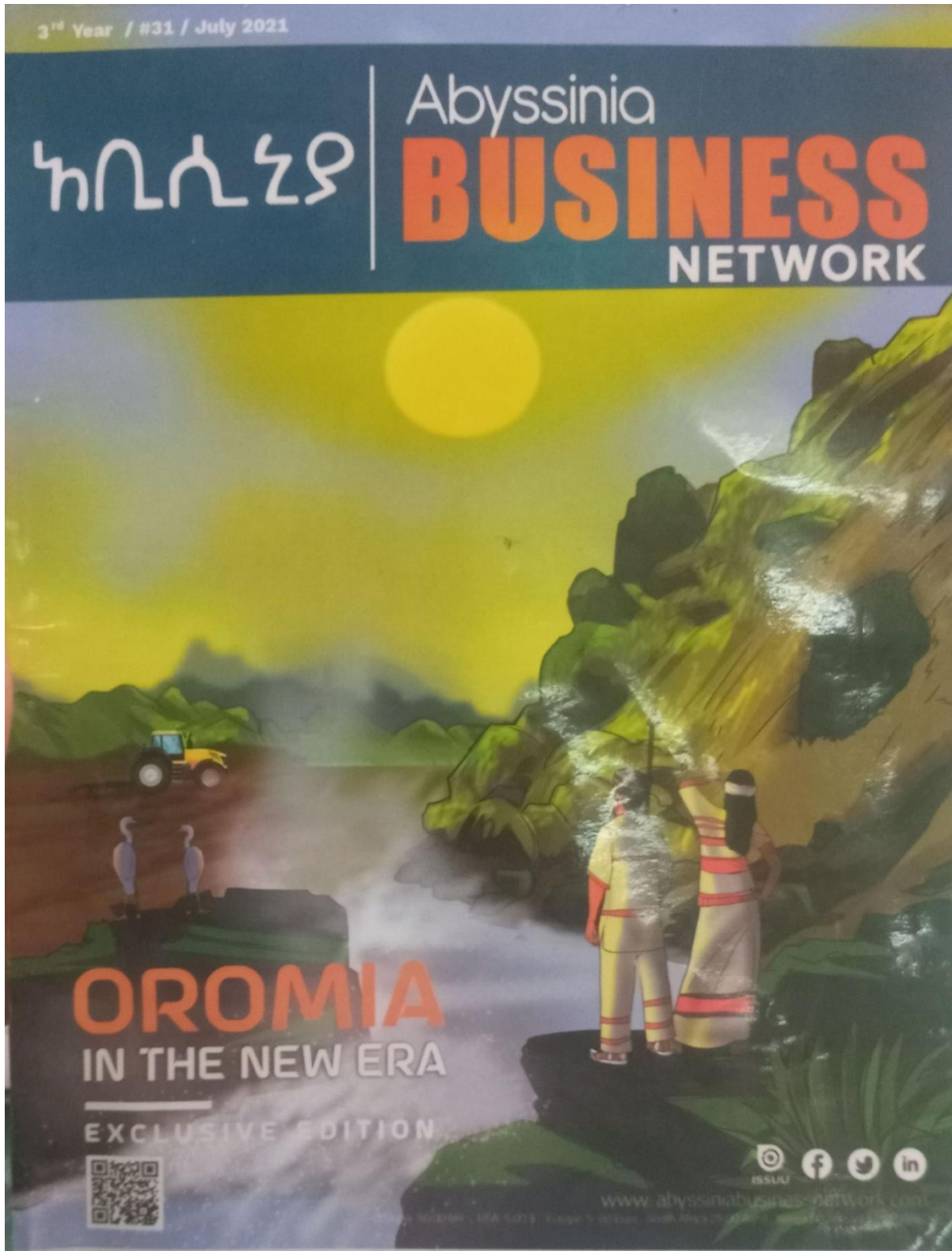
Code 13 (C13); K. L (3 May 2022) Oromia Market and Trade Bureaus a licensing and controlling expert (Deme, Interviewer)

Code 14 (C14); K. H (5 May 2022) Oromia Cooperative Promotion Agency as a SACCO officer (Deme, Interviewer)

Code 15 (C15); D. W (5 May 2022) Oromia Cooperative Promotion Agency as a union linking expert (Deme, Interviewer)

Code 16 (C16); H.T (6 May 2022) Oromia Cooperative Promotion Agency as a research director (Deme, Interviewer)

Appendix III: Letter and Brochures

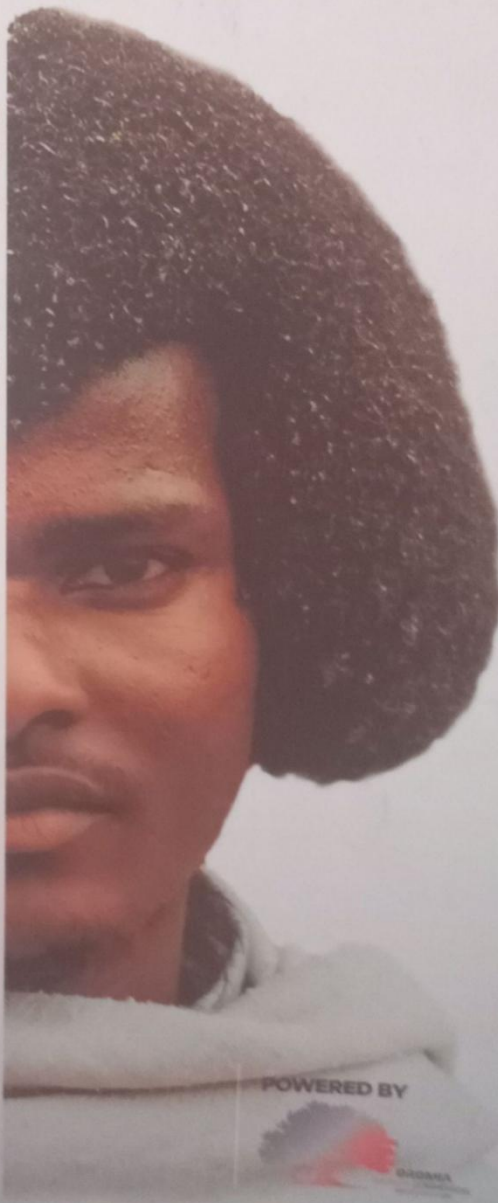


JANUARY 2022

VISIT OROMIA KARAYU



WHO
ARE THE
KARAYUS?
LOOK AT THEIR
CULTURE AND THE
ECONOMIC SYSTEM
PRACTICES USAGE.
MEET THE CAMELS
AND STEP IN TO
VOLCANO
OF THE
KARAYUS
WHERE THE
MAGIC NEVER
FAILS AND NEVER
ENDS. IT IS KARAYU



POWERED BY



GADANKA