



# Addis Ababa University

College of Development Studies  
Center for Environment & Development Studies  
Tourism Development & Management Program

## **The Role and Challenges of Mass Media in Promoting the Tourist Destination of Addis Ababa**

By

Abel Getachew

July, 2023

Addis Ababa, Ethiopia

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Abel Getachew

A Thesis submitted to Addis Ababa University College of Development Studies,  
Centre for Environment and Development Studies in partial fulfilment of the  
requirements for a Master of Arts Degree in Tourism Development and  
Management

Advisor: Dr. Tesfaye Zeleke

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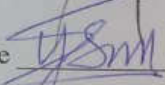
Addis Ababa, Ethiopia

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Center for Environment & Development Studies  
Tourism Development & Management Program

This is to certify that a thesis prepared by Abel Getachew entitled "**The Role and Challenges of Mass Media in Promoting the Tourist Destination of Addis Ababa**" and submitted to Addis Ababa University, College of Development Studies, Centre for Environment and Development Studies, in partial fulfilment of the requirement for a Master of Arts degree in Tourism Development and Management compiles in accordance with the regulations of the university and meets the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

Examiner	<u>Ephrem Assega (Ph.D)</u>	Signature		Date	_____
Examiner	<u>Yohannes Shiferaw</u>	Signature		Date	_____
Advisor	<u>Tesfaye Zulewa</u>	Signature		Date	_____

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## **Declaration**

I declared that this thesis, entitled "**The Role and Challenges of Mass Media in Promoting the Tourist Destination of Addis Ababa,**" is my original work prepared under the guidance and support of Dr. Tesfaye Zeleke, and any part of this thesis has not been submitted to any institution. All sources that I used for this thesis are fully acknowledged.

Name: Abel Getachew

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## **Acronyms**

AIDA	Attention Interest Desire Action
AMN	American Marketing Association
AIDA	Attention Interest Desire Action
EBC	Ethiopian Broadcast Association
ENA	Ethiopian News Agency
GDP	Gross Domestic Product
SPSS	Statistical Package for Social Science
UNESCO	United Nations Educational Scientific and Cultural Organization
WTO	World Trade Organization

## **Abbreviation**

TV	Television
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## ***Abstract***

*People move to different destinations for different purposes. Their choice of a given tourism destination partly depends on the information they have about it. Addis Ababa is one of the tourist destinations in Ethiopia with a lots of tourism potential. This study assessed the tourist sites that the mass media promote, their influence on tourists, and the challenges the mass media faced in promoting the tourist sites. A cross-sectional descriptive research design was applied. Both qualitative and quantitative (mixed) approaches were used. Both primary and secondary sources were used. 384 tourists by convenience sampling from the selected tourist sites in Addis Ababa and six key informants by purposive sampling from mass media, the Addis Ababa tourism bureau, and the tourism minister participated in this study. The study found that Entoto Park is a highly promoted tourist site in Addis Ababa in the mass media. However, the Holy Trinity Cathedral is the one that is not given that much attention in the mass media. In addition, the study found mass media promotion of tourist sites had an influence on tourists' decisions to visit the sites and to frequently talk about the promoted sites and to some extent to develop business relationships with the sites and carry out research on them. Mass media was the major source of information for people who were visiting the selected tourist sites in Addis Ababa. The study also found that mass media face many challenges among which sponsorship is the major one. This is due to a shortage of support from the concerned stakeholders such as the Minister of Tourism. As Ethiopia makes tourism a pillar of development, the minister has to give support to the mass media.*

***Key words:*** *mass media, promotion, tourist destination, tourism, influence, tourist sites*

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

The mass media's role is various; it is important in educating, mobilizing, persuading and entertaining people about various public related issues. Moreover, it helped in the promotion of tourism (Tesfaye, 2022). Tourism is defined as traveling to and staying in a place beyond their usual environment for not more than one consecutive year for business, leisure or other objectives (WTO, 2022). It is one of the fastest growing industries in the world (Faraj et al., 2021).

In the twenty-first century, people move to different destinations for different purposes. Their choice of destination is depending on the information they have seen, heard or read (Enemuo et al., 2015). There are numerous ways for a tourist to learn about a tourist destination, including basic information retrieval (such as past experience and travel magazines), media sources and tourism-focused information sources such as an organization's website and peer influence. In this regard, the media has an influence on a tourist's decision (Lojo & Timothy, 2020).

Promoting the existence of a tourist destination is primarily done to raise awareness among the people, promote related industries products and services, and build a brand image to the destination, for both domestic and international tourists. The role of mass media in tourism development is critical. Tourism development and mass media are interlinked because much of tourist's decision is made by someone who has never seen the destination before and is highly influenced by mass media (Enemuo et al., 2015).

Mass media has used different strategies to promote the tourism sector of a given country. In most developing countries, mass media have a relatively large audience; hence, there is a chance to reach the people (Guanah & Ihiaeme, 2022). People who have a negative image are difficult to convince to visit a tourist destination and to participate in the tourism development of a given country. As a result, intensive promotion through mass media is required to change this image in the world (Enemuo et al., 2015).

Ethiopia's image is internationally associated with starvation, crises and conflict. This is mostly a result of mass media influence, in which the western media painted Ethiopia's image in the negative light. Therefore, to change this negative image, Ethiopia should use its diverse tourism potential by using organized promotional plan to show the world through its mass media (Mekonen, 2016).

The mass media has greater importance for the service sector, especially for tourism sector in Ethiopia. It has a potential to promote and demonstrate Ethiopia's tourism potential to both international and domestic tourist, attracting them to visit Ethiopia (Tesfaye, 2022). Mass media is used as a mediator for the destination and for the tourist. It was used as a mode of communication by giving important information about the product, service and place of information about a given destination (Enemuo et al., 2015).

Ethiopia has the potential to attract tourists with its natural, cultural and historical resources. Twelve of its tourist attractions are registered by UNESCO as world heritage sites (Jerusalem, 2018). All UNESCO registered heritage resources require promotion through various communication channels. Mass media is one of the most effective means of communication. Mass media have the ability to change people's mind by giving them more knowledge about a given destination (Faraj et al., 2021).

For mass media to effectively promote the tourism potential it should integrate with different stakeholders who are essential for the tourism development and management of the country, like destinations and tourism bureaus, other medias including the medias that are primary sources for news, especially related to tourism (Haileyesus, 2019). Mass media, especially broadcast TV media, have great contribution to the development of a given country's tourist destination (Faraj et al., 2021). It plays an essential role for tourism development by its ability and purpose, namely promotion, public mobilization and increasing the awareness of tourism (Yazdani et al., 2018). Addis Ababa is one of the tourist destinations in Ethiopia, with tourist attractions like historical houses, churches, mosques, museums, monuments, palaces, parks and big markets like Merkato (Abebayehu, 2021).

## 1.2 Statement of the Problem

The mass media, whether it is owned by privately or government, play an important role by giving information and simply spread tourism related information to the international as well as domestic tourists. The mass media have been used to help to inform tourists information, products and services of the tourism sector (Tesfaye, 2022).

Tourism is an emerging and developing sector could be taken as an opportunity for developing countries especially for Ethiopia, which has a tourism potential. The country is trying to maximize economic benefits from tourism, but the promotion of tourism is still weak. This is due to a shortage of promotion through mass media and the medias also give not much attention to tourism related programs and their level of integration with different stakeholders is weak. Advertising tourism is beneficial thing to increase the contribution of the sector to GDP plus the overall development of the country (Derese, 2018).

The study conducted in Lebanon on the impact of broadcast media on tourism during crises suggest that when a given country's image are put in a negative way and it led to the decreasing number of tourists, better way to change the image and attract a number of tourists is developing and promoting a better positive image through the help of broadcast media and with the help of different stakeholders of the country who have great influence (Faraj et al., 2021). A study conducted in Iran entitled "the effect of new media on tourism strategies" by Heirdari (2019) suggests that all media capacities are not in use to develop the tourism plans and there is a gap between the media and their stakeholders.

Guanah & Ihiaeme (2022) conducted a study entitled "tourism, culture and economic development in Nigeria: the role of mass media". The findings of this study concludes that if the tourism sector highly supported through mass media promotion will be the key for overall economic development. The study conducted in the same country by Ibagere & Sadeseye (2017) entitled "promoting the development of indigenous faith tourism through mass media" revealed that mass media has great importance for the development of religious tourism. Furthermore, a study conducted in Tanzania by Mwidima (2021) shows that the government has not used the potential of media especially the community based.

Some studies have been conducted in Ethiopia to cover the role of mass media for tourism promotion. For instance, Mekonnen (2016) conducted a case study on the role of media in tourism promotion focusing on Ethiopian tourism as a whole indicates that to change the distorted image internationally the sector should integrate with stakeholder to develop the tourism sector. The second local study is “the role of media promoting tourism in Ethiopia focusing on Ethiopia Broadcast Corporations” by Jerusalem (2018), the finding indicates that Ethiopia Broadcast Corporations are not giving much attention to tourism related programs and coverage in order to promote the tourism sector of Ethiopia. The programs also lacked in content, quality language and production especially the English department.

Moreover, Miruk (2022) has carried out “content analysis of tourism programs in promoting domestic tourism in Ethiopia focusing on Fana Tv. The finding indicates that the program of Guzo Ethiopia in Fana Tv is effective in promoting the hidden sites to the local tourist by good production quality and its limitation of the program is not give full information how to go to the place or not give full information to reach to that destination.

Besides, Haileyesus (2019) conducted a study on mass media its role for tourism promotion. The finding indicates that ENA (Ethiopian News Agency) contribution is not good in giving attention and promoting tourism potential of Ethiopia. Moreover, to this the tourism program which are produced in ENA have illustrated gaps in terms of content, promotion, quality and collaboration with the stakeholders. The last local study related to mass media is conducted by Tesfaye (2022) on Ethiopian Television (ETV). The finding is that the media, which is ETV, not give much attention to tourism.

However, previous studies could not widely cover the challenges of mass media when they are promoting the given destination, which is one of the factors that affect the level of promotion and influence on tourists and the site. Furthermore, the studies could not specifically identify the area where there is a lack of or good promotion of a tourist destination and could not assess the mass media's promotion, whether it is a source of information when tourists are visiting or not. This study fills this gap in tourism studies by focusing on the role and challenges of mass media in promoting the tourist destination of Addis Ababa.

## **1.3 Research Objective**

### **1.3.1 General Objective**

The general objective of this study was to assess the role and challenges of mass media in promoting the tourist destination of Addis Ababa.

### **1.3.2 Specific Objectives**

1. To assess the major tourist sites in Addis Ababa mostly promoted by mass media.
2. To assess the influence of mass media's promotion on tourists.
3. To assess the challenges of mass media in promoting tourist sites in Addis Ababa.

## **1.4 Research Questions**

1. What are the major tourist sites in Addis Ababa mostly promoted by mass media outlets?
2. what is the influence of mass media's promotion on tourists?
3. What are the major challenges facing mass media in promoting the tourist sites in Addis Ababa?

## **1.5 Significance of the Study**

There are limited studies on the role of mass media in the promotion of the tourist destination of Addis Ababa. Therefore, this study will be helpful for the further promotion of Addis Ababa as a tourist destination through mass media. It will be critical for academic study and development as well as policymakers.

**Development Significance:** This study would be significant for tourism sector development in Addis Ababa because the country places tourism among the pillars of development. In order to reach its goal, effective promotion is needed, and one of the tools for promotion is mass media. This study will identify the tourist sites promoted by the mass media, their influences on tourists, and the challenges for the media in promoting tourist sites in Addis Ababa.

**Policy Significance:** The study would be an important guide for policymakers involved in tourism development in Addis Ababa because it identified the tourist sites that mass media promote, their influences on tourists, and the challenges associated with promoting tourist sites in Addis Ababa.

**Academic and Research Significance:** This study provides to the existing body of work and further studies in the field related to mass media role in order to promote the tourism potential of Addis Ababa. Furthermore, the study suggests methods for improving relationship among various stakeholders, particularly those with significant influence in mass media that promote tourism. Moreover, the study identifies the problems that the mass media face hindering the promotion of the tourism potential for tourists.

## **1.6 Scope of the Study**

The scope of this study is defined by its geographical area, thematic (conceptual) aspect, methodological aspect, and unit of analysis. Geographically, it is limited to Addis Ababa and selected tourist sites that both government and private mass media (broadcast TV) tourism programs in both Amharic and English language attempted to promote through programs. Thematically, the promotion of tourist destinations and mass media Methodologically, the study is limited to mixed approaches and descriptive research designs. The units of analysis are the mass media that have tourism-related programs and tourists who are visiting the selected tourist sites.

## **1.7 Conceptual Definition of Key Terms**

### **Mass Media**

- Mass media are communications that reach the general public, regardless of status intellectual ability, social status through various physical modes of transmission such as print, audio, audiovisual and electronic formats (Faraj et al., 2021).

### **Promotion**

- Promotion is any activities that communicates a product, brand, or service to users. The idea is to draw people's attention to the product, attract it, and make them choose it over other products (Yazdani et al., 2018).

### **Tourist Destination**

- Tourist destination is a location or region that offers a variety of tourism-related services and attractions that provide tourists with an experience when they are away from home or their usual destination (Guanah & Ihiaeme, 2022).

## **Tourism**

- Tourism is the act of people travelling to places outside their normal environment and staying there continuously for up to one year for leisure, business, or other purposes unrelated to the performance of remuneration activities within the places visited (WTO, 2022).

## **Motivation**

- Motivation refers to the potential internal readiness or inclination to respond to a specific external stimulus or position resulting from numerous conditions and stimuli. The motivation is a state in which the state of preparation is used to initiate or continue a certain sequence of activity (Yazdani et al., 2018).

## **Influence of mass media**

- The real power exerted by a media message, resulting in either a change or reinforcement of audience or individual views, is referred to as media influence (Asemah, 2022).

## **1.8 Organization of the Study**

The study is divided into five chapters. Chapter one contains an introduction of the study. The second chapter deals with review of related literature. The third chapter deals with research methodology. The fourth chapter is about result and discussion of the results. Finally, chapter five discusses the summary of results, conclusion and recommendation.

# **CAPTER TWO**

## **LITERATURE REVIEW**

### **Introduction**

This chapter presents the related literature that supports the findings of the study. It includes the concepts of mass media and tourism and their relationship, the importance of mass media, the challenges of mass media when promoting tourist sites, destination marketing, tourism destination attributes and potentials, tourism destination choice, the marketing mix and its elements, promotion mix elements, mass media related theories and their implication for tourism, the empirical literature, and finally the conceptual framework of the study.

### **2.1 Theoretical Literature**

#### **2.1.1 The Concept of Mass Media**

Media can be defined in a variety of ways, but they all stem from the world of mediums (Hayleyesus, 2019). It is mass communication. The major task, or objective, is to reach a large audience. It gave information through radio, television, a newspaper, or the internet to the large audience (Tesfaye, 2022).

Mass media coverage is broader, and it is classified into two categories based on ownership: government and private. In addition to its classification based on ownership, it is classified by its type as print and broadcast media. The print media include magazines, books, and newspapers. Those materials are printed daily, weekly, or monthly. The second type of mass media is broadcast media, which is classified into two types: radio and television. (Ross, 2020) Broadcast media is one of the branches of mass media. Television is its branch, and it is younger, relatively, than radio and print media, but it is becoming a dominant means of communication by spreading information to a large audience, especially for the tourism sector (Faraj et al., 2021).

#### **2.1.2 The Relationship between Mass Media and Tourism**

Tourism and the media have a connection, and both are classified in the same sector, the service sector. Both the mass media and tourism work together like hands and gloves and cannot separate their influences from each other. The mass media contribute eighty percent of the tourism revenue,

and tourism also contributes twenty-five percent of media's income (Kumar, 2014). The tourism sector is highly dependent on mass media. The reason is tourist decisions are highly influenced by the information they have seen, heard, or read in mass media (Enemuo et al., 2015). Mass media and tourism are related because mass media is one of the stakeholder groups for tourism development through creating the brand image of a given destination and creating awareness about the given destination (Guanah & Ihaime, 2022).

Their relationship is also linked to the power of mass media, which has the potential to change a destination's overall image in both positive and negative ways. It had the ability to reduce the number of tourists and became an impediment to the growth of a country's tourism area (Enemuo et al., 2015). Ethiopia's image is associated with negativity because of western mass media influence, but it is also one of the instruments to change its image internationally (Mekonnen, 2016).

### **2.1.3 Importance of Mass Media for Tourism**

Because of the program that is shown or promoted for a given destination through the mass media, mass media helps to change people's minds or increases their motivation to visit a tourist destination (Hagigi, 2022). People who are not motivated because they are unaware of a particular destination or because the site is not effectively promoting the features that the destination possesses. As a result of mass media promotion, their motivation to visit that specific place increased (Srikakulam & Pradesh, 2017).

The second significance of mass media for tourism is that it is used as a marketing tool for the destination; each tourist destination has its own marketing tools to reach out to tourists via mass media, and it also creates a link between the place and the audience (Park, 2015). Furthermore, the media has a weighty influence on positively shaping the tourism sector by implementing and promoting positive practices. It helps the audience understand the local culture of a given country and its environs and creates an enjoyable experience for the audience (Puja, 2016).

It is also used to preserve the natural environment. People who understand the importance of tourism contribute significantly to the sector's tourism development projects. It also increases investment in the tourism sector by influencing investors to invest in the sector (Soofi et al., 2020).

It can make a significant contribution to changing a country's image by promoting that country as a top tourist destination (Guanah & Ihiaeme, 2022).

### **2.1.4 Destination Marketing**

The marketing of a destination includes all of the activities involved in sustainably developing a region with tourism appeal and in its promotion through marketing strategy, according to many academics who have observed destinations in a geographical ladder from a self-contained center to a country or continent (Dagnachew, 2022). A location that has been observed using a geographic notion and is referred to as a city, a region, or a nation that draws visitors. The destination includes its history, culture, religion, customs, and recreational offerings. The destination must have tourism organizations, transportation, infrastructure, and cultural and natural features. The best vacation spots provide first-rate amenities, hotels, and attractions with diverse cultures and histories. Hence, 70% of the global tourist industry is attracted to the top 10 locations. Being at the top of these destination factors helps to draw in lots of people (Ngncha, 2021).

### **2.1.5 Consumer Behavior in Tourism**

Consumer behavior is one of the most researched areas in tourism. This studies why a tourist chooses a particular destination and what are the driving factors that influence his decision for travelling. Consumer behavior refers to the actions and decisions that people and households make when choosing, purchasing, using and disposing of products and services. Many psychological, sociological and cultural factors influence how consumers interact with the market. It's a multi-step process that includes problem identification, data gathering, options consideration, purchase decision making, and experience evaluation. Consumers can be influenced at these stages by personal beliefs and values, social conventions, marketing campaigns, product characteristics, environmental conditions, etc. Understanding consumer behavior is critical for businesses to develop effective marketing plans and offer products and services that meet customer wants and needs. Marketers need to analyze and understand customer behavioral data to identify trends and patterns, predict demand, and make intelligent decisions regarding product design, pricing, advertising, and distribution (Ekankumo, 2023).

### **2.1.6 Factors Affecting Tourist Behavior**

**Geographical Factors** – Some physical factors like geographical and climatic conditions, facilities and amenities available at the destination, advertising and marketing conducted by tourism business alter the decision making of the tourists.

**Social Factors** – A few social factors such as a person's social network, which provide first hand information that can alter a person's decision of visiting or not visiting a particular place.

**Place of Origin** – There can be a broad spectrum of tourist behavior depending upon the place they belong to. North Americans like to follow their own cultural framework. Japanese and Korean tourists like to visit places in groups.

**Tourism Destination** – It is a major contributing factor altering tourist behavior. If a destination has all basic provisions such as electricity, water, clean surroundings, proper accessibility, amenities, and has its own significance, it largely attracts tourists.

**Education of Tourist** – The more educated the tourist is, the wider range of choices, curiosity, and the knowledge of places he would have. This drives the decision making when it comes to choosing a destination (Abadi et al.,2022).

### **2.1.7 Tourism Destination Choices**

Numerous prior studies have demonstrated that the destination choice is impacted by a variety of factors. Their choice of destination is depending on the information they have seen, heard or read (Enemu et al., 2015). There are numerous ways for a tourist to learn about a tourist destination, including basic information retrieval (such as past experience and travel magazines), media sources and tourism-focused information sources such as an organization's website and peer influence (Sayman et al., 2018). Tourism destinations must work hard to develop a favorable image by offering the greatest possible experience while maintaining the destination's security. To attract tourists to pick this region, a year-round tourism experience at a fair price that involves all family members are required (Benaboc, 2023).

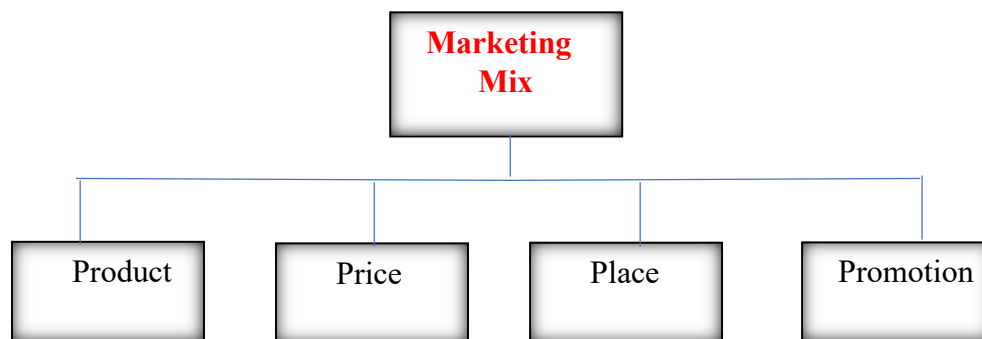
### **2.1.8 The Marketing Mix**

Contemporary marketing aims to build long-term relationships with customers. The assumption is that pleased consumers will continue to utilize the organization's services and will provide good

feedback to others. As a result, the American Marketing Association (AMA) updated its definition of marketing to emphasize the significance of client connections (Mirbernal et al., 2022). According to the American Marketing Association, marketing is a function and a system geared at producing, conveying, and giving value to customers. It should be centered on managing customer relationships in ways that benefit the firm and its stakeholders. Employees, distribution channel members, customers, the media, government, and other special-interest organizations are all stakeholders. This means that the firm will try to attain particular targets through a well-constructed marketing plan. Implementing marketing plans successfully necessitates a deep grasp of communication foundations, as well as careful evaluation and integration of the many aspects in the marketing mix (Mirbernal et al., 2022).

### 2.1.9 Elements of the Marketing Mix

The four Ps are the key components of the organization's marketing mix and the foundation of any marketing plan. Product, pricing, location (distribution), and promotion are the four Ps (Abadi & Ichwash, 2022).



*Figure 1 The marketing mix elements*

*Source: (Abadi et al., 2022)*

### 2.1.10 Promotion

The promotion element of the marketing mix of the company covers all the appropriate "actions, resources, and media utilized by a marketer to inform and remind prospective buyers about a particular product offering". Promotion's purpose is to encourage the target customer to purchase or consume the product offering. The promotional component of the marketing mix is also known as marketing communication or promotional mix, and it consists of numerous communication

methods and activities directed at the target customer. Integrated marketing communications refers to the integration of promotional components (Benaboc, 2023).



*Figure 2 The promotion mix elements*  
*Source: (Abadi et al., 2022)*

### **2.1.11 Elements of Promotion**

Promotion mix is a blend of advertising, public relations, direct marketing, sponsorship marketing, internet marketing, sales promotion and personal selling.

#### **2.1.11.1 Public Relations**

Public relation is a management function that manages the organization's interactions and contact with various public groups in order to build shared goodwill and maintain the organization's good reputation. Communication is the instrument used in public relations to contact internal and external stakeholders in order to improve the organization's overall marketing strategy. Research to determine the current views or status of corporate reputation, corporate social responsibility and programmed implementation, Planning the problem-solving process in collaboration with identified role players and stakeholders, Organizing, writing and editing media releases and other correspondence, and liaising with the media are all functions of public relations in the IMC mix. This comprises, among other things, planning image-building and damage-control efforts, producing presentations and business commercials, managing public relations, and training people participating in public appearances. The significance of excellent communication in public relations is obvious, since it affects not just consumers, but also other stakeholders (Tiwari, 2022).

### **2.1.11.2 Sales Promotion**

Sales promotions are sometimes misleading with advertising since they frequently employ advertisements to raise awareness of a certain promotional offer. They are distinguished by the provision of some type of compensation for a certain conduct; they alter the perception of the offering's worth. Any marketing efforts aimed at evoking an instant reaction from the target market by delivering value incentives to members of the distribution channel and/or the ultimate customer are classified as sales promotion. As a result, the primary goal is to elicit a certain response to the offer from the target audience (Abadi & Ichwash, 2022).

Sales promotions, which are divided into trade and consumer promotions, try to convert favorable attitudes into behavioral reactions such as product trials, repeat purchases, and increasing product usage. Contests, trade allowances, point-of-purchase displays, training programs, trade exhibitions, and cooperative advertising are examples of promotional activities. Consumer promotions include a wide range of incentives such as samples, discounts, premiums, and bonus packs. Additional consumer promotions include sweepstakes, returns or rebates, price reductions, and loyalty programs. Consumer promotions are frequently marketed in the general media, and samples are frequently included. Samples of anti-wrinkle cream, for example, can be connected to the page containing the cream's advertisement in women's publications. Advertisements of this type will be included in the present study's sample (Abadi & Ichwash, 2022).

### **2.1.11.3 Personal Selling**

Personal selling is person-to-person contact in which the sales representative "... discovers and meets a customer's demands to the mutual benefit of both." Personal selling brings the buyer to the business, and the consumer is usually interested in purchasing. The personal selling process guides the buyer through the intricacies of the product offering and concludes with a product sale. Convenience items, for example, are not suitable for personal selling. Personal sales assistants are generally required for sophisticated expensive products (shopping or special goods), as are industrial products. In many cases, the customer may need more information before making an informed purchase choice, and one of the sources the consumer may consult is the salesperson (Ramukumba, 2018).

A customer is frequently enticed to a retail location after viewing advertisements in the media. With complicated products and services, a consumer's information demands cannot be met only through advertising. The advertising piques the consumer's curiosity and prompts him or her to call the company for further information, producing a lead for the salesman. Direct response advertising is ideal for this purpose since it prompts a purchase decision (Ramukumba, 2018).

#### **2.1.11.4 Direct Marketing**

Direct marketing is a type of interactive marketing that uses a range of media to elicit a reaction from a database of target clients. Direct marketing channels include direct mail, telephone, broadcast, printed media, and the Internet. Because of its participatory character, direct marketing may include advertising, selling, buying, and distribution. Because the direct-response offering is given in the form of an advertisement, direct marketing should be viewed as a sort of advertising. Direct-response advertising is defined as a message transmitted through a mass media that needs a direct reaction from the audience. This style allows for greater engagement than typical mass-media advertising. Direct marketing provides responsible and valuable advertising by raising awareness as well as creating actual purchases. It encourages two-way communication since the customer may reply directly to the organization's message. Additionally, it enables the organization to track replies and so assess the campaign's efficacy (Sayman et al., 2018).

#### **2.1.11.5 Events and Sponsorship Marketing**

Several businesses are increasing their emphasis on sponsorships and reaping the benefits. When an event receives financial backing from an organization (the sponsor), it gives the sponsor with the option to link itself with the event. As a result, the sponsor gains notoriety. It is a scenario in which the marketer is placed in the same setting as the customer, such as at a sporting event, and the organization's message becomes more relevant and trustworthy. Sponsorship activities, like all other instruments in the promotional mix, must be blended with the other aspects of the organization's promotions and serve the larger goal of achieving general communication objectives (Ngncha, 2021).

#### **2.1.11.6 Advertising**

Advertising is a method of persuasive communication that uses mass media to reach out to specific audiences. Advertising in the modern era is the persuasive, "organized and prepared non-personal

delivery of information" about product offers that is paid for by the company. As a result, advertising seeks to transmit specific facts to a specified target audience in order to encourage the audience to behave in a certain way (Eknkumo, 2023)

It is a technique for the organization to announce what it wants to sell (the attributes and advantages of its products). Its major goal is to persuade potential customers to respond positively to the organization's offers. Television ads, for example, target enormous audiences with a somewhat universal message. For the purposes of this study, the following definition of advertising will be used: Advertising is a paid, systematic, and non-personal kind of commercial communication provided by a known sponsor. It is intended to convey a convincing message about a product, service, or concept to a specific target audience. The goal is to evoke a positive response from the intended audience (Mirbernal et al., 2022).

### **2.1.12 AIDA (Attention Interest Desire Action) Model**

Since the AIDA model was proposed by Strong in 1925, it has been widely used to measure the effect of advertising on potential consumers in the field of marketing research. The AIDA model, as a classic hierarchical model, demonstrates that advertising effects cannot come true immediately, and consumers need to go through four steps to achieve ultimate purchase behavior. In other words, a successful advertising program must have the following effects in sequence: (1) attract consumers' attention, (2) obtain consumers' interest, (3) stimulate consumers' desire, and (4) induce consumers' action. The AIDA model has also been used in tourism destination marketing advertising (Abadi et al., 2022)

The AIDA model is adopted in this study for the following reasons: First, tourism products have special attributes. Their production and consumption processes occur simultaneously. Hence, tourism products cannot be experienced before traveling. Studying the psychological process of tourists before traveling is of great importance for achieving the actual travel behavior. The AIDA model describes a series of consumers' psychological processes before traveling. Second, the AIDA model can be used to measure whether sensory marketing affects consumers' visit intention and how such process occurs.

### **2.1.13 Media Dependency Theory**

This theory's central tenet is that people rely on media information to help them achieve their objectives and satisfy their requirements, and that people interact with social institutions and media systems to shape their needs, interests, and motives. The quantity of information functions and societal instability have an impact on the level of reliance. The interaction between the wider social structures, the media's place within that system, and the audience's relationship to the media form the basis of media impact. The main factor in determining when and why media messages affect audience views, sentiments, or behaviors is how dependent we are on the media and its content. According to this theory, a person will value the media higher, on a scale of 1 to 10, depending on how reliant they are on it to meet their requirements. Dependency theory blends a number of viewpoints; in the beginning, it combines psychological viewpoints with elements from social categories theory. Second, it combines aspects of more causal techniques with system viewpoints. Thirdly, while its major focus is less on effects per se than on justifications for why media effects are often constrained, it mixes components of uses and gratifications research with those of media effects traditions. The theory also incorporates conventional worries about the substance of media messages and their consequences on viewers. Finally, a contextual philosophy is included. This model's research generally tends to be more descriptive than explanatory predictive (Asemah, 2022).

According to the dependence theory, audience members rely on informational media including radio, television, newspapers, and magazines to fulfill their requirements and accomplish their objectives. As a result, the media has the power to influence audience members' opinions, attitudes, and interests. Therefore, it uses the mass media to communicate programs that will broaden the audience members' understanding. The media institutions must inform the public about the various activities occurring in our social system because, similar to the utility theory, people have various needs and aspirations that the mass media can help them meet. People are increasingly relying on the media to understand what is happening around them and to also learn how to behave meaningfully for escape (Lojo and Timothy, 2020).

The key element of this theory is that audiences are dependent on the information they get from the media to meet their needs and motivations. To connect this theory with tourism, there are many ways for a tourist to learn about a tourist destination, one of which is through mass media. In this

theory, the audience is highly dependent on the information to motivate them to visit a given destination. The information received from the media has a significant impact on tourist destination visits. According to this theory, if the given media effectively promote a tourist destination, the chance of increasing the motivation of a tourist to visit a destination that has been promoted in the media is high (Asemah, 2022).

#### **2.1.14 Challenges of Mass Media in Promoting Tourist Destinations**

In order to promote a specific destination, the media faces a variety of challenges. In general, media activities are dependent on advertisers, who are media stakeholders who want to promote their product through the program that is done in the mass media. a given program successfully reaches the audience, it needs support from the advertiser. Getting sponsors is a difficult task for the mass media. The second issue is a lack of skilled human labor suitable for the production of the given program and capable of reaching the target audience. The third challenge of mass media is its structure. In most developing countries, most mass media are poorly structured. Because of this, they could not get cooperation from the advertiser (Mibernal et al., 2022)

### **2.2 Empirical Literature**

There have been studies conducted on mass media and tourism. Faraj (2021) conducted a study in Lebanon on “the impact of broadcast media on tourism” using a qualitative approach. The major finding of the work is that broadcast media has a direct impact on people's decisions when they start deciding to visit destinations. The second study conducted in Iran, entitled "The Effect of New Media on Tourism Strategies," using a descriptive survey (Heidari, 2019), shows there is a relationship between new media and tourism development strategies.

The third study that is conducted abroad, in Thailand, for the Bang Mae Mai community, focuses on the creation of value for local identity in Thailand and its promotion for enhanced cultural tourism (Ratanapontra et al., 2020). This study was conducted through a qualitative group discussion. The finding shows that in order for a community to be able to attract tourists, it is necessary to analyse the difference between its resources and the capacity of tourist attractions. Seven strategies have been defined, which consist of organizing tourism; among the strategies, one is advertising through mass media promotional activities, advertising the community's tourist attractions, conducting online marketing, improving tourism-related skills for community

members and personnel, encouraging the participation of a new generation, developing local tourism-related products, and promoting local events.

The fourth work, which is conducted abroad, is entitled "Evaluate and analyze the role of mass media on urban branding in tourism" (Yazdani et al., 2018). The study was applied in terms of purpose and research and described the correlation between variables. It was also a survey in terms of research method. The result shows urban tourism branding, which, with greater emphasis, may be viewed as one of the most alluring sites for visitors, both domestic and foreign, is one of the elements of the competitiveness of the provinces in attracting tourists. Therefore, advertising in this region may be quite beneficial. Additionally, it has a significant impact on the growth of tourism, advertising, and mass media information.

Guanah & Ihiaeme (2022) carried out a study on "Culture and Economic Development: The Role of Mass Media" by employing a qualitative approach. The findings demonstrates that mass media is critical to overall cultural tourism development in Nigeria. The second study conducted in Africa is on promoting the development of indigenous faith tourism through mass media, by Ibagere & Sadeseye (2017). Using a qualitative approach, the findings show mass media have not done much to increase indigenous tourism in Nigeria.

Another study conducted in Nigeria on tourism and mass media by (Enemu et al., 2015) entitled "The Role of Mass Media in Tourism Development in Abia State. The purpose of this study was to clarify the influence of the mass media on the growth of tourism in Abia State. The study's goals were to: identify the tourist destinations in Abia State; evaluate the media used to advertise the study area's tourism destinations; determine the effect of advertising on the level of patronage at the study area's chosen tourist destinations; and evaluate ways to increase tourism at the destinations. A questionnaire was used to collect the necessary information. The data was examined using frequencies and percentages. The study's conclusions showed that the National War Museum in Umuahia was the top tourist destination in Abia State.

The study conducted by Mekonnen (2016) in Ethiopia entitled "the role of media in tourism promotion: a case study in Ethiopia". The finding shows there is a lack of promotion through different media outlets in order to show the tourism potential of Ethiopia. Jerusalem (2018) used

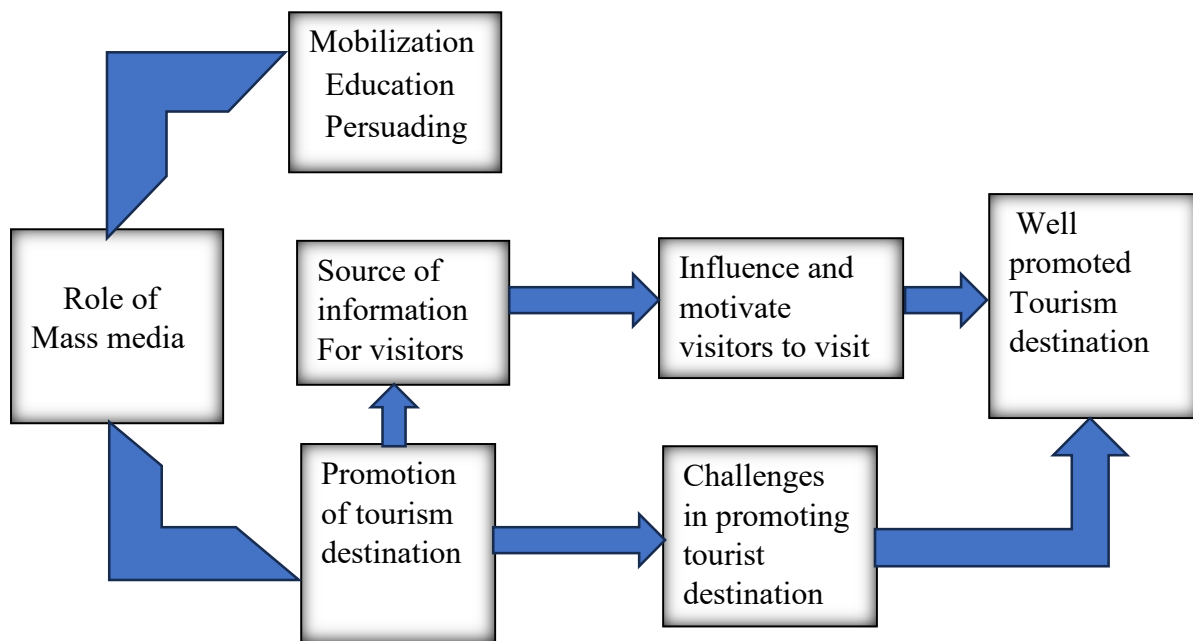
a qualitative approach to conduct a study on “the role of media in tourism promotion and the Ethiopian Broadcasting Corporation in particular”. The finding shows there is a gap in terms of contents, language usage, and production in promoting tourism in EBC. Miruk (2022) conducted a study on domestic tourism in Ethiopia using a mixed approach and a content analysis of tourism programs. The Guzo program on Fana TV is in the spotlight. The finding shows the Fana Guzo Ethiopia program is promoting the hidden tourist destination to the local people with good production. Hayleyesus (2019), using a qualitative approach, conducted a study on the contribution of mass media to tourism promotion in the case of the Ethiopian News Agency. The finding shows the contribution of ENA in promoting the tourism sector as per its mandate is minimal. Tesfaye (2022) also conducted research by using a mixed approach to examine “the practice and challenges of media coverage in reporting tourism in the case of ETV”. The finding shows ETV gives less attention to tourism reporting.

The study conducted on the selected tourist sites by Birhanu (2020) assessed the role of cultural attractions at Merkato for the development of tourism. The study applied a mixed approach. The result shows lack of parking area in the market, security traffic conjunction decreases the attractiveness of Merkato market for the tourist. The second is conducted by Girum (2021) on the Holy Trinity’s Museum challenges, and tourism product using a mixed approach. The third study, which is related to the selected sites, is conducted by Tarikua (2020) on historical monuments in Addis Ababa and their contribution to tourism by using a mixed approach. The finding shows the historical monuments of Addis Ababa have potential to become the tourist sites. The last study related to the selected tourist sites was conducted by Dejene (2019) using a mixed approach to the promotion of historical heritage for tourism. The finding shows there is a lack of promotion for historical tours by tour operators.

However, the previous studies could not widely cover the challenges of mass media when they are promoting the given destination, which is one of the factors that affect the level of promotion and influence on tourists and the site. Furthermore, the studies could not specifically identify the area where there is a lack of or good promotion of a tourist destination and could not assess the mass media's promotion, whether it is a source of information when tourists are visiting or not. This study fills this gap in tourism studies by focusing on the role and challenges of mass media in promoting the tourist destination of Addis Ababa.

### 2.3 Conceptual Framework of the Study

Mass media is one of the sources of information when a tourist decides to go to a given destination. The information is gathered from private or government media. The key element of media dependency theory is that audiences are dependent on the information they get from the media to meet their needs and motivations. To connect this theory with tourism, there are many ways for a tourist to learn about a tourist destination, one of which is through mass media. In this theory, the audience is highly dependent on the information to motivate them to visit a given destination. The information received from the media has a significant impact on tourist destination visits. According to this theory, if the given media effectively promote a tourist destination, the chance of increasing the motivation of a tourist to visit a destination that has been promoted in the media is high.



*Figure 3 Conceptual framework of the study*

*Source: own*

# CHAPTER THREE

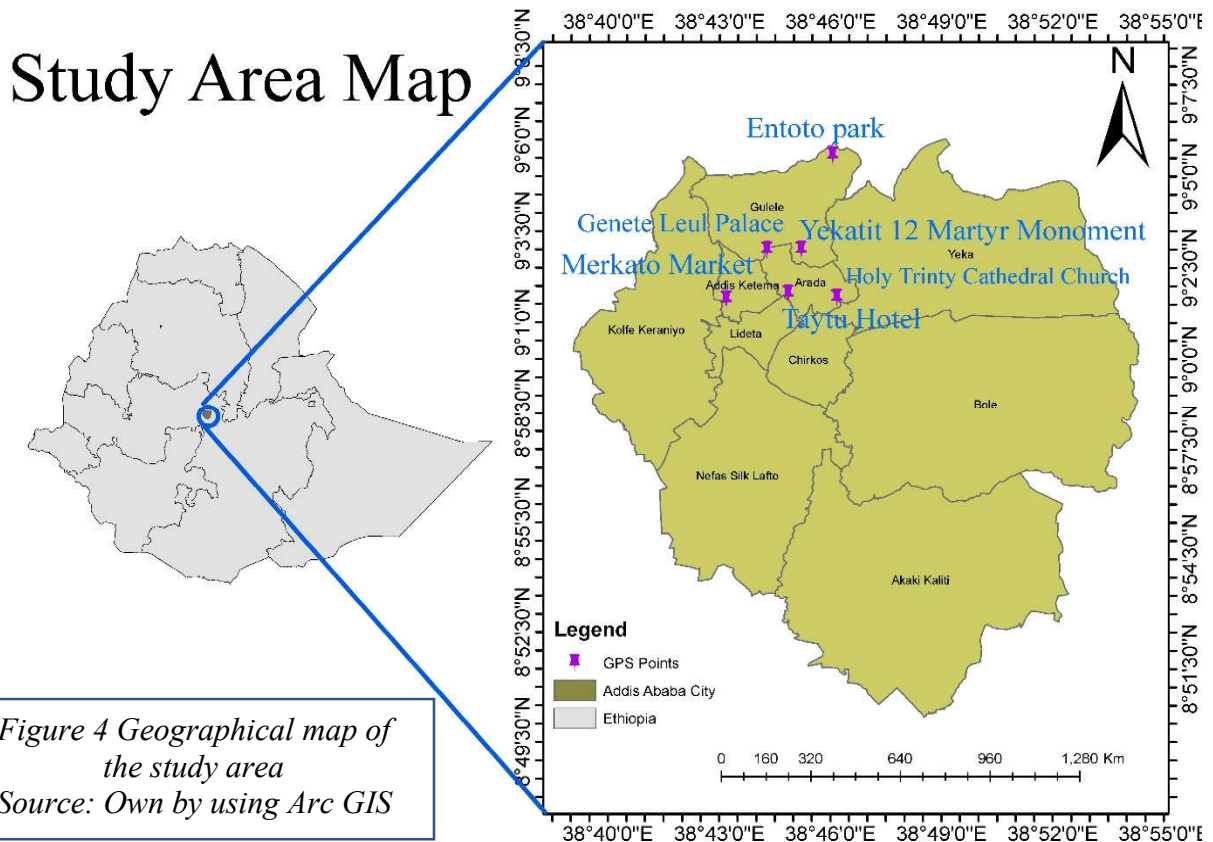
## RESEARCH METHDODOLOGY

### Introduction

This chapter presents the methodology part, starting with the description of the study area, the research approach and design used, the sampling procedure, the data source and collection methods, methods of data analysis, validity and reliability of the data collection instruments and the ethical considerations.

### 3.1 Description of the Study Area

The study was conduct in Addis Ababa which is the political and economic center of Ethiopia. Addis Ababa sits in the grass land biome at an elevation of 2,200 meters, and its coordinates are 9°1'48"N38°44'24"E. The city, which is a portion of the Awash River's watershed, is located at the base of Mount Entoto (Birhanu, 2020).



Ethiopia's capital city is home to historical, cultural, and natural treasures. There are both man-made and natural attractions in Addis Ababa. It has welcomed a good climate, many bird species, parks, museums, monuments, old historical structures, mosques, churches, religious festivals or festivities, market locations, and others. Addis Ababa, which is home to several international organizations, over a hundred embassies, and consular offices (Abreham, 2019).

Taytu hotel was the first Ethiopian hotel constructed in the city's center in 1907. This hotel was built by Taytu Betul emperor Menelek II wife, to give visitors a place to stay and eat. It is situated in a high silent neighborhood with a pleasant wind and expansive sights, making the place incredibly serene and calm. Additionally, the ambiance is quite pleasant and welcoming. For those who value privacy and want to connect with other like-minded visitors, it is the perfect location. Its central position (Piazza), where gift stores and tour operators may be easily discovered (Dejene, 2019).

The building of the Genete Leuel palace to serve as the imperial house was commanded by Emperor Haile Selassie, who received the property as an inheritance from his father Ras Mekonen in 1907. It was constructed by Kametz German architect in 1934. The main part of the Gente Leuel, which has been used as the IES (Institute of Ethiopian Studies) since 1963, is the most significant of the structure's principal components (Dejene, 2019) The mission of the institution, which has three main parts: a research publication unit, museum and library to gather, document, analyze, and distribute information about Ethiopian languages, history and cultures (Dejene, 2019)

The martyrs' monument is one of the historical landmarks of Addis Ababa. It was built as a monument to the innocent Ethiopians who were killed by fascist Italy in 1936. Following a failed assassination attempt on Marshal Grazziani by two Ethiopians named Abreham Deboch and Moges Asgedom. The sculptures on the obelisk tell the story of this incident (Tarikua, 2020).

The biggest open-air market in Addis Ababa, Ethiopia, and all of Africa is called Merkato. It includes practically everything a person might possibly desire to buy and spans a huge region of the city. Merkato's religious sites contribute to the perception of its beauty. Two enormous Christian and Muslim religious facilities may be seen at the market's entrance. These enormous buildings, which are only divided by a fence, are the Raguel Orthodox Church for Christians and the Anwar Mosque for Muslims (Birhanu, 2020).

The ancient church was constructed by Menelik II. It was constructed of timber with elaborate models with the assistance of craftsmen. The royal family regularly visited this place, which is adjacent to the Imperial Palace. In 1928, Empress Zewditu lay the cornerstone for the construction of a new church (Dejene, 2019).

The new Cathedral would not be finished until 1942, following Emperor Haile Selassie's return from exile during the Italian occupation, after the work had advanced gradually and completely ceased during the Italian control (Dejene, 2019). The cathedral's cornerstone was set by Emperor Haile Selassie in 1931, and it was opened in 1943. Saint and angel sculptures decorate the church, which is unusual in Ethiopian church history. Renowned Ethiopian painters and a Greek named Germinis created the paintings. Menbere Tsebaot, or "Pure Altar," is the name of the church (Dejene, 2019).

Entoto park was opened in 2020. A location that was before solely used for training by Ethiopia's legendary long-distance runner and laity visiting Entoto Maryam Zion Church has now been transformed into the perfect weekend getaway. Eucalyptus trees surround the mountain that is referred to as "the lung of Addis Ababa." The woodland, which is seldom ever used, has been transformed into a captivating park with a wide range of amenities (Visitethiopia.travel).

With its short history, media in Ethiopia has been known to be dominated by few state publications and broadcasters. However, after liberalization of the TV market, particularly as of 2016 and 2017, many privately owned stations joined the industry. At the moment, according to Ethiopian broadcast authority, there are 27 privately-owned TV channels and over 19 licensed public TV channels and more than 33 religious channels accounting for a remarkable share of growing audience after the reform in 2018. There are also over 25 religion-based TV channels (Tesfaye, 2022).

### **3.2 Study Design**

The necessary data for this study was collected at one place and time. Accordingly, in particular, a cross-sectional research design was employed in this study. In the several cross-sectional research designs, a descriptive research design was applied to assess the role and challenges of mass media in promoting the tourist destination of Addis Ababa.

### 3.3 Study Approach

To describe the objectives of the study, explanatory mixed approaches were used. The mixed-methods approach is chosen because it is an advanced and comprehensive way of dealing with both quantitative and qualitative data in one study. The method also avoids the limitations of using a single qualitative or quantitative approach (Taherdost, 2022).

### 3.4 Population, Sampling Procedure & Sampling Size

#### 3.4.1 Study Population

The study population were the mass medias which have tourism-related programs, the selected tourist sites in Addis Ababa, tourists visiting the selected tourist sites in Addis Ababa, the Addis Ababa tourism bureau, and the ministry of tourism.

#### 3.4.2 Sample and Sampling Procedures

Sampling is a method that employs a small sample of a particular population as a foundation for drawing conclusions about the entire population. It is a crucial technique for ensuring the sample is representative of the population and for raising the validity of the data that has been gathered (Taherdost, 2022). The study was undertaken in a manageable way. It is exceedingly challenging to incorporate all visitors who were visiting the selected tourist sites in Addis Ababa. Because of this, convenience sampling was used. In addition, purposive sampling was used to interview mass media tourism-related workers from both government and private mass media a total of four individuals, and also from the Addis Ababa tourism bureau, where one promotion expert and one person from the minister of tourism marketing department were interviewed. The study used Cochran's 1977 formula. Accordingly, the sample size in this study is 384 visitors plus six from interviews, for a total of 390 people were participated.

$$n = \frac{z^2 \times p \times q}{e^2}$$

$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.5^2} = 384$

$n =$  size of sample  
 $z =$  standard variation at the given confidence interval  
 $p =$  percentage of success  
 $q =$  Percentage of failure  
 $e =$  sampling errors

### **3.4.3 Tourist Site and Population Inclusive Criteria**

The criteria for choosing a sample from historical houses, palaces, markets, churches, monuments, and parks was the number of times a site was promoted via mass media outlets. Accordingly, this study selected these tourist sites promoted by more than one mass media outlet. It is useful to assess the influence on tourists when mass media promotes a specific tourist site. Furthermore, it is useful to effectively assess the challenges faced by the mass media in their promotion of a given tourist site.

### **3.5 Data Source**

Both primary and secondary sources were used in this study. The primary data were collected from the tourists who were visiting the selected tourist sites, the mass media, the Ministry of Tourism's tourism marketing and promotion department and the Addis Ababa Culture and Tourism Bureau's tourism marketing and promotion department. Secondary data also collected from the journal articles, doctoral dissertations, books and master's theses.

### **3.6 Data Collection Method**

#### **3.6.1 Questionnaire**

The data was collected from the tourists who were visiting the selected tourist sites. A closed-ended questionnaire was distributed through convenience sampling. As a result, the researcher can compile data from a subset of all tourists who visited the selected tourist sites. The questionnaire was designed to ask the tourist about the overall role and influence of mass media promotion of the tourist destination of Addis Ababa. Because the question is relatively simple to understand and respond to, a multiple-choice and scale question were used. For the scale questions, a five-point Likert scale was used to assess the tourists' responses. The questionnaire had three main sections: the first was the general information of the respondents; the second was the source of information and role of mass media; and the third was the program of mass media and its influence and challenges. The questionnaire was prepared in Amharic as well as English.

#### **3.6.2 Interview**

The data was collected through interviews with four key respondents from both government and private mass media that have tourism programs in order to assess their role in promoting the tourist

destination of Addis Ababa and their challenges in promoting the tourist sites. Furthermore, one key respondents from the Ministry of Tourism's tourism marketing and promotion department and one from the Addis Ababa Tourism Bureau's tourism marketing and promotion department were interviewed in order to assess the role of mass media promotion on the tourist sites in Addis Ababa.

### **3.7 Method of Data Analysis**

After the data was collected from the questioner and interviews with key respondents, various approaches, including descriptive statistical methods of analysis employing percentage and frequency, mean, and standard deviation, were used to arrange and evaluate the acquired data. The data was evaluated both quantitatively and qualitatively. Tables were used to describe and show the findings. In-depth interview-based qualitative data was examined through descriptive narration.

### **3.8 Validity and Reliability of Data Collection Instrument**

The researcher thoroughly reviewed the collected data using various techniques to ensure its validity and reliability. In the first place, the content of the tools was reviewed to increase their validity. In addition, the internal validity of the data was triangulated from different sources of collection methods, such as interviews and questionnaires. When we came to the reliability of the data for the interview part, the respondents were effectively selected because they directly worked on the research objectives and were responsible for them. The data also effectively analyzed the quantitative part through descriptive statistics and the qualitative part through descriptive. The Cronbach alpha for the Likert scale type question to measure the motivation to visit tourist sites is 0.78.

### **3.9 Ethical Considerations**

The proposal was reviewed and approved by the academic committee of the center for environment and development studies, sometimes before the approval of the standard operating procedure of the college The Centre's Institutional Review Board (IRB) has reviewed the content of the proposal, the data collection instruments, and the observance of informed consent by the respondents. Accordingly, after a thorough review of the document, the Centre's Institutional Review Board (IRB) gave its approval.

# CHAPTER FOUR

## RESULT AND DISCUSSION

### Introduction

This chapter presents the results of the findings, which were collected in both a questionnaire from tourists and an interview with the tourism-related mass media on the role and challenges of mass media promotion of the tourist sites in Addis Ababa, and a discussion of the findings.

### 4.1 Socio demographic Characteristics of the Respondents

The sociodemographic characteristics of this study include the local visitors sex, age, education, job, and type of visit. Those are important variables to cross-tabulate the influence of mass media promotion of the tourist destination of Addis Ababa on them.

Table 1: Socio demographic characteristics of the respondents

		Frequency	Percent
Sex of respondents	Male	206	53.6
	Female	178	46.4
	Total	384	100.0
Age of respondents	18-33	205	53.4
	34-48	110	28.6
	49-64	51	13.3
	65 & above	18	4.7
	Total	384	100.0
Education of respondents	Primary	35	9.1
	Secondary	65	16.9
	Diploma	63	16.4
	Degree	193	50.3
	Masters & above	28	7.3
	Total	384	100.0
Job of respondents	Private employee	79	20.6
	Government employee	128	33.3
	Self employed	107	27.9
	Student	70	18.2
	Total	384	100.0

Types of visits	Recreation	348	90.6
	Education	9	2.3
	Business	9	2.3
	Religion	18	4.7
	Total	384	100.0

*Source: May 2023 survey*

As illustrated in Table 1, the majority of the respondents were 206 (53.6%) male and 178 (46.4%) female. The age of the respondents was 205 (53.4%) 18-33, which is the majority of the respondents; 110 (28.6%) were 34–48, 51 (13.3%) were 49–64, and 18 (4.7%) were 65 and above. The education of the respondents was 35 (9.1%) primary, 65 (16.9%) secondary, 63 (16.4%) diploma, 193 (50.3%) degree, and 28 (7.3%) masters and above.

The jobs of the respondents were: 79 (20.6%) were private employees, 128 (33.3%) were government employees, 107 (27.9%) were self-employed, and 70 (18.2%) were students. Types of visits: the majority of the respondents came to the selected tourist sites for recreation purposes, which was 348 (90.6%), education 9 (2.3%), business 9 (2.3%), and religious purposes 18 (4.7%).

As far as the sex of respondents is concerned the number of men is relatively greater than females; the 18–33 age group is greater in number in this study. The majority of the respondents have a degree. The number of government employees in this study is large. The type of visit is; the majority of the respondents came to the selected tourist sites for recreation purposes.

## **4.2 Source of Information**

Addis Ababa has many tourist sites. To visit the sites, the source of information is important. Visitors to the selected sites are asked where they got information about the sites to come and visit. The sources of information are classified by classifying the mass media into two categories: private and government, social media on the other side, and friends and families. It is important to see the mass media's influence, whether it is a source of information about tourists or not.

What was the most influential source of information for visiting this attraction sites?

Table 2: Source of information to visit the selected sites

Source of information	Frequency	Percent
Private mass media	156	40.6
Government mass media	73	19.0
Social media	72	18.8
Friend	48	12.5
Family	35	9.1
Total	384	100.0

Source: May 2023 survey

As illustrated in Table 2, the majority of the respondents 156 (40.6%) got information to visit the selected tourist sites in Addis Ababa from private mass media, 73 (19%) from government mass media, 72 (18.8%) from social media, 48 (12.5%) from friends, and 35 (9.1%) from family.

In line with the survey findings, the interview held with a private mass media promotion expert (PMM 05) was as follows:

*We are promoting the tourist destination of Addis Ababa in our tourism program, but I don't know how much it is a source of information for tourists. Our media try to promote tourist sites even if we have sponsorship problems and lack support from the minister (May, 2023).*

The result shows people who came to the selected tourist sites mainly through mass media. From the mass media, visitors got information from the privately owned mass media. The government media do not give that much attention to the promotion of the selected tourists, and compared to private mass media, they are not a major source of information for the tourists who came to visit the selected tourist sites. Family, friends, and social media are also not the major sources of information for the tourists at the selected tourist sites in Addis Ababa.

From which media did you browse about the site before visiting?

Table 3: Media and information browsed from it

Media	Frequency	Percent
Government mass media	52	13.5
Private mass media	146	38.0
Social media	97	25.3
I did not browse any media before visiting the site	89	23.2
Total	384	100.0

As shown in Table 3, the respondents who visited the selected tourist sites before visiting, 52 (13.5%) browsed about the sites in government mass media, 146 (38%) in private mass media, which is the majority of the respondents, 97 (25.3%) in social media, and the rest, 89 (23.2%), did not browse any media before visiting the selected tourist sites.

In line with the survey findings, the interview held with a government mass media promotion expert (GMM 03) was as follows:

*After broadcasting a tourism program in the media, we have not posted that program that frequently on our website because we give special emphasis to programs that are broadcast in the mass media. But some tourism programs are posted on our websites after being transmitted in the mass media (May, 2023).*

In addition, the interview held with from the private mass media promotion expert (PMM 07) was as follows:

*After broadcasting a tourism program in the media, we posted that program on our website because, as a private media, we do things that increase the income of our organization, so we posted videos immediately after broadcasting not only tourism programs but also other programs. The reason is that we have many subscribers on our website, which contributes to the number of chances that are seen by the followers and generates income for our media (May, 2023).*

The result shows that the relative majority of tourists browsed information about the tourist sites from the mass media in order to get full information about the sites. The information the tourist browsed came from private mass media, as the interview shows. Private mass media posted a video after the program were transmitted on the mass media because it is one of the sources of income. In the government media, the video is not frequently posted after being broadcast on mass media. Some tourists also did not browse any media before visiting the sites.

### 4.3 Tourism Programs and promotion of Addis Ababa

The tourism program's major aim is to capture the audience's attention by creating images and sounds and also showing the beauty of the places where they are broadcast, influencing the audience's perception of them, initiating them to visit those specific sites, and in other ways contributing to the development of tourism as a whole. As Ethiopia has made tourism one of its pillars for development, there are not that many tourism-related programs in the country. The programs that are broadcast on mass media are Guzo Ethiopia (NBC TV), On the Eyes of a Tourist (EBS TV), Discover Ethiopia (EBS TV), Tourism for Development (EBC TV), and A to Z (Arts TV).

Did Guzo Ethiopia Tourism programs, which are broadcast on NBC TV, promote the tourist destination of Addis Ababa?

Table 4: Promotion of Addis Ababa by the Guzo Ethiopia tourism program

<b>Tourism program</b>		<b>Frequency</b>	<b>Percent</b>
Guzo Ethiopia	Yes	286	74.5
	No	98	25.5
	Total	384	100.0

*Source: May 2023 survey*

As illustrated in Table 4, the majority of the respondents 286 (74.5%) said yes to the tourism program of Guzo Ethiopia, which gives information and promotes the tourist destination of Addis Ababa, and 98 (25.5%) of the respondents said no to Guzo Ethiopia's promotion of the tourist destination of Addis Ababa.

The result shows that the tourism program of Guzo Ethiopia, which is a program broadcast on mass media, is promoting the tourist destination of Addis Ababa to become one of the most preferred destinations by tourists, creating an image in the audience, and motivating them to visit it.

Did Discover Ethiopia Tourism programs, which are broadcast on EBS TV, promote the tourist destination of Addis Ababa?

Table 5: Promotion of Addis Ababa by the Discover Ethiopia tourism program

<b>Tourism program</b>		<b>Frequency</b>	<b>Percent</b>
Discover Ethiopia	Yes	349	90.9
	No	35	9.1
	Total	384	100.0

*Source: May 2023 survey*

As illustrated in Table 5, the majority of the respondents 349 (90.9%) said yes to the tourism program of Discover Ethiopia, which gives information and promotes the tourist destination of Addis Ababa, and 35 (9.1%) of the respondents said no to Discover Ethiopia promotion of the tourist destination of Addis Ababa.

The result shows that the tourism program of Discover Ethiopia, which is a program broadcast on mass media, is promoting the tourist destination of Addis Ababa to become one of the most preferred destinations by tourists, creating an image in the audience, and motivating them to visit.

Did Tourism for Development programs, which are broadcast on EBC TV, promote the tourist destination of Addis Ababa?

Table 6: Promotion of Addis Ababa by the tourism for development program

<b>Tourism program</b>		<b>Frequency</b>	<b>Percent</b>
Tourism for development	Yes	250	65.1
	No	134	34.9
	Total	384	100.0

*Source: May 2023 survey*

As illustrated in Table 6, the majority of the respondents 250 (65.1%) said yes to the tourism program of Tourism for Development, which gives information and promotes the tourist destination of Addis Ababa, and 134 (34.9%) of the respondents said no to Tourism for Development promotion of the tourist destination of Addis Ababa.

The result shows that the tourism program of tourism for development, which is a program broadcast on mass media, is promoting the tourist destination of Addis Ababa to become one of the most preferred destinations by tourists, creating an image in the audience, and motivating them to visit it.

Did On the Eyes of Tourism, which are broadcast on EBS TV, promote the tourist destination of Addis Ababa?

Table 7: Promotion of Addis Ababa by on the eyes of tourist program

<b>Tourism program</b>		<b>Frequency</b>	<b>Percent</b>
On the eyes of tourist	Yes	346	90.1
	No	38	9.9
	Total	384	100.0

Source: May 2023 survey

As illustrate in Table 7 the majority of the respondents 346 (90.1%) said yes to the tourism program of on the eyes of tourist, which gives information and promotes the tourist destination of Addis Ababa, and 38 (9.9%) of the respondents said no to on the eyes of tourist promotion of the tourist destination of Addis Ababa.

The result shows that the tourism program of on the eyes of tourist, which is a program broadcast on mass media, is promoting the tourist destination of Addis Ababa to become one of the most preferred destinations by tourists, creating an image in the audience, and motivating them to visit.

Did A-Z tourism programs, which are broadcast on Arts TV, promote the tourist destination of Addis Ababa?

Table 8: Promotion of Addis Ababa by the A to Z tourism program

<b>Tourism program</b>		<b>Frequency</b>	<b>Percent</b>
A to Z	Yes	254	66.1
	No	130	33.9
	Total	384	100.0

Source: May 2023 survey

As shown in Table 8, the majority of the respondents 254 (66.1%) said yes to the tourism program of A to Z, which gives information and promotes the tourist destination of Addis Ababa, and 130 (33.9%) of the respondents said no to A to Z promotion of the tourist destination of Addis Ababa.

The result shows that the tourism program of A to Z, which is a program broadcast on mass media, is promoting the tourist destination of Addis Ababa to become one of the most preferred destinations by tourists, creating an image in the audience, and motivating them to visit it.

#### 4.4 Contents of the Tourism Program

The tourism program's major aim is to capture the audience's attention by creating images and sounds and also showing the beauty of the places where they are broadcast, influencing the audience's perception of them, initiating them to visit those specific sites, and in other ways contributing to the development of tourism as a whole. As Ethiopia has made tourism one of its pillars for development, there are not that many tourism-related programs in the country. The programs that are broadcast on mass media are Guzo Ethiopia (NBC TV), On the Eyes of a Tourist (EBS TV), Discover Ethiopia (EBS TV), Tourism for Development (EBC TV), and A to Z (Arts TV).

How do you evaluate the mass media content used to promote the tourist's sites in Addis Ababa?

Table 9: Content of the tourism program promote the tourist destination of Addis Ababa

Contents of the program	Frequency	Percent
Just give information	173	45.1
Very much rich in content	11	2.9
Sufficient	83	21.6
Poor to give more detailed information	117	30.5
Total	384	100.0

Source: May 2023 survey

As illustrated in Table 9 content of the tourism programs to promote the tourist destination of Addis Ababa, the majority of the respondents 173 (45.1%) said it just gave information, 11 (2.9%) said it was very rich in content, 117 (30.5%) said it was sufficient, and 83 (21.6%) said it was poor to give more detailed information.

In line with the survey findings, the interview held with a promotion expert from the Addis Ababa tourism bureau (ATB 02) was as follows:

*The contents of the tourism programs that are broadcast in both government and private mass media in order to promote the tourist destination of Addis Ababa are not that good; they do not give more detailed information about the sites that are found in Addis Ababa to the audience, and the length of time they stay on air is minimal (May, 2023).*

The result shows the contents of the tourism programs, which are broadcast in both private and government mass media, like Guzo Ethiopia, Discover Ethiopia, tourism for development, in the eyes of tourists, and A to Z only give information about the sites and are poor at giving more detailed information. The time programs stay on air is also minimal.

#### 4.5 Major Tourist Sites Promoted by Media Outlets

The tourist sites in Addis Ababa are not equally promoted in the mass media; there is a difference in promotion between the sites. And also, that not all types of media give equal emphasis to the sites. The reasons for giving special emphasis are different. The social media, private media, or government media do not equally promote the sites.

Which tourist sites in Addis Ababa is highly promoted by mass media?

Table 10: Highly promoted tourist site in Addis Ababa

Tourist sites	Frequency	Percent
Yekatit 12 Martrys Monument	81	21.1
Holy Trinity Cathedral	9	2.3
Taytu Hotel	43	11.2
Entoto Park	179	46.6
Genete Leuel palace	18	4.7
Merkato Market	54	14.1
Total	384	100.0

Source: May 2023 survey

As shown in Table 10 the highly promoted tourist sites in Addis Ababa by the respondents were: 81 (21.1%) Yekatit 12 Martyrs Monument, 9 (2.3%) Holy Trinity Cathedral, 43 (11.2%) Taytu Hotel, 179 (46.6%) Entoto Park, which is the majority of the respondents, 18 (4.7%) Gente Leul Palace, and 54 (14.1%) Merkato Market.

In line with the survey findings, the interview held with a private mass media promotion expert (PMM 07) was as follows:

*The newly opened tourist sites are receiving special attention from the media. The reason is that people are easily influenced by new things. In addition, after we promoted the newly opened sites, we immediately*

*posted that video, and the chance of the number of views on the website also increased. This increases our income. For the old sites, we do not give special emphasis. Sometimes, if there is something new happening at the sites, we prepare a tourism program on it; otherwise, we do not give special attention (May, 2023).*

In addition, the interview held with a promotion expert from the government mass media (GMM 04) was as follows:

*We receive information about the promotion of the site from the Addis Ababa tourism bureau. The bureau gives special emphasis to the newly opened tourist sites, which are frequently promoted in mass media and are preferred tourist sites. There is almost no request from the Addis Ababa tourism bureau to promote the old tourist sites in Addis Ababa. For the old sites, we do not give special emphasis. Sometimes, if there is something new happening at the sites, we prepare a tourism program for it; otherwise, we do not give it special attention. We frequently promoted the newly opened tourist sites (May, 2023).*

The results show the newly opened tourist sites are receiving special attention from the mass media. For the private mass media, it is one of the sources of income after they post the broadcast program on their website. The Addis Ababa tourism bureau also gives special emphasis to the newly opened tourist sites because the newly opened tourist site of Entoto park is the most highly promoted tourist site, whereas Holy Trinity Cathedral is on the list of tourist sites given attention by the mass media.

Which media mostly promoted the tourist sites of Yekatit 12 martyr's monument, holy trinity cathedral church, Taytu hotel, Entoto park, Genete Leuel palace and Merkato market?

Table 11: Major tourist sites promoted by media outlets

<b>Tourist site</b>	<b>Media</b>	<b>Frequency</b>	<b>Percent</b>
Yekatit 12 Martyr's Monument	Private mass media	150	39.1
	Government mass media	208	54.2
	Social media	26	6.8
	Total	384	100.0
Holy Trinity Cathedral	Private mass media	304	79.2
	Government mass media	28	7.3
	Social media	52	13.5
	Total	384	100.0
Taytu Hotel	Private mass media	287	74.7
	Government mass media	37	9.6
	Social media	60	15.6
	Total	384	100.0
Entoto Park	Private mass media	150	39.1
	Government mass media	135	35.2
	Social media	99	25.8
	Total	384	100.0
Genete Leuel Palace	Private mass media	298	77.6
	Government mass media	61	15.9
	Social media	25	6.5
	Total	384	100.0
Merkato Market	Private mass media	187	48.7
	Government mass media	123	32.0
	Social media	74	19.3
	Total	384	100.0

*Source: May 2023 survey*

As illustrated in Table 11, the media that promoted highly the tourist site of Yekatit 12 martyr's monument were: 150 (39.1%) of the respondents said private mass media, 208 (54.2%) government mass media, which is the majority of the respondents, and 26 (6.8%) social media. The media that promoted highly the tourist site of Holy trinity cathedral were: 304 (79.2%) of the respondents said private mass media, which is the majority of the respondents, 28 (7.3%)

government mass media, and 52 (13.5%) social media. The media that promoted highly the tourist site of Taytu Hotel were: 287 (74.7%) of the respondents said private mass media, which is the majority of the respondents, 37 (9.6%) government mass media, and 60 (15.6%) social media. The media that promoted highly the tourist site of Entoto park were: 150 (39.1%) of the respondents said private mass media, which is the majority of the respondents, 135 (35.2%) government mass media, and 99 (25.8%) social media. The media that promoted highly the tourist site of Gente Leuel palace were: 298 (77.6%) of the respondents said private mass media, which is the majority of the respondents, 61 (15.9%) government mass media, and 25 (6.5%) social media. The media that promoted highly the tourist site of Merkato market were: 187 (48.7%) of the respondents said private mass media which is the majority of the respondents, 123 (32%) government mass media, and 74 (19.3%) social media.

The result shows the promotion of the Yeatit 12 Martyrs Monument is relatively well promoted in government mass media. The private mass media is also promoting it; but the social media is not. The promotion of the holy trinity in the mass media is minimal. There is almost no promotion at all by the government's mass media. However, there is a promotion in the private mass media. In addition, social media is not promoting the tourist site of Holy Trinity. The result shows there is similarity between the sites of promotion of the Holy Trinity in the mass media. The Taytu Hotel tourist site receives almost no promotion from the government's mass media. However, there is a promotion in the private mass media. In addition, social media is not promoting the tourist site of Taytu Hotel. As of the first hotel, it is not that much promoted in the government's mass media. There is almost equal promotion and attention given to the tourist sites of Entoto Park by both private and government mass media. In addition to the mass media, local media also give attention to the tourist site of Entoto Park. The Genete Leuel Palace, like the tourist sites of the Holy Trinity and Taytu Hotel, is not promoted on the government mass media outlet. The only media promoting the tourist site of Gente Leuel Palace is the private mass media. In addition, social media is not promoting the palace. As Ethiopia has made tourism a key pillar for development, the government mass media are not working on the promotion of tourist sites in Addis Ababa; only the private mass media are promoting tourist sites in Addis Ababa. There is almost equal promotion and attention given to the tourist sites and large markets in Africa Merkato by both private and government mass media like Entoto Park. In addition to the mass media, social media also pay attention to the tourist site of Entoto Park.

## 4.6 Frequency of Promotion of Tourist Sites

The frequency of promotion of the tourist sites in the media is the number of times the sites are broadcast on mass media. It is in a week, month, and year. After this period, we cannot say the sites are promoted frequently; we can say the sites are not frequently promoted.

Do you think the frequency of promoting the tourist sites in Addis Ababa affected your choice for visiting the destinations?

Table 12: Frequency of promotion of tourist sites influence on destination choice

Influence of frequency		Frequency	Percent
	Yes	374	97.4
	No	10	2.6
	Total	384	100.0

*Source: May 2023 survey*

As illustrated in Table 12, the majority of the respondents 374 (97.4%) said yes, the frequency of promotion of tourist sites has an influence on destination choice. whereas 10 (2.6%) said no the frequency of mass media promotion had no effect on tourist destination choice.

The result shows that the frequency of mass media promotion of tourist destinations in general and tourist sites in particular has an influence on tourists' choices of destinations.

The interview held with a promotion expert from the government mass media (GMM 04) was as follows:

*The Addis Ababa tourism bureau gives special emphasis to the newly opened tourist sites, which are frequently promoted in mass media and are preferred tourist sites. There is almost no request from the Addis Ababa tourism bureau to promote the old tourist sites in Addis Ababa. For the old sites, we do not give special emphasis. Sometimes, if there is something new happening at the sites, we prepare a tourism program for it; otherwise, we do not give it special attention. We frequently promoted the newly opened tourist sites (May, 2023).*

## 4.7 Mass Media promotion Influence on Tourists

Mass media promotion of the tourist destination has an influence on a tourist or not. If it has influence, the type of influence it creates on the audience is important. whether it influences the audience to frequently talk about the destinations, to decide to visit, to develop business in relation to the site, and to carry out research on the site.

What type of influence has mass media promotion of tourist sites had on you?

Table 13: Influence of mass media promotion on tourists

Influence	Frequency	Percent
To frequently talk about the site	101	26.3
To decide visiting the site	251	65.4
To develop business in relation to the site	14	3.6
To carry out research on the site	8	2.1
Mass media promotion has no influence on visitors	10	2.6
Total	384	100.0

*Source: May 2023 survey*

According to Table 13, mass media promotion influenced 101 (26.3%) of respondents to frequently talk about the site, 251 (65.4%) of respondents to decide to visit the place, 14 (3.6%) to develop business related to the site, 8 (2.1%) to conduct research on the site, and 10 (2.6%) of respondents said mass media promotion had no influence.

The result shows that mass media promotion of the tourist destination of Addis Ababa has an influence on tourists. The dominant influence that mass media promotion has on the audience is to decide to visit the sites that are promoted in mass media. The next influence that mass media has on tourists is to frequently talk about the destinations. It has a minimum influence to develop business in relation to the site and to carry out research on the site. And also, a small audience is not influenced by the mass media promotion of the tourist destination of Addis Ababa.

#### 4.7.1 Cross Tabulation of Mass Media Influence with Sex

Influence	Sex of respondents		Total
	Male	Female	
To frequently talk about the site	26.7%	25.8%	26.3%
To decide visiting the site	66%	64.6%	65.4%
To develop business in relation with the site	3.4%	3.9%	3.6%
To carry out research on the site	1.5%	2.8%	2.1%
Mass media promotion have no influence on visitors	2.4%	2.8%	2.6%
Total	100%	100%	100%

*Source: May 2023 survey*

Table 14: Cross tabulation of the influence of mass media promotion and sex of respondents

As shown in the above table, 26.7% of male and 25.8% of female respondents were influenced by the mass media promotion to frequently talk about the site. 66% of males and 64.6% of females decide to visit the site; 3.4% of males and 3.9% of females develop business in relation to the site; 1.5% of males and 2.8% of females carry out research on sites; and 2.4% of males and 2.8% of females are not influenced by the mass media.

The result illustrated that relatively male respondents are influenced by mass media promotion to frequently talk about the promoted sites and to decide to visit the promoted sites. However, the relative majority of females are not influenced by the mass media promotion to carry out research and are not influenced by the mass media promotion.

#### 4.7.2 Cross Tabulation of Mass Media Influence with Education

Table 15: Cross tabulation of the influence of mass media promotion & education of respondents

Influence	Educational status of respondents					Total
	Primary	Secondary	Diploma	Degree	Masters & above	
To frequently talk about the site	11.4%	21.5%	31.7%	30.1%	17.9%	26.3%
To decide visiting the site	65.7%	67.7%	63.5%	62.7%	82.1%	65.4%
To develop business in relation with the site	0%	0%	0%	7.3%	0%	3.6%
To carry out research on the site	0%	7.7%	4.8%	0%	0%	2.1%
Mass media promotion have no influence	22.9%	3.1%	0%	0%	0%	2.6%
Total	100%	100%	100%	100%	100%	100%

Source: May 2023 survey

As shown in Table 15 , 11.4% of primary, 21.5% of secondary, 31.7% of degree, and 17.9% of masters and above education respondents were influenced by the mass media promotion of tourist sites to frequently talk about the sites; 65.7% of primary, 67.7% of secondary, 63.5% of degree, and 82.1% of masters and above education respondents were influenced by the mass media promotion of tourist sites to decide visiting the sites; 7.3% of degree respondents were influenced by the mass media promotion of tourist sites to develop business in relation to the sites, while 22.9% of primary and 3.1% of secondary education respondents were not influenced by the mass media promotion.

The result shows the relative majority of the diploma education respondents were influenced by the mass media promotion to frequently talk about the sites; master's education respondents decided to visit the sites; degree education respondents developed businesses in relation to the sites; secondary education respondents carried out research on the sites; and secondary education respondents were not influenced by the mass media promotion of tourist sites.

### 4.7.3 Cross Tabulation of Mass Media Influence with Age

Table 16: Cross tabulation of the influence of mass media promotion and age of respondents

Influence	Age of respondents				Total
	18-33	34-48	49-64	65 & above	
To frequently talk about the site	34.1%	18.2%	13.7%	22.2%	26.3%
To decide visiting the site	62%	66.4%	72.5%	77.8%	65.4%
To develop business in relation with the site	0.5%	5.5%	13.5%	0%	3.6%
To carry out research on the site	3.4%	0.9%	0%	0%	2.1%
Mass media promotion have no influence on visitors	0%	9.1%	0%	0%	2.6%
Total	100%	100%	100%	100%	100%

Source: May 2023 survey

As illustrated in Table 16, 34.1% of 18-33, 18.2% of 34-48, 13.7% of 49-64 and 22.2% of 65 and above age group respondents were influenced by the mass media promotion to frequently talk about the sites, 62% of 18-33, 66.4% of 34-48, 72.5% of 49-64 and 77.8% of 65 and above age group respondents were influenced by mass media promotion to decide visiting the site, 0.5% of 18-33, 5.5% of 34-48 and 13.5% of 49-64 age group respondents were influenced by the mass media promotion to develop business in relation with the sites, 3.4% of 18-33 and 0.9% of 34-48 age group respondents were influenced by the mass media promotion to carry out research on the sites, and 9.1% of 34-48 age group respondents were not influenced by the mass media promotion of tourists sites.

The result shows that the relative majority of the 18-34 age group respondents were influenced by the mass media promotion of tourist sites to frequently talk about the sites, the 65 and above age group to decide visiting the sites, the 49-64 age group to develop business in relation to the sites, the 18-34 age group to carry out research on the sites, and the 34-48 age group of the respondents were not influenced by the mass media promotion of tourist sites.

## 4.8 Motivation to Visit the Tourist Sites

Motivation to visit the selected sites means the tourists readiness and preparation resulting from the tourism programs that are broadcast on mass media to promote the selected tourist sites.

Table 17: Motivation to visit after watching tourism program

Motivation to visit the selected tourist site	Mean	Standard deviation
Motivation to visit Yekatit 12 Martyr Monument	3.90	1.10
Motivation to visit Holy Trinity Cathedral Church	3.71	1.23
Motivation to visit Taytu Hotel	4.12	.95
Motivation to visit Genete Leul Palace	4.17	.79
Motivation to visit Merkato Market	3.91	1.06
Motivation to visit Entoto park	4.09	.84
Total	3.98	.99

*Source: May 2023 survey*

As illustrated in Table 30, the motivation to visit Yekatit 12 Martyr Monument has a mean value of 3.91 (SD 1.10), which means the respondents have interest to visit Yekatit 12 Martyr Monument after watching the tourism program in mass media. The motivation to visit Holy Trinity Cathedral Church has a mean value of 3.71 (SD 1.23), which means the respondents have interest to visit Holy Trinity Cathedral Church after watching the tourism program in mass media. The motivation to visit Taytu Hotel has the mean value of 4.12 (SD 0.95), which means the respondents are more interested to visit Taytu Hotel after watching the tourism program in mass media. The motivation to visit Genete Leul Palace has the mean value of 4.17 (SD 0.79), which means the respondents are highly interested to visit Genete Leul Palace after watching the tourism program in mass media. The motivation to visit Merkato Market the mean value is 3.91 (SD 1.06) , which means the respondents have interest to visit Merkato Market after watching the tourism program in mass media. Finally, the motivation to visit Entoto park the mean value is 4.09 (SD 0.84), which means the respondents have high interest to visit Entoto after watching the tourism program in mass media.

The result shows the motivation to visit the selected sites after watching a tourism program broadcasted on mass media is for all sites is high, which means the mean value is from 3.4 to 4.2, which shows that the respondents are motivated to visit the sites after watching a tourism program broadcasted on mass media. The grand or aggregate mean and standard deviation for the motivation to visit the selected tourist sites in Addis Ababa are 3.98 and 0.99, respectively.

#### **4.9 Challenges of Mass Media in Promoting Tourist Destination**

The promotion of a destination has challenges; the degree of challenges faced by the mass media is different for private and government media, like sponsorship, a lack of skilled human power, permission from the sites, and technology.

The interview held with a promotion expert from the Addis Ababa tourism bureau (ATB 02) was as follows:

*As a challenge, when the mass media were promoting the tourist destination of Addis Ababa, they faced sponsorship. The Addis Ababa tourism bureau uses mass media as a means to promote the tourist destination of Addis Ababa with the logo of the vibrant hub of Africa. In order to achieve this, the bureau used the media; however, there are criteria for choosing media, the first of which is financial cost. If the cost of promoting the tourist destination of Addis Ababa is high, the bureau did not use that medium and used another alternative. The second is the quality of production of the mass media program and its coverage and reachability for the audience. However, we give the first chance to the government media, and because of this, the private mass media will face sponsorship challenges. In addition to this, the reason why the old tourist sites in Addis Ababa are not highly promoted and that much attention is not given to them is because the bureau gives special attention to the newly opened tourist sites in Addis Ababa (May, 2023).*

In addition, the interview held with the ministry of tourism marketing department director (MT 01) was as follows:

*As a challenge, the mass media faced sponsorship because the minister did not have any sponsorship with the media in relation to the tourist sites and the destination of*

*Addis Ababa in general. The minister gives this mandate to the Addis Ababa tourism bureau to promote Addis Ababa as a tourist destination. The minister focuses on international tourism promotion, not domestic tourism (May, 2023).*

Moreover, the interview held with a private mass media promotion expert (PMM 05) was as follows:

*As a private mass media outlet, we faced a lot of challenges in promoting the tourist destination of Addis Ababa. The major challenge is sponsorship, except for tourist destinations like hotels, if the request for promotion comes from them. Otherwise, there is no sponsorship or support while we are promoting the tourist destination of Addis Ababa, as private mass media were established for profit. We cannot effectively promote the destination of Addis Ababa without special attention and sponsorship. In addition, the newly opened tourist sites were given special attention. In order to effectively promote the tourist destination of Addis Ababa, the private mass media need sponsorship from the minister of tourism and the Addis Ababa tourism bureau. The private mass media not only faced sponsorship but also skilled human power, which is journalism combined with tourism expertise. To be the dominant program in the media, it depends on the host and the program's quality. If the host is educated in both journalism and tourism, the chance of the program becoming dominant is high, but we don't have such an expert. Moreover, we did not get permission from the sites in order to promote it (May, 2023).*

Furthermore, the interview held with the government (GMM 03) was as follows:

*The major challenge in order to promote the tourist destination of Addis Ababa is human power. We used skilled human power in the promotion of tourism, and by its nature, tourism needs a high-quality tourism promotion strategy. We are not that much of a dual-professional expert who combines journalism with tourism to promote the tourist destination of Addis Ababa, and because of this, we are not promoting Addis Ababa's tourism potential as we expected (May, 2023).*

The result shows both private and government media have a challenge promoting the tourist destination of Addis Ababa. The Addis Ababa tourism bureau uses mass media to promote the tourist destination of Addis Ababa with the logo of the vibrant hub of Africa. In order to achieve this, the bureau used the media; however, there are criteria for choosing media, the first of which is financial cost. If the cost of promoting the tourist destination of Addis Ababa is high, the bureau did not use that medium and used another alternative. The second is the quality of production of the mass media program and its coverage and reachability for the audience; if the media does not have a large audience, the bureau will not give sponsorship.

The bureau gives the first chance to the government media, and because of this, the private mass media will face sponsorship challenges. The private mass media not only faced sponsorship but also skilled human power, which is journalism combined with tourism expertise. To be the dominant program in the media, it depends on the host and the program's quality. If the host is educated in both journalism and tourism, the chance of the program becoming dominant is high, but the media don't have such an expert. Moreover, the private media did not easily get permission from the sites in order to promote. In addition to these problems, in developing countries, both media face technological problems.

#### **4.10 Discussion**

Addis Ababa is one of the tourist destinations in Ethiopia. Addis Ababa is promoted in the mass media. However, the promoted tourist sites by the mass media are not assessed. The type of influence mass media promotion creates on tourists and the challenges mass media face in promoting the tourist destination of Addis Ababa are not assessed. The study found that of the selected tourist sites, the most highly promoted site is Entoto Park. It is promoted in both government and private mass media based on the survey findings and the data collected from the interview with the Addis Ababa tourism bureau and mass media. This is due to the fact that the bureau gives special attention to the newly opened sites in Addis Ababa. Not only the Addis Ababa tourism bureau, but the mass media also give special emphasis to the newly opened tourist sites. Of the selected tourist sites, Holy Trinity Cathedral is not that well promoted in the mass media. Except for Entoto Park, the promotion of the selected tourist sites is not seen in a week or a month but only in a year or after a long period of time.

Based on Ememuo et al. (2015), in the twenty-first century, people move to different destinations for different purposes. Their choice of destination depends on the information they have seen, heard, or read. According to Lojo & Timothy (2020), there are numerous ways for a tourist to learn about a tourist destination, including basic information retrieval (such as past experience), media sources, and tourism-focused information sources such as peer influence. The study found that people who were visiting the selected tourist sites sources of information were mainly mass media, especially private mass media. The government media do not give that much attention to the promotion of the selected tourists, and compared to private mass media, they are not a major source of information for the tourists who came to visit the selected tourist sites. Family, friends, and social media are also not the major sources of information for the tourists at the selected tourist sites in Addis Ababa. In addition, the majority of tourists browsed information about the tourist sites in the mass media in order to get full information about the sites. The information the tourist browsed came from private mass media, as the interview shows. Private mass media posted a video after the program were transmitted on the mass media because it is one of the sources of income. In the government media, the video is not frequently posted after being broadcast on mass media. Some tourists also did not browse any media before visiting the sites.

Assessing these tourist sites is important for tourism sector development in Addis Ababa because Ethiopia places tourism among the pillars of development. In order to reach its goal, effective promotion is needed, and one of the tools for promotion is mass media. In addition, assessing these tourist sites is an important guide for policymakers involved in tourism development in Addis Ababa because it identifies the tourist sites that mass media promote and also contributes to further studies in the field related to mass media's role in promoting the tourism potential of Addis Ababa.

The tourism program, which is broadcast in mass media like Guzo Ethiopia, Discover Ethiopia, Tourism for Development, A to Z, and in the eyes of tourists, gives information and promotes the tourist destination of Addis Ababa. However, the content of the tourism program, which is broadcast in mass media in order to promote the tourist destination of Addis Ababa, just gives information, is lacking in content, and does not give more detailed information about the sites in Addis Ababa. According to Hagigi (2022), the program that is shown or promoted for a given destination through the mass media helps to change people's minds or increase their motivation to visit a tourist destination. People who are not motivated because they are unaware of a particular

destination. As a result of mass media promotion, their motivation to visit that specific place increased (Srikakulam & Pradesh, 2017).

The key element of media dependency theory is that audiences are dependent on the information they get from the media to meet their needs and motivations (Lojo and Timothy, 2020). The study found that the motivation to visit the selected tourist sites is high after watching the tourism program. This indicates tourists are highly influenced to visit the selected tourist sites after watching the program broadcast on mass media. People who had already decided to visit the selected tourist sites browsed the mass media websites in order to get full information about the sites.

The theory of hypodermic needle is associated to the belief that mass media has impact. It is one of the earliest broad notions characterizing mass media effects (Donsbach, 2018). The survey found that mass media promotion has an influence on tourist destination choices. Mass media promotion of the tourist destination of Addis Ababa has an influence on tourists. The dominant influence that mass media promotion has on the audience is that they decide to visit the sites that are promoted in mass media. The next influence that mass media has on tourists is to frequently talk about their destinations. It has a minimum of influence to develop business in relation to the site and to carry out research on the site. And also, a small audience is not influenced by the mass media's promotion.

The survey found that mass media have many challenges, like sponsorship, a lack of skilled human power, permission from the site, and updated technology, in order to broadcast the programs. The major challenge they are facing is sponsorship. Especially the private mass faced this problem. The reason is that they are not supported and sponsored by both the tourism minister and the Addis Ababa tourism bureau. Based on Guanah & Ihaime (2022), mass media and tourism are related because mass media is one of the stakeholder groups for tourism development through creating the brand image of a given destination and creating awareness about the given destination. Mass media is used as a marketing tool for the destination; each tourist destination has its own marketing tools to reach out to tourists via mass media, and it also creates a link between the place and the audience (Park, 2015). Furthermore, the media has a notable influence on positively shaping the tourism sector by implementing and promoting positive practices. It helps the audience understand

the local culture of a given country and its environs and creates an enjoyable experience for them (Puja, 2016). The ministry of tourism has no such kind of tourism destination promotion strategy and gives this promotion of Addis Ababa to the Addis Ababa tourism bureau. The bureau also gave priority to promoting the destination of Addis Ababa to the government media, and because of this, the private mass media faced sponsorship challenges. The second challenge for both media is a lack of skilled human power. The media cannot find a person who has both journalism and tourism degrees. In some cases, especially the private mass media, faced permission challenges from the sites.

Assessing the challenges of mass media is significant for the of the tourism sector development in Addis Ababa because it is one of the reasons the mass media do not effectively promote the tourist destination. Ethiopia places tourism among the pillars of development. In order to reach its goal, effective promotion is needed, and one of the tools for promotion is mass media. This study identifies the tourist sites promoted by the mass media, their influence on tourists, and the challenges for the mass media in promoting tourist sites in Addis Ababa. It is also an important guide for policymakers involved in tourism development in Addis Ababa because it identifies challenges associated with promoting tourist sites in Addis Ababa and gives direction on what types of challenges they face. In addition, appraising the challenges of mass media in promoting the tourist destination of Addis Ababa contributed to the existing body of work and further studies in the field related to mass media's role in promoting the tourism potential of Addis Ababa and working on how to solve the challenges of mass media in promoting the tourist destination of Addis Ababa.

# **CHAPTER FIVE**

## **CONCLUSION AND RECOMMENDATIONS**

### **5.1 Conclusion**

The general objective of the study was to assess the role and challenges of mass media in promoting the tourist destination of Addis Ababa. The study found that Entoto Park is a highly promoted tourist site. It is frequently promoted in both government and private media outlets. This is due to the fact that the Addis Ababa tourism bureau gives special attention to the newly opened tourist sites. However, the Holy Trinity Cathedral is the one that is not given that much attention in the mass media as a tourist destination in Addis Ababa. There are also other tourist sites that are not given as much attention and are not promoted by the mass media, like Taytu Hotel, Gente Leuel Palace, and Yekatit 12 Martyrs Monument. Except for the Entoto Park tourist site, there is no promotion frequently in a week or month, and the sites are promoted once a year and after a long period of time.

The study found that Mass media promotion of tourist sites had an influence on tourists' decisions to visit the sites and to frequently talk about the promoted sites, to some extent to develop business relationships with the sites and carry out research on them. To visit the selected sites, tourists got information from the mass media, especially the private mass media. However, the tourism programs, which are broadcast on mass media, promote the destination of Addis Ababa and its sites, but all of the programs just give information, are lacking in content, and do not give more detailed information about the sites in Addis Ababa.

The study found that mass media have a lot of challenges, like sponsorship, permission from the sites and technology. When they are promoting the tourist destination of Addis Ababa, sponsorship is one of the major challenges. They are not that well supported by both the tourism minister and the Addis Ababa tourism bureau, and because of this, they cannot effectively and frequently promote the tourist destination of Addis Ababa. The second challenge is skilled human power. The mass media lacks skilled human resources who graduate in both tourism and journalism. Sometimes they cannot easily get permission from the sites, especially the private mass media.

## 5.2 Recommendations

The study found that the newly opened tourist sites in Addis Ababa are highly promoted in both government and private mass media. The Addis Ababa tourism bureau also gives support to the government's mass media for the promotion of newly opened tourist sites. The bureau has no support for the private mass media in order to promote the tourist destination of Addis Ababa. However, the other sites, which means the sites that have not opened recently, are not promoted by the mass media, and the bureau also does not pay attention to them. Not only the Addis Ababa Tourism Bureau, but the Ministry of Tourism also has no collaboration with the mass media, and the bureau is not used as a promotion tool to promote the destination of Addis Ababa.

- The researcher recommends that as Ethiopia puts tourism as one of its priorities for development, both the Addis Ababa tourism bureau and the tourism minister of Ethiopia have to give support to the mass media, especially private mass media, which have received no support from the mass media previously, and work effectively to promote Addis Ababa as the preferred destination in Ethiopia.
- The mass media also doesn't wait for the minister and the bureau to give support. Because Ethiopia is a developing country and every problem is not solved overnight, find other alternatives and support organizations to solve this problem.
- The results of this study should be seen as a stepping stone for further study in relation to the promotion of Addis Ababa by the mass media, and further study has to be done on the other tourist sites in Addis Ababa.

Tourists who were visiting the selected sites were influenced by the mass media's promotion of tourist sites in Addis Ababa. To decide to visit the promoted tourist sites was one of the major influences of mass media promotion. However, mass media promotion of Addis Ababa has little influence on carrying out research in relation to sites or developing business in relation to the promoted sites, and some of the tourists are not influenced by the mass media promotion. This is mainly due to the fact that the tourism programs that are broadcast on mass media in order to promote the tourist destination of Addis Ababa are not good in content and do not give detailed information about the sites, and only the programs are giving information.

- The researcher recommended that the mass media evaluate their tourism programs and revise their content before broadcasting them. The media have to collect full information from the sites, the tourism minister, and the Addis Ababa tourism bureau. However, more research into the tourism program is required.

Mass media promotion of the tourist destination of Addis Ababa has challenges. Sponsorship is one of the major challenges in order to solve this problem. The mass media, not only the tourism minister and Addis Ababa tourism bureau, are accountable.

- As for the media of Ethiopia, they have responsibilities, so the mass media work with other organizations that are working in development and coordinate with them to give support and sponsors for their work. However, further research is needed on how to create a bond between mass media, the tourism ministry of Ethiopia, the Addis Ababa tourism bureau, and other organizations.

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Website: <https://visitethiopatavel.com>

## Annex

**Addis Ababa University**  
**College of Development Studies**  
Center for Environment and Development Studies  
Tourism Management and Development Programs  
**Survey tool**

### Dear respondents

I am pursuing a master's degree at Addis Ababa University and I am currently conducting a thesis on "**The Role and Challenges of Mass Media in Promoting the Tourist Destination of Addis Ababa**". The purpose of the study is to fulfill a thesis requirement for the Master of Arts degree in tourism development and management. I kindly ask you to give a few minutes of your time to answer the questions below. Your answers will be handled strictly confidentially and will be exclusively used for the purpose of this research.

**Part I General information of the respondents** Please put the tick mark (√) for your choice

<b>Sex</b>	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
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<b>Age</b>	18-33	<input type="checkbox"/>	34-48	<input type="checkbox"/>	49-64	<input type="checkbox"/>	65 & above	<input type="checkbox"/>
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<b>Education</b>	Primary	<input type="checkbox"/>	Secondary	<input type="checkbox"/>	Diploma	<input type="checkbox"/>	Degree	<input type="checkbox"/>	Masters & above	<input type="checkbox"/>
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<b>Job</b>	Private employed	<input type="checkbox"/>	Government employed	<input type="checkbox"/>	Self employed	<input type="checkbox"/>	Student	<input type="checkbox"/>	Un employed	<input type="checkbox"/>
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<b>Types of visits</b>	Recreation	<input type="checkbox"/>	Education	<input type="checkbox"/>	Business	<input type="checkbox"/>	Religion	<input type="checkbox"/>
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### Part II source of information and role of mass media

1. What was the most influential source of information for visiting this attraction site?

No	Source of Information	Please put the tick mark (√) for your choice
1	Private mass media	<input type="checkbox"/>
2	Government mass media	<input type="checkbox"/>
3	Social media	<input type="checkbox"/>
4	Friend	<input type="checkbox"/>
5	Family	<input type="checkbox"/>

2. From which media did you browse about the site before visiting?

No	Media Type	Please put the tick mark (√) for your choice
1	Government mass media	
2	Private mass media	
3	Social media	
4	I did not browse any media before visiting the site	

From which tourism program do you get more information about the tourist sites in Addis Ababa

No	Programs broadcasted on tourism	Yes	No
3	Guzo Ethiopia		
4	Discover Ethiopia		
5	Tourism for development		
6	On the eyes of tourist		
7	A to Z		

8. Does mass media promotion have an impact on tourist destination choice in Addis Ababa?

Yes		No	
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9. What type of influence has mass media promotion of tourist sites in Addis Ababa had on you?

No	Influence	Please put the tick mark (√) for your choice
1	To frequently talk about the site	
2	To decide visiting the site	
3	To develop business in relation with the site	
4	To carry out research on the site	
5	Mass media promotion have no influence on tourist	

10. Which tourist site in Addis Ababa is highly promoted by mass media

No	Tourist site	Please put the tick mark (√) for your choice
1	Yekatit 12 Martrys monument	
2	Holy trinity Cathedral	
3	Taytu Hotel	
4	Entoto Park	
5	Genete Leuel palace	
6	Merkato Market	

Which media mostly promote the tourist sites in Addis Ababa?

No	Tourist site	Private mass media	Government mass media	Social media
11	Yekatit 12 Martrys monument			
12	Holy trinity Cathedral			
13	Taytu Hotel			
14	Entoto Park			
15	Genete Leuel palace			
16	Merkato Market			

17. How do you evaluate the mass media content used to promote the tourist attraction in Addis Ababa?

No	Content of the program	Please put the tick mark (√) for your choice
1	Just give information	
2	Very much rich in content	
3	Sufficient	
4	Poor to give more detailed information	

18. Do you think the frequency of promoting the tourist attraction in Addis Ababa affected your choice for visiting the destination?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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### Part IIIs Questions on the program of mass media and its influence

This part of the survey tries to measure the programs of mass media and its influence on tourists. To measure these five points are there please put a tick mark (√) for your choice

- 1= Strongly disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly agree

NO.	Motivation to visit	Response Categories				
		1	2	3	4	5
19	My motivation increased to visit the <i>Yekatit</i> 12 martyrs' monuments in Addis Ababa after watching a program transmitted by the mass media					
20	My motivation increased to visit the Holy Trinity cathedral churches and its museum in Addis Ababa after watching a program transmitted by the mass media.					
21	My motivation increased to visit the Taytu Hotel in Addis Ababa after watching a program transmitted by the mass media.					
22	My motivation increased to visit the Genete Leuel palace in Addis Ababa after watching a program transmitted by the mass media.					
23	My motivation increased to visit the Merkato markets palace in Addis Ababa after watching a program transmitted by the mass media.					
24	My motivation increased to visit the Entoto park in Addis Ababa after watching a program transmitted by the mass media.					

Addis Ababa University  
College of Development Studies  
Center for Environment and Development  
Tourism Management and Development Programs

**Interview guide**

**Dear respondents**

I am pursuing a master's degree at Addis Ababa University and I am currently conducting a thesis on "**The Role and Challenges of Mass Media in Promoting the Tourist Destination of Addis Ababa**". The purpose of the study is to fulfill a thesis requirement for the Master of Arts degree in tourism development and management. I kindly ask you to give a few minutes of your time to answer the questions. Your answers will be handled strictly confidentially and will be exclusively used for the purpose of this research.

**Interview guide for mass media**

1. What are the programs that are related to tourism?
2. Where did you get the information when you promoted the given site?
3. Is the promotion of mass media done at the site's request or by the mass media themselves?
4. What are the major challenges facing the mass media when they promote a given tourist site?

**Interview guide for tourism minister and Addis Ababa tourism bureau**

1. Is mass media one of your ways to promote the given destination of Addis Ababa?
2. Does the minister have support or sponsorship for the mass media to promote the tourist destination of Addis Ababa

**Key informants**

No	Institution	Position	Sex	Code
1	Ministry of tourism	Marketing director	Male	MT 01
2	Addis Ababa tourism bureau	Promotion expert	Male	ATB 02
3	Government mass media	Promotion expert	Male	GMM 03
4	Government mass media	Promotion expert	Male	GMM 04
5	Private mass media	Promotion expert	Male	PMM 05
6	Private mass media	Promotion expert	Male	PMM 07