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**The Role of Social Media in Promoting Tourism
Products and Services in Addis Ababa city
Administration.**

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of Development Studies.**

November 2022G.C

Addis Ababa

**The Role of Social Media in Promoting Tourism
Products and Services in Addis Ababa City
Administration.**

**A Thesis submitted to Addis Ababa University
College of Development Studies Center for
Environment and Development Studies Presented in
Partial fulfillment of the Requirements for the Degree
of Master of Arts in Tourism Development and
Management**

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Approved by board of examiners

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Statement of Certification

This is to certify that **Mrs. Bethelhem Amessa** has carried out her research work on the topic entitled- << **The Role of Social Media in Promoting Tourism Products and Services in Addis Ababa city Administration.**>> and it is her original work and is suitable for submission for the award of Master's Degree in Tourism Development Management.

Certified by:

Tesfaye Zeleke (PHD)

Advisor's Name

Signature

Date

Acknowledgements

First and for most I would like to thank the Almighty God and his Mother St. Merry helped me to pull through my problems.

I am also thankful and grateful to my father Ato Amessa Gemechu and my mother W/ro Jemanesh Arayasilasse, Words cannot express what I owe to all the members of my family whose love and support helped me to reach this stage. What can I say to you? You are the secret behind all my successes!

I am deeply indebted to my advisor Dr. Tesfaye Zeleke for his patience and thorough assistance. Concrete and very helpful guidance has made me to think broad concerning my research proposal preparation. Without his advice, it was difficult to success. So my deepest gratitude also goes to Dr. Tesfaye Zeleke who sacrificed his precious time to read my paper, and give me critical comments and for his patience to accomplish this paper.

At last, but not least I extent my special thanks to my sister Engineer Selam Amessa, my work mate and friends Semira Bahru and Daniel Terefe Who contributed in one way or another for the successful completion of this paper. Additionally, I never and ever forget my grandmother approbation.

Finally, I would like to thank for those involved directly or indirectly for they have given a great deal in supporting me of acquiring information. My thanks are also to those who assisted me for distributing and collecting the questionnaires and respondents the person who give me the precious time to answer the questionnaire.

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List of Abbreviation and acronyms

EDHS – Ethiopian Demographic and Health Survey

AACTB – Addis Ababa Culture and Tourism Bureau

ETTB – Ethiopian Tourism Transformation Board

ICT – Information Communication Technology

IM – Instant Messaging/ Messenger

UNCTD – United Nation Conference On Trade & Development, (2005).

UNWTO – United Nation World Tourism Organization

Abstract

The tourism sector is a multifaceted activity that is included in the daily activities of human beings, which serve as an economic pole for various countries. Almost all society is involved in tourism activity directly or indirectly. However, this study focuses on the areas where professionals engaged in the tourism sector work to contribute to the change in the growth of tourism, to promote tourist destinations in their districts and sub districts and to facilitate the marketing of the tourism sector. The objective of this study is to investigate the role of social media in marketing and promotion of tourism products and service in Addis Ababa. The research used descriptive design following both qualitative and quantitative approaches. The research data collected were from both primary and secondary sources through survey questionnaires and interview. From the total number of Tourism Marketing and Promotion officers 163 were selected using random sampling method. After data collection, data processing was done by using Statistical Package for Social Science software. According to the collected survey results, it can be stated that most of the tourism offices use social media network like Facebook and Telegram to promote. In addition to this, it is understood that most of the employees couldn't find internet access from their workplace; thus, it has been hindrance on promotion and marketing work using social media. The result of the study shows that, the utilization of the social media on promoting of tourism products and services is not satisfactory. As reported by this thesis, the tourism office's website should be interesting and attractive for tourists. The tourism sector should work in collaboration with other institutions and individuals. In addition to this, by seeing the experience of other countries, conditions should facilitate to study city-oriented tourism differently by experts.

Key words: *Social media, promotion, tourism, Addis Ababa city administration*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Tourism is one of the fast-growing industries in the world and has been considered as the main driver of world trade and prosperity it contributes 10% of global GDP (Wassie & Dhaliwal 2017). Tourism is one component of revenue generation in many developing countries, including Ethiopia (Admasu 2023; Bogale et al., 2020). Literature suggests that tourist service providers use a promotion strategies to attract tourists and also attained their corporate goals, social media have a good role in this context if properly used (Helhel, 2022; Lhendup& Panda 2021).

Tourism is a social phenomenon involving people's motion to and from locations away from their usual environments and daily routines. Across the globe, tourism plays a significant role in the development of economies (Amoah & Amoah, 2019). Tourism can be explained as a phenomenon including social, culture, and financial aspects which necessitates the travelling of individuals to countries, states or places besides their common surroundings for private, business or recreational purpose (Tasnim 2020). In this view, many nations have created policies, structures and support for the tourism industry as a means of improving the gross national product (GNP) and as a means of earning foreign currency (Chigora & Hoque, 2018).

Tourism is an information intensive sector and has significantly benefited from information Communication Technology (ICT). The distribution of tourism information and products over the internet is the main area where technology innovation has had the most profound impact on tourism enterprise (Daria, 2016).

Tourism related business organization such as tour operators, travel agency, hotels and others has undergone on the growing impact from information communication technology (ICT), the majority of the innovation in ICT change the way of hotels and other tourists companies conduct their business. These changes are also forced by the tourist's behaviors which also transformed under the influence of ICT (Daria, 2016). In this days and age emergence of new information and communication technology (ICT) has a growing impact on tourism promotion, Marketing and sales (Yoo & Lee, 2015).

With the advent of new form of tourism; e-tourism has been radically transforming the international tourism industry. More and more people now prefer to search information on tourism destination and

offers over the internet. But it is observed that in most case it is not developing countries that benefits from these new tourism opportunities. World tourism is concentrated in a few developed countries which run the business and reap the benefits (UNCTD, 2005).

Social Networking is a vital instrument to advertise good things about destination and people. Thus, Social media has a significant role in promoting tourism through different network sites where tourists generally communicate and involve (Nuredin 2018). Accordingly, Tourism marketers are also noticeably using social networking to communicate with actual and potential travelers during the decision-making process (Kaur 2017).

Social media plays an important role in the tourism sector. The dissemination of facts, messages, opinions and pictures through twitter, face book, blogs, flicker and other platforms has gained importance when reporting an event. Consumers as well as journalists are using these platforms to retrieve information while companies and destinations are learning to work with them in an adequate and professional manner (UNWTO, 2012). The growth of digital marketing tool such as social media has had an impact and will continue to impact on tourism industry. Digital marketing has no boundaries. It has become an essential tool for managing the business and key towards success in tourism (Belayihun 2022).

Social media have been widely adopted by traveler to search, organize, share and annotate their travel stories and experience through blog, micro blog ,online communities, Media sharing site, social knowledge Sharing and other tool in collaborating ways (Koumelis,2011). Despite the wide adoption of social Media by both tourism consumer and supplier in recent years the successful practice of manipulating and managing social media still remain unknown to practitioner and scholars (Leung & Lee, 2011). In the view of these rapidly growing trends and potential benefits social medium can offer, number of hotels and other tourism related business have been integrating social media applications in to their website to enhance their marketing Promotion and customer communication efforts (Seifu, 2018).

Empirical studies from Ethiopia by Wassie, & Dhaliwal, (2017) revealed that the performance of tourism promotion using social media and other marketing practice is low and much below regional average in most indicators (Wassie & Dhaliwal, 2017). The study conducted in Ethiopia by Belayihun (2022) with overall objective of analyzing digital marketing tools in promoting Ethiopian Tourism in case of Bale Mountain National Park, Bale Zone the result revealed that Social media such as Facebook, YouTube , Twitter and LinkedIn are Tourists' information source.

Often there is no section of society that does not involve tourism directly or indirectly. However, this study focuses on the areas where professionals engaged in the tourism sector work to contribute to the

change in the growth of tourism, to promote tourist destinations in their districts and sub districts and to facilitate the marketing of the tourism sector.

1.2. Statement of the Problem

Nowadays, the emergence of information Communication technology has influenced all the process of value chain in tourism, hospitality and catering industries (Yoo & Lee, 2017). The internet creates changes on all aspect of tourism promotion, distribution and consumption (Michaela, 2017). Evidence indicates that an effective application of information technology has turned out crucial for the competitiveness and prosperity of tourism enterprises (Belayihun 2022).

Ethiopia tops the list in the region having 12 UNESCO inscribed world heritage sites. However, the performance of the tourism sector in the country is poor, and in terms of travel and tourism competitiveness (Wassie & Dhaliwal 2017; Ayalew 2016, World Travel and Tourism Council 2015). Even though Ethiopia hosts many glamorous features, also its tangible and intangible tourist attractions can serve as a tool to change the images of the country in the international community. however it benefits less from this resources (Ayalew 2016). So Do Addis Ababa, Therefore there is need conduct study on The Role of Social Media in Promoting Tourism Products and Services in Addis Ababa city Administration.

Currently, social media networks like Facebook, Twitter and many more are redefining the way people communicate and share their travel and touring experiences. (Tasnim 2020). Social Media has a pervasive power for good or bad (Ayalew 2016). As a result of the emerging of social media marketing and digitalization of the economy, the tourism sectors are facing various challenges and opportunities (Belayihun 2022). Promoting countries tourism using social media marketing is a crucial promotional tool (Nuredin 2018).

The recent development of social media marketing is paying an increasing role in the hospitality and tourism industry, it is also changing the traditional way of Marketing (Hsu, 2012).Social media website, if effectively utilized, have the potential to strength brand loyalty and give small tourism business a competitive edge (Tussyadiah & Zach,2013). Social Media Marketing requires participation, interaction, dedications, time, commitment and resource that are essential for efficient use of social medial marketing (Michaela, 2017).

The internet world stats report indicates that as of June 2017, Ethiopia has more than 16 million internet users among which 4.5 million are Facebook subscribers. Given the considerable amount of time people are spending on the internet, especially on social media websites and applications it is important to look

into the trend in the degree and nature of users involvement. Social media platforms could serve unique or combined purposes of Instant Messaging (IM), Social Networking, and Micro blogging, Photo and Video sharing (Befkadu, 2019).

After many years of the dominance of the traditional media such as Television, Radio and News Papers, Social media brought about a dynamic change serving as another means of information gathering, sharing and connecting with people. "Social media sites such as Facebook, Twitter, Instagram, LinkedIn and mobile instant messaging services (IM) such as Whats App, Viber and IMO and video calling services like Skype have become a popular means of communication in the past few years" (Michaela, 2017; Otu, 2015. p.1).

The above studies have examined the impact of social media on tourism industry. These studies show the emergence of social media playing significant role for development of tourism. As they mentioned millions of Ethiopians are Facebook subscriber in their internet usage.

Currently, internet and electronic advertising method is found to be more effective than the others promotional channels. In line with this, internet has become the most-used channel in tourism promotion as well as destination marketing. Therefore, in order to effectively use this new form of communication, new strategies have been created. Applying the mentioned promotional activities through different channels such as, TV, radio, mobile, face book, linkedin, twitter, email, websites, Google, Viber, what's up, telegram etc., printed materials (banner, magazines, brochure, folder, cards,) are currently the most visible and significant materials of destination promotion and information dissemination (Shewaye, 2019).

Since the introduction of social media, most governmental tourism offices in Addis Ababa somehow use social media in addition to brochure, flyers and magazines to promote tourism products and services. However, it is not much satisfactory that their practices of using social media for promoting and marketing of tourism sector. It is clear that if tourism offices effectively expose the tourism services and products on the social media, it will have a potential to attract and raise the level of demand of international tourists and will support the country vision to become one of Africa's top five destinations.

As this point of view when we look at the current situation of our country, there is a gap in terms of developing the sector and making it a major economic potential. When we look at Addis Ababa city administration from the point of view of other regional cities of our country, no work has been done to promote the city as a tourist destination. Rather, it is the city that tourists pass through when they come to visit different cities of the Ethiopian region. This study gather the tourism marketing and promotion

officers activity who employee in Culture, Art and Tourism office of the Addis Ababa city Administration. This study was assessing the tourism offices social media usage in promoting of tourism products and services.

Study by Wassie, & Dhaliwal, (2017) focused on analysis of the tourism marketing performance and strategy of Ethiopia. Another study by Belayihun (2022) on digital marketing tools on promoting tourism sector was geographically focused on Bale Zone and the study was not in context of Addis Ababa. Another study by Ayalew (2016) regarding The role of social media in tourism promotion; A case study in Ethiopia; this study geographically focused on Ethiopia as large and not focused on Addis Ababa. An empirical studies from Addis Ababa by Nuredin (2018) on impact of Social Media on Travel Industry: The case of selected tour operators in Addis Ababa revealed that tour operators in Addis Ababa are ineffective in social media use. However the study participants of this empirical study were tour operators. Another Pervious empirical studies from Ethiopia by Ayalew (2016) the result revealed that lack of promotion through the different media outlets is challenge of tourism sector marketing in Ethiopia. However this study participates were 100 tourists who have the experience of visiting Ethiopia; Also he did not well focused on the role of social media in promoting tourism products and services.

Study gap analysis indicated above indicated that there is research gap on this study area, study variables and methodology. Therefore, the purpose of this study was identify and analyze the challenges and the role of social media in promoting tourism products and services in Addis Ababa city Administration context. So that to fill the research gap.

1.3. Research Question

The central issue of this study was to identify the role of social media in promoting of tourism products and services in Addis Ababa City Administration. Therefore, the following research questions formulated:

- What are the major types of social media used for promoting tourism products and service?
- How to describe the role of social media in promoting of tourism products and service?
- To find out the major challenges of using social media as a tourism promotional tool in tourism office?

1.4. Objectives of the Study

1.4.1 General Objectives

The general objective of this thesis was to study the role of social media in promoting of tourism products and service in Addis Ababa City Administration.

1.4.2 Specific Objectives

To achieve the general objective of this study, the following specific objectives developed.

Therefore, the study has the following specific objectives:-

- To assess the major type of social media used for promoting tourism products and service.
- To describe the role of social media in promoting of tourism products and service.
- To investigate the challenges of using social media as a tourism promotional tool by Addis Ababa tourism office.

1.5. Significance of the Study

In our current era, we can access and see information about different countries and places from where we are, because there are advanced technologies. The most prominent among these is social media. We have reached a time when it is convenient for anyone who uses the social media network to access the information released on the website. This study designed to explore that using this situation as a good opportunity, have we been able to facilitate the marketing of tourism products.

Human beings use social media in their daily lives for serious, game, messaging, studying, job search, historical events, etc. According to our topic, social media can use by the tourism sector to identify places to visit and promote tourism destinations. So, in terms of using social media for good, how much work has done in terms of promoting the tourism results and facilitating the transaction in Addis Ababa? In addition, what contribution can do the social media to the promotion of tourist destinations in Addis Ababa? This study designed to answer these questions.

Finally, it can lead to further social media researches on specific marketing elements. Therefore, the methods will be used in the future as literatures for researchers, marketing strategy

developers, owner-managers, promotion and advertising consultants and advisors and other involved in the process.

1.6. Scope of the study

The study is delimited to assess the role of social media in promoting of tourism products and service in Addis Ababa City Administration. Considering the time and cost, the study is restricted to Addis Ababa geographical area operating in their own brand. This study as an initial effort, did not evaluate the impact of social media promoting in general instead it tried to identify the potential roles of social media in promoting to build strong brand equity using descriptive research method from tourism organizations side only. So, that future studies could measure the impact of social media promoting specifically and study from customers' side.

1.7. Limitation of the Study

This study was conducted exclusively based on respondents' personal perception and answer about their own use of social media platforms for tourism marketing and promotion of tourism products and services. Moreover, thematically the study does not consider the customer side. Geographically the study was conducted in Addis Ababa city Administration context(Addis Ababa City Culture, Art and Tourism Bureau, Tourism Marketing and Promotion officers) in selected sub cities and weredas and head office. Methodologically descriptive research design with mixed approach (combination of quantitative and qualitative approach), using questioner and interview as tools for data collection was used.

1.8. Definition of Key Terms

Social Media: is" a catchphrase that describes technology that facilitates interactive information, user-created content and collaboration" (Elefant, 2011, p. 4; Seth, 2012). While May field (2008, p.4) stated that social media "is a two-way conversation when comparing to traditional media because social media outlets are open up to feedback and participation".

Promotion: It is a form of corporate communication that uses various methods to reach a targeted client with a certain message in order to achieve specific organizational objectives (Kotler, P& Keller, Khan, 2006). When it applied to the tourism industry, the most important

function of marketing is to bring about an awareness of the product in the minds of existing as well as prospective consumers in the overall market area (Kotler & Keller, 2006, Khan, 2005).

Tourism: Tourism is defined as the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided that the stay does not imply the establishment of a permanent residence and is not connected with a remunerative activity Hunziker and Krampf (1942).

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Theoretical Review

2.1.1. Definition and Concepts of tourism

The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes". Tourism can be domestic (within the traveler's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. It is also a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. The people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

Tourism plays a very important role in the political, economic, cultural and environmental development of countries. On the positive side, its role as a foreign exchange earner; employment generator, developer of infrastructures, promoter of industries, businesses, tax revenues and redistributor of domestic wealth can be cited. (Tadesse, 2015) Tourism development was highly regarded and promoted during the reign of Emperor Haile Selassie. Marketing and promoting have been, however, the weakest areas of tourism development. The implementation of the national tourism development strategy will contribute to the overall development of the region in the medium and long term. In the short term, such practical measures as identifying new significant attractions improving marketing through the use of promotional materials, establishing clear working relationships between central and regional and local systems (Tadesse, 2015).

2.1.2. Social Media

Social Media is a newly emerged media, as any other media the term has no universally adopted definition; however, some literature defined social media in different context. Kaplan and

Haenleni (2010:19) had defined social media as: - “A group of internet-based application that builds on the ideology and technological foundation of web 2.0 that allows the creation and exchange of user generated context.”

In another definition Xiang and Gretzel (2010:8) defined social media as; “....online content created by people using highly accessible and scalable publishing technologies, it seems to represent a shift from how people discover, read and share news, information and content” For the purpose this study Kaplan and Haenleni (2010) definition was selected as an operational definition of the purpose of this study.

2.1.5. Social Media and Tourism

Travelers today have accesses to opinion rich sites such as Social Media site and can communicate directly with tourism organizations (Tussyadhiah & Zach, 2013). Through social Media site, travelers are able to convey information about particular destination, whether good and bad, which can affect the success or failure of that tourism destinations. Traveler could spread negative sentiment through word of Mouth that tarnishes the image of a destination or business concerned. However, social media offer a good platform for electronic word of mouth, which has several advantages over traditional form of Marketing namely speed global reach and ease of use (Bronner& De Hoog, 2011).

Due to this immense benefit of social media, more tourism business is now using social media to market their product and service and to make a personal conversation with customers (WTM, 2013). Many tourism organizations are beginning to study and craft Social Media marketing strategies to their advantage. (Bronner& De Hoog, 2011).In this web 2.0 eras, tourism business that do not implement social media marketing strategies will lack a competitive advantage (Nawaz &Mubarek, 2015).

2.1.6. The role of Social Media and Tourism Promotion

As stated by Dickman and Maddock (2000) tourism can be promoted when there is effective communication with the potential and actual tourists. The marketer can use different elements of the promotional mix to promote either a service or a product. Despite the excess marketing tools

existing to promote tourism, social media has become the most effective tool for generating awareness and creating interest in a product (Waxer, 2012; Madondo, 2016).

Commonly, the electronic media is preferred more than the printed media and has a greater influence on tourists' decisions. More specific, social media is considered to be the most effective tool than all other types of media. Therefore, marketers in hospitality industry prefer using social media as a mean to promote destinations and enhance performance (Park, 2015).

Social Media is virtual equivalent of sitting around a campfire and sharing stories- acting as a hub for sharing photos, meant to inspire others to experience the same thing for themselves. As a snapshot or highlight reel of best moments, social media is a powerful marketing tool for tour and activity operators. A well-curated social channel can take care of your advertising needs, customer service and engagement strategy (Breanna, 2021).

2.1.7. Tourism industry in Ethiopia

Ethiopia was one of the African countries to begin the tourism industry early. Modern tourism in Ethiopia can be assumed to have started with the formation of the government body to develop and control it in 1961 (Wale, 2010). Ethiopia is endowed with remarkable tourism potential in its unique and mainly unexplored cultural, historical and archaeological and natural resources (Teshomet al., 2018). However, the country has not accrued enough benefits among others due to a lack of proper destination promotion practices. The tourism development of the country was highly regarded and there were attempts of promotion during the reign of Emperor Haile Selassie. From 1974 to 1991 during this period, apart from periodic promotions of the infrastructure (such as airports and roads), there has been little investment and successive governments have largely ignored the sector. In the early and late 1980s, the tourism commission tried to promote tourism by improving special tourist bus services to local destinations but the overall socio-economic and political environment was such that the sector could not regain its pre-revolution days. During the last few years, however, tourism has once again emerged as a growth industry taking advantage of peace and stability in the country (Sebsibe, 2007 & Kidanemariam, 2015). The guiding principle of economic diplomacy of the Ethiopian government which is the country's policy and strategy for foreign affairs and country wide security are constructed clear contributions in raising the number of visitors by promoting the tourist destinations and building a positive image of the country. And drawing foreign direct

investment, which is the key to the growth of the tourism industry (ETDP, 2009, pp.45) Ethiopia has abundant cultural and natural heritage sites including those are listed on UNESCO'S World Heritage Site attesting to the outstanding universal value of the countries heritage. Considerable amount of international flow come from USA, Britain, Germany which is economically significant for the continent (Kebede, 2017, Rahel, 2017).

2.1.8. Tourism industry in Addis Ababa

Addis Ababa is a city with an historic urban landscape of more than 130 years old and has been produced abundant amount of cultural tourism resources. Cultural tourism attractions of Addis Ababa city administration involve the historical, cultural and traditional resources, which are the most significant factors for international and domestic tourists or visitors (AACTB, 2018, Dereje, 2018) Study conducted by Tadesse (2011) indicates that tourist attractions are not well protected and preserved, even if the city is rich in its historical and cultural tourist attractions. The attractions are not well organized for visit, experts from governmental and non-governmental offices in Addis Ababa, and stake holders have no good awareness about tourism business. Addis Ababa is a big, sprawling city and has numerous tourism resources. The tourist attraction in Addis Ababa are classified under (1) Historical buildings, (2) Parks, (3) Monuments, (4) Museum, (5) Center of theatres, (6) caves, (7) churches, (8) Mosques, (9) Market and shopping center, (10) natural tourist attractions and (11) events. More than twelve decades are passed since Addis Ababa is established and it has some fine historical heritage especially in the form of old houses. These historical buildings reflect the level of civilization of the period both artistically and technologically. The city has also different parks which provide recreational services and the local communities carry out their wedding ceremony in these parks. More over there are major historical statues and monuments erected on major squares of the city, which represent events and personalities. In Addis Ababa also different types of museums are available; historical, cultural and natural museums are available. In terms of ownership they are owned by government, religious institutions and privately. (Dejene 2020)

As the concept of Kierzkowski *et al* (1996) is to attract the audience, customers and prospective customers to voluntarily visit an interactive application. In relationship to social media, there are various ways in which a business attracts customers to its social media site. Chan and Guillet (2011) suggest the creation of a profile page with content that catches them attention of customers. Marketers at this stage should utilize the correct tools to attract the types of customers

they are targeting. A number of marketing communication tools should be used to spread the business's web presence so as to customer, marketers need to develop strategies for retaining the customers.

Thus, the next step of the conceptual framework is to engage customers maximize the effectiveness of tourism destination promotions.

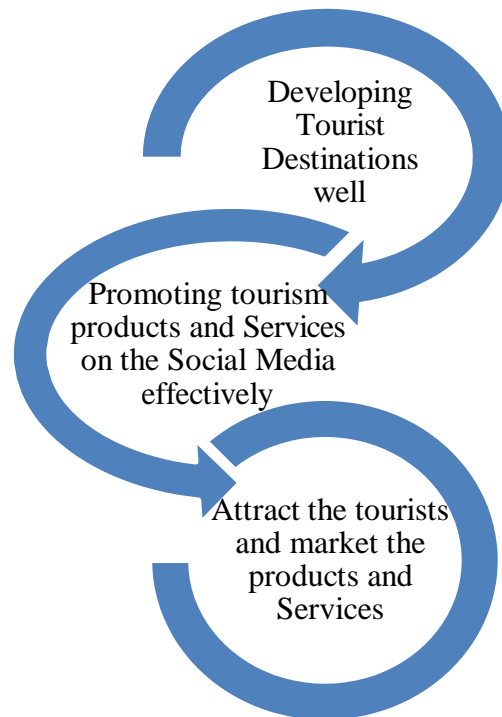


Figure 1 Marketing and Promotion of Tourist Destination.

Source: The summary of researcher literature review (2022)

2.1.9. The Digital Marketing Framework

The Digital Marketing Framework is the most popular and widely used e-marketing framework. (Chan and Guillet, 2011)

The first step specified by Kierzkowskiet *al* (1996) is to attract the audience, customers and prospective customers to voluntarily visit an interactive application. In relationship to social media, there are various ways in which a business attracts customers to its social media site. Chan and Guillet (2011) suggest the creation of a profile page with content that catches them attention of customers. Marketers at this stage should utilize the correct tools to attract the types of customer they are targeting. A number of marketing communication tools should be used to

spread the business's web presence so as to customer, marketers need to develop strategies for retaining the customers. Thus, the next step of the Digital Marketing Framework is to engage customers. Maximize the effectiveness of digital marketing.

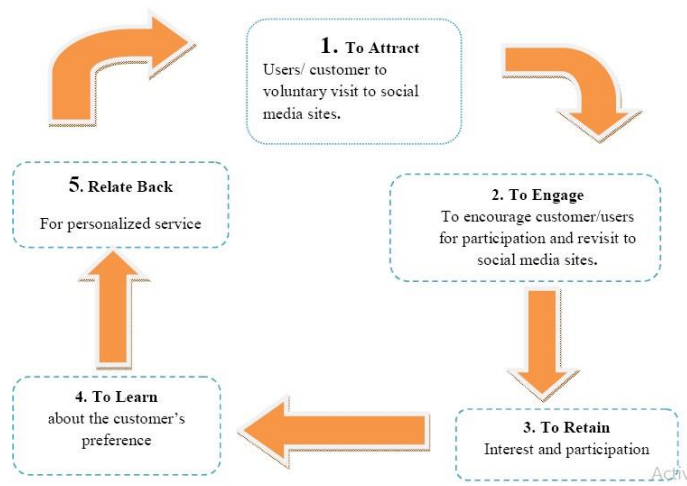


Figure 2 The Digital Marketing Framework

Source: Adapted from Kierzkowski et al. (1996)

2.1.10. The Stimulus-response model in marketing and promoting tourism

The stimulus-response model is a concept in marketing that describes how consumers respond to stimuli in their environment. It suggests that a marketing message, such as an advertisement, is a stimulus that can prompt a consumer to take action, such as making a purchase or visiting a website. It is an approach to selling which relies on the salesperson's ability to say the right thing (stimulus) in order to obtain a favourable reaction from the buyer (response) (Arshad 2022; Sergio et al., 2016; Buhalis and Amaranggana, 2013).

There are three main components of Stimulus-response model: **The stimulus:** This is the marketing message, whether it's an advertisement, a social media post, or a product display in a store. It's designed to catch the consumer's attention and elicit a response. That's the stimulus - it's something that catches your attention and prompts a response. In this case, you might feel interested in the phone and decide to look into it further. **The consumer's processing of the stimulus:** This is where the consumer's brain takes in the stimulus and decides how to respond.

The brain might process the message consciously or unconsciously, depending on how much attention the consumer is paying to the message. **The response:** This is the action that the consumer takes in response to the stimulus. It could be buying a product, signing up for a service, or simply remembering the brand for future reference (Arshad 2022; Sergio et al., 2016; Buhalis and Amaranggana, 2013).

The stimulus-response model is a concept in marketing that describes how consumers respond to stimuli in their environment. It suggests that a marketing message. Another model of consumer behavior, called the stimulus-response or “black box” model, focuses on the consumer as a thinker and problem solver who responds to a range of external and internal factors when deciding whether or not to buy. An approach to selling which relies on the salesperson's ability to say the right thing (stimulus) in order to obtain a favorable reaction from the buyer (response); often referred to as the Canned Approach because a script is commonly used (Arshad 2022; Sergio et al., 2016; Buhalis and Amaranggana, 2013).

The Engel-Kollat-Blackwell model of consumer behavior outlines a five-stage decision process that consumers go through before purchasing a product or service. That includes Awareness, information processing, evaluation purchasing decision and Outcome Analysis(Flori Needle 2021, Buhalis and Amaranggana, 2013).

Awareness: During this stage, consumers view advertisements from a business and become aware of their need, desire, or interest, to purchase what they've just discovered. Increase visibility for a product and service during the awareness stage through Search Engine and social media use. Optimization Information Processing: After discovering a product or service, a consumer begins to think about how the product or service relates to their past experiences or needs and whether it will fulfill any current needs. Evaluation: At this point, consumers will research the product they've discovered and research options from competitors to see if there is a better option or if the original product is the best fit. Purchasing Decision: A consumer will follow through with a purchase for the product that has beat out competitors to provide value. A consumer may also stop the process if they change their mind. Outcome Analysis: After making a purchase, a customer will use what they've bought and assess whether their experience is positive or negative. After a trial period, they'll keep a product and maybe decide to become repeat customers or express dissatisfaction and return to stage three. Overall, EKB says that

consumers make decisions based on influencing factors that they assess through rational insight (Flori Needle 2021, Buhalis and Amaranggana, 2013).

Smart tourism destinations Model

Smart tourism destinations (STDs) have gained prominence as destinations that leverage advanced technology and information from physical and digital sources to enhance the tourist experience, promote efficiency, and prioritize. The overarching goal of STDs is to utilize technological infrastructure to optimize resource management, improve competitiveness, and ensure long-term satisfaction for tourists (Buhalis and Amaranggana, 2013).

Examples of initiatives in smart tourism destinations include the use of beacons to provide location-based information on mobile devices, online data analytics to enhance destination branding, and the design of specialized tourist routes near health-care facilities for individuals with specific health needs (Almobaideen et al., 2016).

According Sergio et al., (2016) Smart Tourist Destinations are revolutionising the tourism landscape by leveraging technology to enhance tourism experiences. Nonetheless, how tourists' perceptions change using digital marketing impact the use of tourism products and services within Smart Tourist Destinations is complex theoretical issue. This approach considers various aspects, such as social, cultural, physical and environmental stimuli, while also considering satisfaction and perceived value as internal responses and loyalty as the ultimate response and use of tourism services and products (Sergio et al., 2016).

Destination Attractiveness: The attractiveness of a destination reflects the feelings and opinions of its visitors about the destination's perceived ability to satisfy their needs. The more a destination is able to meet the needs of the tourists, the more it is perceived to be attractive and the more the destination is likely to be chosen. Mayo and Jarvis (1980) define attractiveness as, 'the perceived ability of the destination to deliver individual benefits'. The attractiveness of a tourist destination encourages people to visit and spend time at the destination. Therefore the major value of destination attractiveness is the pulling effect it has on tourists. Without the attractiveness, tourism does not exist and there could be little or no need for tourist facilities and services. It is only when people are attracted to a destination that facilities and services follow (Ferrario, 1979). For a city or region, attractiveness shows the power of attraction, making that

territory to attract people. Attractiveness needs investments that are designed to enhance the quality of one destination over others (Roxana,2014). Tourist's attractiveness depends on impacts that the destination has on tourists. The tourist's destination must succeed to guarantee and provide visitors throughout its entire offer and experience whose degree of satisfaction is better than other competitor's destinations.

2.1.11. The importance of Social media in the Tourism Industry

Social media channels are tools designed to help you own your brand and share interesting information about your company. Social media marketing for tour companies has drastically altered the landscape, offering sneak peeks to different corners of the world while inspiring people to travel. More people are using platforms like Facebook, Instagram and Youtube as search engines to decide where and when to venture to next. Geographic and trending hashtags on Instagram make it easy for social media users to hone in on what they are looking for. (Breanna, 2021) Any business or individual involved in the tourism sector can create and use these social media platforms for free. They can create official profiles and use them to provide relevant information, answer users, questions, or engage with users to create a large following. No wonder many marketers use social media to help hotels and travel agents increase visibility. (Ferrario, 1979)

2.1.12. Advantage of promotion

The distribution of information on travel and tourism products and services is extremely significant. By using the different channels of promotion, marketers try to serve customers and influence the potential tourists 'positive outlooks. Due to this reason, a good and creative promotional activity can be very effective as well as a precondition for the achievement of the tourism industry (Esu & Ebitu , 2010). Promotion is one of the most vital elements in the marketing mix which includes many actions plans to inform the present or future customers about the advancement of a good product, its price, and convenience (Hassan, 2015). Tourist Destination promotion initiates economic development through various networks such as building transportation linkages and linking to new markets, rising the destination profile, targeted economic development through conventions and trade shows and raising the quality of life (Kotler, 2003 & Baldemoro, 2013). The promotion of tourism resources is an important

approach for many developing countries to influence tourists 'destination preferences (Ghosh, 2005). Promotion plays a vital role to advertise any destination and it can help to modify the tourist behavior by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination (Zadel et al., 2016). Promotion is one of the best real marketing mix elements applying in marketing tourism products and its intent. Ajake demonstrates the main goal of tourism establishments that are looking for to create knowledge of its nation's tourism market and convince tourists in these markets to visit the country wants to create an image of its country in tourist attractions in the best possible way (Ajake, 2015). Applying promotion mix components, after setting the promotional objectives is the main important task for the tourism marketer. The most important thing is deciding how the marketer will succeed in the promotional goals by applying promotional activities which are significant to increase tourist destinations.

Arioneshi and Ivan (2014) described these promotional activities such as personal selling, sales promotion, advertising, public relations, and these are the most important practiced activities. Applying promotion mix components, after setting the promotional objectives is the main important task for the tourism marketer. The most important thing is deciding how the marketer will succeed in the promotional goals by applying promotional activities which are significant to increase tourist destinations. Arioneshi and Ivan (2014) described these promotional activities such as personal selling, sales promotion, advertising, public relations, and these are the most important practiced activities. Generally, the most important point of the promotion is it sets the organization separated from other competitors and helps the quickness of the products and services recognition. Besides to this, promotion is a key factor in setting directly the importance of our product of services to the clients and by ensuring standard promotional and marketing strategy to the customers helps to bring image, profitability, and long term success in general. (Tesfaye, 2022).

2.1.13. Promotional tool

Social media sites allow companies and organizations to advertise and promote their products with better opportunities (Hassan, 2015). The advertiser can create their own website with interesting content and do not have to pay a huge sum of money for publishing and distributing of the anticipated information. Social networks are one of the fastest and most effective ways of

communication to spread information to a large group and it allows companies to get closer as well as to receive both positive and negative feedback. This feedback helps companies to know about how a product or service is considered in the marketplace (Agresta & Bough, 2010, pp. 3-8). Social media has also a huge effect on the travel and tourism industry. The tourism business mostly depends on word-of-mouth communication to share thoughts and recommendations. Moreover, through Facebook, Twitter, YouTube and Telegram customers can share a large amount of information including trips and suggestions which are most valuable for tourism promotion. Using social media also helps to provide the latest promotional offers, for instance, a short time promotion can be announced on social media when it is not possible in print media due to time-limited (Bennett, 2012).

2.1.14. Facebook pages for tourism promotion

Among the advantages of online promotion, measurability of strategies is the principal one. Its effectiveness can be evaluated by the numbers of blog hits, face book likes, tutor followers and the line. Based on this, an assessment has been made on how much Ethiopia uses Facebook for promoting its tourism potential compared to Kenya and Tanzania. (J.Hosp.Manage.Tourism) Though using different media to reach potential tourists in one or another way is advisable, with the growing importance of internet design, a strategy which emphasizes on it is vital. In relation to this, the mean ranking of results demonstrates that the internet plays the leading role by serving as an information source for tourists to know about Ethiopia. Tourists who have visited Ethiopia and Ethiopians who live abroad serve as the second source of information. (J.Hosp.Manage.Tourism)

Ethiopian culture and tourism web as government owned page are expected to incorporate adequate information with attractive images and videos, but it is not well designed and functional like the private ones. The effectiveness of the media promotion strategy can be evaluated by the numbers of blog hits, face book likes, tutor followers, etc. To show the gap, Ethiopian ministry of culture and tourisms face book page scored only 370 likes and 17 talking about this whole community created Facebook pages, minimized the gap pages like I am from Ethiopia registered 31,079 Likes and 13,112 people talking about this. As respondents from culture and tourism indicted they try to promote Ethiopia in the world tour and trade fair. This promotion strategy is very expensive and ineffective because language barriers existed in culture and tourism experts, less presence of target tourists and limited span promotion time and the like. But with the

convergence of media the ministry could plan strategic use of the internet to reach mass at least cost. Trip advisor refereed as the largest site for unbiased travel review which gives you the real story about hotels, attractions and restaurant around the world (Lanz, 2010). Excessive online generated content on hotels, travel destinations and travel service have increased due to rapid growth of web 2.0 applications, which allow internet users and traveler to increase social media platform for a travel planning (Chen w., 2011). In order to ease risk of purchase most people reply on travel blog and electronic word of mouth which helps to manager to facilitate brand awareness, ensure quality standard and sustain product improvement (Callarisa L., 2012).

2.1.16. Impact of social media on tourism

Social Medias' impact on tourism is huge. The best way to understand is to understand is to discover what people do before going on a trip. Social media helped create this environment where people are invited to research a tourist destination and share personal photos and videos. In other words, social media has completely changed the way people make travel decisions. At this point, the ties between social media and the tourism industry have become inseparable. (Marc Truyols)

2.3. Empirical Review

The study was done by Sheferahu (2016) in Ethiopia, on the issue of promotion the researcher, said that Ethiopian government followed the backward system to promote Ethiopian tourism industry and expecting a lot from the government and still Ethiopia is poor in promoting tourism destinations when it compares the other African countries (South Africa, Kenya, Egypt). The researcher had described on his finding only the government's backward destination promotional system the finding did not comprise the private sectors and stakeholder involvement and the strategy which is used by these sectors in line with the government standard. Additionally, the researcher did not indicate the appropriate promotional activities and tools which are significant for the concerned body to promote tourism potentials at national and international level for the future. (Shewaye, 2019)

The study conducted in Ethiopia by Belayihun (2022) with overall objective of analyzing digital marketing tools in promoting Ethiopian Tourism in case of Bale Mountain National Park, Bale Zone the result revealed that Social media such as Facebook, YouTube , Twitter and LinkedIn

are Tourists' information source. The study indicated that search engines became the most used information source to come to Ethiopia followed by Social Media.

The study conducted in Ethiopia by Ayalew (2016) the result revealed that lack of promotion through the different media outlets is challenge of tourism sector marketing however this study participates was one hundred tourists who have the experience of visiting the Ethiopia; Also he did not well focused on the role of social media in promoting tourism products and services.

Pervious empirical studies from India –Delhi University concluded that any business, especially destination marketers, to be successful digitally, they require to have quality website, presence on social media, Email marketing, content, mobile-friendly. These tools of digital marketing play a very crucial role in promoting the country's tourist destination (Kaur, 2017)

Empirical studies from Ethiopia by Wassie, & Dhaliwal, (2017) revealed that the performance of tourism promotion using social media and marketing practice is low (below regional average in most indicators), although the country has a good market growth rate. I the authors suggested that the government can concentrate more on the materialization of weak positions and modify the existing strategic documents so that the tourism marketing performance can improve (Wassie, & Dhaliwal, 2017). The author also argue that Ethiopian ministry of culture and tourisms facebook page scored only 370 likes and 17 comments about this whole community created. the result revealed that respondents from culture and tourism ministry indicated they try to promote Ethiopia in the world tour and trade fair. This promotion strategy is very expensive and ineffective because language barriers existed in culture and tourism experts, less presence of target tourists and limited span promotion time and the like. But with the convergence to social media the ministry could plan strategic use of the internet and social media to reach mass at least cost (Ayalew 2016).

The study by Michaela (2017) indicated that Social media is a powerful source used by tourists for travel planning and several other studies agree regarding important role of social media and its impact on travel decision (Michaela, 2017) There are a large number of possibilities to market tourism services and products through social media. Awareness, proper networking, analysis of competitors, addressing customer's issues, more online visibility and reputation management are

some of aspects to deal on social media by tour operators social network sites of tour operators (Michaela, 2017).

Pervious empirical studies from Addis Ababa by Nuredin (2018) on Impact of Social Media on Travel Industry: The case of selected tour operators in Addis Ababa revealed that tour operators in Addis Ababa are able to use social media for a great variety of purposes from promotion to booking lead procedure to increase the visibility and credibility of their products and services related to tour business, however they faced challenges or the difficulties involved with use social media such as lack of time and/or updates, willing to accept new social media platform which can bring valuable outcomes to their business (Nuredin 2018)

Empirical studies from Ethiopia by Ayalew (2016) the result revealed that , the contribution of the tourism private sector in Ethiopia, especially promotion by internet and social media contributes the highest. Web site and social media play an important role in promoting Ethiopian tourism. Ethiopian culture and tourism Web site and social media as government owned page are expected to incorporate adequate information with attractive images and videos, the result revealed that Web site and social media are not well designed and functional like the private (Ayalew 2016).

Empirical studies from Ethiopia by Moges (2022) regarding the promotional practices of tour & travel operators in Addis Ababa the finding indicated that the mixes of the promotional elements are important means of communication with international tourists. Though travel operators Addis Ababa not yet effectively combined to use promotional elements, the reason could be because of poor promotional strategy and program, limited tourism product development, lack of attention and knowledge on tourism marketing and promotion strategy.

However these study was in context of travel operators and this study thematically not focused on role of social media

In Ethiopia studies on marketing tools on promoting Tourism Sector did not give due attention to role of the role of social media in promoting tourism products and services. For example study by Wassie, & Dhaliwal, (2017) focused on analysis of the tourism marketing performance and strategy of Ethiopia. Another study by Belayihun (2022) on digital marketing tools on promoting tourism sector was geographically focused on Bale Zone and the study was not in context of

Addis Ababa. Another study by Ayalew (2016) regarding the role of social media in tourism promotion; A case study in Ethiopia; this study thematically not focused on role of social media geographically focused on Ethiopia as large and not focused on Addis Ababa .

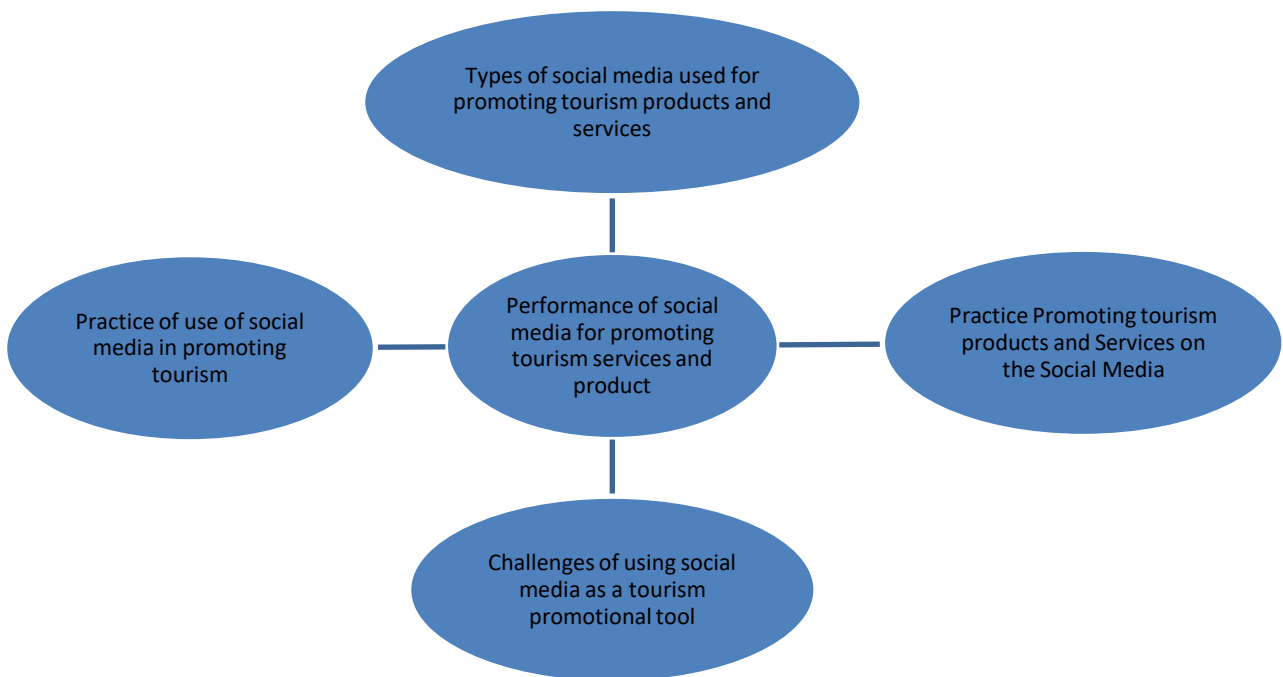
2.4. Literature and studies gap

In Ethiopia, there is limited study on the topic specifically empirical evidence from Addis Ababa on the role of social media in promoting tourism products and services was limited and not well researched. Furthermore in Addis Ababa, there is limited study on the topic specifically empirical evidence from Addis Ababa on the role of social media in promoting tourism products and services was limited and not well researched. Thus, the study is with the view of filling this gap.

Study gap analysis indicated above indicated that there is research gap on this study area, study variables and methodology. Therefore, the purpose of this study was identify and analyze the challenges and the role of social media in promoting tourism products and services in Addis Ababa city Administration context.

2.5. Conceptual frame work

As demonstrated in figure below; the study Independent variables were Types of social media used for promoting tourism products and services, Role of social media in promoting of tourism products and services, Challenges of using social media as a tourism promotional tool whereas performance of Performance of social media for promoting tourism products and services dependent variable.



Source: researcher own design or model (2022)

Figure 3 Conceptual Frame work

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Description of the study area

Ethiopia has the plan of becoming one of the top tourist destinations in Africa by 2020. To achieve this objective it is mandatory to know tourist preferences. In addition to visit purpose, tourist will prefer Addis Ababa city to start their travel origin, for the basic transport, lodging, tour information and to get other facilities. In addition, tourists spend their time to acclimatize with the climate and necessary tourist information. Within this short time of two to three days, tourists travel in and the surrounding places of Addis Ababa for the purpose of visitation (Shewaye, 2019).

Addis Ababa is a city with an historic urban landscape of more than 130 years old and has been produced abundant amount of cultural tourism resources. Cultural tourism attractions of Addis Ababa city administration involve the historical, cultural and traditional resources, which are the most significant factors for international and domestic tourists or visitors. A great deal of these attractions denotes the historical and cultural progress of the entire country, while few of them are only related with the foundation and growth of the Capital City. In order to create convenient conditions for all visitors communities or other purpose, major man made tourist attractions of Addis Ababa are arranged into: Government Palaces, Places of worship such as churches, mosques and cathedrals, Monuments of different historical background erected on various famous squares, Museums of historical, cultural, anthropological, archaeological, natural, 45 ethnological, religious etc. , old historical buildings and houses, religious and other event together with annual ceremonies, market and shopping centers, and other traditional and cultural activities(Tadesse, , 2011, AACTB, 2011).

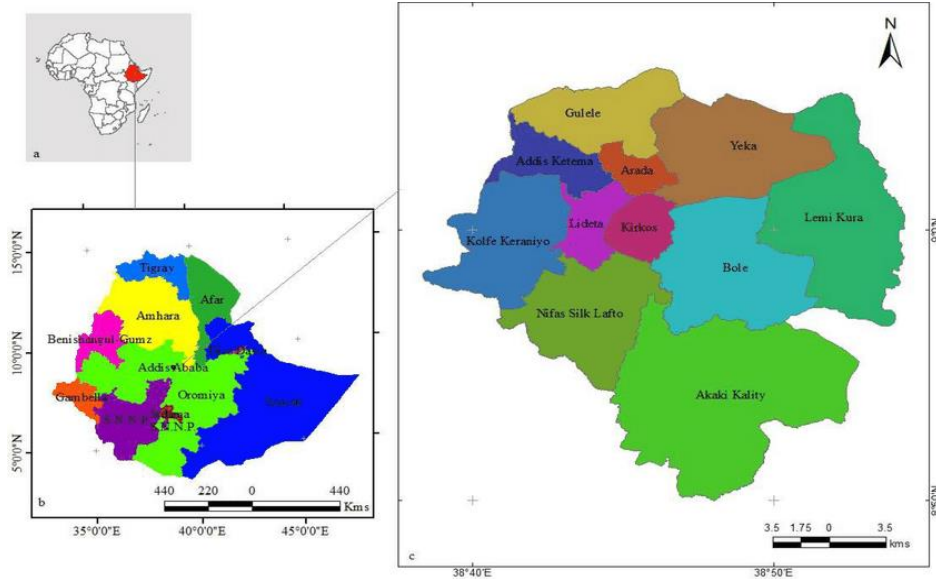


Figure 4 Map of Addis Ababa with Sub Cities

Source: Ethio - GIS - 2022 png

3.2 Research Approach and Design

The purpose of this study was to identify and describe the role of social media in marketing and promotion of tourism products and services in Addis Ababa. Considering the newness of social media as a brand communications tool to the context of social media marketing promotion communications and the fact that research on social media is still at its early stage with the implications for tourism in Addis Ababa. Thus, this study used mixed approach taken as the most appropriate and efficient approach mainly in qualitative to quantitative sequence. Specifically, descriptive study is the main approach to collect primary data.

Descriptive research more formalized and typically attempts to describe a situation, problem, phenomenon, service or programmed with stated hypothesis or investigated question. Therefore, descriptive research seeks to describe something (Bruce, Robert Stevens & Loudon, 2002). Accordingly, the descriptive research design was providing a method to discover the roles of social media in marketing and promotion of tourism products and services in Addis Ababa.

3.3 Type of Data and Source

This thesis used both qualitative and quantitative data types. This study also used both primary and secondary data sources. As Wrenn, Stevens & Loudon (2002) pointed regarding the type and source of data this study, primary first hand data was collected for the first time from the business organizations through online survey, questionnaire and observation. Secondary data that previously gathered for some other purpose gathered from published and unpublished literature, internet, newspapers, and Social Media sites.

3.3.1 Primary sources

Primary research consists of the following ways of collecting data observations, surveys and interview chosen as the most suitable way of collecting data.

3.3.1.1. Questionnaires

Questionnaires were main data source of the research and used to collect relevant and first-hand information from tourism marketing and promotion officers. The items of the questionnaires were mainly close-ended questions accompanied by some open ended ones. The reason why a questionnaire was used that easier to handle and was simpler for the respondents to answer within a short period.

3.3.1.2. Interviews

Primary data collected in form of interviews with team leaders who comprised of Tourism office in Addis Ababa and Tourism marketing and promotion team leaders in Addis Ababa. The preliminary questionnaires and information sent prior to the interviews with background information to formalize the respondent in the research area.

3.2.2 Secondary sources

Secondary research was conducted using various past theories and this included, text books, newspapers and related journals, past research and electronic sources.

3.2.2.1 Text books

Text books wrote by different professionals and academic staff. They mainly focuses on Tourism industry a specific reference to a certain area and few of them recently published however, the merit of using textbooks is that they contain generals' ideas and a researcher can compare different authors on different topics

3.3 Sample Design

There are two sample designs used; these are probability sampling and non-probability sampling. Due to constraints such as time, cost and objectives of the research study there are circumstances when it is not feasible to adopt a random process of selection and in those circumstances, usually non-probabilistic sampling is adopted (Singh, 2002). Non-Probability sampling method classified in to two types: accidental and purposive (Singh, 2002). The research at had used a purposive sampling. In this case, purposive sampling can be very useful for situations where you need to reach a targeted sample quickly (Singh, 2002).

A simple random sample is a randomly selected subset of a population. In this sampling method, each member of the population has an exactly equal chance of selected. This method is the most straightforward of all the probability-sampling methods, since it only involves a single random selection and requires little advance knowledge about the population. Because it uses randomization, any research performed on this sample should have high internal and external validity.

3.3.1 Target Population and Sample Frame

A population is a group of individuals, objects, or items from among which samples taken for measurement (Singh, 2002). Target population is the complete group of individuals or companies that the researcher wishes to investigate. It defined in terms of availability of elements, period, geographical boundaries and topic of interest . Using sampling decision model. this study population defined as tourism companies both service provider and service taker. The sampling frame defined as the frame of entities from which sampling units are selected for a survey (Singh, 2002). The Social Media presence used as sample frame characteristics. The characteristics of the sample frame are extremely important in designing the data-gathering instrument .

The officers participated in the study were those based in Addis Ababa and who have a social media marketing. In our capital city Addis Ababa, there are 11 Sub City and 119 Woredas. In each sub city there is Tourism Marketing, Promotion team in each of them has three officers in their work and one team leader, Also in each woreda there are two tourism officers and one team leader. In addition to this under Addis Ababa City Administration, there are 20 Tourism

Marketing and Promotion officers. According to this, the total number of Tourism Marketing and Promotion officers and one team leader becomes 421.

3.3.2. Sample Size

Deciding the size of the sample, among scholars is a flexible matter, meaning the paper will be use any number depending on the cost and availability of funds and time and participants. Singh & Nath, (2005) the study decides to service giver convenience sampling method because it is actually impossible to carry on a probability sampling because there is no point in time during which all employ is use to market social media available due to different reasons and it is not possible to contact everyone who may sampled.

Source population; in Addis Ababa City Administration, there are 421 Tourism Marketing and Promotion officers and team leaders at level of woreda, subcity and city. In these study context Total of population were 421 Tourism Marketing and Promotion officers, Accordingly to determine the sample size, a simplified proven formula of (Yamane, 1967) would applied. That is,

$$n = \frac{n^2}{1 + n^2}$$

n= Sample size

N= Total of population

e= Sampling error at 95% of level of confidence

$$n = \frac{421}{1 + 421(0.05)^2}$$

$$n = \underline{205}$$

Therefore the sample size for this study becomes 205 Tourism Marketing and Promotion officers and team leaders.

3.3.3. Smapling method

The study used random sampling (lottery method) and multi stage sampling technique as described and justified below. This study used probability sampling technique for selecting 6 sub city out of 11 sub city Furthermore In this study stratified sampling procedure.

The study used random sampling (lottery method) and multi stage sampling technique as described below.

- Step 1: the researcher selected 7 sub city out of 11 sub city study using probability method specifically lottery method
- Step 2: the researcher selected 58 weredas out of 87 wordas in selected 7 sub city for study using probability method specifically lottery method
- Step 3: the researcher selected study participants from each strata (Sub city, Woredas and Addis Ababa City Culture, Art and Tourism Bureau, Tourism Marketing and Promotion officers) using probability method specifically lottery method
- Step 3: the researcher selected 12 study participants using purposive method for interview and qualitative data collection.

Table 1: Sampling Frame

No.	Name of the office	Total number officers	Sample size from each strata
1	Addis Ababa City Culture, Art and Tourism Bureau, Tourism Marketing and Promotion officers	20	10
2	Sub city Tourism Marketing and Promotion officers	44	21
3	Woredas Tourism Marketing and Promotion officers	375	174
	Total	421	205

3.4 Methods of Data Collection

The study used both primary and secondary data types accordingly the primary data collected using survey and observation that was used to identify and evaluate the roles of social media in marketing and promotion of tourism products and services in Addis Ababa. The secondary data, on the other hand, collected from existing literatures with extensive review.

3.5. Ethical Consideration

The data gathering nature of this study was highly dependent on self-reporting of the tourism marketing and promotion officers about their social media usage and promotion of tourism

products and services with in it. Hence, it was found to be important to build confidence and trust among the tourism marketing and promotion officers so that they can provide the required information without hesitation and as honestly as possible. This was done through ensuring anonymity and confidentiality in order to respect the privacy of the tourism marketing and promotion officers.

3.6. Issues of Validity

Validity is the accurateness, constancy or effectiveness with which a tool measures what is proposed to measure. In this study, the instruments were primarily prepared by the researcher and the questions answered by tourism marketing and promotion officers who are working in Addis Ababa culture, Art and Tourism Offices. Then the instruments were also reviewed by my advisor to compromise his valuable advice for the validity of instruments.

3.8. Data Presentation and Analysis

Descriptive statistics was used to analyze data; thematic analysis was used to qualitative data gathered through interview. The study was conducted based on primary data gathered from respondents. Data collected by the instrument was encoded into a computer with statistical Package for Social Science (SPSS) and Microsoft Office. Results of the survey are presented in tables and figures followed by analysis of the outcome of the survey. Relevant literature was also included to strengthen the findings of the research.

CHAPTER FOUR

4. DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The aim of this chapter was to present the responses of the respondents, from offices having social media marketing and from offices without social media marketing in identifying the role of social media in marketing and promotion of tourism products and services in Addis Ababa. Response rate: the sample size for the study was 205 in study area, in line with this 205 questionnaires were distributed however 163 questionnaire were filled in and returned which implies a response rate of 80 % this would enable the study to draw valid conclusion on study population. Furthermore Qualitative data was collected from 12 Addis Ababa City Culture, Art and Tourism Bureau, Tourism Marketing and Promotion officers.

4.2. Demographic Data

In this section, the researcher discusses the demographic data

4.2.1 The tourism marketing and promotion officers' Offices Demographic Data.

Table 2: Demographic Characteristic of Respondents

Variables		Frequency	Percentage
Age	>26		7.2%
	26-30 years		57.8%
	31-35 years		17.5%
	36-40 years		13.5%
Total			100%
Sex	Female	114	70.4%
	Male	49	29.6%
Total		163	100%
Educational Background: What is the highest level of education you have completed?			
Educational qualification	High school (10+2)	0	0.0%
	Technical vocational certificate	0	0.0%
	Diploma	9	5.3%
	Degree	140	85.9%
	Master's degree	14	8.8%
	Doctorate	0	0.0%
Total		163	100%

Source: own survey, 2022

Concerning age categories of the respondents, 57.8% of the respondents are between 26-30 years old whereas 17.5% of the total respondents were in the age range 31-35 years old, the remaining 13.5% and 7.2% were in the age range between 36-40 years and > 26 years respectively. The result shows that from tourism marketing and promotion officer's majority of internet users selected for this study was across all age group. Regarding the sex of respondents, the majorities 70.4% of respondents were female, and 29.6% of the respondents were male. This data implies that more female participated in the study than male respondents did as well as it reflects the female tourism marketing and promotion officers dominance in internet user's proportion in Addis Ababa sub city. With regard to educational level of respondents, 85.9% were Degree followed by 8.8% who were Master's degree holders. The compositions of the respondents' educational background showed that the participants are well educated.

The tourism marketing and promotion officers' Work Experiences

Table 3: Work Experiences in years in tourism sector

Experience	Frequency	Percentage
>One Year	0	0%
One - Three Years	63	39%
Four - Six Years	80	49%
> Seven Years	20	12%
Total	163	100%

Source: Own

Survey, 2022

Regarding the work

Experience of

respondents, the majorities 49.0% of respondents were four -six years working experience, 39% of the respondents were one -three years working experience and 12% of the respondents were greater than seven-year working experience. This data implies that I take data from the right person.

The tourism marketing and promotion officers' Current position

Table 4 :Current position in the office

Experience	Frequency	Percentage
Tourism Marketing development	88	54.0%
Tourism promotion development	70	42.9%
Tourist Information Centre	5	3.1%
Total	163	100%

Source: Own Survey, 2022

Regarding the **position** of respondents, the majorities 54.0% of respondents were Tourism Marketing development, 42.9% of the respondents were Tourism promotion development and 3.1% of the respondents were Tourist Information Centre. The study would gather data more from Tourism Marketing development and Tourism promotion development professional, they who serve in several subcity and woredas in Addis Ababa City Administration Culture, Art and Tourism offices.

The tourism marketing and promotion officers' Educational Background

Table 5: Educational Background

Field of Studies	Frequency	Percentage
Archaeology	0	0.0%
Anthropology	0	0.0%
Tourism management	70	42.9%
Language and literature	0	0.0%
History and Heritage Management	0	0.0%
Journalism and Communication	0	0.0%
Hotel Management	85	52.1%
Statistics	8	4.9
Geography	0	0.0%
Total	163	100%

Source: Own Survey, 2022

Regarding the **Educational Background** of respondents, the majorities 52.1% of respondents were Hotel Management, and 42.9% of the respondents were Tourism management and. This data implies that most of the working position of tourism marketing and promotion would fulfill with the professional those who have related field of study to tourism. Such kind of things help to develop the tourism sector moreover the professional have done work effectively. Because they are the owner of that job.

4.3. Types of social media used for promoting tourism products and service and the role of social media in promoting of tourism products and service

The tourism marketing and promotion officers' social media usage

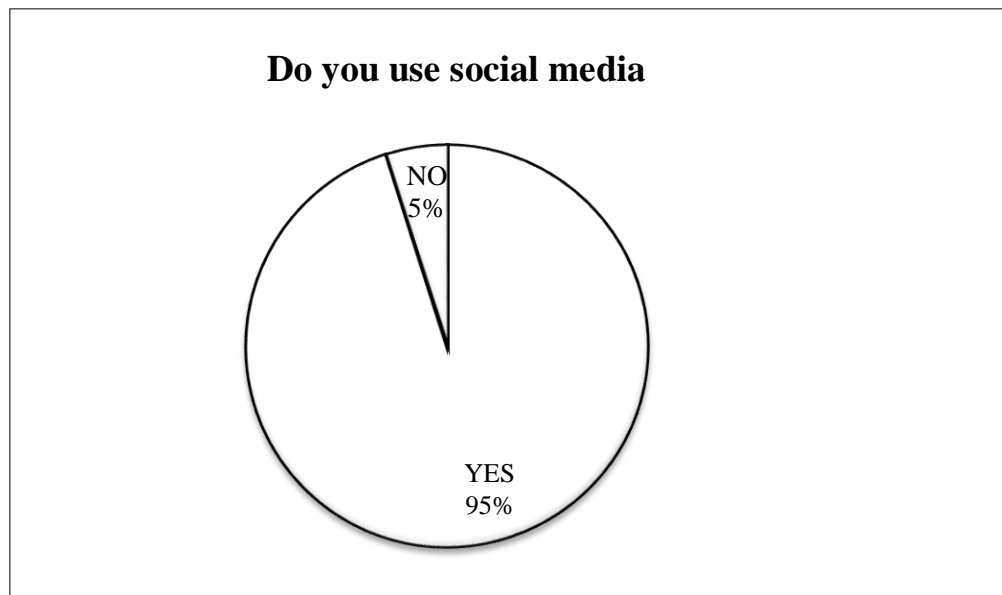


Figure 5 *The respondents use social media*

With regard to the use of social media for marketing purposes, all respondents (n=163) use it, Of the 163, 150 (95%) have been using social media marketing and the remaining 13 (5%) were not using social media. The percentage statistics summary presented in above Figure 4.1.

Frequency of using social media to promote tourism

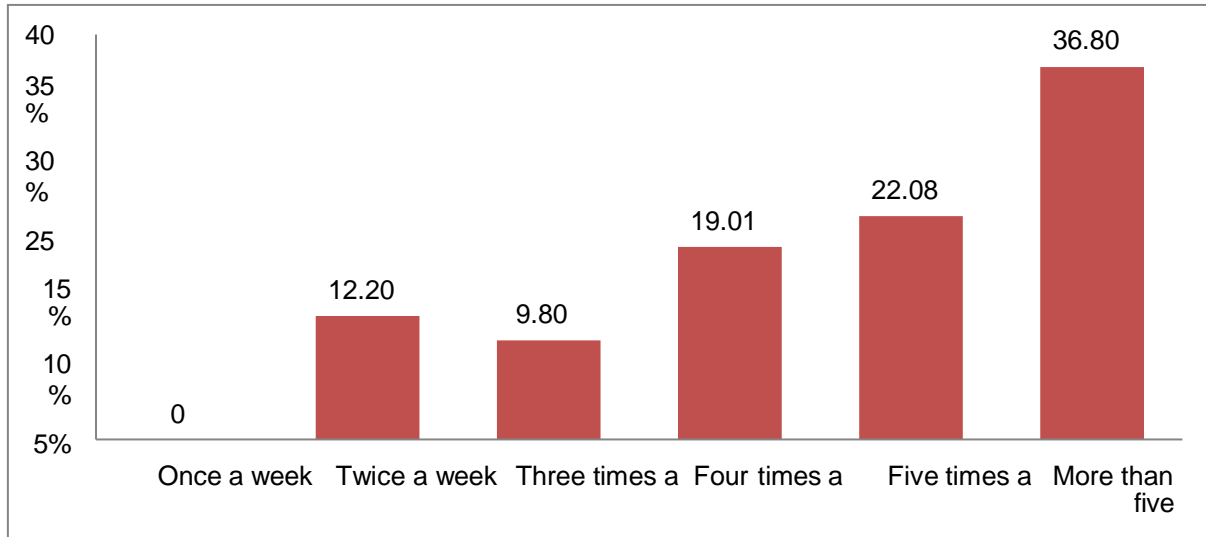


Figure 6 *Frequency of using it social media to promote tourism*

Figure 6 shows how Frequency of how often do you use it Social Media created by organizations. 36.8% (n=60) responded that they use more than five times a week which of 22.08% has five times a week, 19 % of respondents confirms that four times every week. The remaining 12.2% and 9.8% responded that use Social Media three times a week and twice a week.

The type of social media used to promote tourism

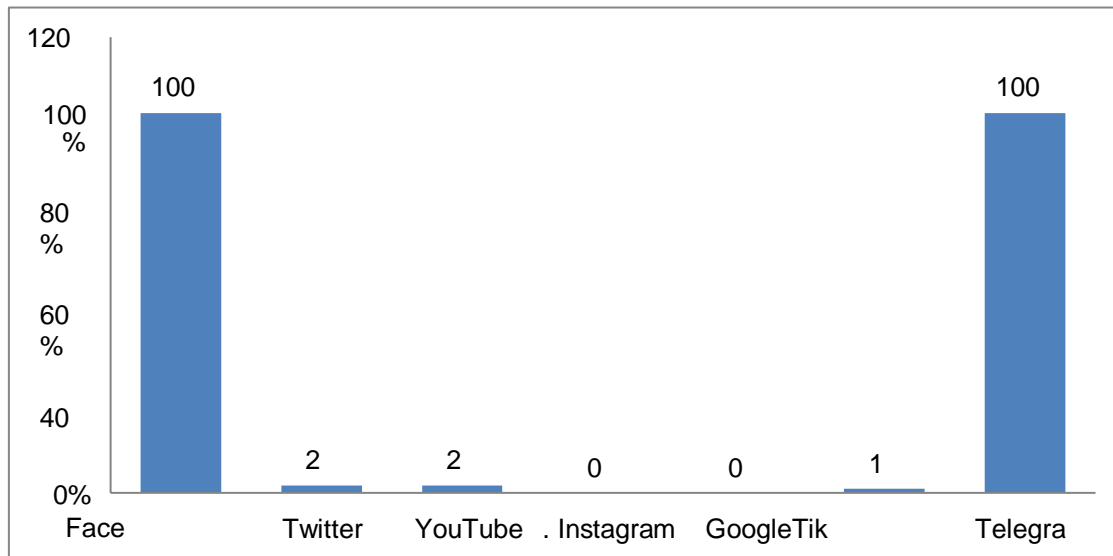


Figure 7 *The type of social media used to promote tourism by the respondents*

Respondents asked to give the exact Social Media platforms their offices use for marketing and promotion purposes. Findings in Figure 4.4 revealed that among the social media platforms listed

Facebook and telegram overwhelmingly used by all the respondents followed by 2% Twitter and 2% YouTube. The tourism marketing and promotion officers mostly used face book and telegram Social Media platforms. This data implies almost all of the tourism marketing and promotion offices' use mainly face book and telegram social media platform.

The tourism marketing and promotion officers' what extent do you use social media for professional purpose

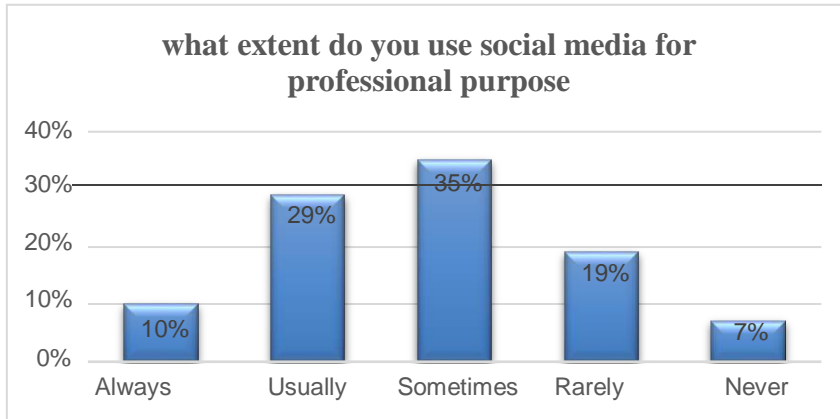


Figure 8 use social media for professional purpose

Respondents were asked to give the extremely **use of social media for professional purpose**. Findings in Figure 4.3 revealed that among the **use of social media for professional purpose** used by all the respondents followed by 35% of the respondent says sometimes we use social media for professional purpose and 29% of the respondent said that they use usually for professional purpose. This implies the tourism marketing and promotion officers sometimes use the social media for professional purpose.

The tourism marketing and promotion officers' how often do you use social media as sources of news?

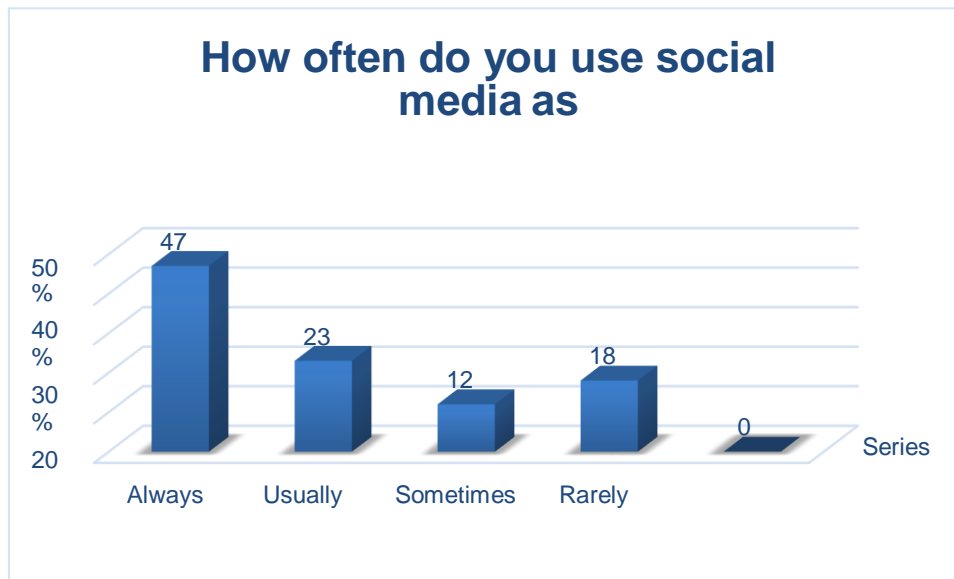


Figure 9 use social media as sources of news

Respondents asked to give the use of social media as sources of news. Findings in Figure 4.6 revealed the respondent's tales that 47% of the respondent always use as a sources, 23% say that use social media usually and also 18%, 12% of the respondent say rarely and sometimes. This data implies most of the tourism marketing and promotion officers always use the social media as source of news.

The tourism marketing and promotion officers' why do you use social media as sources of tourism

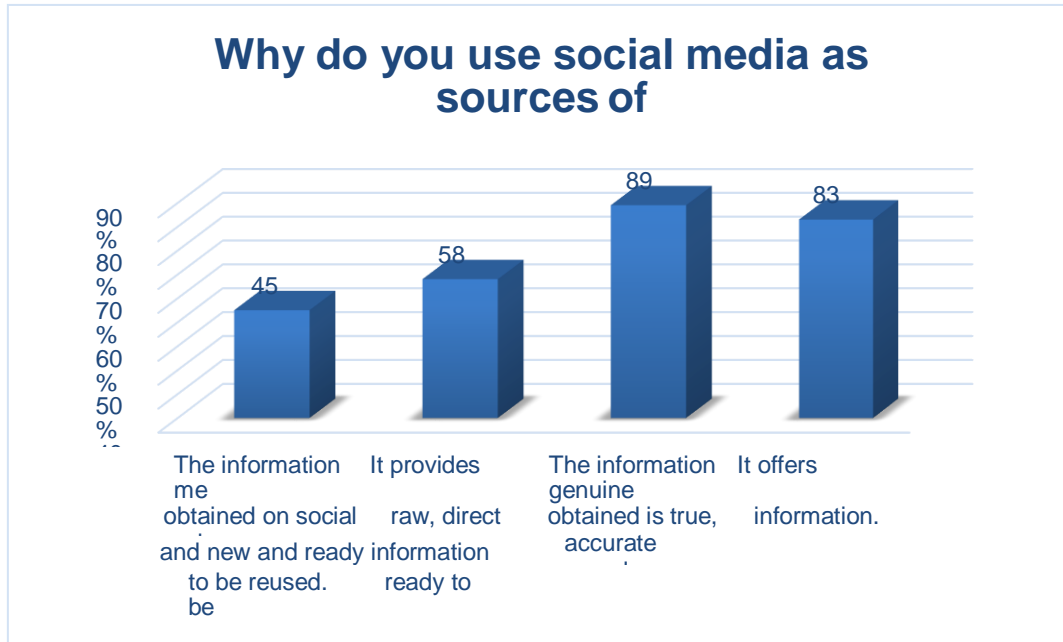


Figure 10 The tourism marketing and promotion officers’ use social media as sources of tourism

Using a range respondent was **why you use social media as sources of tourism**. All responded (n=163) answered this question, of the 163, 89% have been saying that the information obtained is true, accurate and verified and also 83% of the respondent says It offers genuine information. The percentage of statistics summary is presented in Figure 4.7 above. This data implies most of the tourism marketing and promotion officers’ use the social media as source of tourism with believing the information obtained is true, accurate and verified.

The tourism marketing and promotion officers' which media types do you trust most

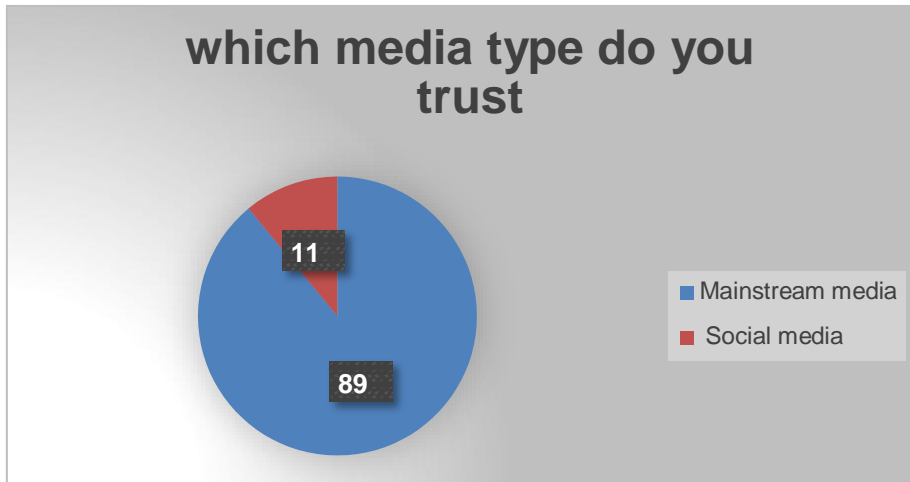


Figure 11 Which media type do you trust most?

Using a range respondent was **which media type you trust most**. All responded (n=163) answered this question, of the 163, 89% have been saying that the mainstream media in the trust level of respondents. This data implies most of the tourism marketing and promotion officers' believing the mainstream media rather than social media. Nevertheless, the information of the social media is accurate and update.

How long have the tourism office been established?

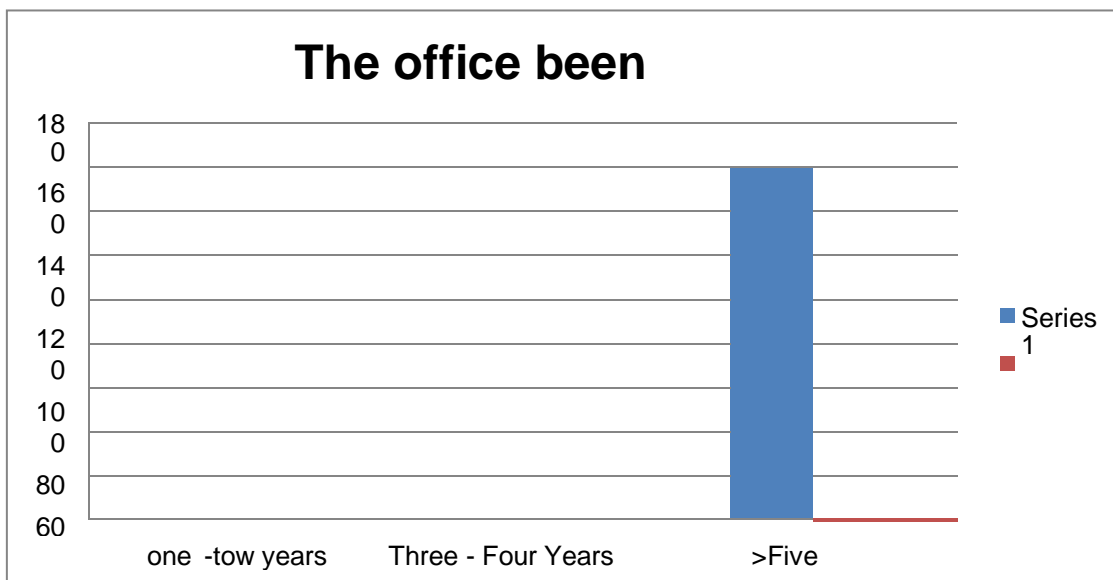


Figure 12 Summary of The tourism office been established

Respondents were asked to give **the office been established** in their organization use for marketing and promotion purposes. Findings in Figure 4.9 revealed that among the tourism office have been more than five years.

Does the tourism office have a social network?

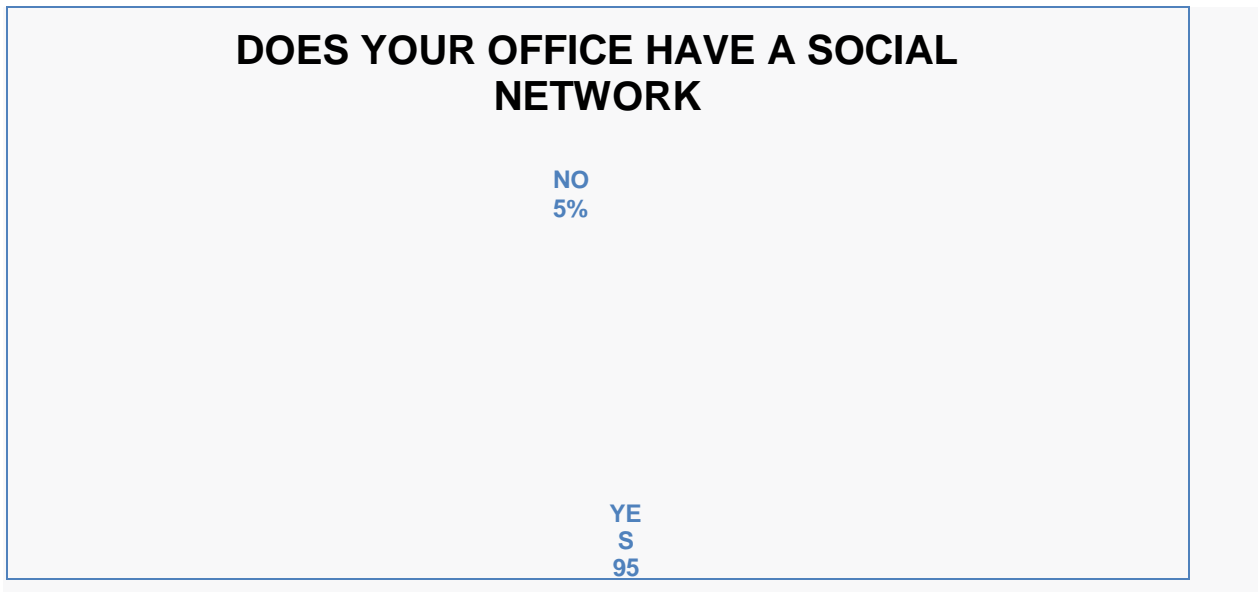


Figure 13 *The offices have social media network*

Using range respondents asked **does your office have a social network** for marketing and promotion purposes. All responded (n=163) answered this question, of the 163, 155 (95%) have been saying the offices have social media network and the remaining 8 (5%) were not the offices have social media network. The percentage of statistics summary is presented in Figure 4.10 above. This data implies most of the tourism marketing and promotion offices’ have the social media network.

3. What kind of social network does the tourism office use?

Table 6: *Type of social network does your office use*

Social media platforms	Non usage percentage	Usage percentage
Facebook	0%	100%
Twitter	98%	2%
YouTube	98%	2%
Google	100%	0%
Telegram	0%	100%

Based on the above results, the highest user social media platform was Telegram (100%) and Facebook (100%) followed by Twitter (2%) and YouTube (2%). This data implies almost all of the tourism marketing and promotion offices' use mainly face book and telegram social media platform.

What kind of services does tourism office provide in the tourism sector?

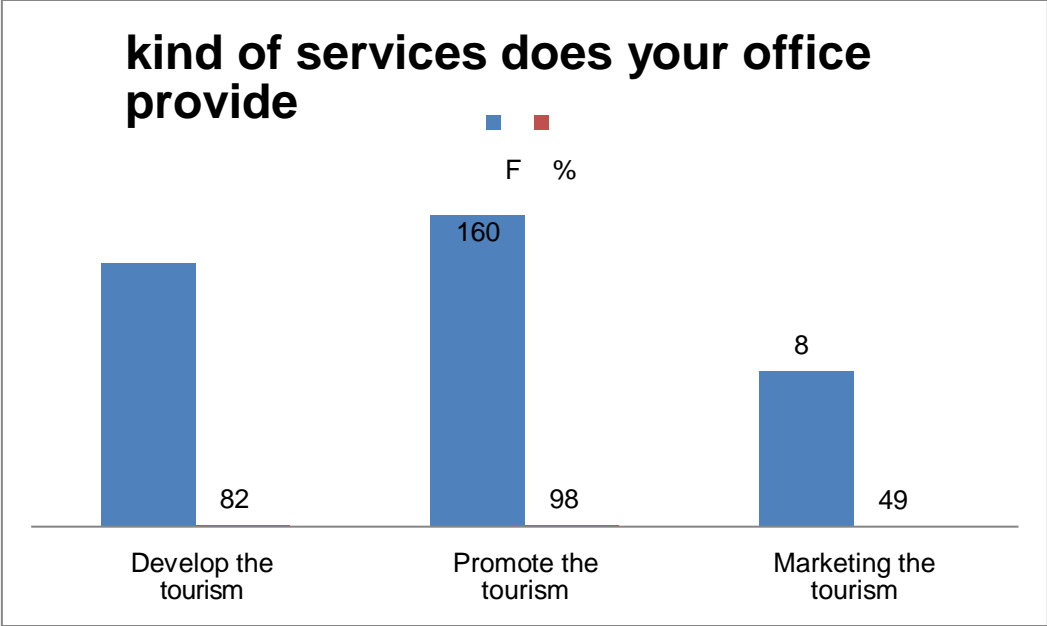


Figure 14 Kind of services the office provide tourism

Respondents asked to give the **kind of services does tourism office provide** in their office 98% respondents say promote the tourism destination, 82% say develop the tourism destination. Findings in Figure 4.11 revealed that among the kind of services does tourism office provide. This data implies almost all of the tourism marketing and promotion offices' promote the tourist destination by using face book and telegram social media platform.

- What is the way you use to promote tourism office services

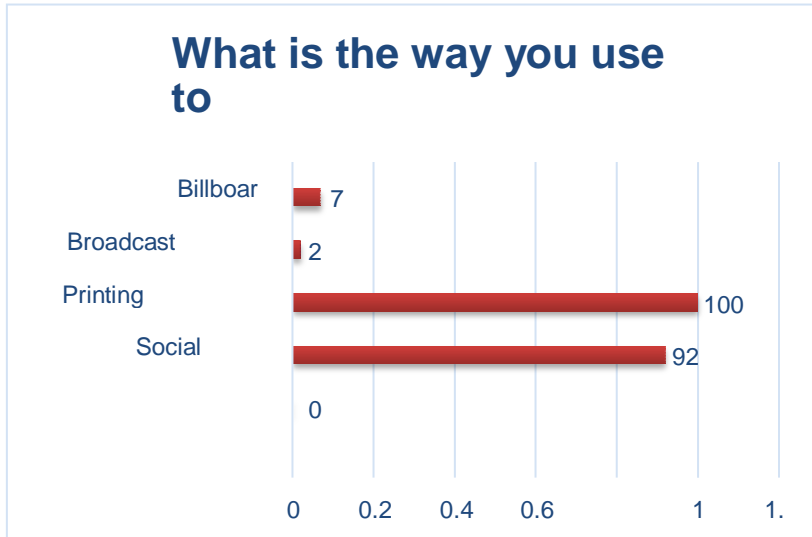


Figure 15 *What is the way you use to promote tourism office services?*

Using a range respondent was **the way you use to promote tourism services**. All responded (n=163) answered this question, of the 163, 100% have been saying that the offices use printing material to promote the offices service. In adequate the offices use the social media. This data implies promoting with printing material is a trend of the tourism marketing and promotion offices'. In addition, the office use social media.

Do you advertise tourism office services on social media?

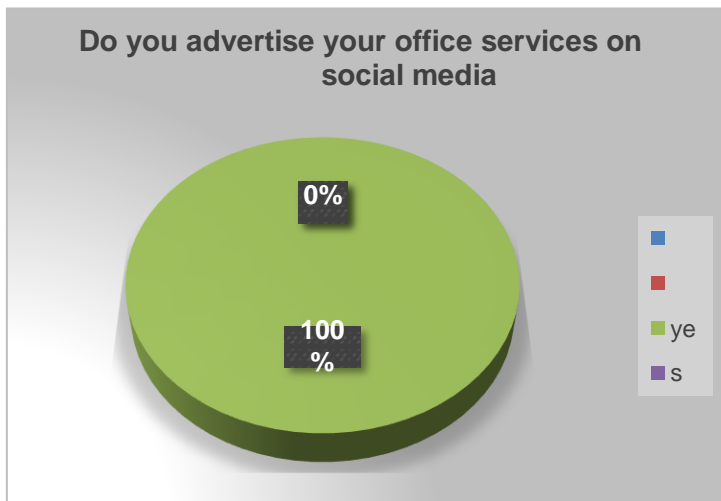


Figure 16 *Extent of Advertising the office services on social media*

Respondents asked to give the **Do you advertise your office services on social media**. Findings in Figure 4.13 revealed all the respondents say yes we advertise our office service. This indicates all the tourism marketing and promotion offices promote its tourism products and services.

How often do you purchase a product or service based on an advertisement on a social networking site?

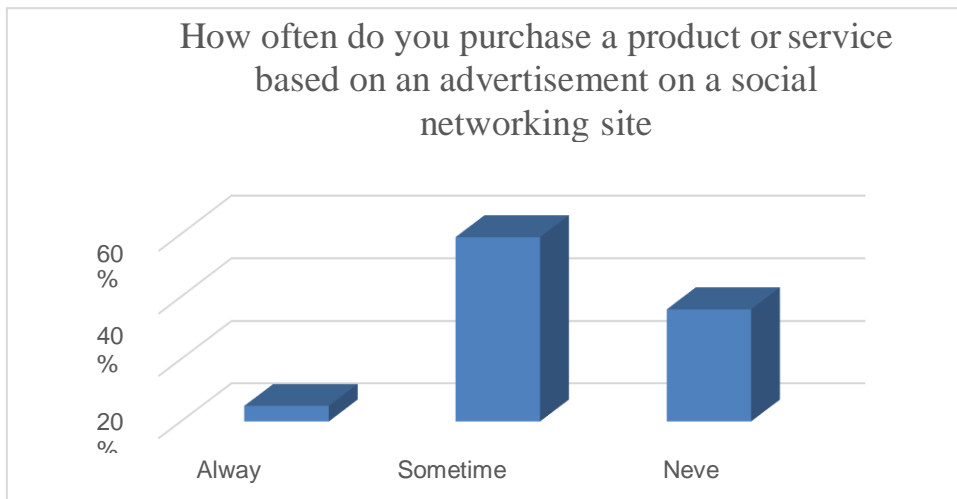


Figure 17 purchase a product or service

Using a range respondent was **how often you purchase a product or service based on an advertisement on a social networking site**. All responded (n=163) answered this question, of the 163, 58% have been saying that the product and service are sometimes adverted in offices social media network. The percentage statistics summary was presented in Figure 4.14 above.

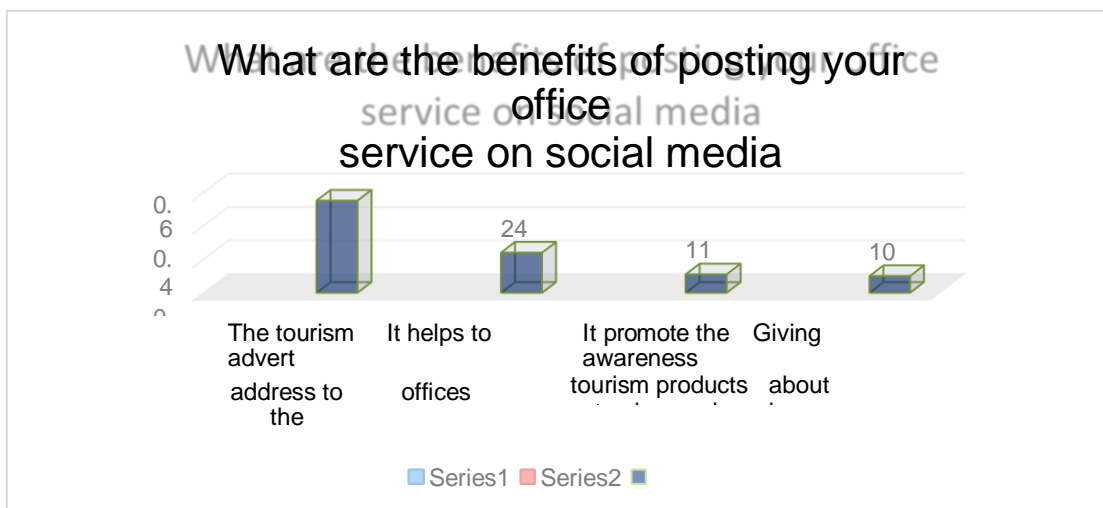


Figure 18 the benefits of posting your office service on social media

This figure shows the **benefits of posting the offices' service on social media**. All responded (n=163) answered this question, of the 163, 55% have been saying that the tourism destination will be address to the audience. Advertising the tourism offices services take 24% second level from the alternatives. The full percentage statistics summary presented in Figure 4.14 above.

Which part of the society is looking at tourism office's website?

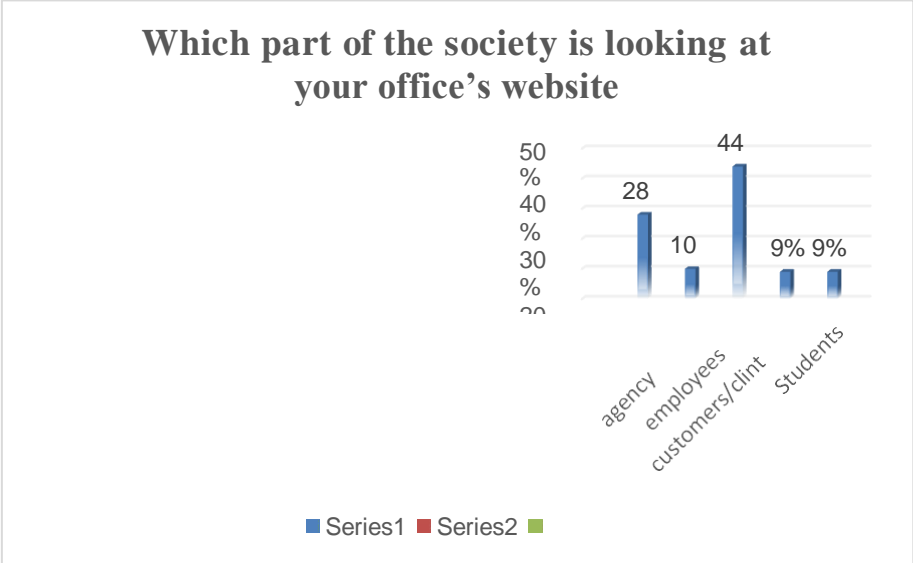


Figure 19 Part of the society is looking at offices website

Out of 163 respondents the majority which accounts to 44% replied that they say the employees have looking the website online advertisements, 28% said they general customers never noticed the advertisements on social media networks. This data result seems the employee have looking the website to accelerate the job in tourism sector.

Do customers look at tourism office's website for?

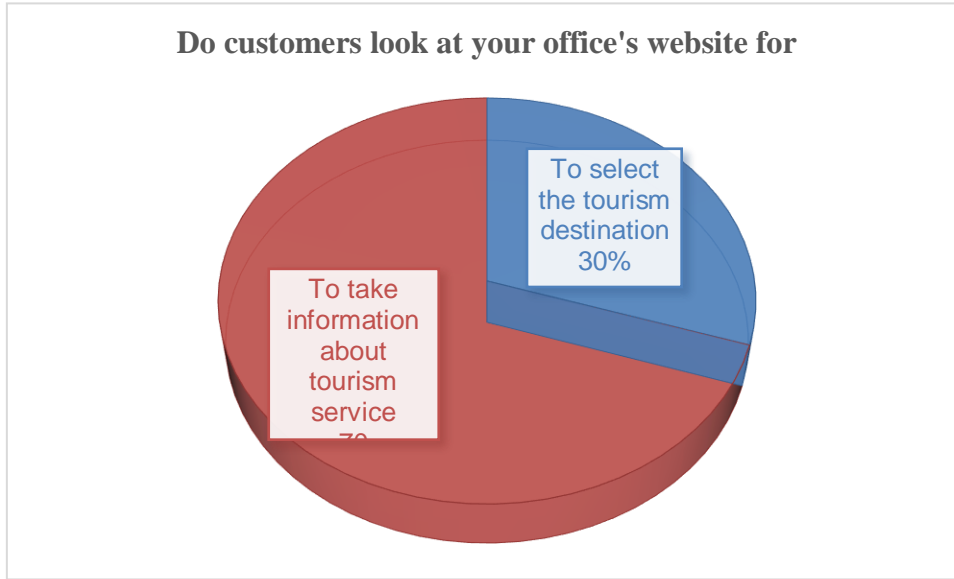


Figure 20: Customers view or look at your office's website for

Out of 163 respondents, the majority, which accounts to 70%, replied that they the customers have looking the tourism marketing and promotion offices social page to take information about tourism service, 30% customers have looking to tourism destination. This indicates the promotion of tourist destination needs such kind of improvement.

4.4. The contribution of advertising the office services on social media to marketing performance of the office

The extent of contribution of advertising the office services on social media to marketing performance of the office was measured using likert scale and the result is as indicated below.

Table 7: Contribution of Advertising the office services on social media to marketing performance of the office

Item	Frequency and %	Very high	High	Moderate	Low	Very low
The office's services have been accessible to different sections of society on the social media.	F	-	20	51	89	3
	%	-	12	31	54.6	0.02

We get as many results as we thought by posting our office services advertisement on social media.	F	-	35	16	98	14
	%	-	21	9.8	60	8.5
Our institution has received proper recognition for posting our office's services on social media.	F	-	68	24	71	-
	%	-	41.7	14.8	43.5	-
We have been promotes the good image of our wereda/sub city through your office's social media.	F	-	123	12	8	-
	%	-	75	7.3	4.9	-
Social media has become a unique tool to sell our office's services.	F	-	163	-	-	-
	%	-	100	-	-	-
Social media has created a market connection for our office	F	-	45	58	60	-
	%	-	27.7	35.5	36.8	-
We are able to sell our office's product through social media.	F	26	137	-	-	-
	%	16	84	-	-	-
Our office does online promotion on social media.	F	26	137	-	-	-
	%	16	84	-	-	-

Source: survey July-August 2022

To see the question do you think that the office's services have been accessible to different sections of society on the social media?" To our surprise 54.4% of respondents were disagreeing, 31.7% normal, and only 12% agreed. This indicates the service not have been accessible, this result indicates that the office need to find ways on how their promotional activities on social media could be better promotion.

The employ was asked did you get as many results as you thought by posting your office services advertisement on social media." 60% of respondents disagreed to this statement. This indicates the advertisement of the offices service did not bring good result.

The employ was asked has the office received proper recognition for posting your office's services on social media.” 43 % of respondents disagreed and 41% agreed with this statement. This indicates the Offices received proper recognition for posting the offices service on social media.

Employers asked have you been able to promote the good image of your wereda/sub city through your office's social media. “Results reviled that the great majority (75%) agreed to this statement. This indicates the promote crate good image of weredas/sub city social media as a powerful tool to communicate with customers.

The employ was asked have social media become a unique tool to sell your office's services.” 100 % of respondents agreed. This indicates the institution’s unique tool to sell your office's services weredas/sub city social media.

To evaluate social media created a market connection for the offices, have the offices been able to sell its product through social media?, Does the office do online promotion on social media?, To our surprise 36% of respondents were disagree, 35%. Normal on the social media sell the offices product, only 84% agreed, and the same as the online promotion. This indicates the office are use online promotion on the social media platform Nevertheless, service not have been accessible, this result indicates that the office needs to find ways on how their promotional activities on social media.

Which method influences your perception more about people, product and place online?

As Africa Social Media index report in the year 2016 had assessed and evaluated the adoption level and utilization social media by main tourism business organization in the continent. According to the index among all Africa hotel sector South Africa’s Oyster Box Hotel is the top leading hotels in for social media engagement in Africa, with 23,116 Facebook likes, 7,278 Tweeter followers, and strong representation on Instagram, Pinterest, YouTube and Google+. Here we gather the perception that influence online activity.

4.5. Challenges of promoting of the tourism product and services

According to study respondents interviewed; the biggest challenges of promoting and marketing of the tourism product and services includes

- Having low access of internet, weak and inadequate of ICT infrastructure; only few employees get internet service from their workplace,
- Low understanding of social media usage,
- Low level of social media usage of the institutions
- Laxity for the offices page; The office services have been not accessible to different section of society on the social media. Because there is low of internet access, low understanding of social media, low habit of social media usage due to that the offices did not get results by posting the offices service on social media
- the sub city/wereda partially promoted tourism sector good image through their social media therefore the social Medias used in promoting tourism doesn't create market connection well.
- Addis Ababa Tourism marketing followed poor strategy including less effective use of social media , unable to create unique image in tourism market and weak implementation of promotional and marketing activities using social media that reach target audients

4.4. Discussion

This thesis was put together to cross-examine the role of social media for marketing and promotion tool for Tourism offices in Addis Ababa City Administration. This chapter dedicated to discussing the outcomes obtained through the interviews and questionnaire survey with reference to the existent literature. According to Dejenes research Word of mouth was the single most source of information tourist knows about historical buildings of Addis Ababa, followed by print media-newspaper or magazine. Only 4% of the tourists accessed information about historical buildings from structured education, brochures and posters. Majority of tour operators (58.7%) use websites, blogs and emails (internet) as a marketing and promotional strategy to reach their customers, and followed by broacher, posters, and billboards and 13.5% of tour operators used social media as marketing and promotional strategy.

The finding revealed that role of government in promoting historical buildings for heritage tourism purpose was insufficient as small proportion of the tourist's accessed information from tourist information center, the only marketing and promotional strategy used to promote historical buildings in the city is the annual exhibition and fair prepared by government in Addis Ababa.

Through this study it has been confirmed what it has been already expressed in the literature published, that social media is indeed an effective marketing and promoting medium for giving office service in general.

The main advantages attributed to social media as it can be used for multiple purposes depending on each office's marketing and promoting strategy; it is most commonly used to increase the awareness of the society. Viral Marketing, best known as word of mouth, was also suggested as a benefit from social media. Nearly all those interviewed and responded to questionnaire were able to express. All offices use social media on the trust level of social media platforms, Telegram takes the highest level, followed by Facebook services. Similar to popular beliefs, Google was found to be the least trusted social media platform. This result implies that most people use social media to find information and share feedback about brands and products, to connect with friends and relatives, for promotional activities, to make professional and business contact, to find jobs, to share photos and videos as well as to meet new people. How their presence on social media platforms page had bring some benefits to their business, mostly for promoting their offices. Besides they mentioned Search Engine Optimization which is considered as an important advantage for social media since it allows pages and links to be more visible in search engines making it possible to drive traffic, which is a key factor for maintaining these types of interactive platforms online.

People have recently turned to the internet and mobile phones as the newest and most popular means of obtaining information in a matter of seconds via websites and search engines. One of the most valuable features of the media is the ability to multitask, such as playing games while listening to music or engaging with a big number of people via social media, regardless of their location (Kumar, 2014). Moreover, the Internet has evolved as a significant marketing tool for operators from all over the world, with measurable effects on tourist flow and has been shown to be a cost-effective marketing choice, particularly when partnerships are made (Mekonen, 2016).

In the literature we found that the general concept established is that social media is good for any type of business. Though, several limitations became noticeable during the interviews. Lack of time was the problem cited most often. Besides, in Africa case lack of online marketing and promoting was a main limitation considered by participants of this research which is affecting the effective use social media as a marketing tool. Then again, certain obstacles regularly mentioned in the literature, including worries about users perceiving them as spammers, did not seem to be a problem for these users.

The mobile data network service provided by Ethio-telecom plays a significant role in increasing the number of people accessing social media on smart phones. As a result, it is common nowadays to see many Ethiopians participating in social media. From the young to adult, from scholar to ordinary public has engaged in the social media and social networking activity (Tsfaye, 2013. p. 33).

Return on Investigation As a preferred source of information most respondents choose social network as their first choice and offices' website as their second than newspaper, blogs, sending an email or go to shops directly. The social media is use full for advertising the offices services. Because social media easily address for the audience, when the promotion of the offices' service is compensate in attractive way then there will be many followers. Nowadays the most influential media is the social media that is why the offices use it. To the contrast of the usefulness of the social media, it is fast and agile. Nevertheless, the office can address specific society, if the message disseminate for all kinds of society. Nevertheless, the offices promote the tourism sector well and create partial awareness but there is lac of internet access, low social media usage... etc. The interviewee agree with the idea of the offices did not achieve its business goal to make profitable sector. Most of them believed in the positive impact of being present in social Medias despite the lack of measurable results in terms of increasing customers and awareness. Being present in social media sites was also perceived as an advantage over websites. This can also be found in the literature published, although having both channels is highly recommended. The users' experiences and attitudes towards the tool varied to a great extent but all the participants had one view in common: a belief in the medium. They believed in the impact of social media as an effective marketing and communication tool. The belief and commitment to update their pages as a regular activity can be considered as the key success aspect for Tourism office in general, using social media.

Challenges in marketing and promotion of the tourism offices' services.

The overall internet usage in Ethiopia is still at a low level. Among the population which already hits the 100 million mark, the 2016 Ethiopia demographic health survey indicates that only Five percent of women and 13% of men have ever used the Internet ("EDHS", 2016). The survey also indicates that "Men are slightly more likely than women to use the Internet on a daily basis; 36% of men report that they used the Internet nearly every day in the past month, compared with 34% of women" ("EDHS". 2016,p.36). According to the above research the internet usage of the Ethiopian people needs improvement. Similarly the tourism marketing and promotion officers mentioned this idea in ones and another way. The office have gat some problem on the promoting the tourism products and services on the social media thus problems are the customers lack of initiatives to see the offices page, shortage of knowledge i.e. utilization of technology. The biggest challenges of promoting and marketing of the tourism product and services having low access of internet, low understanding of social media usage, laxity for the offices page. These are mentioned by respondents.

The other option of marketing and promoting the tourism offices' services.

There are two types of communication techniques; firstly, above the line (television, radio, the internet and print media) and secondly, below the line (participation in tourism fairs, festivals and conferences) could be used for marketing tourism (Morrison 2002). Effective communication channels should be built to facilitate the relationship marketing between service providers and buyers of cultural tourism (Gronroos, 1997). The first step in advertising is to set objectives for communication, many authors have specified promotion objectives such as attracting attention, creating interest, fostering desire and inspiring action (Ashworth 2006). Alamedina (2013) argue that a key objective for companies when using social media should be interaction with customers. Stavrakantonakis& et al (2013) analyze that consumer generated content on hotels in Lisbon on trip advisor with results showing that 74% of generated content is about hotels. In another study, chuan&Guillet (2011), attempted to show how the use of image and video clip on websites could have a positive effect on marketing. By examining electronic tourism, innovation and growth in South Korea ,they found out that designing a website that include the above capabilities can motivate users to shop online and increase their satisfaction from their purchases. (Stavrakantonakis et al ,2013) In the tourism offices there are another ways

of promoting system away from social media. Inadequate the tourism office promoting and marketing through printing materials trended system of the products and services. By using brochures, flyers, banners ... such kinds of materials the tourism office linger with applying it. The tourism offices addressed the society and create awareness about tourism sector but it is not enough.

4.4. Major Findings

From the data analyzed, the following major findings were outline

- ✓ Most of the officers use social media for different purpose such as for academic, professional.
- ✓ Most of the officers use Facebook and telegram often more than five times a week.
- ✓ All of the offices have been more than five years' experience in tourism sector.
- ✓ Most of the offices use Social media network. They have Facebook and telegram channel.
- ✓ The office services have been not accessible to different section of society on the social media. Because there is low of internet access, low understanding of social media, low habit of social media usage.
- ✓ Because of that the offices did not get results by posting the offices service on social media.
- ✓ Offices received proper recognition for posting the offices service on social media.
- ✓ They partially promoted the good image of the sub city/wereda through social media in their tourism sector.
- ✓ The social Medias are unique tool to sell the offices products, but it doesn't create market connection well.
- ✓ Most offices promoted online their tourism services and products.
- ✓ Few employees get internet service from their workplace, but most of them gets internet service by using their own phones.
- ✓ Most officers use social media for professional purpose sometimes.
- ✓ Most of respondents agree with the usefulness of the social media for their profession i.e. for tourism sector.

- ✓ The information obtained is true, accurate and it offers genuine information that is why they always use social media as source of tourism Nevertheless, when we see the level of trust the mainstream media take largest level of trust.
- ✓ Most of the time the offices use print media to promote the offices service than social media.
- ✓ The officers advertise the offices service on social media, so sometimes they purchase their products.
- ✓ Partially the tourism destination would be address to the audience.
- ✓ Majority of the customers look the office's website to take information about the tourism services.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

In this chapter, the conclusion and recommendation of the study is presented. The aim of this chapter is to review the problem of the research and conclude the findings with regards to the objectives of the study. Recommendation that focuses on how the problem identified could addressed is also included in this chapter.

5.1. Conclusion

We are in the middle of a fundamental shift in power that is taking place across the world in media and advertising that is having far-reaching effects in industries that used to dominate the businesses of marketing, public relations, advertising, media buying, television, radio, newspapers, magazines, billboards, and even the music and film industries. The main objective of this study is to enable understanding of the strategic role of social media in marketing and promotion of tourism products and services in Addis Ababa.

Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most vibrant sectors of the global economy, is undoubtedly a part of all these. Merging social media and tourism marketing will lead to excellent results for our business.

This research has been made to identify the role of social media on marketing and promotion of tourism services and products. Here I have gathered information about the essentials of social media in tourism marketing: What are the major types of social Medias for marketing and promotion tourism service? What are the uses of social media for tourism service? How to describe the role of social media in tourism marketing service? Finding out the major challenges of social media in tourism office? What are the challenges in marketing & promotion of tourism services & product? Social media impact on tourism is seen in the ways people research before going on a trip. Thus, social media has transformed the way people make decisions.

- According to my study the major types of social media that most of the officers used are Facebook and telegram. That is the tourism office officers use more than five times a week.
- Most tourism offices use Social media network. They have their own Facebook and telegram channel. However the office services have been not accessible to different section of society on the social media. Because the information on their website is not updated as soon as possible.
- Almost all tourism offices didn't use other options of social media like You Tube and Tik Tok, which are more preferable and recently used by most customers, in addition to Facebook and telegram channel.
- The absence of awareness about different heritages & historical places in their sub city become the challenge in marketing and promotion of tourism services and products.
- It is understood that most of the employees that they will not find internet access from their workplace; thus it has been hindrance on promotion and marketing work using social media.
- It was recognized that most of the officers use social media for academic and professional purpose.
- Albeit the social media is more important most tourism offices are accustomed that using ordinary way of promotion like print media for the promotion and marketing of tourism service and products. As a result it is understood that the role of social media in tourism marketing service is not out shined.

Accordingly as the survey results shown us social media marketing is at its infancy stage in Addis Ababa. Therefore, in general it concluded that the tourism offices in Addis Ababa have not used social media as much as they should to promote and market the tourism services and products in Addis Ababa.

5.2. Recommendation

Considering the findings of the study, the following recommendations forwarded to improve The Role of Social Media in Marketing and Promotion of Tourism Products and Services in Addis Ababa.

Recommendation for Addis Ababa City Culture, Art and Tourism Bureau, the Weredas and sub cities offices

The study recommended that for improvement in the Role of Social Media in Promoting Tourism Products and Services the following should be done by Addis Ababa City Culture, Art and Tourism Bureau

- The Addis Ababa City Culture, Art and Tourism Bureau, should raise awareness about the benefits and concept of digital marketing tools such as social media in tourism sector promotion activities
- Making websites as interesting as possible and releasing information quickly will produce impressive results.
- Creating awareness about different heritages & historical places in each sub city will make a solution for challenges in marketing and promotion of tourism services and products.
- The tourism groups in each district should compile and maintain the information of the tourist destinations under their district and make it accessible to the public through social media.
- Publicizing official social media account on their websites is important in order to minimize the risk associated with imagination of false information through social media to their customers.
- Getting out of the usual routine by providing appropriate training to employees about the use of social media on promoting and marketing tourism services and products

Recommendation for the government of Ethiopia

The study recommended that the government of Ethiopia should enhance the infrastructure specially the internet in order to enable offices use the social media with best possible quality.

Recommendation for practitioners of Tourism Marketing & Promotion officers

The study recommended that the promoting tourism products and services through social media should be result oriented and should improve the performance of the office and should attract tourists to the city. The study recommended that Creating awareness about different heritages & historical places in each sub city will make a solution for challenges in marketing and promotion of tourism services and products.

Recommendation for further research:

The study was result was limited to context of Addis Ababa city Administration context, Addis Ababa City Culture, Art and Tourism Bureau, Tourism Marketing and Promotion officers; Therefore the study recommended that further research by other researchers in context of other cities or geographic locations in Ethiopia.

The study was result was limited to personal perception of Addis Ababa City Culture, Art and Tourism Bureau, Tourism Marketing and Promotion officers therefore the study recommended that further research by other researchers in considering role of social media from the customer side as this study thematically does not consider the customer side.

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Appendix I

Questionnaire for Tourism Marketing and Promotion officers

The study of The Role of social media in Marketing and Promotion of Tourism Products and Service in Addis Ababa.

Dear Respondent,

I am Bethelhem Amessa, MA student in Tourism Management at Addis Ababa University, sidest Killo Campus in the Collage of Center of Developmental Studies, Tourism development Management and am here to conduct a research survey on the study of the role of social media in marketing and promotion of tourism products and services in Addis Ababa. The objective of this surveying will be to study the major type of social media used for marketing and promotion tourism service, to assess the use of social media for tourism service, to describe the role of social media in marketing service and to study about the social media challenges of tourism office for analyzing the role of social media in marketing and promotion of tourism products and service in Addis Ababa.

The data you provide will only be used for the dissertation, and will not be disclosed to any third party, except as part of the dissertation findings or as part of the supervisory. Please give your honest opinion and understand that the information collected will be purely confidential and will not be shared for any purpose other than this research. Please answer all the questions as they are vital for the success of this research.

Thank you in advance for your cooperation!

Bethelhem Amessa Email: betyamessa@gmail.com Tel (M): 0912361268 Addis Ababa University

INSTRUCTION

Please put a (X) Mark in the box that best represents your response

a) Respondent's Profile

1. Name of the Office

2. Geographical Location :- Sub City ----- Woreda -----

3. Age in Years

A. < 26 B. 36-30 C. 31-35 D. 36-40 E. 41-45

F. >46

4. Sex

A. male B. female

5. Educational Background: What is the highest level of education you have completed?

High School (10+2)	Technical vocational Certificate	Diploma	Degree	Masters degree	Doctorate
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Work Experiences in years in tourism sector?

A. >One Year B. One - Three Years C. Four - Six Years

D. > even Years

7. Current position in the office?

A. Tourism Marketing development

B. Tourism promotion development

C. Tourist Information Center

Other

7.1. Disciplinary Background

Archeology

Language and literature

Anthropology

History & Geography

Tourism development management Journalism and Communication

Other

b) Evaluate the Following Statements based on Your Experience

8. Do you use social media?

A. Yes B. No

8.1. If you say 'Yes' for question No. 8. then how often do you use it?

A. Once a week B. Twice a week C. Three times a week

D. Four times a week E. Five times a week F. More than five times a week

9. Which type of social media do you use often?

A. Face book B. Twitter C. YouTube D. Instagram

E. Google H. Any other _____

10.. To what extent do you use social media for professional purpose?

A. Always B. Usually C. Sometimes D. Rarely E. Never

11. How often do you use social media as sources of news?

A. Always B. Usually C. Sometimes D. Rarely

E. Never

13. Why do you use social media as sources of tourism? (You can choose more than one)

A. The information obtained on social media is timely and new and ready to be reused.

B. It provides me raw, direct and unedited information that is ready to be verified.

C. The information obtained is true, accurate and verified.

D. It offers genuine information.

E. Any other reasons _____.

14. Which media type do you trust most?

A. Mainstream media B. Social media

14.1. Your reasons for question No. 14. _____

C. Evaluate the Following Statements based on your work place Experience

1. How long have the company been established?

One - Two Years Three - Four Years >Five Years

2. Does your office have a social network?

Yes No

3. What kind of social network does your office use?

Face book Twitter Telegram You Tube Google+

4. What kind of services does your office provide in the tourism sector?

Develop the tourism destination

Promote the tourism destination

Marketing the tourism products

5. What is the way you use to promote your office services?

Social Media Printing Material Broadcast Media Billboard

6. Do you advertise your office services on social media?

Yes No

7. How often do you purchase a product or service based on an advertisement on a social networking site?

Always Sometimes Never

8. What are the benefits of posting your office service on social media? (You can choose more than one)

- A. The tourism destination will be address to the audience
- B. It helps to advert the tourism offices service
- C. It promote the tourism products and services
- D. Giving awareness about tourism sector

9. Which part of the society is looking at your office's website?

General public agency employees customers/clients Students

10. Most of the time, what do customers look at your office's website for?

To select the tourism destination

To take information about tourism service

D. Explain the Following.

1. Do you have any problems in promoting your office's products and services and conducting transactions on social media?

.....
.....
.....

2. What is your biggest challenge when marketing through social media?

.....
.....

3. Apart from social media, tell us if there is any option for marketing and promoting your office services.

.....
.....
.....

Section 2: The contribution of Advertising the office services on social media to marketing performance of the office. Please indicate your level of agreement

Use a scale where

1=Very high 2=High; 3=Moderate;4= low and 5=Very low

What is your level of agreement Tick appropriately in the tables below?

	Very high	High	Moderate	Low	Very low
The office's services have been accessible to different sections of society on the social media					
We get as many results as we thought by posting our office services advertisement on social media					
Our institution has received proper recognition for posting office's services on social media					
We have been promote the good image of the wereda/sub city through the office's social media					
Social media become a unique tool to sell our office's services					
Social media has created a market connection for your office					
We are able to sell our office's product through social media					
Our office dose online promotion on social media					

Which method influences your perception more about people, product and place online?

	Very high	High	Neutral	low	Very low
Online advertisements					
Company/ brand social pages					
Recommendation of others (forums, status updates, tweets)					
Company websites					
They all don't matter					

Thank You for giving me your precious time!

Appendix II

Interview Questions for Tourism marketing and promotion team Leader,

Dear Sir,

My Name is Bethelhem Amessa and I am a student at Addis Ababa University, and I am conducting a study investigating the study the role of social media in marketing and promotion of tourism products and services in Addis Ababa. Social Media is a relatively new and innovative, and there is little research that has examined team leaders' perceptions and experience of using social media on the tourism promoting and marketing process. This will take a few minutes of your time but I believe your views and ultimately the results of this study will hopefully improve the operations of tourism operation in Ethiopia.

Thank you for your time

Tourism marketing and promotion Leader use of social media tools

1. Does your marketing system use social media tools?

2. What benefits have the office archived in using this social media marketing technologies
3. Why did your office choose to use social media tools in marketing the tourism industry
4. What audience does this tool allow you to reach?

[General Public, Agency Employees, Customers/Clients, All Of The Above, Other –
Open Text]

5. Has this tool met your business goals?
[Yes, No , I Don't Know]
6. What are biggest challenges when promoting toursin and marketing through social media?