



**ADDIS ABABA UNIVERSITY**  
**GRDUATE STUDIES**

**SCHOOL OF JOURNALISM AND COMMUNICATIONS**  
**MA PROGRAMME IN PUBLIC RELATIONS & STRATEGIC**  
**COMMUNICATION**

**Practices and Challenges of Public Relations towards Nation Branding:**  
**The case of Ministry of Culture and Tourism**

*A Thesis Submitted in Partial Fulfillment of the Requirement for the Degree of Master's of in Public Relations and Strategic communication studies;*

**BY:** Tadele Jemal Simal ID GSE/7460/10

**ADVISOR:** Hailu Gutema (PhD)

**June, 2022**  
**ADDIS ABABA, ETHIOPIA**

**PRCTICES AND CHALLENGES OF PUBLIC RELATIONS  
TOWARDS NATION BRANDIN:  
THE CASE OF MINISTRY OF CULTURE AND TOURISM**

BY

Tadele Jemal Simal

ADVISOR: Hailu Gutema (PhD)

A Thesis Submitted to School of Journalism and communication of Addis Ababa University in Partial Fulfillment of the Requirements for the Master's Degree of Public Relations and Strategic Communication

**June, 2022**

**ADDIS ABABA, ETHIOPIA**

# Declaration

*This thesis is my original work and has not been presented in any other university and college. All sources and materials used are duly acknowledged.*

**Tadele Jemal**

*Name of candidate*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

*This thesis has been submitted for final examination with my approval as an advisor.*

\_\_\_\_\_  
*Name of Advisor*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

**ADDIS ABABA UNIVERSITY**  
**GRDUATE STUDIES**  
**SCHOOL OF JOURNALISM AND COMMUNICATION**  
**DEPARTMENT OF PUBLIC RELATION AND STRATEGIC**  
**COMMUNICATION**

*We, the undersigned this is to certify that the thesis is prepared and here by recommendation to Addis Ababa University to accept the thesis submitted by Tadele JemalSimal entitled **An assessment on the Practices and challeges of Public Relations towards Nation Branding: The case of Ministry of Culture and Tourism** which is for the fulfillment of the requirement for the award of a Master's degree in Public Relations and Strategic communication.*

**Approved by Board of Examiners**

|                                              |                    |            |
|----------------------------------------------|--------------------|------------|
| <u>Hailu Gutema (PhD)</u><br>Name of Advisor | _____<br>Signature | Date _____ |
| _____<br>Name of Internal Examiner           | _____<br>Signature | Date _____ |
| _____<br>Name of External Examiner           | _____<br>Signature | Date _____ |

---

Chair of Department or Graduate Program Coordinator

## **ACKNOWLEDGMENTS**

I would like to take this opportunity to thank the Almighty God for his guidance, protection and sustenance throughout the thesis.

I would like to express my most sincere gratitude to my advisor Hailu Gutema (Ph.D.) for his guidance in the shaping up of my topic, who inspire of his heavy schedule sacrificed his precious time to supervise this work, reading through every script and making valuable and analytical suggestions. Without his able direction, this work would not have ended up with quality.

In the same way, I would like to thank and recognize to W/ro Yergalem Meseret, Senior expert for human resource development and administration at Addis Ababa Administration Attorney Bureau, to Ato Ahmed Mohamed, the Minister's Directorate Director General at the Ministry of Culture and Tourism, and Ato Yaregal Emirei senior expert for bilateral relations at the Ministry of Culture and Tourism, and Ato Demelash Adane the destination management senior expert at the ministry of culture and tourism for their contribution, continuous encouragement, advice and invaluable support in the process of finalizing this document.

I would like to thank all my respondents to my interview for providing me valuable information, share their views and opinions. Had it not been for their support and information, this report wouldn't have been realized.

Lastly I would like give a great thanks to the Ministry of Culture and Tourism and the Ex-Government communications Affairs Office [FDRE] to provide me this education opportunity to enhance my skill and knowledge in the field of my profession.

| <b>Table of Contents</b>                                                  | <b>Page</b> |
|---------------------------------------------------------------------------|-------------|
| Acknowledgement.....                                                      | III         |
| List of Tables.....                                                       | VI          |
| Abbreviation and Acronyms .....                                           | VII         |
| ABSTRACT .....                                                            | VIII        |
| <b>CHAPTER 1:INTRODUCTION</b>                                             |             |
| 1.1 Background of the study.....                                          | 1           |
| 1.1.1 Public relations competence in Ethiopia.....                        | 1           |
| 1.1.2 The Modern practices of public relations in Ethiopia.....           | 2           |
| 1.2 Statement of the Problem.....                                         | 4           |
| 1.3 Objectives of the Study.....                                          | 7           |
| 1.3.1 General Objective.....                                              | 7           |
| 1.3.2 Specific Objective.....                                             | 7           |
| 1.4 Significance of the Study and its benefits.....                       | 7           |
| 1.5 Scope of the study.....                                               | 7           |
| 1.6 Limitations of the study .....                                        | 9           |
| 1.5 Organization of the study.....                                        | 9           |
| <b>CHAPTER 2: REVIEWOF RELATED LITERATURE</b>                             |             |
| 2.1 Definitions of terms: -‘nation branding’ and ‘public relations’ ..... | 10          |
| 2.1.1 “Nation branding”.....                                              | 10          |
| 2.1.2 “Public Relations”.....                                             | 11          |
| 2.2 Nation Branding Practices and the role of public Relation;.....       | 13          |
| The case of Ministry of Culture and Tourism (MoCT)                        |             |
| 2.2.1 The Brand motto slogan “Thirteen Months of Sunshine”.....           | 14          |
| 2.2.2 The Brand motto slogan “Land of Origins”.....                       | 14          |
| 2.3 The Role of the public relations practitioners.....                   | 15          |
| 2.4 Components of Effective communications.....                           | 17          |
| 2.5 Tools of communication.....                                           | 18          |
| 2.6 Nation branding concept and practice; an overview.....                | 18          |
| 2.7 Nation Branding; A Cultural Approaches.....                           | 20          |
| 2.8 Nation branding: Identity components.....                             | 20          |
| 2.9 Nation branding; applying techniques and principles.....              | 21          |

|                                                              |           |
|--------------------------------------------------------------|-----------|
| 2.10 Nation branding potentials in Ethiopia.....             | 22        |
| <b>CHAPTER 3: METHODOLOGY</b>                                |           |
| 3.1 The Research Design and Method.....                      | 23        |
| 3.1.1 Research Design .....                                  | 23        |
| 3.1.2 Research Approach .....                                | 23        |
| 3.1.3 Data Type .....                                        | 24        |
| 3.2 Data Collection Instrument .....                         | 25        |
| 3.2.1 Questionnaire.....                                     | 25        |
| 3.2.2 Interviewing.....                                      | 26        |
| 3.2.3 Document Analysis/review.....                          | 27        |
| 3.2.4 Observation.....                                       | 28        |
| 3.3 Sampling Technique.....                                  | 28        |
| 3.3.1 Sample size.....                                       | 29        |
| 3.4 Variables and Measurement .....                          | 31        |
| 3.5 Reliability and Validity.....                            | 33        |
| 3.5.1 Reliability.....                                       | 33        |
| 3.5.2 Validity.....                                          | 33        |
| 3.5.3 Triangulation.....                                     | 34        |
| 3.6 Procedure of Data Collection and Method .....            | 35        |
| 3.7 Ethical Considerations.....                              | 37        |
| 3.8 Data Analysis Method .....                               | 38        |
| <b>CHAPTER 4: PRESENTATION AND INTERPRETATION OF DATA</b>    |           |
| <b>4. Introduction.....</b>                                  | <b>39</b> |
| <b>4.1 Presentation and Interpretation.....</b>              | <b>39</b> |
| 4.1.1 Data Through Questionnaire .....                       | 39        |
| 4.1.2 Views and Opinions of Key Informants .....             | 52        |
| 4.1.3 Assessing Data Through Observation.....                | 58        |
| 4.1.4 Document Review .....                                  | 59        |
| <b>4.2 Discussion .....</b>                                  | <b>61</b> |
| 4.2.1 The Research Questions Resume Reviewing outcomes ..... | 63        |
| <b>CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATIONS</b>    |           |
| <b>5.1 Summary.....</b>                                      | <b>69</b> |
| 5.1.1 Presentation of Main Findings.....                     | 70        |

|                           |    |
|---------------------------|----|
| 5.2 Conclusion .....      | 73 |
| 5.3 Recommendations ..... | 74 |
| Reference .....           | 76 |
| Appedix.....              | 81 |

### **List of Tables**

| Title                                                                                        | Page |
|----------------------------------------------------------------------------------------------|------|
| Table- 4.1: Assessing Demographic background characterestics of respondents.....             | 40   |
| Table- 4.2.1: Examining Respondents' understanding on the nation branding.....               | 42   |
| Table- 4.2.2: ExaminingRespondents' understanding on the nation branding efforts.....        | 43   |
| Table- 4.3: Assessing the Choice of tools of communication of PR.....                        | 44   |
| Table- 4.4: Assessing Purposes of tools of communication.....                                | 45   |
| Table- 4.5: Assessing Challenges affecting PR operations.....                                | 47   |
| Table- 4.6.1: Assessing the Significance of Internal communications for Brand marketing..... | 47   |
| Table- 4.6.2: Assessing the Significance of External communications Brand marketing.....     | 50   |
| Table- 4.7: Review of Publications.....                                                      | 61   |

## List Acronyms and Abbreviations

|                  |                                                              |
|------------------|--------------------------------------------------------------|
| WDMIS            | Web and Database Management Information System               |
| GNP              | Gross National product                                       |
| GDP              | Gross Domestic Product                                       |
| GTP <sub>2</sub> | Second Growth Transformation Plan of Ethiopia                |
| FDRE             | Federal Democratic Republic of Ethiopian                     |
| MOCT             | Ministry of Culture and Tourism                              |
| MOI              | Ministry of Information                                      |
| ARCCH            | Authority for Research and Conservation of Cultural Heritage |
| NALA             | National Archive and Library Agency                          |
| CTTI             | Catering and Tourism Training Institute                      |
| EPRDF            | Ethiopian people's Revolutionary Democratic Front            |
| Ministry         | Culture and Tourism                                          |
| PR               | Public Relations                                             |
| PRSA             | Public Relations Society of America                          |
| CPD              | Continuing Professional Development.                         |
| E.C              | Ethiopian Calendar                                           |
| UNESO            | United Nations Education, Science and Culture Organization   |
| UK               | United Kingdome                                              |
| CIPR             | Institute of Public Relations                                |
| UNECA            | United Nations Economic Commission for Africa                |
| ESTMP            | Sustainable Tourism Master Plan for Ethiopia                 |
| AAU              | Addis Ababa University                                       |
| MoFA             | Ministry of Foreign Affairs                                  |
| SPSS             | Statistical Package for Social Science                       |
| B2B              | Business to Business                                         |

## ABSTRACT

*The purpose of this research paper is focused on assessing practices and challenges of public relations towards nation branding operations: The case of Ministry of Culture and Tourism. It considers the importance of nation branding and how the promotional efforts have been managed at study specific area. Essentially, the task of nation branding promotions is to create positive image to support the country's brand management in explaining how to gain its competitiveness in the global tourism market arena. Thus, the study scope is delimited beginning from the head office (MOCT) to its five subordinate organizations- the Authority for Research and Conservation of Cultural Heritage (ARCCH), National Archive and Library Agency (NALA), Ethiopia National Theater, Federal Sport Commission and Tourism Ethiopia. Its core objective is to assess practices and challenge of PR practitioners' roles and commitments in branding nation's authentic diverse cultural treasures and attractions. In this, the researcher attempted to see how the PR communication activities have been done. In this, he was utilized the basic research methodologies both quantitative and qualitative methods. The relevant data was gathered through questionnaire, semi structured interview, observation and document review. The documents, such as manuals and online materials, were also analyzed through document analysis. The findings of the research would be demonstrated through the proper, scientific and strategic ways of practicing public relations and it would be shown how they implementing the ways in nation branding activities. Some of thoughts in this study were shown that there has no acceptable, concrete, and universally theoretical-recognized definitions either in the academic literature or in the business and trade arena.*

*Likewise the study would attempt to answer five research questions. It was also incorporated five sections: such as introduction, review of related literatures, the research methodology, data analysis, presentation, interpretation, summary, conclusion and the recommendations.*

*Therefore, this study expected to show the best solutions and recommendations to concerned bodies with hope of implementation to alleviate problems found in the nation branding efforts at the study specific area.*

**Keywords:** Public Relations, nation branding, reputation, brand name, logo, marketing strategy, digital media, potentials, challenges, and opportunities, global economy, competitiveness, attractions,

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background of the study

#### 1.1.1 Public relations competence in Ethiopia

Public relations in its formal organization was introduced in the Ethiopia's monarchical era, during Emperor Haile Selassie's regime. He established the Ministry of Pen in 1940s. This was the first step foundation for public relations office in Ethiopia. The purpose was to find every reason to control and monopolize the media. The fate and the role of the PR under the authoritarian press system are therefore obvious-serve to be government's propaganda instrument; censured and centralized (Ali, 2000, p21).

Following, the Derg and Ethiopian People's Revolutionary Democratic Front (EPRDF) Regimes are continued the practice under slight difference. Since, it seems that there has not been consistency flow of PR day-to-day operations. And each state of government has its own psychosocial, cultural, economic and ideological interest. Besides, Functions of PR are characterized by and are dependent on the dominant socio-political, economic, cultural and ideological atmosphere at national and international level of a particular period of time. And the task is performed in favors of the ruling class's interest as to (Ali, 2000, p5). For this and other reasons, the Public relations profession has not been improved as long as its formal foundation in Ethiopia. These impacts were having allowed the PR profession steady development and it is still at an infancy stage in Ethiopia.

Similarly, the leadership assignment was improper. It was undisputable that People who come to leadership for PR were neither from politician nor without merit. Particularly, during Derg and EPDRF regimes, the PR leadership assignment was the so-called *cadre* staffing /none professionals recruitment. So, the two regimes PR practice related on propaganda machine and has expected to coordinate mandatory assignments rather than professional activities.

It is possible to see other reasons why the public relations profession in Ethiopia in a decline. It is also related to human perceptions, there has other destructive views on the profession and impedes the development of the public relations careers. These destructive views have inclined to different naming (imprudent, spin, gossip and confidential). These attitudes didn't improve the PR professionalism and it is in a question and viewed steady development as to (Ali, 2000, pp. 27-28).

As the result, the impact needs thorough research on its organizational tasks and setting. Its operational activities focused on interests of ruling class ideology. The PR practitioners' span of tasks was also managed through limited broadcasts. It includes spokesperson/correspondence, minute prescriber, protocol officer, speech writer, as well as preparing and printing magazines, press releases, newsletters, year calendar and agenda and disseminating processes. For these limitations, PR professionalism and ethics have remained unchanged for

several decades as to (Ali, 2000, p23).

Effective public relations communication activities play a major role to achieve its goals and specific objectives. PR functions as to (Tench, 2009, p29) “management communication is communication by management aimed at developing a shared vision, establishing and maintaining trust in the leadership, managing change, and empowering and motivating employees.”

### **1.1.2 The Modern practices of public relations in Ethiopia**

It is difficult to find out the exact time when and where modern public relation was started in Ethiopia. i.e. there have not been adequate evidences found. Though it is not possible to find out when the modern public relations have begun in Ethiopia. There is a belief that the modern public relation is believed to have begun in Ethiopia. In this view, there have been some evidences to substantiate and explore in the research area to the subject matter. Some of the facts has shown relating to political landscape of leaders' such as emperors, kings and public administrators made public speech to gather information from the people and then to answer public questions and conducted public forums informally or indirectly was used as the public relations techniques. More essentially, the modern Public Relations practice is believed that the enrichment job was go back in to the Emperor Menilik II's monarchial era as to (Ali, 2000, p23).

According to Ali, (2000, p21) traditionally the booming of the drum and the cry of the news heralded from the tower of the Emperor's palace were relayed throughout the country to reach the people. The new development gradually changed the traditional public information and communication techniques.

In fact, the modern public relations practice in Ethiopia as begun for the first step: as an honor to Ethiopia's symbolic and age-old national independence, and the Emperor Haile Selassie's diplomatic maneuvers, bringing to have been made Addis Ababa as the capital of Africans. Later on bringing African togetherness of continental coordination; may 23<sup>rd</sup> - 25<sup>th</sup>, in 1963, was created the Organization of African Unity and founded it's headquarter in Addis Ababa. Then, the foundation of the UN Economic Commission for Africa (ECA) was followed. Besides, the internal dynamism of relations with foreign states also demanded the modernization of government institutions and private business organizations. The Emperor's remarkable role was played notably by UK and the US after W.W.II. By 1960's, PR profession has already entered in the government's bureaucracy (Ali, *ibid*).

During the last years of Haile Selassie's rule:

The notion and practice of PR was developed during the 1960's ... Until around 1974, a minimal consideration was given to PR. A study was made in the ministry where by the Public Relations Bureau was promoted to a Public Relations and Information Department... the activities were routine - reception, protocol, running the printing... etc. System and strategy as to how to promote Ethiopia's real needs were unthinkable. Things were done out of the blue. There, of

course, have been some publications... But they reflected the interest of the ruling feudal autocracy than that of the public at large...as to (Ali, 2000, p23)

This period, however, was the beginning of newspapers that provided advertisement space for business organizations since 1900's coupled with the introduction of printing press, telecommunication and the railway in the late 19<sup>th</sup> century paved for the development of mass media and communications in all aspects including the emergence of modern public relations was a landmark in the history of mass media and communication development in Ethiopia.

According to Tench, (2009.p274), the PR expertise should have to respect their duties and experience in using the modern communication tools is very essential. This will help them to promote their goals, objects, services and products of institutions to provide timely. Public relations professionals can use this opportunity effectively, to provide accurate and quality information to their community. It is also important to collect feedback and report on it.

Following, the down fall of the Derg regime, the new government (EPDRF) has come to power including its inauguration of the public forums and meetings in the country and abroad. It continues the PR practices not the same but with slight differences or modifications in all over the federal government offices. It is in fact a recent phenomenon, not more than two decades. The governmental offices have been practicing a PR activity relatively in an organized manner. In principle, public relations or communication affairs directorate which is now in different titles, in each government offices has been organized with a mission to facilitate contact between their organizations and their customers.

It is difficult to understand how the modern PR practice measure was. There has been inconsistent manner of running tasks due to lack of consideration, there having no access to experiences by using the modern communication tools and techniques whenever it is essential. Although there has been lack of knowledge, skills and competence gaps among professionals. Then, there have needs to develop knowledge, skills and competence level on their jobs. Some of the outputs that released and disseminated regularly to its audiences were not well organized with attractive contents. I.e. Promotional publications were not qualifying the quality measures according to institutional level surveys (MoCT, 2004) document (unpublished).

PR is much more about building relationships with numerous stakeholders, using a whole range of channels and techniques. As the idea of organizations as networks of stake holding communities gains credence in the business world (Freeman 1984; Halal, 2000), there is growing recognition that PR, with its particular skills in relationship building, has a role far beyond marketing communication (Rogers 2007 Tench, 2009, p31).

PR practitioners when promoting organizational products and services have to need choice of communication channels. Not only this, the role of public relations practitioner is also paramount to organizations; belief, values and norms within the theoretical frameworks and practices. PR practitioners need to demonstrate their value to

the employing organizations – whether it is reputation management or relationship building that they are offering (Tench, 2009, p45). Therefore, a good PR communication management will fulfill organizational interests.

In light of these, there has no adequate studies conducted concerning the public relations practices and challenges towards nation branding the case of study specific site.

Thus, this research, consequently, tried to investigate how public relations is practiced and what branding promotion approaches are employed by the study targeted organizations when they conduct nation branding activities using the aforementioned untapped attractions, to brand and promote Ethiopia to benefit out the worldtourim markets.

## **1.2 Statement of the Problem**

Nation branding is a crucial process to draw attention and differentiate a country from others. It is by default representing intangible values proposition none physical by an offering, which can be a combination of products, services, information, and experiences. In a global economy arena countries need to compete with each other capitalizing nation branding to gain their shares from the world's consumers, tourists, investors, students, entrepreneurs, international sporting and cultural events (Dinnie, 2008,p.37). It can be made by means of soft and hardpower of marketing strategy, diplomacy, rhetoric, politics, the art of persuasion, or plain good sense of representation.

The huge potential of public relations task is harnessed to build image and identity of an organization as well as thecountry. This study is aimed to “assess the practices and challeges of PR towards Nation Branding the case of MoCT”.

Nation branding is an essential focus in today's global economic world. Many of state governments have using the national branding practice as a tool for competitiveness with other nations to maximize their social, economic and political benefits. The state governments have needed the public relations practices as a best tool for nation building promotions. So, effective PR communication is essential tool for promoting organizational goals and specific objectives, as well as keeping its image and r eputation (Kotler, 2008, p17))

The idea of nation branding is creating a positive image of a nation to the outside world by using the history, culture, natural attractions, economy and politics of that particular nation (Li, 2016, p.15). There is no universally agreed definition towards the concept of nation branding. However, different scholars have presented their own definition in explaining the concept of nation branding. To mention some, for (Dinnie, 2008, p. 139) - Nation branding is an active approach to creating positive perceptions of a country which would perhaps not arise if the nation's reputation was left solely to stereotypes and cliches, and thus, branding techniques are essential to differentiate one's nation from others and compete in the global market arena. In the aforementioned definition, Dinnie considered nation branding as an approach employed for establishing a

favorable image of a country. Besides, he further noted that nation branding and the reputation of a nation are interrelated. On the other hand, Anholt (2007), amongst the most revered scholar in the area, explain nation branding as a coordinating act among a country's governmental and non-governmental institutions, tourism agencies and cultural organizations so as to establish a favorable view of the nation.

According to United Nation Economic Commission for Africa (UNECA, 2015, p48) Ethiopia has untapped diverse culture, history, language and tourism attraction resources need intensive promotion. So, effective PR communication needed to promote the attraction resources to maximize Ethiopia's social, economic and political benefits.

In this, predominantly, the process of national product promotions providing prompt and pertinent information citizen to know is paramount. In nation branding promotions the Government PR practitioners as well as committed stakeholders are trying to awarecitizens. The Public relations day-to-day communication efforts have to play crucial role. However, national reputation and identity branding promotions need organized commitment. Thus, how are public relations practitioners and main actors run promotions effectively? It may raisea serious coordination problem.

Though the country having such an opportunity will needs intensive and effective promotions for better advantages. Hence, at this juncture, the country needs the role of a strategic public relations in order to connect with its stakeholders both domestically and internationally to create a positive image of the nation as public relations role in image management and relationship building contributes to the conceptualization of nation branding (Li, 2016).

The common understanding and consensus among many scholars, therefore, seem that the main function of nation branding is to create a positive image of a nation to back a nation's presence and its influence in the global arena. In general, the concept of nation branding is to enable countries to make a conscious effort in building their image. Currently there is hardly any country in the world that does not employ some sort of nation branding activities (Dinnie, 2008, p. 52).

In line with, it is obvious that Ethiopia has abundant historical, cultural, natural and man made attraction potentials. The public relations practitioners predominantly are have to aware how to run effective promotion towards nation branding (Tench, 2009, p239).

So, the researcher has high interest to explore how promotions are going on. It is clear that the responsibility of nation brandding promotions is to enhance national good image and reputation. And the one is to attract tourists, investment and knowledge to bring income benefits to the country from international tourism market spheres and the dutymandate was given to Ministry of Culture and Tourism.

In this regard, there having so many challenges facing to PR day-to-day operations and the researcher have had a chance to observe the nature of challenges focused on internal and external communication practices. In this,

the researcher have believes that the problem is deteriorating of the of public relations professionalism in the Ministry of Culture and Tourism. In line with, the researcher has investigated the practices, challenges and opportunities towards nation branding. So, the researcher believes that this assissment would give an important insight on the public relation's day-to-day operations towards nation branding efforts, challenges and opportunities.

The Ministry of Culture and Tourism has placed considerable emphasis on developing and managing tourism is acompetitive and sustainable way as to UNECA, (2015). The Ministry has collaborated with the eastern Africa member states under the umbrella of IGAD in developing a regional sustainable tourism master plan for2013-2023. The master plan sets out a vision for sustainable tourism development in the country and includes strategic programs, priority projects, and activities in a 10 years implementation framework. In this sense, it marks an important milestone for the systematic development of Ethiopia (Ministry of Culture and Tourism, 2009).

However, the aforementioned review related theories and studies showed that the Ministry did not give much more emphasize on the practice and challenges of public relation directorate towards national brand efforts. This indicates that there is a research gap in the area, and thereby the current researcher investigated to carry out his study on this area. Therefore, the current researcher examined the practices and challenges of public relations on nation branding promotion efforts the case of Ministry of Cultural and Tourism.

Hence, in assessing PR practices, challenges and potentials towards nation branding; the study, at the end would have to answered the following research questions to fulfill the PR promotion gaps in nation branding:-

### **Research Questions:-**

1. What brand marketing strategies are utilized by the ministry?
2. What nation brands have been utilized in the Ministry?
3. What type of tools of communication is used for nation branding in the Ministry?
4. What are the main challenges of nation branding for PR in the Ministry?
5. How do the Ministry's employees view the brand marketing strategies for PR internal and external communication?

Thus, this research is conducted to investigate the role and commitment of public relations. i.e. how public relations is practiced in branding a nation using its untapped resources as a tool in the Ethiopian context. In doing so, the research is delimited to the five government organizations that have the similar duty and responsibility for branding the nation and managing national attractions, namely, the Authority for Research and Conservation of Cultural Heritage (ARCCCH), National Archive and Library Agency (NALA), Ethiopia National Theater, Federal Sport Commission and Tourism Ethiopia.

### **1.3 Objectives of the Study**

#### **1.3.1 General Objective**

The general objective of this study is to examine practices of public relations towards nation branding at the Ministry of Culture and Tourism (MoCT).

#### **1.3.2 More Specifically the study intended to:-**

1. To determine what national brand strategies are utilized by the Ministry.
2. To probe what national brands have been utilized in the Ministry.
3. To assess major tools of communication practiced by PR practitioners for national branding in the MoCT.
4. To identify main challenges/barriers of communication in the Ministry.
5. To examine how the the Ministry's employees view the brand marketing strategies of PR for internal and external publics.

### **1.4 Significance of the study and its benefits**

In any case, this research expected to have several contributions. It is believed that this research finding would indicates solutions how to mitigate existing challenges for nation branding of public relations day to day operations. Therefore; the researcher believes that identifying those problems and trying to suggest the ways of solving the challenges, to step forward to improve better nation branding communaiction strategies.

Hence, theresearcher's finding will be contributing the following major significances:

1. The finding will serve as a input to improve public relations practitioners day to day promotion operations for nation image branding;
2. The finding will Show the significant factors affecting nation branding efforts;
3. It will help to contribute enriching and other researchers as a cornerstone for further in-depth researches on the topic area;
4. It will indicate the gaps between what has been done and what is left undone,
5. It will create awareness for nation branding roles and benefits, and
6. It is believed that the study will be help as an initial research document for the public relations directorate particularly the MoCT.

### **1.5 The Scope of the Study**

Even though, the study was designed to assess practices of public relations towards nation branding: the case of Ministry of Culture and Tourism (MoCT). Thus, the study has focused on the practices of the Ministry's for the last 10 years.

**Geographically:** The research is conducted a systematic study procedures with in the study specific area and has utilized all available background information from head office to its subordinate organizations in Addis

Ababa.

In order to make the study could be manageable, the researcher has also delimited the study area only would be in the Ministry of Culture and Tourism and its five subordinate autonomous institutions according to Federal Negarit Gazette of the Federal Democratic Republic of Ethiopia Proclamation No. 1097/2018. These five subordinate organizations (the Authority for Research and Conservation of Cultural Heritage (ARCCH), National Archive and Library Agency (NALA), Ethiopia National Theater, Federal Sport Commission and Tourism Ethiopia) were purposively selected for the reason why they are mandated to similar duty assignments to execute the process of nation branding.

**Thematically:** Nation branding can be carried out in many forms using different geographical locations, technological products or cultural objects. But, for a nation branding program to be successful, it needs a good public relations and strategic communication endeavor, as it is cited by different scholars. Hence, the subject scope or the theme of this research is to concentrate on investigating the public relations concept and its role for nation branding using untapped national tourism resources.

**Methodologically:** This study is delimited to implement both qualitative and quantitative research approach, with the hope of acquiring the necessary relevant primary and secondary data. Therefore, a total of 10 questions of semi-structured interviews points were conducted with a sum of three (3) key informants from public relations directorate directors using purposive sampling technique in the abovementioned organizations. The secondary data, including communication documents, newspapers, printed materials and online sources were also reviewed properly.

Obviously, the time has taken to this study such a topic is not enough. The government and other stakeholders and major actors were also responsible for nation branding. However, the researcher was going at an angle towards the MoCT. If the assessment includes all these above institutions as well as wider study area for an extended period of time, it could give a deeper understanding for the problem. Because of limited resources and time constraints, it was not being possible to reach within the planned time frame for the work to finalize.

### **The Organizations' Vision;**

1. **Ministry of Culture and Tourism/MOCT/:** By 2017 To make Ethiopia one of the top 5 tourist destinations of Africa through the development of its cultural assets and natural attraction;
2. **National Archive and Library Agency:** By 2017 to enhance archive literary heritage, service delivery and accessibility of published and unpublished data resources as one of the top five national archives and libraries in Africa.
3. **Federal Sport Commission:** By 2022 enhancing sports development to see as one of the primary foundations of nation's prosperity.
4. **Ethiopia National Theater:** By 2017 to make Ethiopian traditional arts developed, referred and known

as one of the top five distinctive traditional performing arts playhouse in Africa.

5. **Authority for Research and Conservation of Cultural Heritage/ ARCCH /:** By 2017 to make the country's cultural and historical heritage known, protected and developed as one of the best attractions in Africa.

## **1.6 Limitation of the Study**

The samples are relatively small in number which needs to be increased in the future if the same research topic is undertaken. The small number of response was collected from PR practitioners at the study specific site. There were some limitations in the course of the study; among the various one, are getting the public relations practitioners' at office working hour and their willingness to fill in the questionnaires is poor. Furthermore, to make scheduled to discourse an interview with the selected key informants were not possible due to the nature of their jobs. the current panadamic COVID-19 virus outbreak was made another time constraints, and was not possible to finalizethe task within the planned timeframe. Furthermore, there has lack of related studies on the problem area and absence of prior research documents,and shortage of reference materials were also a big challenge while the researcher undertaking the studyand shortage of reference materials were also a big challenge for this researcher.

Hence, the time scheduled for data collection was affected due to such reasons which is worth to mention here. In addition the responses and discussions are based on personal views, and recourse to the theoretical assessment of competitive advantage is missing.

## **1.7 Organization of the Study**

The organization of this research paper is divided into five chapters in which each chapter has been discussed in detail. Chapter one is an introduction presenting the various important parts such as study background, statement of the problem, clarification of the general and specific objectives of the study, the scope of study, significance and limitation of the study. Chapter two encompasses a review of related literatures which includes; meaning of terms of nation branding and public relations, the role of public Relations practitioners, the motto slogan for brands practiced to Ethiopia, components of effective tools of communications, nation branding concept and practice, cultural approaches, national identity components, and applying techniques and principles of nation branding and potentials in Ethiopia. Chapter three contained research methodology which includes the research design and method, data collection instruments, target population, sampling techniques, variable, reliability and validity, procedures of data collection, methods of data analysis and ethical considerations were given explanations in each research instrument and procedures of the investigations while conducting the study. The results of analysis and findings developed from the study are presented in chapter four. The final chapter contains a summary, conclusion of the study and main findings that the study found out and recommendations were indicate for the concerned stakeholders action and further study.

# CHAPTER TWO

## 2 REVIEW OF RELATED LITERATURE

This chapter deals with literature review about public Relations practices towards nation branding ground of the study. It will include is an argument why public relations main focus should be on nation building and how this focus can be facilitated through the use of effective communication tools. This chapter will also summarize the role of public relations practitioners towards nation branding. Moreover, it attempts to provide an overview of modern country branding potentials, approaches, applying techniques and principles that are related to the practice of nation branding and nation branding concept and practice.

### 2.1 Definitions of terms: - Nation branding and public relations

#### 2.1.1 Nation branding

There is no universally agreed definition towards the concept of nation branding. However, different scholars have presented their own definition in explaining the concept of nation branding. To mention some of, for (Dinnie, 2008, p. 139) - Nation branding is an active approach to creating positive image perceptions of a country which would perhaps not arise if the nation's reputation was left solely to stereotypes and clichés, and thus, branding techniques are essential to differentiate one's nation from others and compete in the global market arena.

Before looking a term in to detail the concept of treating a nation as a brand, it is worthwhile to look to some scholarly definitions of what is meant by a brand. Marketers and advertisers and other people who work professionally with brands use different and more technical definitions of the term and their definitions can vary from one industry to another. Such definitions tend to fall into two camps. On the one hand are definitions that focus upon the visual manifestation of a brand. On the other hand, there are deeper definitions that go beyond the visual aspects of a brand and attempt to capture the essence of a brand (Dinnie 2008, p14).

First of fall, Brand and Branding are widely used by many scholars with slight different meanings: to begin with a simple one to all inclusive. Thus, before discussing nation branding concepts, it is appropriate and relevant to define what is meant by 'brand' and 'nation branding' in particular.

- ✓ Brand: is a name, term, sign, symbol, or designed identity, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors according to American Marketing Association's definition (Kotler, 2002, p188).
- ✓ Brands can differentiate products and represent a promise of value. The American Association of Marketing defines a brand as a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler, ibid).

- ✓ Brand can be defined with three dimensions: a designed identity of a product, the culture of the organization and the reputation of the products or the organizations producing the products perceived by its target audience. Based on these ranges of definition of the brand (Anholt 2013, p. 7)
- ✓ Branding refers a promise, a powerful tool for economic development, enables producers and sellers to charge more money, real value to the consumer, Brand names save shoppers time, effort and worry, reflect the lifestyle, remain economically attractive, increased profitability, create wealth, cost more, product design and marketing, an emotive subject, calls 'soft' and 'hard' power, bear long-term Prospects, and making people want to pay attention (Anholt 2005, p1-13)
- ✓ Nation branding is a process, a place selling/place promotion, process of designing, planning and communicating the name and identity, in order to manage the reputation, to draw attention and differentiate from others, soft and hard power of marketing or branding, one can call equally/ about Same psychology, diplomacy, rhetoric, politics, the art of persuasion, or plain good sense, attract tourists, factories, companies, talented people and to find markets for their exports according to COTÎRLEA, (2015, p168) and Anholt, 2005,p15)
- ✓ Nation branding, as a term, coined (Dinnie, 2008, p13) was an exciting, complex and controversial phenomenon. It remains an exciting, as it represents an area (place) in which there is little existing theory but a huge amount of real world activity; complex, because it encompasses multiple disciplines beyond the limited realm of conventional brand strategy; and controversial, in that it is a highly politicized activity that generates passionately held and frequently conflicting viewpoints and opinions.

Thus, taking the above definitions, brands make the product or service stand out of the crowd and be perceived differently in its own and unique characteristics. Which it mean that the brand can tell its level of meanings; A brand brings to mind certain attributes, it can tell the functional benefits and, about producer's values, it can represent ascertain culture, it can project a certain personality, and it suggests the kind of customer who buys or uses the product (Kotler 2002, P188). Although, above definition (Anholt 2013, p6) connects brand with the business of designing the livery of products: to the culture of the organization behind the product, or the tasks of branding agencies, building/creating an enhanced sense of culture or mission within the relevant organization and the means by the organization or its product to acquire the reputation/ the organization's products or corporation's reputation in the minds of its target audience. In this way, the brand is connected to the economic profits that the organization can achieve through the intangible property

### **2.1.2 Public Relations**

The term public relations, by different academicians have basis on its service delivery effectiveness. The service delivery measures accurate, timely, competence and credible information to its publics. It needs variety of

planning tools and tactics, such ideas for how to structure communication strategies and variety of services more effectively.

*'Public Relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the public's on whom its success or failure depends as to* (Tench, 2009).

In their definitions they depict the Public Relations' priority focus to needs of an organization and its public's. In the expression mean that understanding effective communications, public acceptance, cooperation, management of problems or issues, keeps management informed and on, defines and emphasizes responsibility of management to serve to the public interest.

(Harlow 1976) found 472 different definitions of PR coined between 1900 and 1976. He built his own definitions from these research endings, offering:

*Public relations is a distinctive management function which helps establish and maintain mutual lines of communications, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues, helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication techniques as its principal tools. Harlow (1976: 36) also mentioned in (Tench, 2009, Pp.4-5).*

From this definition above it does not prescribe what one should do or which strategy is best. It just sets up and enables PR to select the best choices for the best strategy. It contains overall goals, processes and tasks of PR, and positions of the profession within the organization, as a management role. It covers most aspects of PR, but is somewhat long-winded and other researchers have tried to simplify things by separating tasks from strategy.

Accordingly, EDMOND NG, (2003, p.1) point of view, defined PR as *"Public relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public's."* public relations help management keep abreast of and effectively utilize change, serve as early warning system to help anticipated trends, use research and sound ethical communication techniques as its principal tools.

In a recent seeming new, public relations is a relatively a new phenomenon, one which is growing in frequency given the increasingly global bridging roles. An approach in defining PR is focuses on positive reputation building. It is about fair, true, powerful, attractive, genuinely useful to social economic, and political aims, and honestly reflects the spirit, the genius and the will of the people or organization (Anholt 2007, p3). Besides an approach in defining PR, focuses on proactive executions: Public relations is about maintaining reputation- the

result of what you do, what you say and what others say about you and what others look you. In line with, the PR profession has its own discipline, applying technique and strategy concerned with building positive reputation of a products or services of an organization with the aim of earning understanding and support; on behalf of their people, their institutions and their companies (Anholt, 2007, p4).

Other definition focus on ‘ideal’ communications practices: two-way communications and building positive relationships between organizations and their publics. Some include its strategic importance to organizations and recognize it to influence on reputation (Hutton 1999; Grunig and Grunig 2000). (Cutlip et al. 2000: 6) combine these aspects and suggest: a Public relations is the management function that establishes and maintains mutually understanding relationships between an organization and its publics on whom its success or failure depends. White and Mazur (1996, p11) offer a definition based on the goals of PR: to influence the behaviour of groups of people in relation to each other. Influence should be exerted through dialogue –not monologue – with all the different corporate audiences, with public relations becoming a respected function in its own right, acting as a strategic resource and helping to implement corporate strategy, (Tench,2009, P5).

According to Tesfaye Bezabih Gezihagne, (2018, p27-28) view of point in his research journal; he defined: PR is defined as deliberate, planned, performance based, keep public interest, pursuit two-way communication and part of management function. With the advancement of technology, organizations have been implementing different communication strategies to reach the targeted public. This emanated from the ancient Romans coined expression- “The voice of the people is the voice of the God.” Therefore, listening of the heart beat of the concerned public has not been a matter of choice rather taking it as the only way to meet the interest of the public.

In accordance with this above point of view, public relations serves a wide assortment of organizations in the public eye, for example, organizations, exchange associations, government offices, intentional and external affiliations, establishments, healing centers, schools, universities and religious foundations.

## **2.2 Nation Branding Practices and the role of public Relation; The case of Ministry of Culture and Tourism (MoCT)**

Contextually, nation branding has a process based activities. its key components are said to be mostly country’s diverse culture, values, languages, folklores, beliefs, customs and cuisine, historical sites, sports, landscapes, wildlife and biosphere forests reserve and territory that a country has yet not benefited from due to many reasons described by an article on the website of the Ministry of Culture and Tourism of Ethiopia entitled “Ethiopia a Tourist Paradise” (<http://www.moct.gov.et/>), Ethiopia is a Country with the ancient “Abyssinian” civilization of 3000 years of age. Despite its ancient civilization, its untapped natural resources and diversity of culture, Ethiopia is still unknown to the majority of the world population and is one of the poorest nations on the face of the earth.

Accordingly, Ethiopia is one of developing countries having with abundant historical, cultural and natural attractions. Despite its untapped historical, natural attractions and diversity of culture, Ethiopia still unknown to the majority society of the world. Recently Ethiopia has a total of 28 types of UNESCO inscribed tangible and intangible attraction heritages including 4 biosphere reserves of natural forest site attractions. It is an opportunity having such uniqueness attractions as described by an article on the website of the Ministry of Culture and Tourism of Ethiopia entitled “Ethiopia a Tourist Paradise” ( <http://www.moct.gov.et/>).

### **2.2.1 The Brand motto slogan “Thirteen Months of Sunshine”**

Ethiopia introduced the concept of tourism by making new brand to use what makes the country different from other countries for the first time. The attempt to create a new brand logo was to differentiate its uniqueness with other than countries. Once a logo **13 months of Sunshine** was created and introduced as an official motto slogan in the year 1960s. The motto slogan has been used to tell the world what Ethiopia has different from in promoting for over 50 years. Which was it symbolizes every single day, be it summer or winter, rain, shine or gloom the sun comes out to salute the people of Ethiopia. It means that Ethiopia has unique calendar that encompasses 13 months referring to the month of **PAGUME**. The unique calendar that has of twelve months of thirty days each, the last month **PAGUME** at the end of the year has five days, with a sixth in leap year, a total of 13 months. Based on these 13 months Ethiopia has coined the classic phrase, **Thirteen Months of Sunshine** (MoCT’s organizational profile booklet 2009).

Since nation branding is a hot issue and the inception of the nation, state, the state’s promotion of a sense of national identity, both internally and externally, has served as a means of furthering national interests and promoting a sense of loyalty and belonging. The nation branding trend makes the connection between nationalism and marketing explicit and concrete, insofar as it is characterized by unprecedented levels of state expenditure on branding consultants, the mobilization of private/public partnerships for promoting national identity, and the convergence of the state’s use of commercial strategies for public and international relations with the private sector’s use of nationalism to sell products (ZalaVolcic and Mark Andrejevic 2011).

### **2.2.2 The motto slogan Land of Origins**

The second attempt was to re-brand the nation and to this aim creation of new motto slogan. In recent years it has already come up with new national tourism brand logo slogan, **Ethiopia Land of Origins** replacing over half century brand **Thirteen Months of Sunshine**. The new slogan’s promise is all about the uniqueness resources that have Ethiopia. The new brand considered Ethiopia as a origin place of coffee, the cradle of humanity, where our ancestors first walked on two legs, Ethiopia is the source of the mighty Blue Nile, Ethiopia is one of life’s best pleasures and gift to the world, Ethiopia is the origin of great athletes, a unique alphabet, unique cuisine, and many other original things found in Ethiopia only and it invites all to discover why it is the origin of so much history and culture, vibrantly alive in a warm landscape of dramatic beauty according to the

brand slogan as explained ( [http://www.moct.gov. et/](http://www.moct.gov.et/)).

According to in-depth interview content conducted (Seifu Fantahun, 1994, pp.19-25) with infotainment Magazine reported that the early attempts are indications of the actual /visual manifestation processes of branding Ethiopia focusing on place selling/ place promotion which was paved under the Tourism organization. The organization's foundation was conceived and introduced in the 1950s for the first time in order to promote Ethiopia's rich attractions. The foundation was also aims to undertake national image branding activities. This was an initial attempt be succeeded by an eminent person Ato Habte Selassie Tefesse, who organized the first office at bureau level, and a room in the Ministry of Foreign Affairs. And then, another set up be takes place at Ethiopian Airlines Bole Airport aimed to introduce guests about the country who came abroad different parts of the world according MoCT's organizational profile booklet (2009, P1).

Again the office/organization was re-established and enhanced at a Commission level accordance with Proclamation No. 182/72; May 10, 1972; which was called Ethiopian Tourism Commission and has given more responsibilities to enable the country to benefit the most, facilitate the expansion of tourism activities and establishment of other important organizations, to develop domestic tourism, to enhance people-to-people relationship cultures locally as well as abroad and to publish publications that help to promote the country's image reputation and identity according organizational profile booklet (2009. p2).

In line with, the tourism sector, subjected to successive organizational changes, has been conducting/ running tourism promotion and tour operations as well as the businesses of duty-free-shops, in which case a reasonable number of experts were trained establishing tourism and hotel/catering training institutes. With the view to address the problems associated with shortage of hotels, the government started encouraging interested parties/the private sector through the establishment of financial institutions and involvement in equity-investment based on loan-arrangements apart from its commitment to establishing/opening model-hotels. Such initiatives were further strengthened and refined throughout the period till the 1974,

### **2.3 The Role of the public relations practitioners**

The role of public relations practitioner must adaptable, energetic, versatile, diplomatic and resilient to get along with a mixed group of clients and stakeholder groups. Pieczka refers to the existence of 'an expertise which is distinctive yet flexible enough to be applicable across a wide field' and suggests that public relations expertise is a complex interactive structure organized through past experience and current exigencies (demands), which modifies itself through action (Pieczka,2002, pp 321–322).

The social world is part of a system that interacts with other systems in that the whole equals more than the sum of its parts (von Bertalanffy 1969). Building on the work of (Katz and Kahn 1978), PR scholars e.g. (Cutlip et al. 2000, 2008) use systems theory to explain the interactions between organizations and their environments, interactions between organizations and interactions within organizations. The model assumes that the public

relations practitioner is part of an open system interacting with other systems, and therefore the nature of the role will not be fixed but depend on the influences both in and out of the system, from early experiences and education through to ongoing CPD – Continuing professional development.

Due to PR professional development, the PR practitioner role definition tend to be more based in to the reality of the day-to-day job, often use the term ‘public relations’ interchangeably with other terms such as organizational communication or corporate communication (Grunig 1992); (Hutton 1999) and often include concepts of persuasion and impudence. (Grunig, Grunig and Dozier 2006) acknowledge that many practitioners still associate PR with media relations, although some do recognize its potential as a management function guiding interaction with publics (Tench,2009, Pp.6-7).

This kind of roles for action goes in to flexible manner. Flexibility means that simply the practitioners have difficulty in explaining exactly what their job entails be able to adapt to new situation, subject to influence– and indeed, this seems to be the case. In 1978, the First World Assembly of Public Relations Associations in Mexico, PR defined as ‘the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action which will serve both the organization and the public interest’ (Newsom et al. 2000, p2). The other definition offered by the Public Relations Society of America, coined in 1988, is similarly broad: ‘Public relations help an organization and its publics adapt mutually to each other’ Public Relations Society of America /PRSA/ (Tench, *ibid*).

The Institute of Public Relations (CIPR) as explained PR is ‘About reputation – the result of what you do, what you say and what others say about you. Public relations profession is a discipline which looks after reputation, with the aim of earning understanding and support and to influence opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics’ Institute of Public Relations (IPR, 2004); (Tench, *ibid*).

The function of public relations in image reputation branding is becoming more crucial activity today as of many states or countries desire to participate more actively in global affairs and enhance their status on the global stage (Lie and Naren, 2009, p1). The nation brand concept defines as why responsible governments put in to consideration or easing efforts and resources into discovering how international audiences perceive their country and develop more effective managing strategies of their national image. To do this, cultural diplomacy plays an indispensable role in supporting foreign policy goals and diplomacy so that a favorable national image is gained.

In this regard, Cultural development Policy (2016, pp18-19) declaration issued by MoCT theorizes that cultural relation helping for cultural diplomacy deliberately as one of its basic commitments to build the country’s image reputation and identity to other external world.

## **2.4 Components of Effective communications**

In a modern way of life, effective public relations communication plays a vital role. I.e. PR communication effectiveness is depends on how message is being expressed to its audience. Effective internal and external communication yields a common environment to both organization and its publics. Besides Public relations has to reconcile or adjust itself with the changing environment in the public interest those aspects of personal or corporate behaviour.

Today, the role of Public relations is recognized in issues management, (Stellah I. Onyiengo 2014, p109) in managements and ofcourse media handling. Thus, to this aims Public relations practitioners need to: understand the core values and competencies of their organization, identify various stakeholders/publics, scan environment and keep the organization abreast of the latest. Moreover, PR practitioners have to decide on the best cost effective media relations to reach out to various publics. And then, to create a distinct corporate identity for the organization, advise top management and a cross-section of managers and workers and brainstorming efforts on the core valuesof the organization.

As to Tesfaye Bezabih Gezihagne (2018, p27) agree on the point view in (Banik, 2006) Public relation (PR) is an effort to inter policies and programs of an organization with the objective to establish a bridge of understanding and good will between institution and its publics). Nevertheless, there is no single organization or containing around the world that is not affected by rapid changes caused by global competition, customer's pressure and development in information technology. Therefore, the magnitude of public relation activities may differ due to size and nature, no matter what the philosophy the strategy and method is a like whether it is to the global understanding or to escalate relations with in the firms and its customers, agent's employees.

It has to keep goodwill of the nation as well its organization through promoting preferable communication channels. PR practitioners have to tackle with the globalization process, particularly in the communication industry, force countries to give up traditional techniques. Which it means that communication entails one of its distinctive yet flexible enough to adjust with an ever changing demand of business environment influenced by the external forces of globalization and technology advancement become increasing very now and then. Public Relations proactively characterized as an applied social and behavioral science that measures assesses and deciphers the attitudes of the different pertinent publics. Moreover having a good relation is the most important factors to build a good relation with companies various publics (Asemah 2011). (Bruning, D. & Lambe, E. 2008) recommended the public relations is management function which assesses attitudes of publics, recognizes the public's and methods of an individual association of activity to learn open comprehension and acknowledgment Tesfaye Bezabih Gezihagne (ibid).

Effective public relations operations has variety of spheres, most obviously in advertising, through direct and indirect marketing, personal selling, on websites and in brochures is a means to communicate, but also through

PR and place marketers' co-operation with tourist trails, event organizers, travel journalists and cinema commissioning agencies. PR value of events as a means of creating tourists' awareness of a destination is a common business for tourism destination marketing places (Negelmorgan and Annette Pritchard, 2004,p208). It is thus clearly a niche player in the global marketplace and tight destination marketing organizations budget and rising media costs both contribute to a highly competitive promotion environment for such a country. In this context, it is clear that niche players have to out-think rather than outspend the competition, and in this battle traditional marketing techniques cannot effectively address the share of voice problem in creating innovative, attention-grabbing communications on a tight budget and maximizing the media spend. PR publicity involves merely information from an outside source used by the news media based on its news value (Cutlip et al.1994, p. 8).

PR is a much more holistic concept involving the proactive development of good relationships with a range of stakeholders and publics and the co-ordinate handling of negative events and media stories Negelmorgan and Annette Pritchard (2004, p209). Dinnie (2008, p49) uses the term 'communicator' for nation branding as a sphere where the national identity is presented and impacts on the formation of nation's image.

## **2.5 Tools of Communication**

Public relations can have two broad tools to communicate with itspublic's. These are electronic and print media tools. Specifically, public relations communication tools are can be listed as TV and radio, electronic media, social media, internet, magazines, newsletters, brochures, flyers, press kits, events, media relations, employee Relations, community relations and others media contents which are seem to overlap with function of public relations.

In general, concept of public relations communications tools can be seen from different perspectives, including various definitions of the profession, models and its practical activities. In all approach, activity of public relations communication is employed different communication and social theories with description of the profession, use models and tools to implement planned public relations activities based on situational analysis or research and evaluation as to Tench (2009,p239).

## **2.6 Nation branding concept and practice; an overview**

According to authors Viktorin et.al, (--, p3) point out in their book the origin of brands and branding as a practice, the word brand originates in the attempt to mark ownership. Originally, a brand was a piece of charred or burning wood, or a mark made with a hot iron, used by farmers to identify their stock. In their note, in the Early Bronze period the Harappan civilization used animal seals on their trade goods, conveying the identity of the sender and transmitting information for manufacturers, re-sellers, and government authorities. The practices of brands and branding as such are no recent phenomena.Philip Kotler, Kevin Lane Keller, Mairead Brady, and others perceive medieval guilds as one of the earliest instances of branding: crafts people put trademarks on

their products to “protect themselves and their customers against inferior quality.” All these authors agree that brands in pre-modern times functioned as conveyers of information on the origin as well as on the ownership of goods.

Nation brand is the sum of people’s perceptions about a country based on a unique, multi-dimensional blend of elements about the different competences of a country such as the cultural, political, commercial, tourist appeal, investment potential and human assets. Besides that, it is also important that a clear construct for the activity of nation branding is developed. Nation branding is the creation of a recognizable, distinctive nation brand image in the minds of the target audiences and the alignment of the different stakeholders to make sure that they manage and communicate the nation brand identity to achieve nation brand equity, to change consumer behaviour and to improve performance outputs according to researchers (Skinner, Lee, 2008; 2009).

Conceptually, nation branding has still be an unlimited theory due to several reasons. Nation branding is not a new passion as it has constructed for a long time. It has grown for the last few decades, as a result of the transformation of nation branding to a tool for competing for dominance in economic areas, as well as increasing political influence amongst countries and regions in the neo-liberal global scope. Besides, the implications of nation branding for the national identity have been pointed out by many scholars. Due to the various ranges of the impact of the nation branding, as well as its importance of nation branding enabling to reshape their national identities, efforts to manage nation branding at the governmental levels became more visible in many countries as to Viktorin et.al,(--,p6).

In fact, nation branding is an important concept in today’s world. It means that, in global economy arena countries need to compete with each other to gain their shares from the world’s consumers, tourists, investors, students, entrepreneurs, international sporting and cultural events. And more to attract the attention, respect and trust of investors, tourists, consumers, donors, immigrants, media and the governments of other nations. In such a context, a powerful and positive nation-brand provides crucial competitive advantage. It gives a better impression to understand how they are seen by other publics around the world, how their achievements and their failures, their assets and their liabilities, their people and their products are reflected in their brand images (Dinnie, 2008, p37).

In other words, today the world is one market; there has rapid advance of globalization. A term globalization means that whatever their needs or not countries have try to pull in (investors, aid, tourists, business visitors, students, major events, researchers, travel writers, and talented entrepreneurs) and whatever countries try to push out (products, services, policies, culture, and ideas) is done so with a discount if the country’s image is weak or negative and at a premium if it’s strong and positive (Anholt 2013, p3).

Therefore, nation branding is one of tools of attracting countries to compete with each other for economic benefits, as well as increasing political influence amongst countries and regions in the neo-liberal global

landscape (Viktorinet.al,--, p6). With this line, that why today it is for every state government or region is practicing nation image branding at high level and has become a policy value/issue to create positive image.

## **2.7 Nation Branding; A Cultural Approaches**

According to Anholt (2013, pp.6-7) nation branding through cultural approaches is an essential one. Most countries have attempting to influence more like education than branding: to find ways of helping People in other countries to get to know them, to increase and celebrate rather than reduce their own complexity.

One of reason why is that cultural relations are the only demonstrably effective of nation branding. For instance the experience of countries that have successfully practiced cultural relations over many years shows that consistent, imaginative cultural exchange does eventually create an environment where respect and tolerance flourish, and this undoubtedly also favours increased trade in skills, knowledge, products, capital, and people. People who understand each other tend to get on better, and people who get on better tend to trade with each other more frequently, more freely and with greater mutual profit (Anholt, *ibid*).

Although, the cultural approach provides an inter-disciplinary and comprehensive take on managing nation brands as it brings a contextual appreciation and recognizes the role of government and other actors that co-create the nation's brand. cultural approach to nation branding is broadly understood as a tool of constructing the nation's identity so as to create a specific perception to either external or internal audience, or both (Kaneva and Popescu,2011); (Aronczyk, 2008); (Varga, 2013); (Kania-Lundholm, 2014). According to Kaneva and Popescu (2011), nation branding aims to (re)construct the nation's external identity towards the global target, as well as to create nation's internal images for the people of the nation. Both internal and external identities were extracted through the symbolized brand message in government-sponsored nation branding campaigns. Similarly, (Aronczyk, 2008) explains nation branding is conducted to create and a particular version of national identity and communicate globally with the identity, whilst pursuing economic benefits initiated by a government, using marketing techniques of for-profit businesses.

Therefore, all those authors are agreed on the issue or not it doesn't indicate clearly. It needs more research to identify whether the cultural relations is one tool of nation image branding or not. Which it means those countries tied with cultural relations have pull in with each other for mutual understanding and relations will create peace and tolerance among themselves, for common economic, social and political benefits or not .

## **2.8 Nation branding: Identity components**

Nation branding creates and communicates with national identity for achieving nation branding goals. Thus, national identity plays a vital role in nation branding. As to Dinnie (2008,p50) proposes the elements of nation branding identity as most authentic differentiator; history, landscape, language, territory, education system, food and drink, folklore, music, sport, architecture including visual manifestations and commercial brands originating in the country thus national identity for nation branding is based on what the country already has as

default. Especially, (Dinnie, 2008, pp.14-15) stresses the importance of culture in the nation branding by connecting Grant's idea of brand as "a cluster of strategic cultural ideas", saying that national brands have possess far richer and deeper cultural resources than any other type of brand and "the essence of any nation brand derives not only from the country's companies and brand, but also from its culture in the widest sense". In this sense, nation brand identity has cultural roots. However, as aforementioned, national identity is also related to economic and political values. since this study is exploring practices of nation branding for promoting and will focus national identity components mentioned by (Dinnie, 2008) in the contexts of cultural, economic, and political values.

In the meantime, national identity is aimed to achieve a desirable image of the nation. (Kania-Lundholm, 2014, p607) states that cohesive, attractive and recognizable image of the nation is a prerequisite for nation branding which should be reflected upon domestic and international audiences. Whilst national identity is a selection amongst the nation's traits by a specific group, a national image is based on individual's own experiences of a country, either direct or indirect (Dinnie, 2016). As nation brand identity and nation brand image have different bases, nation brand identity and nation brand image can be different. However, in nation branding, it is important to maintain consistency in brand identity and brand image as an identity-image gap is a negative factor for nation brand positioning, a key issue in brand management and strategy (Dinnie, 2016). Therefore, to prevent identity-image gap, the nation branding identity components are managed by nation branding communicator (Dinnie, *ibid*).

## **2.9 Nation branding; applying techniques and principles**

According to Dinnie, (2008) explained in nation branding there has be taken major responsibilities in applying techniques and disciplines. To this, a government or nongovernmental entities are responsible to take disciplinary measures based on four hierarchical responsibilities; such as social, economic, political, and ethical brand concepts. Hence in this work, the researcher, will assess the practices of nation image branding in the Ministry's theoretical aspect of the relevance of nation branding in terms of what value a nation-brand strategy can deliver to a given country, as well as tracing the evolution of nation branding and outlining the prominence and investigate the gaps as well as advantages of sustainability and image or reputation building.

Moreover, in nation branding practice, it is very essential to apply brand strategy, disciplines and other marketing techniques to the economic, social, political and cultural development of countries. In nation branding practice, applying brand strategy needs corporate communication strategy (CIPR, 2010, p11) point out that managing a corporate communication strategy requires general reputational position that an organization aims to establish and maintain with its key stakeholders. A comprehensive communication strategy is often developed in interactions between professionals from different communication disciplines and with the CEO and members of the executive team within an organization.

This is because as to (Viktorin, et.al --, and p21/1-2) nation branding represents a deliberate, collective effort by multiple constituencies to generate a viable representation of a geographical-political-economic-social entity at national-level

efforts. However the concept and techniques were applied to sub national regions and places as well. Especially, governmental and nongovernmental actors were expected to contribute building a combination of practices, policies, values, and aspirations designed to attract internal and external audiences. Successful branding enables people at home and abroad to view a state as legitimate and credible, thereby meriting their allegiance and support. Once thus acknowledged, states can wield influence as legitimate performers on the world stage: administering citizens, collecting taxes, drawing borders, inviting investment, soliciting tourists, attending international conventions, and so on. Since the rise of the nation-state in the nineteenth century, the perception of “the people” constitutes a critical element of this visibility-legitimacy-empowerment nexus. Those who deploy nation-branding techniques seek to control and channel information, to manipulate the resulting imagery, and sometimes, to bring domestic societies more in line with internationally accepted norms. Nation branders create and promote an attractive package for domestic and international consumption.

### **2.10 Nation Branding Potentials in Ethiopia**

Accordingly, Sustainable Tourism Master Plan for Ethiopia, the country has diversified range of cultural heritage based tourism attractions and products including various potentials of historical sites, educational tour, pale anthropological and archaeological routes (paleontological-tourism), religious tourism among other events and Festivals (UNECA, 2015, p58). Ethiopia is the land of diverse traditional performing arts including music and dancing with rich cultural musical instrument of various nations, nationalities and peoples of the country. These potentials are not properly developed or integrated in the tourism product of the country so far. Ethiopia is well known for its beautiful artistically craft products of diverse features namely jewelry, coinages, other metal works; traditional leather crafts, illuminated manuscripts and book binding; traditional textile crafts and garments; basketry, bamboo works and other vegetal fiber works; woodworks, stone and horn carvings as well as pottery and ceramics are the main one (UNECA), 2015, p48).

Ethiopia is renowned for its Colorful traditional festivals that in most cases reproduce traditions that have been maintained for centuries. Whilst, those colorful traditional festival such as the music, religious ceremonies, cultural events and shows, sports, arts, language and history and landscape, which can play a significant role in the formation of national identity. Ethiopia’s Colorful traditional festivals are not well branded and developed as of tourism products to attract visitors, especially in terms of services provision facilities and maximizing for economic impacts in the respective destinations (UNECA, 2015, p49).

According to Dinnie, (2008, p148) majority of nation brands are not created out of the blue but it has based on existing culture and tradition. Every nation brand has its own idiosyncratic cultural expressions, in terms of nation-brand management. these cultural expressions represent an important differentiator that decision-makers need to incorporate into nation-brand strategy development and thus to some extent justified, they nevertheless tend to be dominated by the market (ing) imperative, which warrants aforementioned concerns, such as the potential impact of national identity and place branding on individual organization.

On the other hand, FDRE Ministry of Culture and Tourism Cultural Policy (2016, P18) define cultural diplomacy as a public relations activity that involves cultural exchanges, cooperation, promotion and solidarity between people. The purpose is to create understanding, trust, mutual support and consequently strong ties between our peoples and the peoples of other countries, to foster a positive attitude towards and support for our nation through the promotion of our ancient civilization and cultural values to the external world.

## **CHAPTER THREE**

### **3 METHODOLOGY**

This chapter deals with study design and method that will be used to conduct the research. The chapter presents details of research design, target population, sample and sampling procedures, description of research instruments, variables, reliability and validity measurement, data collection procedures, data analysis techniques and ethical considerations while conducting the study.

#### **3.1 The Research Design and Method**

Under this section, the methods used in the research are to be presented. Hence, the research methodology inclusive of the research method and instrument, the design and data analysis approaches are going to be dealt with.

##### **3.1.1 Research Design**

Research design is a plan for collecting and analyzing evidence that will make it possible for the investigator to answer whatever questions he or she has posed. The design of an investigation touches almost all aspects of the minute details of data collection to the selection of the techniques of data analysis (Ragin 1994). What it means that “a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which, the research is conducted; it constitutes the blueprint for the collection, measurement, and analysis of data” (Selltiz 1992, P36).

The research design followed on case study approach. With this notion the design was imperative to select descriptive research design. The researcher therefore, considered descriptive or case study design as the study focused for exploring the public relations activities towards nation image branding in the MoCT. Because it entails detailed assessments to specific subject matter, on practices towards nation branding and challenges of public relations directorate in the (MoCT). It includes person, group, place, event, organization, or phenomenon to the aims of accurate and systematic describing population, the situation or phenomenon in a way to address intensive research of a system with an aim to generalize across a larger set (Creswell, 2007; Gerring, 2004).

##### **3.1.2 Research Approach**

The present study employed two types of research approaches. The first one is a quantitative research approach and the second one is a qualitative research approach. Both quantitative and qualitative approaches were utilized in a mixed way. Because both quantitative and qualitative methods have a mixed share of characteristic to address an overall content aim. What it means that a mixed methods research helps to formulate a holistic interpretive framework for generating possible solutions or to bring new understandings of the problem. As a

research strategy, qualitative research method was used to understand and explain social phenomena in their natural setting (Stone et al. 1999). It is characterized by an emphasis on describing, understanding and explaining complex phenomena on studying.

The purpose was in order to investigate the data gathered/obtained from qualitative and quantitative methods. From the techniques an important way is triangulating information to make trustworthiness of data gained from both research methods. Moreover, qualitative method is in order to investigate the problem with the aim of exploring the role and practice of Public relations in nation branding using untapped attraction resources as a tool. As this research tries to examine views and perceptions of public relations and communications professionals towards their practices in nation branding, the qualitative research approach is more suitable than the quantitative one, as the former is efficient in exploring the opinions and attitudes of the PR professionals when conducting nation branding programs in detail and to get a precise information from both questionnaire and interviewing from respondents within the scope in a natural way. In this, the process both aspects in qualitative and quantitative research methods were importantly to get a better interpretation and understanding as of the information missed with one instrument might be captured from other instrument and an enhanced and integrated result shall be emerged from the analysis according to Dominick et al, (2011, p48).

The convergent combined/mixed method on the other hand is commonly used to merge results of qualitatively and quantitatively collected data for interpretation. As Creswell & Creswell (2018) stated out, in convergent combination method, “The researcher will converge or merge quantitative and qualitative data in order to provide a comprehensive analysis of the research problem.”

### **3.1.3 Data Type**

There are two fundamental types of data, from *Primary* and *Secondary* data source. The Primary data are gathered through the constant interaction with the relevant bodies of the research using in-depth interview and direct observation. On the other hand, the secondary data are found in documentary sources in the form of Written (publications such as books, journals, advertising copy and so on), Unwritten (TV and radio programs, tape recordings, documentaries and so on) and Survey data (economic data, yearly tourist flow and income generated reports,...). In addition to providing supplementary evidence to the research, such data are crucial as they “cuts out the need for time consuming fieldwork” (Walliman, 2011, p.78). This research uses both primary and secondary data sources.

In this study so as to gather the primary data, an in-depth interview with key informants of those who held the position and have the knowledge about the subject matter of the study is conducted. All the informants are from the headquarters of the relevant organizations under study. As far as secondary sources are concerned, it is evident that the analysis of such sources is vital in extracting the necessary data from these documents for the research in order to corroborate a research with documented sources. Accordingly, this research also uses the available secondary data sources, including communication documents, newspapers and, printed materials and

online sources to analyse the nation branding activities of the concerned organizations using cultural heritages as their tool.

### **3.2 Data Collection Instruments**

The instruments selected to enable the present study are to have both primary and secondary data sources. Hence, the researcher was utilized the primary and secondary data source using data collection instruments. In the primary data collection, the researcher utilized questionnaires, semi-structured interview and observation. Then the researcher was conducted based on the two-way symmetric public relations model, where the public relations directorate given equal emphasis to the interest of general publics as well as the Ministry. The researcher has utilized both qualitative and quantitative data collection methods for the study. Then the researcher gathered accurate data from respondents who were involved to give information in the research specific area.

#### **3.2.1 Questionnaire**

Questionnaire was a research instrument consisting of written list of questions (items) intended to capture responses from the respondents in a standardized manner. (Kumar, 2011: p.138) and Dawson 2002) listed the three types of questionnaire (closed-ended, open-ended or a combination of both) and how it has been administered and used.

Then the questionnaire was therefore designed to fulfill specific research objectives. The content of questionnaire was about total of 80 questions. The form of questions in the questionnaire are said to be closed-ended, open-ended or combination of both according to Dawson (2002, p.30). Its purposes are to gathering facts, opinions, attitudes, from respondents' motivation, to his/her knowledge on certain issues, and the like. Most questions, however, can be classified in either of two general categories: the factual questions and subjective questions. This means that the questions of questionnaire were prepared on basis of research questions of statement of the problem of this study.

Following, a structured questionnaire was developed in English language and then translated into Amharic.

There are six sections in the questionnaire. Part -IA, contains background/ demographic information on the respondents' gender, age and level of education, Part-IB, contains current position and life experience based personal information of respondents'. Part II, consists of 14 questions related to nation image branding and designed to understanding and the respondents' concerns to nation image branding efforts in the study specific area. Part III consists of 7 questions related to PR tools of communications which were designed to obtain frequency of usage, Part IV, consists of 12 questions related challenges that are affecting the PR activities designed to obtain respondents' understanding about seriousness of the problems. Part V, consists of 42 questions related to employees attitudes on the significance of internal and external communications to obtain thoughts, knowledge and efforts, and part VI, questions related to general opinion to have make any comment,

how it would be improved the culture, tourism and sports sector to strengthening the nation image branding promotion activities needed answers from respondents.

### **3.2.2 Interviewing**

The most common components of interviewing are unstructured, semi-structured, structured interviewing and group discussion as to (Dawson, 2002, p.27).

It involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses as (Kothari, 2004).

Hence, the researcher was utilized semi-structured interviewing method for the study. Semi-structured interviewing method is perhaps the most common type of interviews be used in qualitative research method. To do this, the same questions are needed to ask in interviewing session. Similarly, the researcher wants the interview to remain flexible so that other important information can still arise (Dawson 2002, p.28).

Whilst, the purpose is the researcher would obtain relevant information about the public relations practices towards nation image branding and challenges. It would be freely discusses on the PR communication tools/channels, practices in nation image building strategies, and professionalization: practitioners' educational background and their field of study. All the information was being gathered strategically and would be purposely triangulated by interviews, documents and the questionnaire. Thus, the PR directorate directors from head office and subordinates organizations were have been conducted interviews. And this instrument would give him better chance to have remained alert, recognizing important information and probing for more details.

Following, the researcher was conducted with total of three (3) key informants who were purposively selected from concerned body, first, from PR professionals who were working at different positions within the MoCT, and subordinate organizations and one from Tourism Ethiopia. These key informants were being selected based on their knowledge, experience and responsibility in relation to discussion topic. Amongst them, all were considered to have a better knowledge, experience and career of the subject matter in the study specific area.

Those key informants were selected from Tourism Ethiopia, Tourism marketing Directorate director, the MoCT's Tourist Services Standardization and Facilitation Directorate Director, and the PR Directorate Director, on basis of their experience, knowledge and responsibility in relation to nation image branding.

The forms of interview questions were designed an open-ended and asking verbally to respondents. It has also a list of specific questions or a list of issue topics for discussion. These were scheduled in a form of notes. In this, there have flexible steps to be taken to each interview topics to ensure continuity according to Dawson (2002, p.29).

In line with this, the purpose of interviewing was designed to gain more in-depth understanding, more information, opinions, and attitudes from respondents on the topic in the research specific area. The interview questions were also made of from general to specific issues. The contents were also having two sections. The first section has introduction and personal background information related to questions. The second section has

10 scheduled questions for discussion.

### **3.2.3 Document Analysis/review**

Document analysis was utilized a systematic procedure for reviewing or evaluating documents of both printed and electronic (computer-based and Internet-transmitted) information. Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop according to researchers Empirical knowledge Corbin & Strauss, (2008 See also Rapley,2007), as to (Bowen, 2009, p29).

There are different types of methods for data analysis in social science studies. Some of them are said to be statistical analysis, meta-analysis, discourse analysis, thematic analysis and content analysis. To define some of methods, For instance, content analysis. A content analysis is either qualitative or quantitative research method used to identify patterns in recorded communication. To conduct content analysis, the researcher will collect data systematically from a set of texts; this may be written, oral, or visual: books, newspapers and magazines speeches and interviews, Web page content and social media posts, Photographs and films. Thus, the content analysis can also be used to quantify the occurrence of certain words, phrases, subjects or concepts in a set of historical or contemporary texts.

Secondly, thematic analysis is a qualitative analytic method for: “identifying, analyzing and reporting patterns (themes) within data. It minimally organizes and describes the data set in (rich) detail. However, frequently it goes further than this, and interprets various aspects of the research topic” as (Braun, 2006, p113).

Analyzing documents incorporates coding content into themes similar to how focus group or interview transcripts are analyzed.

In this, there are three major types of documents for data analysis: such as public records, personal documents, and physical evidence documents. For this study, physical evidence is appropriate and in this instrument the objects found within the study specific area will be analyzed. The physical evidences are the document that can be available naked (often called artifacts) for example it includes brand logo, posters, flyers, agendas, hand-books, banners and training materials etc.

Therefore, the researcher was utilized the content analysis method. When the data would be collected from secondary data sources there have different types of data to be occurred. Such as PR publications, documentations, and analysis (journal articles, reviews, magazine, brochures, leaflets, posters, logos, reports, and academic books, other official documents, visual manifestations, films, CD-brochures and media kits or promotional documentations, newsletters, videos, Website and Database. Then, the researcher was probed on each item in accordingly to their availabilities. Based on this, the data review method would be applied.

In this work, the collection of data was confirmed by pilot testing before using the established questionnaire in the research specific area. Because pilot testing was helped him to know internal consistency and minimized

extra-efforts, spending resources for the study and enhancing with actual respondents, solved problems as possible as identifying risk of errors, and then the actual data collection process was been conducted.

### **3.2.4 Observation**

Observation is the other main instrument used to collect data and record important information to note and visualizing the existing situation (Patrick, 2003). It is the act of noting a phenomenon in the field through the five sense organs of the observer, often with an instrument, and recording it for scientific purpose. Good observers use all of their senses, including sight, hearing, touch, smell and taste (Creswell, 2016, p118).

There have two major types of observation techniques. These are participant and non-participant observation techniques. In the participant observation techniques, the observer will has a chance to observe situation practically is defined. As a researcher, when he participates in activities of some form of groups when performing at a time being observed in the same manner as its members, with or without their knowing that they are being observed. And non-participant observation on the other hand, is when the researcher as a researcher, do not get involved in an activity of the group but remain a passive observer, watching and listening to its activity and drawing conclusions from this (Kumar, 2011 p.134).

The purpose of observation technique is a way the researcher to collect in-depth information using his own sights without asking the respondent. It gives the researcher better to understand about the situation to probe more information. If observation is done carefully and accurately, it helps to find more information on what is currently happening without subjective bias.

Hence, in this study, the researcher was employed the assignment observation technique. The researcher was observed through participating how the PR practitioner and major actors were performing the nation image branding promotion programs, commitments, plans, initiatives relating attitudes. How promotional artifacts production would have been visualized, lure, to attract viewers, displayed items, wall pictures, and item naming through languages and their meanings it may in museums, streets, parks and how well it explained, especially; Ethiopian cuisine festivals, etc. are reflecting the nation's images, and are a good way of collecting observable data in which he have captured in a single shot or series of shots. The instrument has been applied within the Ministry's strategic activities taking place through timeframe of the study inside and outside the environment. Because the method was distinctive that the researcher would approached the participants in their own environment rather than having the participants came to the researcher. Generally speaking, the researcher was engaged in participant observer. He tries to learn what life was like for an "insider" while remaining, inevitably, an "outsider." (Natasha et al., 2005, p25).

A timeframe check-list approach facilitates in gathering actual information from every scene at a single, fixed location. The technique was applied at a single, fixed location when an observer himself place being a participant-observer depending on appropriateness to his study. Especially, the relevant categories can include:

the characteristics of individual people, including their dress, gestures, and nonverbal behavior; the interactions between or among people; the “actions” taking place, whether human or mechanical; and physical surroundings, including visual and audio cues the researcher was observing through day to day activities of the Ministry’s in relating to nation image branding operations have been as an input of the instrument like promotional activities, meetings, seminars, trainings, campaigns, events as well as stakeholders general assemblies, were have been used.

### **3.3 Sampling Techniques**

The target population for this study was being constituted of all the PR practitioners who are working at MoCT in Addis Ababa. Based on the gathering information there are 150 population targeted from PR practitioners, tourism marketing and destination development expertise in the study boundary.

The study was used non-probability sampling techniques which were purposive & convenience that were used to select the respondents from Ministry of Culture and Tourism (MoCT). Because of large number of the total population, convenience-sampling technique is better to select the sample respondents. Although, non-probability sampling has problems related to selection bias, in small inquiries and researches by individuals, the sampling technique can be adopted and can be done wisely Kothari, (2004).

Non probability sampling method is a purposive sampling method that a researcher deliberately uses for data collection. This sampling method helps the researcher to obtain required information from intended respondents. For this study, the researcher was focused on assessing practices of PR towards nation branding the case of Ministry of Culture and Tourism, subordinate organizations and institute, it needs professional, experience and exposure of respondents to react with questionnaires and interviews. Therefore, respondents from Public Relations Directorates of the MoCT and subordinate organizations were purposefully selected to obtain the required information for the subject matter under the study specific area.

Purposive sampling gives a researcher an advantage to create smooth relationship between the information seeker and provider. Purposive sampling is one of strategy in the field of qualitative researcher in which particular settings, persons or events are selected deliberately in order to provide important information that cannot be obtained from other choices. It is where the researcher includes cases or participants in the sample because they believe that they warrant inclusion (Taherdoost, 2016).

The researcher was used convenience sampling method to select sampled respondents from the total population. Therefore out of the total population he would take from the sample size the individuals who have better practices in the subject matter and are willing to contribute the proposed study. In the case of non-probability sampling, the choice of sample size was determined by the insight, judgment, experience or financial resource of the researchers as (Kothari, 2004).

### 3.3.1 Sample size

Different sources have indicated that the sample size would be 10% of the total population. However, (Fowler, 2014) argued that this may not be the best approach in deciding sample size. As an alternative, sample size determination should be based on researcher's inquiry strategies. There are different strategies to determine the sample size from target population according to the requirements of the researcher. According to Fowler,(2014) "the choice of a sampling strategy places in part on feasibility and costs; it also involves the precision of sample estimates" (Fowler, 2014). Sampling strategies in determining sample size are supported with different formulas and software tool. Applying various formulas to determine required sample size under different condition is one of the most significant strategies. One of these strategic approaches to determine sample size in a finite population is Yemane's formula for calculating sample size (Team, 2016).

According to Sevilla, (2007) for 95% confidence level and confidence interval of 5% of Margin of error, one can determine appropriate number of sample size.

The target population size for this study was total number of PR Practitioners, expertise in tourism marketing and destination development expertise at MoCT and subordinate organizations. For this work, there have a total of 150 target populations sampled from permanent employees in the study specific area. From these target populations 30 were public relations practitioners and 120 werefrom tourism marketing and destination development expertise who were working in the MoCT, subordinate organizations and Tourism Ethiopia. The researcher considers that both the subordinate organizations' public relations practitioners and Tourism Ethiopia's were selected for various reasons. First, the public relations practitioners of each entity have engaged in similar objectives. Second, the Ministry's and Tourism Ethiopia's sub section of Tourist Service Standardization, Facilitation and Marketing Directorates were engaged in developing tourism destination (attractions), and tourism marketing promotions focusing the nation's authentic cultural values, history/ heritages, natural resources aiming nation image and identity branding.

The total target population here was therefore 150 permanent employees, which is 70 employees was from MoCT, 30 employees in five subordinate organizations and 50 from Tourism Ethiopia.

However, due to financial and time constraints, the researcher took only 109 samples. To determine the appropriateness of the sample size, the researcher considered 95% confidence level and margin error of 5%. With this assumption, appropriate sample size has been calculated by Sevilla's formula as in the following ways:

$$n = \frac{N}{k+N(e)^2}$$

Where capital (N) is the number of total populations, small (n) is sample size to be determined, k is constant (1) and (e) is degree of error expected.

$$\text{Sample size (n)} = \frac{150}{1+150(0.05)^2} = 109.090909$$

Therefore the sample size (n) = 109

The total sample sizes of this study according to Sevilla's formula would be therefore, 109 respondents from the target population of 150. Researcher also used online Sevilla's software to approve the number of sample size. The result is the same with hand calculation to determining sample size.

Researcher also approved the sample size using online software found at (Creative Research Systems, 2012). The researcher again considered 95% confidence level and confidence interval or margin error of 5% to approve the sample size. With this condition, the result becomes 106 sample sizes from the same population as in the case of Sevilla's formula.

Therefore, 109 respondents would be the sample size for this study. From 109 sample size, about 36 respondents (33%) were from Tourism Ethiopia and 51 respondents (47%) from MoCT and 22 respondents (20%) from subordinate organizations of public relations practitioners and tourism marketing and destination development expertise.

### **3.4 Variables and Measurement**

In social research study, the concept of variables would be referred as terms to be used frequently in the study projects. When conducting a research, while designing qualitative and quantitative research projects it is pertinent to define and identify the variables. Variable is a property that takes on different values. It is a logical grouping of attributes, demographic characteristics of people, social status or physical qualities that describe an object. For example if gender is a variable then male and female are the attributes. If residence is the variable then urban, semi urban, rural become the attributes. So, attributes here describe the residence of an individual. It could be demographic, physical or social and include religion, income, occupation, temperature, humidity, language, food, fashion, etc. Some variables can be quite concrete and clear, such as gender, birth order, types of blood group etc. while others can be considerably more abstract and vague. So, researchers have to test a number of associated variables to develop an underlying meaning or relationship among them as to (Dominick, 2011, p44).

It is pertinent for a researcher to know as how certain variables within a study are related to each other. It is thus important to define the variables to facilitate accurate explanation of the relationship between the variables. There is no limit to the number of variables that can be measured, although the more variables, the more complex the study and the more complex the statistical analysis. Moreover the longer the list of variables, the longer the time required for data collection. Variables can be defined in terms of measurable factors through a process of operationalization. It will convert difficult concepts into easily understandable concepts which then can be measured, empirically.

In this study, the researcher has made a seven-paged questionnaire for gathering information about attributes, demographic characteristics of people. The questionnaire has six sections: part -I, part -II, part -III, part -IV, part -V and part -VI. In addition there has given options the respondents to have comments on each question, especially assuming their efforts will improve the culture, tourism and sports sector which to strengthening the nation image branding promotion activities. The questionnaires was also developed in English language and then translated to Amharic.

**Table 1: Components of Variable**

| Ser. no.     | Factors                                                                                                         | Total questions |
|--------------|-----------------------------------------------------------------------------------------------------------------|-----------------|
| 1            | Socio-demographic characteristics of respondents (sex, age, education, job experience, position/responsibility) | 5               |
| 2            | The Respondents' concern about nation branding in the study specific area.                                      | 14              |
| 3            | PR tools of communications and usage frequency                                                                  | 7               |
| 4            | The Prevailing challenges that affecting the PR activities                                                      | 12              |
| 5            | The employees attitude on the significance of internal and external communications                              | 42              |
| 6            | The respondents' general opinion to have any comment to improving activities                                    | 3               |
| <b>Total</b> |                                                                                                                 | <b>64</b>       |

*Source: Research Questionnaire, 2020*

**Measurement:** - In order to do an analysis, the variables have to be quantified; this means measuring giving values and scale. Sometimes identification of variables and determining how to measure them looks quite simple, but due to vaguely defined variables measuring can be difficult too. There are four levels of measurements on a continuum of discrete and continuous: nominal-scale, ordinal-scale, interval scale and ratio-scale. Thus, the most difficult part of planning a research study is identifying the research variables and research design. Considerable time and thought needs to be given to this step. Once the key variables have been identified, then the research study can be developed.

Therefore, the researcher have made clear quantifiable questions to respondents in order to answer questions, to have right to select their choices to answer based on choices, the five point scale according to their opinion on each question. Each answer has been given a choice, score and it is assumed thoughts that the format is easier for the respondents' to understand the concepts and provide precise answers. For instance, the five-point scale is used to measure the level of the factors as shown in Table 2.

**Table 2: Five-Point Likert's Scale**

| Ser. no. | Choices | Score |
|----------|---------|-------|
|----------|---------|-------|

|   |                   |   |
|---|-------------------|---|
| 1 | Strongly Agree    | 1 |
| 2 | Agree             | 2 |
| 3 | Neutral           | 3 |
| 4 | Disagree          | 4 |
| 5 | Strongly Disagree | 5 |

*Source: Research Questionnaire, 2020*

### **3.5 Reliability and Validity**

#### **3.5.1 Reliability**

Reliability in qualitative and quantitative research refers to whether you get the same answer by using an instrument to measure something more than once as (Bhattacharjee, 2012 p55).

According to Dominick et al, (2011, p170) the concept of reliability is crucial to content analysis. If a content analysis is to be objective, its measures and procedures are must be reliable. A study is reliable when repeated measurement of the same material results in similar decisions or conclusions.

To measure the reliability of the research instruments, the researcher was used pilot test at a study specific area to obtain the reliability of question of questionnaire before the data collection toolswere is used. What it means that the Pilot testing purpose was to establish the reliability for the research instruments appropriateness for the proposed data collection.

To this aim, the procedures followed to ensure the reliability of research instruments were probed by a well prepared questionnaire. I.e. the researcher in order to know the suitability of the instrument has checked the questionnaire by pilot testing before utilizing. Then, it was distributed to 12 respondents to sample population to react on for pilot testing. Based on pilot test findings, defective items and irrelevant points were having been avoided and ambiguous expression and difficult words have been modified for the purpose of the study. This was helped the researcher to decide whether the instruments are suite to gathering data at the study specific site or not. Through the obtained data from pilot test and retesting indicated helped the researcher to know and make sure its internal consistency across the parts of measuring the instrument. Furthermore, the researcher used the Crombach's alpha coefficient to measure internal consistency of an instrument. Ofcourse, to measure internal consistency of an instrument the Crombach's alpha coefficient is the most preferred instrument. thus when making the use of 5 point likert's scale point method the Crombach's alpha coefficient is appropriate to measure the internal reliability as to Taherdoost(2016 p33).

#### **3.5.2 Validity**

Validity refers to the accuracy and trustworthiness of instruments, data, and findings in research. Nothing inresearch is more important than validity. The instrument can be confirmed through triangulation of data from the questionnaire, interview, and document analysis. Validity, often called construct validity, refers to the extent

towhich a measure adequately represents the underlying construct that it is supposed to measure (Bhattacharjee, 2012, p 58).

According to Taherdoost, (2016 p34), viewpoints there are four main types of validity test of the questionnaire namely; face validity, content validity, construct validity and criterion validity. These are used depending on the types of questionnaire, some of these are mandatory to apply and recommended. In other researchers viewpoints (LoBiondo-Wood and Haber, 2006), there are three major kinds of validity including content, criterion-related, and construct validity.

The researcher has followed the basic research procedures of data gathering. It entails four research instruments were utilized to collect information from primary and secondary data sources. Some of strategies that the researcher has used to check the accuracy of research findings were analysing, presenting and interpreting the obtained data. The procedure to check items to have to identify and discuss one or more of the findings to organize the most frequently used and easy to implement to those occasionally used and more difficult to implement. Then, the researcher cautiously have used, a rich, thick description, clarifying the bias, present negative or discrepant information that runs counter to the themes, and spending of prolonged time in the field to convey to ensure the findings. This description may transport readers to the setting and give the discussion an element is of shared experiences. Moreover, validity is concerned with the meaningfulness of research components. When researchers measure behaviours, they are concerned with whether they are measuring what they intended to measure. There are four types of validity procedures that researchers should consider. These are said to be statistical conclusion validity, internal validity, constructs validity and external validity.

In this, the researcher has utilized the content validity measurement procedure for data gathering. The content validity measurement procedure was used to verify on the basis of data gathering instruments to ensure its content structures before applying the preferred tool. In this, questionnaire has been deployed as a significant research tool to assess the study subject matter: such as questionnaire, interviewing, observation and document analysis for his assignment. It includes to probe on the present practices and future expectations of nation's image branding on core components as mentioned in the above review related literature (2.8, p18). These are mainly physical and national identity factors, (such as history, language, cultural values, origin of coffee, and the long distance runners of Ethiopia). These entails proper analysis and evaluation of the macro-trends will help to decide where and how to work the country branding exercises to get the sought position in the mind of people. On the basis of obtained data from research instruments: questionnaire, interview, and document analysis (both printed and electronic sources) were properly analyzed and evaluated in each particular event, description, or fact being reported through to ensure its trustworthiness.

### **3.5.3 Triangulation**

In every steps in collecting data, analyzing and presenting or in transcribing the obtained data through different

instruments whether from key informants interviewed were used, to maintain its suitability and to enhance the reliability of the research the results were inspected through a means of triangulation. A prepared questionnaire was used to collect the data was pilot tested the prior respondents to confirm before utilizing at a study specific site. For the reliability and suitability of all instruments were inspected through the means of triangulation. The principle of triangulation was seeking at least three ways of verifying or corroborating a particular event, description, or fact being reported through questionnaire, interview, and document analysis by a study. Such corroboration serves as another way of strengthening the validity of a study (Robert 2011 p.78). According to Patton (1990), triangulation is also helped the researcher guard against the accusation that study findings are simply an artifact of a single method, a single source, or a single investigator's bias. In a mixed-method studies (which combine quantitative and qualitative research techniques) sometimes include document analysis.

Therefore, the researcher was utilized triangulation technique to make sure for the gained data from any of chosen instruments whether it has a consistent value to fulfill the study objectives. Then, he probed to make sure the gained data from any of chosen instruments whether it has a consistent value to fulfill the aim of the study objectives.

accordingly, the researcher was utilized triangulation approach to make sure and to upgrade trustworthiness of the information gained from the questionnaire, interview, reviewing of documents or observation at a particular event to supplement the research objectives.

### **3.6 Procedure of Data Collection and Method of Analysis**

Before the data collection activities take place, some important steps have been undertaken to increase the reliability and validity of the instruments as mentioned earlier. The main procedures were stated below.

First of all, the instruments selected to examine the practices and challenges towards nation branding the case of Ministry of Cultural and Tourism were have seen and approved by this researcher's advisor and other experts in the study specific area were have added their opinions before dispatched to respondents.

Following, instruments were have been modified in according to the experts' opinions. The questionnaire items were also translated into Amharic and checked by language experts whether the items contained an equivalent meaning of the target/best merely language, and thereby the respondents could be understand them. The pilot test was also employed. Based on pilot test findings, defective items and irrelevant points were having been avoided. In addition, ambiguous expression and difficult words have been modified and simplified to suit the purpose of the study. In order to check the internal consistency of the items of the questionnaire, the researcher have utilized Crombach's alpha test to measure internal consistency and if it would find  $0.8 > \alpha \geq 0.7$  it was possible to utilize the instrument for collecting information for the study. If it was not it needs rechecking the used instruments. The following table would show the Cronbach's alpha pilot testing result and it has ensured

the internal and external consistency of the items of the questionnaire:

| ser. no. | Variables                              | N of items | Crombach's alpha value |
|----------|----------------------------------------|------------|------------------------|
| 1        | Significant of internal communications | 24         | 0.916                  |
| 2        | Significant of external communications | 18         | 0.943                  |

Table-1 Reliability and validity Analyzer results;

Whilst, the procedures, the researcher employed the pilot test priory at study specific area have gathered information from respondents to measure internal consistency of the instrument. He measured the obtained information using SPSS statistics for Crombach's alpha test. A reliability analysis of a pilot test and retest has carried out on the same perceived task values scale comprising total 42 items. The Crombach's alpha test value of the questionnaire shows to acceptable outcome, which isfor variables of internal communications significance was  $\infty = 0.916$  and for variables of external communications significance was  $\infty = 0.943$  from 5 point likert's scale items. Thus, the internal consistency gained on items is possible to utilize the instrument to gather the needed information for the study. Then the findings, the researcher has gained also reported to his advisor and discussed on pilot test and retest tasks for the data obtained from respondents in the research specific area.

According to Crombach's alpha test findings the questionnaire would be revised and prepared accordingly to be published and distributed for use of data gathering. Before distribution the researcher was given brief orientation to participants how to fill out the questionnaire. Then the questionnaire was distributed and has collected. In the meantime, interview talking points (questions) will be prepared. The interview guideline for all respondents was listed in to two parts. Part one is containing about personal information and part two is containing about interview talking points which consist of 10 interview talking points.

Beside the results of the interview points were shown to the study advisor and other two colleague's expertise were given for their validation and have got their consent. Then, a discussion was held with three (3) key informants. The reliability of the research was enhanced by using the same interview guideline for all respondents and using test-retest i.e. repeating the interview with selected three (3) individuals. The external validity of the research to make generalizations have limitations by the small number of samples taken due to time limitation and it should be ascertained in the future conducting quantitative research on the basis of larger sample. In addition to this a qualitative research has different setting and targeting foreign investors, tourists and government policy makers should be to ascertain conducting its external validity.

Besides the different instruments were used whether from different individuals interviewed or other means the obtained results were confirmed through triangulation method to maintain and enhance the reliability of the research. For example, a prepared questionnaire was used to collect the data was tested the prior respondents to confirm before utilizing at a study specific site for the reliability & suitability of all instruments were inspected

through a means of triangulation.

### **3.7 Ethical Considerations**

In this research, the researcher was taken a great care of ethical issues that is common in any scientific research undertaking. Following ethical principles, the researcher has taken caring of the respondents' privacy and willingness, was discussed with selected three key informants for the study during data collection. Then they were having clearly informed about the purpose of the research and have been asked only if they were having willingness to provide the required data. They were have assured that the information they would provide confidential and only used for the research purpose.

Behaving properly in a research is considered a matter of research integrity. The personal quality, prominently positioned and common to the various codes, should not be taken for granted. In its rawest form, research integrity means that the researcher and his word(s) can be trusted as representing truthful positions and statements. Although research does not demand to take an oath as in other fields, people must know, through the researcher's actions, demeanor, and research methods, that he/she is striving to produce research that is truthful, including clarifying the point of view being represented as to (Robert, 2011).

Involvement in any research project must be undertaken on a completely voluntary basis. Voluntary means that, the participants freely, without threat or inducement, agree to be involved in the research project as (Sieber, 1992). Any information or data collected from respondents must be managed and handled carefully to safeguard confidentiality during and after completion of the research. Therefore, data must be stored in such a way that research participants' names are not available to others as (Phyllis et al. 2007).

Code of ethics is formulated to regulate the relation between researchers and the people and field they intend to study. Principles of ethics ask that, researchers avoid harming participants involved by respecting and taking into account their needs and interests. These codes of ethics require that research should be based on informed consent (i.e. - the study participants have agreed to partake on the basis of information given to them by the researcher). They also require that the researcher should avoid harming the participants, including not invading their privacy and not deceiving them about his/her aims as (Uwe, 2006).

To maintain ethical considerations in conducting this research, principle of voluntary participation was applied and no respondent will be coerced to respond to the interview. All respondents have responded voluntarily. And the case of informed consent was be used while conducting interviews. The respondents have been informed from the outset of the purpose and use of the data collection and they were given the right to have access to the report, if they wish. Codes are used to maintain anonymity of respondents as some of the responses might have political implications.

Besides, to maintain their right to privacy, no audio and video recording were be used as it invades their right and invites suspicion of respondents. However, written records of their response were kept for furthermore,

confirmation and verification.

For this study, all requirements for the selected project sites and the research procedures of the A.A.U were properly adhered in the course of data collection.

All the scientific evidence and supporting documents were having been consulted timely to this student researcher's advisor. All the participants in this study were having appropriately informed about the purpose of the research and their consent was has secured before the commencement of the data gathering process. The researcher has also informed the subject that their response would be only for the purpose of the study. In addition, the researcher has been assured the respondents that their identity and that their organizations' confidential issues were kept confidential.

Hence, this research has carried out the following tasks prior to the start of the study in order to keep its ethical standards.

The participants of the study were informed before about the purpose of the study:

- ☐ Throughout the research, the identity of the informants remained secret.
- ☐ In order to secure confidentiality, the name of the participants' is substituted with a pseudonym.

### **3.8 Data Analysis Method**

The research used both qualitative and quantitative methods. In analyzing the data, the researcher used two separate methods of data analysis in order to give meaning to the generated data acquired through the semi-structured interview, observation (primary data), and document analysis (secondary data). In analysing the primary data, the research used the thematic framework of data analysis, as it allows a qualitative research to identify and analyse data in accordance with the key concepts and themes of the research (Ritchie et al., 2003).

With regards to analysing the secondary data, the research employed content (document) analysis to analyse relevant documents concerning the research theme, as content analysis is the best way to draw meanings from documented materials. ( Kothari, 2004).

The statistical data collected through questionnaire was analyzed in a form of descriptive and inferential statistics. The factor frequency scores were described in a ways that how often each item appear and what it indicates. Then the whole items analysis was be made. Next, data collected through questionnaire was analyzed in using statistical package for social sciences (SPSS) version 21. The results found in each item in the category were also compared with their frequency scores and percentage are presented in a form of narration or word description. Besides, data which was collected through semi-structured interview was be analyzed and was be presented in a form of narration or in a word description respectively.

## **CHAPTER FOUR**

### **PRESENTATION AND ANALYSIS OF DATA**

#### **4. Introduction**

This chapter provides the data analysis, presentation and discussion of the findings of the study. The main objective is to examine the practice of Public relations on nation branding by using untapped tourism resources: the case of Ministry of Culture and Tourism (MOCT) with its five subordinate organizations – namely the Authority for Research and Conservation of Cultural Heritage (ARCCH), National Archive and Library Agency (NALA), Ethiopia National Theater, Federal Sport Commission and Tourism Ethiopia. In order to keep the anonymity of informants, the researcher decided to use codes instead of their names for privacy concerns. In this chapter, letters and numbers are combined in order to give informants their code names.

Accordingly, for instance, I-1 and I-2 stands for Informant ‘1’ and Informant ‘2’ respectively. The letter ‘I’ represents the informant while the numbers stands for the interviewee. The data gained through the semi-structured interview would be provided and analyzed in relation to the research questions and objectives.

Therefore, the first section is be focused on the characteristic of respondents' gender, age, educational background, occupational category and experience which was the data collected from 110 total populations.

#### **4.1 Presentation and Interpretation of Data**

Data presentation and analysis is focused on gathered data through questionnaires, semi- structured interview, field observations and document to fulfill objectives the study. It consists of two parts. Sex, age, qualification, specialization and service are dealt with in the first part, and analysis of the major variables of consideration is dealt in the second part. In line with this, the main purpose is to assess the overall practices of public relations towards nation image branding programs at selected study specific area. The data obtained via questionnaire, interview, observation and document analysis have were organized, analyzed, interpreted and presented in detail in this report paper. The researcher has also used tables, frequency and percentage distributions to describe the data and followed discussions.

##### **4.1.1 Data Through Questionnaire on the PR Roles in Nation Branding;**

In this section, to presenting the rate of distributed questionnaires, demographic background characteristic of respondents which consists of gender, age, and level of education, the current job position and work experience distribution would be analyzed by frequency, percentage, and the respondent's general impressions.

Sofar, a questionnaire was designed and distributed to 110 targeted respondents of PR practitioners and other related field of occupations of permanent employees in the Ministry. The number of respondents' as shown on the below table was about 52(47%) percent of respondents were from MoCT, 22(20%) of respondents are from

subordinate organizations, and 36(33%) of respondents are from Tourism Ethiopia. Therefore, the following section is focused on the data presentation and analysis. These consisting of mainly the demographic characteristics of respondents, gender, age, level of education, current job position, job experience and then the respondents' general impressions towards nation image branding efforts to the requirements of major contents were included.

**Table 4.1:-Assessing Demographic Background Characteristic of Respondents (N=110)**

| Item No | Factors                     | Category                               | Frequency | (%)  |
|---------|-----------------------------|----------------------------------------|-----------|------|
| 1       | Gender                      | Male                                   | 65.5      | 65.5 |
|         |                             | Female                                 | 34.5      | 34.5 |
| 2       | Age                         | 20-30                                  | 37        | 33.6 |
|         |                             | 31-40                                  | 53        | 48.2 |
|         |                             | 41-50                                  | 16        | 14.5 |
|         |                             | 51 &above                              | 4         | 3.6  |
| 3       | Level of Education          | BA/BSc                                 | 73        | 66.4 |
|         |                             | MA/MSc                                 | 37        | 33.6 |
| 5       | Job experience              | 1-5 years                              | 18        | 16.5 |
|         |                             | 6-10 years                             | 37        | 33.9 |
|         |                             | 11-15 years                            | 32        | 29.4 |
|         |                             | 16-25 years                            | 14        | 12.8 |
|         |                             | 26-35 years                            | 7         | 6.4  |
| 4       | current profession/position | PR Experts                             | 49        | 45.0 |
|         |                             | Head of communication Directorate      | 4         | 3.7  |
|         |                             | Tourism marketing expert               | 17        | 15.6 |
|         |                             | Team leader                            | 9         | 8.3  |
|         |                             | Language development expert            | 2         | 1.8  |
|         |                             | Domestic tourism development expert    | 8         | 7.3  |
|         |                             | Destination development expert         | 5         | 4.6  |
|         |                             | Folklore development expert            | 3         | 2.8  |
|         |                             | Tourism service standardization expert | 3         | 2.8  |
|         |                             | Arts design, and other professions     | 7         | 6.4  |
|         |                             | Communication Affairs Advisor          | 1         | .9   |
|         |                             | Journalism                             | 1         | .9   |

Source: - Field survey (June 2021)

Based on above table 4.2 as demonstrated, general demographic background information data gathered from total 110 respondents, about 65.5% are males and 35.5% are females. This indicates that the majority of employees are males. Moreover, for this, the researcher has confirmed observing that the number of female

employees involved in the study specific area was less than males.

In addition, the age interval of respondent's shows majority younger employees lies in between 31 to 40 that account 53(48.2%). These mean that the majority of age group has better experience and knowledge with their field of profession.

Concerning the respondents' specialization, the level of education of respondents, as shown in above table that the majority of employees about 73(66.4%) of the respondents are degree holders and 37(33.6%) of respondents were have second degree holders.

Concerning the respondents' job experiences the data obtained as shown in above table that the majority of employees about 37(33.9 %) have 6 to 10 years of worked experience in the organizations.

Since those employees who have a longer period of times in the organizations were have know-how, experience, skill and was assumed to offer the real and precise information about the organizations' practices towards nation image branding in study specific site.

Furthermore, in their job titles and positions as demonstrated in the above table, the majority of respondents are about 49(45%) of respondents are PR practitioners.

**Table 4.1.1:- Examining Respondents' understanding on Nation Branding Efforts; (N=110)**

| Item No | Statements                                                                                                                                                                                                              | Response categories, Frequency&(%) |           |           |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-----------|-----------|
|         |                                                                                                                                                                                                                         | Yes                                | No        | Not sure  |
| 1       | In your observation, do the Ministry/ Organization have successfully introduced the nations, nationalities and peoples unique and wonderful cultural and natural attractions to domestic community?                     | 44(40.0%)                          | 49(44.5%) | 17(15.5%) |
| 2       | In your opinion, does the ministry/organization effectively promote the wonderful cultural and natural attractions of nations, nationalities and peoples to international community in order to increase tourist flows? | 39(35.5%)                          | 51(46.4%) | 20(18.2%) |
| 3       | In your observation, does the organization to have plans to develop a new brand perspective of nations, nationalities and peoples unique and wonderful cultural and natural attractions?                                | 61(55.5%)                          | 33(30.0%) | 16(14.5%) |
| 4       | In your observation, does the organization have plans to participate at every international tourism trade fairs to promote tourism attractions of the country?                                                          | 50(45.5%)                          | 39(35.5%) | 21(19.1%) |
| 5       | In your view, does the organization actively participate in every international Olympic Games and championships to promote the country's wonderful landscapes for running sports and adventure tourism?                 | 23(20.9%)                          | 68(61.8%) | 19(17.3%) |
| 6       | Does the PR directorate successfully promote the new brand name of the country "Ethiopia Land of origins" to local community?                                                                                           | 4(3.6%)                            | 11(10.0%) | 69(62.7%) |
| 7       | Does the PR directorate successfully promote the new brand name of the country's "Ethiopia Land of origins" to international community?                                                                                 | 23(20.9%)                          | 29(26.4%) | 31(28.2%) |
| 8       | Do you think the Ministry/Organization has successfully introduced the nations, nationalities and people's unique wonderful cultural and natural attractions to increase domestic tourism?                              | 32(29.1%)                          | 50(45.5%) | 23(20.9%) |
| 13      | Do you think had Ethiopia has benefited from the cultural and tourism industries for the past ten years?                                                                                                                | 37(33.6%)                          | 54(49.1%) | 18(16.4%) |

|    |                                                                                                                                                                                                                                                                                                                            |           |           |           |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|
| 14 | From your point of view, the permanent visual artifacts nearby your organization or in the city of Addis Ababa (like national brand, logo, flag, national anthem, museum, galleries, and costmary foods, heroism statues, monuments, posters) reflects the unique features of Ethiopia's nations nationalities and peoples | 78(70.9%) | 16(14.5%) | 13(11.8%) |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|

Source: - Field survey (June, 2021)

**Table 4.1.2 Examining Respondents' understanding on Nation Branding Efforts (Likert's scale);**

| Item No | Statements                                                                                                                                                                                                                                                                             | Response categories, Frequency & (%) |           |           |           |          |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-----------|-----------|-----------|----------|
|         |                                                                                                                                                                                                                                                                                        | Very high                            | High      | Medium    | Low       | Very low |
| 9       | How do you evaluate the Ministry's/ Organization's promotional activities to create jobs and income for citizens in the sports, culture, and tourism and hospitality industries?                                                                                                       | 5(4.5%)                              | 16(14.5%) | 59(53.6%) | 29(26.4%) | 1(.9%)   |
| 10      | How do you rate the quality of promotional items(Such as posters, photographs, monthly or annual newspapers, magazines, brochures, folders, media kits, video films, CD-ROMs, websites, portals, etc.) produced and disseminated to its internal and external users by PR Directorate? | 2(1.8%)                              | 14(12.7%) | 70(63.6%) | 22(20.0%) | 2(1.8%)  |
| 11      | In your opinion the ministry's/organization's efforts to promote the nations, nationalities and peoples rich, authentic cultural values, history, natural attractions and elite sportspersons is -----.                                                                                | 2(1.8%)                              | 15(13.6%) | 55(50.0%) | 30(27.3%) | 8(7.3%)  |
| 12      | In your view, the Public Relations Directorate's efforts to change and dispel misconceptions about Ethiopia, especially the ability to promote the country's brand name and reputation by using international media channels to enhance awareness of citizens of the world ?           | 2(1.8%)                              | 17(15.5%) | 48(43.6%) | 33(30.0%) | 10(9.1%) |

Source: - Field survey (June, 2021)

According to above table 4.3.1-2 represents that the extent to which it reveals the respondents general awareness towards nation image branding efforts. Based on items in above table the majority of respondents 78(70.9%) were appreciated the nation image branding efforts in the study specific site and only 13(11.8%) of respondents were not sure about.

Furthermore, 70(63.6%) percent of respondents for the quality of promotional items produced and disseminated to internal and external users were viewed medium and only then 2(1.8%) percent of respondents have said very low.

Although, about 33(30.0%) percent of respondents have said the PR Directorate's efforts and ability to promote the country's new brand and reputation by using international media channels is low. especially to enhancing awareness to citizens of the world to change and dispel their misconceptions about Ethiopia.

However, there has about 54(49.1%) percent of respondents have agreed that Ethiopia has not benefited from the cultural and tourism industries for the past ten years, and then only 37(33.6%) percent of respondents have agreed that Ethiopia benefited from.

With regards to new brand promotions, the majority of 69(62.7%) percent respondents have agreed that public

relations directorate was not successfully promoting the new brand of the country "Ethiopia Land of origins" to local communities and only about 4(3.6%) percent of respondents have agreed that the public relations directorate is promoting the new brand to local communities successfully.

Furthermore, for the fact that Ethiopia has not adequately benefited from the cultural and tourism industries was there is poor operations of tourism marketing promotion. The MoCT's tourism statistics report (2010-2019), has shown that the revenue for the past ten year's tourist flow & earning in Dollar were lowering to and up warding as shown table below.

| year | No. of arrivals | Revenue gained in USD |
|------|-----------------|-----------------------|
| 2010 | 468,305         | 333,352,000.          |
| 2011 | 523,438         | 411,638,987.0         |
| 2012 | 596,341         | 333,236,539.0         |
| 2013 | 681,248         | 2,550,596,556.0       |
| 2014 | 770,425         | 2,884,482,432.0       |
| 2015 | 863,742         | 3,233,850,048         |
| 2016 | 870,597         | 3,259,515,168         |
| 2017 | 933,344         | 3,494,439,936         |
| 2018 | 849,112         | 3,179,112,768         |
| 2019 | 811,604         | 3,179,112,768         |

Source: - Field survey (June, 2021) dataobtained from MoCT;

**Table 4.3:- Assessing the PRChoice of tools of communication;(N=110)**

| Item No | Respondents Choice of channel |                         | Response categories, Frequency and valid percent (%) |           |           |           |           |
|---------|-------------------------------|-------------------------|------------------------------------------------------|-----------|-----------|-----------|-----------|
|         |                               |                         | Usually                                              | Always    | Sometimes | Rarely    | Never     |
| 1       | Electronic media              | TV                      | 41(37.3%)                                            | 18(31.8%) | 35(16.4%) | 14(12.7%) | 2(1.8%)   |
|         |                               | Radio                   | 33(37.3%)                                            | 24(16.4%) | 33(31.8%) | 15(12.7%) | 5(1.8%)   |
|         |                               | Plasma TV, Signage UT's | 5(4.5%)                                              | 7(6.4%)   | 28(25.5%) | 28(25.5%) | 42(38.2%) |
| 2       | Print media                   | Newspaper,              | 10(9.1%)                                             | 22(20.0%) | 28(25.5%) | 36(32.7%) | 14(12.7%) |
|         |                               | Magazine,               | 13(11.8%)                                            | 25(22.7%) | 30(27.3%) | 34(30.9%) | 8(7.3%)   |
|         |                               | Newsletter,             | 35(31.8%)                                            | 27(24.5%) | 20(18.2%) | 17(15.5%) | 11(10.0%) |
|         |                               | News release,           | 18(16.4%)                                            | 31(28.2%) | 27(24.5%) | 25(22.7%) | 9(8.2%)   |
|         |                               | Brand logo              | 15(13.6%)                                            | 21(19.1%) | 30(27.3%) | 31(28.2%) | 13(11.8%) |
|         |                               | Posters,                | 24(21.8%)                                            | 38(34.5%) | 24(21.8%) | 20(18.2%) | 4(3.6%)   |
|         |                               | Banner Rollups          | 34(30.9%)                                            | 35(31.8%) | 21(19.1%) | 13(11.8%) | 7(6.4%)   |
|         |                               | media kits,             | 8(7.3%)                                              | 18(16.4%) | 30(27.3%) | 39(35.5%) | 15(13.6%) |
|         |                               | Photograph,             | 24(21.8%)                                            | 31(28.2%) | 18(16.4%) | 30(27.3%) | 7(6.4%)   |
|         |                               | Brochure,               | 27(24.5%)                                            | 31(28.2%) | 31(28.2%) | 17(15.5%) | 4(3.6%)   |
|         |                               | Flyers                  | 20(18.2%)                                            | 32(29.1%) | 27(24.5%) | 26(23.6%) | 5(4.5%)   |

|   |                             |                           |           |           |           |           |           |
|---|-----------------------------|---------------------------|-----------|-----------|-----------|-----------|-----------|
|   |                             | CD- Brochure,             | 9(8.2%)   | 17(15.5%) | 24(21.8%) | 40(36.4%) | 20(18.2%) |
| 3 | Social media                | Internet                  | 50(45.5%) | 20(18.2%) | 18(16.4%) | 12(10.9%) | 10(9.1%)  |
|   |                             | Web page,                 | 43(39.1%) | 24(21.8%) | 20(18.2%) | 15(13.6%) | 8(7.3%)   |
|   |                             | Portals,                  | 41(37.3%) | 26(23.6%) | 14(12.7%) | 16(14.5%) | 13(11.8%) |
|   |                             | Face book,                | 66(60.0%) | 21(19.1%) | 12(10.9%) | 10(9.1%)  | 1(.9%)    |
|   |                             | YouTube,                  | 26(23.6%) | 17(15.5%) | 20(18.2%) | 21(19.1%) | 26(23.6%) |
|   |                             | Twitter,                  | 6(5.5%)   | 6(5.5%)   | 14(12.7%) | 28(25.5%) | 56(50.9%) |
|   |                             | LinkedIn,                 | 2(1.8%)   | 3(2.7%)   | 11(10.0%) | 28(25.5%) | 66(60.0%) |
|   |                             | Instagram,                | 6(5.5%)   | 2(1.8%)   | 8(7.3%)   | 27(24.5%) | 67(60.9%) |
|   |                             | Telegram                  | 59(53.6%) | 13(11.8%) | 15(13.6%) | 14(12.7%) | 9(8.2%)   |
| 4 | Media contents              | Advertising spots         | 22(20.0%) | 33(30.0%) | 27(24.5%) | 16(14.5%) | 12(10.9%) |
|   |                             | Media stories/video films | 3(2.7%)   | 11(10.0%) | 31(28.2%) | 40(36.4%) | 25(22.7%) |
|   |                             | Music shows/event         | 3(2.7%)   | 12(10.9%) | 33(30.0%) | 40(36.4%) | 22(20.0%) |
|   |                             | Drama/Stage plays         | 5(4.5%)   | 10(9.1%)  | 23(20.9%) | 37(33.6%) | 35(31.8%) |
| 5 | Interpersonal communication | Textmessage               | 20(18.2%) | 31(28.2%) | 18(16.4%) | 28(25.5%) | 13(11.8%) |
|   |                             | Talk-show                 | 2(1.8%)   | 10(9.1%)  | 26(23.6%) | 46(41.8%) | 26(23.6%) |
|   |                             | Familiarization trip      | 19(17.3%) | 37(33.6%) | 24(21.8%) | 21(19.1%) | 9(8.2%)   |
|   |                             | Road-shows                | 3(2.7%)   | 16(14.5%) | 27(24.5%) | 34(30.9%) | 30(27.3%) |
| 6 | Public form of meeting      | Media Conference          | 28(25.5%) | 32(29.1%) | 25(22.7%) | 20(18.2%) | 5(4.5%)   |
|   |                             | Public lecture            | 13(11.8%) | 24(21.8%) | 23(20.9%) | 32(29.1%) | 18(16.4%) |
|   |                             | Zoom discussion/ Webinar  | 15(13.6%) | 25(22.7%) | 23(20.9%) | 32(29.1%) | 15(13.6%) |
|   |                             | Video conference          | 14(12.7%) | 27(24.5%) | 21(19.1%) | 32(29.1%) | 16(14.5%) |

Source: - field survey (2021)

The above table 4.4 represents that the extent to which it reveals the respondent's general perception for the tools of communication and its usage frequency in transmitting messages to its audience: - the majority of respondents have agreed that the frequency of tools of communication used were about 41(37.3%) of respondents for TV , 33(37.3%) of for Radio , 50(45.5%) of respondents for internet, 66(60.0%) of respondents for face book, and 59(53.6%) for Telegram is higher than other. To the contrary, about 56(50.9%) of respondents for Twitter, 66(60.0%) of respondents for LinkedIn, 67(60.9%) of respondents for Instagram, 42(38.2%) of respondents for Plasma signage and 26(23.6%) of respondents for YouTube are never used in the study specific site.

**Table 4.4:- Assessing the Purposes of tools of communication; (N=110)**

| Item No | Type of tools | Response choices of statements          | Response categories and Frequency (%) |   |   |   |   |
|---------|---------------|-----------------------------------------|---------------------------------------|---|---|---|---|
|         |               |                                         | A                                     | B | C | D | E |
| 1       | TV & Radio    | A/ for continuous promotion programs of | 7(6.4%)                               |   |   |   |   |

|   |                             |                                                                                                                                                                                                                    |                                                        |
|---|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
|   |                             | Cultural values and tourism attractions<br>B/Live stream transmission<br>C/to introduce goals<br>D/ to transmit messages<br>E/All of the above are answers                                                         | 5(4.6%)<br>3(2.8%)<br>11(10.1%)<br>83(76.1%)           |
| 2 | Print media                 | A/for education<br>B/for awareness Creation<br>C/for entertainment<br>D/All of the above                                                                                                                           | 2(1.8%)<br>19(17.4%)<br>-----<br>88(80.7%)             |
| 3 | Social media                | A/for posting news<br>B/to introduce attractions<br>C/ easy access to audience/viewer opinion<br>D/All of the above                                                                                                | 14(12.7%)<br>1(0.9%)<br>2(1.2%)<br>93(84.5%)           |
| 4 | Media contents              | A/ for entertainment<br>B/ for advertisement<br>C/for education<br>D/All of the above                                                                                                                              | 2(1.8%)<br>11(10.0%)<br>3 (2.7%)<br>93(84.5%)          |
| 5 | Interpersonal communication | A/ for exchange information, feelings, and opinions through verbal and non-verbal messages<br>B/ for Face-to- face communication<br>C/ for better relationship<br>D/ to improve mutual trust<br>E/All of the above | 8(7.3%)<br>10(9.1%)<br>1(0.9%)<br>4(3.6%)<br>87(79.1%) |
| 6 | Public form of meeting      | A/to increase awareness for mutual interest<br>B/for inspiration to have a common purpose<br>C/to provide information for a common voice<br>D/to disseminate detailed information<br>E/All of the above            | 6(5.5%)<br>5(4.5%)<br>2(18%)<br>2(18%)<br>95(86.4%)    |

Source: - field survey (June, 2021)

The above table 4.5 portrays the extent to which the respondent's general perception on the purposes of tools of communication.

Based on the above table, based on the purpose of tools of communication the majority of respondents for about 95(86.4%) percent of respondents have agreed that the Public form of meeting are to increase awareness for mutual interest, for inspiration to have a common purpose, and to provide information for a common voice. For social media were as shown above about 93(84.5%) percent of respondents have choose for posting news, to

introduce attractions and easy access to audience/viewer opinion, And for Print media about 88(80.7%) percent of respondents have choose the purposes of tools of communication are for education, awareness creation and entertainment. There have also about 83(76.1%) percent of respondents have also choose from the tools of communication (TV & Radio) for continuous promotion programs of Cultural values and tourism attractions, for live stream transmission, to introduce goals, and to transmit messages.

**Table 4.5:-Assessing Challenges affecting PR operations;(N=110)**

| Item No | Variable                                                                     | Response categories   | Frequency | Valid Percent(%) |
|---------|------------------------------------------------------------------------------|-----------------------|-----------|------------------|
| 1       | Insufficient budget                                                          | YES I agree (✓)       | 102       | 92.7%            |
|         |                                                                              | No, other factors (✓) | 7         | 6.4%             |
| 2       | Increasing cost of production for promotional items                          | YES I agree (✓)       | 89        | 80.9%            |
|         |                                                                              | No, other factors (✓) | 20        | 18.2%            |
| 3       | Absence of PR strategy                                                       | YES I agree (✓)       | 92        | 83.6%            |
|         |                                                                              | Other factors (✓)     | 17        | 15.5%            |
| 4       | Absence of PR guiding manual                                                 | YES I agree (✓)       | 60        | 54.5%            |
|         |                                                                              | No, other factors (✓) | 49        | 44.5%            |
| 5       | Absence of PR guiding manual                                                 | YES I agree (✓)       | 57        | 51.8%            |
|         |                                                                              | No, other factors (✓) | 52        | 47.3%            |
| 6       | Absence of PR professional                                                   | YES I agree (✓)       | 46        | 41.8%            |
|         |                                                                              | No, other factors (✓) | 63        | 57.3%            |
| 7       | Lack of skill among PR practitioners                                         | YES I agree (✓)       | 73        | 66.4%            |
|         |                                                                              | No, other factors (✓) | 37        | 33.6%            |
| 8       | Lack of adequate office                                                      | YES I agree (✓)       | 80        | 72.7%            |
|         |                                                                              | No, other factors (✓) | 30        | 27.3%            |
| 9       | Lack of adequate audiovisual equipment                                       | YES I agree (✓)       | 88        | 80.0%            |
|         |                                                                              | No, other factors (✓) | 22        | 20.0%            |
| 10      | Knocking down of PR Directorate from Core to support process by [JEG] system | YES I agree (✓)       | 87        | 79.1%            |
|         |                                                                              | No, other factors (✓) | 23        | 20.9%            |

Source: - field survey (June, 2021)

Based on above table indicates, the majority of population about 102(92.7%) percent of respondents have agreed that the challenges for PR activities were budget constraints. It was also observed that the majority of respondents have mentioned that their suggestions were in written form on the space provided and then figure out their impressions about its seriousness orderly such as insufficient budget, increasing of cost of production for promotional items, and cost of broadcast media promotions, absence of PR strategy and guiding manuals, lack of adequate office and adequate audiovisual equipments. The rest of respondent's suggestions were focused to ineffective performing and other factors.

**Table 4.6.1 Assessing the significance of internal communication for Brand marketing; (N=110)**

**Note: - 1= Strongly Agree 2= Agree 3= Neutral 4= Disagree 5= Strongly Disagree**

| Item No | Statements                                                                                                                                                                              | Response categories Frequency & Percent (%) |           |           |           |            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------|-----------|-----------|------------|
|         |                                                                                                                                                                                         | 1                                           | 2         | 3         | 4         | 5          |
| 1       | Internal communication helped to provide accurate and up-to-date information to institution's community                                                                                 | 50(45.5%)                                   | 40(36.4%) | 7(6.4%)   | 9(8.2%)   | 4(3.6%)    |
| 2       | Internal communication has created a system for sharing / providing balanced information to the institution's community                                                                 | 44(40%)                                     | 37(33.6%) | 16(14.5%) | 8(7.3%)   | 5(4.5%)    |
| 3       | Internal communication helps provide information on future plans and development policy changes for all employees in your ministry / institution                                        | 37(33.6%)                                   | 37(33.6%) | 15(13.6%) | 17(15.5%) | 4(3.6%)    |
| 4       | There has practices of sharing up-to-date information to employees in the Ministry/Organization                                                                                         | 29(26.4%)                                   | 44(40.0%) | 13(11.8%) | 18(16.4%) | 6(5.5%)    |
| 5       | Strengthening internal communications has enabled employees in the ministry / organization to have a good relationship with each other                                                  | 30(27.3%)                                   | 34(30.9%) | 17(15.5%) | 23(20.9%) | 6(5.5%)    |
| 6       | Internal communications allows employees to have up-to-date information on general organizational messages within the ministry /organization                                            | 29(26.4%)                                   | 44(40.0%) | 14(12.7%) | 20(18.2%) | 3(2.7%)    |
| 7       | Having an internal communication has helped the management to have a good relationship with the employees                                                                               | 25(22.7%)                                   | 37(33.6%) | 14(12.7%) | 28(25.5%) | 6(5.5%)    |
| 8       | The availability of internal vertical communication system in the ministry/ organization helped to build a good work culture for both employees and management bodies at various levels | 20(18.2%)                                   | 41(37.3%) | 14(12.7%) | (25.5%)   | 7(6.4%)    |
| 9       | The availability of internal top-down communication system in the ministry/ organization helped to build a good work culture for both employees and management bodies at various levels | 17(15.5%)                                   | 33(30.3%) | 15(13.6%) | 34(30.9%) | 11(10.0 %) |
| 10      | The availability of internal upward communication system in the ministry/ organization helped to build a good work culture for both employees and management bodies at various levels   | 16(14.5%)                                   | 30(14.5%) | 20(18.2%) | 37(33.6%) | 7(6.4%)    |
| 11      | Internal communication has often led to a good work ethic through diagonal communication in your ministry, with staff and management at various levels.                                 | 15(13.6%)                                   | 43(39.1%) | 16(14.5%) | 32(29.1%) | 4(3.6%)    |

|    |                                                                                                                                                                                           |           |           |           |           |         |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|---------|
| 12 | The availability of internal horizontal communication system in the ministry/ organization helped to build a good work culture for both employees and management bodies at various levels | 15(13.6%) | 43(39.1%) | 21(19.1%) | 28(25.5%) | 3(2.7%) |
| 13 | Internal communication channel Provides feedback on posted news by the ministry / organization                                                                                            | 10(9.1%)  | 45(40.9%) | 20(18.2%) | 27(24.5%) | 8(7.3%) |
| 14 | Internal communication channels Provides feedback on issued newsletters by the ministry / organization                                                                                    | 14(12.7%) | 36(32.7%) | 25(22.7%) | 30(27.3%) | 5(4.5%) |
| 15 | Internal communication channels Provides feedback on issued media stories/briefings by the ministry / organization                                                                        | 13(11.8%) | 41(37.3%) | 24(21.8%) | 29(26.4%) | 3(2.7%) |
| 16 | Internal communication channels Provides feedback on issued press releases by the ministry / organization                                                                                 | 12(10.9)  | 45(40.9)  | 22(20.0)  | 26(23.6)  | 5(4.5)  |
| 17 | There will be held discussions and debates on each message released/posted by the Ministry/organization                                                                                   | 5(4.5)    | 25(22.7)  | 20(18.2)  | 50(45.5)  | 10(9.1) |
| 18 | Internal communications have created employees to have a good interpersonal relationship in the Ministry/ the organization.                                                               | 11(10.0%) | 41(37.3%) | 20(18.2%) | 31(28.2%) | 7(6.4%) |
| 19 | Internal communications helps the public relations practitioners have a good working relationship with employees in the Ministry/organization.                                            | 14(12.7%) | 50(45.5%) | 18(16.4%) | 21(18.1%) | 7(6.4%) |
| 20 | Internal communications helps management to have a good relationship with employees                                                                                                       | 14(12.7%) | 44(40.0%) | 15(13.6%) | 29(26.4%) | 8(7.3%) |
| 21 | Internal communication is always done to motivate the community around the plan to achieve institutional/organizational goals.                                                            | 18(16.4%) | 46(41.8%) | 12(10.9%) | 27(24.5%) | 7(6.4%) |
| 22 | Internal communication is always done to find a way to improve the services provided by the ministry/ organization/institution.                                                           | 18(16.4%) | 60(54.5%) | 10(9.1%)  | 17(15.5%) | 5(4.5%) |
| 23 | Internal communication creates positive organizational culture in the Ministry / Organization                                                                                             | 25(22.7%) | 52(47.3%) | 13(11.8%) | 15(13.6%) | 5(4.5%) |
| 24 | Internal communication is helping employees to become brand ambassadors in the Ministry/ Organization                                                                                     | 25(22.7%) | 39(35.5%) | 19(17.3%) | 19(17.3%) | 8(7.3%) |

Source: - field survey (June, 2021)

Lastly, the researcher has also utilized 5-points likert's scale to measure the significance of internal and external communications to understand attitudes on the current practices of employees' impression on the significance of

internal and external communications.

Based on above table 4.6.1, represents that the extent to which it reveals the respondent's attitude whether internal communication is significant for them or not. Out of the total population as shown, the majority of respondents 50(45.5%) percent of respondents have strongly agreed on internal PR communications. I.e. internal PR communications helps them in providing to them accurate and up-to-date information to institution's community. In other hand, the majority respondents as shown above table that about 50(45.5%) percent of respondents have disagreed that discussions and debates on messages released /posted on the outlets for feedback on every issues in the Ministry/organization would be held.

In relation to this, respondents were also asked their degree of agreement/disagreement on the significance of internal communications the majority of respondents' statement "There has practices of sharing up-to-date information to employees, helped to build a good work culture for both employees and management bodies, has often led to a good work ethics through diagonal and horizontal communications, Provides feedback on posted news, have created employees to have a good interpersonal relationship, helps the public relations practitioners have a good working relationship with employees, helps management to have a good relationship with employees, to motivate the community around the plan, to find a way to improve the services, and creates positive organizational culture" in the Ministry/Organization.

Furthermore, from the total population of the research site, the majority of respondents were for about 60(54.5%) percent of respondents, 52(47.3%) percent of respondents, 50(45.5%) percent of respondents, 46(41.8%) percent of respondents, 45(40.9%) percent of respondents have reflected their agreement on the significance of internal communications respectively.

**Table 4.6.2 Assessing the Significance of External communications for Brand marketing; (N=110)**

**Note: - 1= Strongly Agree 2= Agree 3= Neutral 4= Disagree 5= Strongly Disagree**

| Item No | Statements                                                                                                                          | Response categories, Frequency & Percent (%) |           |           |           |         |
|---------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-----------|-----------|-----------|---------|
|         |                                                                                                                                     | 1                                            | 2         | 3         | 4         | 5       |
| 25      | External communication helped sharing/giving accurate information to external environment in the Ministry/Organization              | 34(30.9%)                                    | 46(41.8%) | 19(17.3%) | 8(7.3%)   | 3(2.7%) |
| 26      | External communication has created a system for sharing/giving of balanced information to stakeholders in the Ministry/Organization | 28(25.5%)                                    | 51(46.4%) | 18(16.4%) | 9(8.2%)   | 4(3.6%) |
| 27      | External communication has made the public aware of better cooperation and coordination on development policies and strategies.     | 30(27.3%)                                    | 43(39.1%) | 21(19.1%) | 14(12.7%) | 2(1.8%) |

|    |                                                                                                                                                                                                       |           |           |           |           |         |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|---------|
| 28 | External relations provide public relations professionals with an opportunity to strengthen public support in their efforts to promote the country's reputation.                                      | 29(26.4%) | 54(49.1%) | 0(9.1%)   | 15(13.6%) | 2(1.8%) |
| 29 | External relations give public relations professionals a chance to strengthen public support in their efforts to promote institutional and national prestige.                                         | 30(27.3%) | 51(46.4%) | 10(9.1%)  | 15(13.6%) | 4(3.6%) |
| 30 | External Relations gives public relations professionals the opportunity to strengthen community support in their efforts to promote new institutional, product/service and national branding.         | 28(25.5%) | 49(44.5%) | 12(10.9%) | 17(15.5%) | 4(3.6%) |
| 31 | External Communications will help the ministry / organization to inform the general public with up-to-date information on any activities related to national image and reputation branding promotion. | 29(26.4%) | 50(45.5%) | 13(11.8%) | 16(14.5%) | 2(1.8%) |
| 32 | External communications provides the community with up-to-date information about the Ministry/ Organization                                                                                           | 32(29.1%) | 50(45.5%) | 15(13.6%) | 10(9.1%)  | 3(2.7%) |
| 33 | External communications helps to promote bilateral relations.                                                                                                                                         | 36(32.7%) | 41(37.3%) | 20(18.2%) | 8(7.3%)   | 5(4.5%) |
| 34 | External communications builds mutual trust.                                                                                                                                                          | 36(32.7%) | 51(46.4%) | 12(10.9%) | 7(6.4%)   | 3(2.7%) |
| 35 | External communications have created a positive institutional cooperation working culture.                                                                                                            | 38(34.5%) | 49(44.5%) | 16(14.5%) | 3(2.7%)   | 4(3.6%) |
| 36 | It helps the ministry's/organization's Public Relations Directorate to assist external event creation campaigns and other efforts.                                                                    | 37(33.6%) | 40(36.4%) | 19(17.3%) | 10(9.1%)  | 4(3.6%) |
| 37 | It helps the ministry/organization to introduce new product brand name details to customers.                                                                                                          | 32(29.1%) | 45(40.9%) | 21(19.1%) | 8(7.3%)   | 4(3.6%) |
| 38 | It helps the organization/ministry to introduce new logo details to customers.                                                                                                                        | 34(30.9%) | 45(40.9%) | 15(13.6%) | 10(9.1%)  | 6(5.5%) |
| 39 | It helps the organization/ministry to introduce new emblem details to customers.                                                                                                                      | 36(32.7%) | 42(38.2%) | 16(14.5%) | 11(10.0%) | 5(4.5%) |
| 40 | It helps maintain relationships and strengthen friendships by providing and introducing new details and about the ministry / organization to customers.                                               | 36(32.7%) | 44(40.0%) | 19(17.3%) | 5(4.5%)   | 6(5.5%) |
| 41 | It has created a strong relationships foundation in between employees, organizations and stakeholders.                                                                                                | 34(30.9%) | 44(40.0%) | 19(17.3%) | 8(7.3%)   | 5(4.5%) |
| 42 | External communications have played an important role in                                                                                                                                              | 34(30.9%) | 39(35.5%) | 18(16.4%) | 15(13.6%) | 4(3.6%) |

|  |                                                                   |  |  |  |  |  |
|--|-------------------------------------------------------------------|--|--|--|--|--|
|  | establishing long-term relationships with staff and stakeholders. |  |  |  |  |  |
|--|-------------------------------------------------------------------|--|--|--|--|--|

Source: - field survey (June, 2021)

Similarly, on above table 4.6.2 represents that the extent to which it reveals the respondent's attitude whether external communication is significant for them or not. Therefore, out of the total population of respondents as indicated, the majority of respondents about 54(49.1%) percent of respondents have agreed on the significance of external PR communications to provide an opportunity to public relations professionals to strengthen public support on their efforts to promote the country's image and reputation. However, about 6(5.5%) percent of respondents have strongly disagree on current status of external communication practices to strengthen and maintain friendships and relationships in providing and introducing new details and reputation of the ministry/organization to customers.

In addition to this, the respondents were also asked their agreement/disagreement on the statement "external communications builds mutual trust, provides the community with up-to-date information, helped to promote bilateral relations, created a system for sharing/ giving of balanced information, in the Ministry/Organization". For this the data obtained from the total population of the respondents, the majority of respondents about 51(46.4%), 50(45.5%), 41(37.3%), and 51(46.4%) percent of respondents have answered their agreement on the significance of external communications respectively.

Subsequently, the respondents have also asked to discuss on general opinions and further suggestion in the space provided them as follows.

Finally, respondents were asked to give their impressions, as obtained data collectively from the respondents' general opinions summarized as, *the Ministry to have improve internal communication tasks, it should have to use email group, Microsoft outlook, and social media like telegram, digital signage/notice board, etc. and the ministry should have to improve external communications. It should do documentaries showing the country's rich history, heroism, natural resource endowment, diversified culture, religious tolerance, endogenous knowledge, etc. and address it to the local and international community through famous media*". Furthermore, as replied *"The culture and tourism sector has multiple social and economic benefits. It helps to increase social interactions for the country for income generation through domestic and international tourist's flows. The values on which the sector is working are also once identity that can shape individual or group attitude. Therefore, developing and promoting this sector is investing on man power that intern has great contribution in all rounded development in addition to image building and further studies are needed"*. In addition, the Ministry has been doing, though not enough, different activities to build positive image of the country. Good trend experienced among others were: *It has been participating in international tourism trade fairs; it celebrates world tourism day annually; it organizes conferences and symposiums to deal with culture, tourism*

and sport issues.

#### **4.1.2 Views and Opinions of Key Informants**

##### **4.1.2.1 The Key Informants' Perception on the Nation Branding Efforts**

The researcher was utilized semi-structured interviewing. The interview discussion was made with three (3) key informants. The purpose is to understand the current practices of PR relations towards nation branding. Based on this literature argument the main discussion points were have held and discussed during the interview session. And the results were have analyzed and presented in the following correspondingly.

According the data obtained from starting interview questions wereas follows;

##### **4.1.2.2 Examining practices of Nation Branding promotion**

Q1, Ethiopia is known for its rich culture, history, languages and fascinating attractions. How well-known is our community to know these resources? What is the reality on the ground? Among the interviewees, key informant (KI) number 1 and 2, have said the following:

*It can be seen into two parts. The first one is promotional efforts related to local community and international. The efforts have made to promote Ethiopia's spectacular attractions; both the efforts domestically and internationally were insignificant. As a result, dedicated an independent institution was needed for tourism marketing. Then, it has been established called "Tourism Ethiopia", and this was aimed to run tourism marketing promotions. However, it could not able to satisfying needs of marketing promotions as required. For this, there were so many coercion reasons. these were having various type of interests, structural gap of institution and human resource skill and knowledge gap were have the major challenges. This was expected to resolve and rearranges organizational structuring according to 10-year homegrown economic development plan review. In addition, a dedicated directorate hasbeen established for domestic tourism development in the ministryof culture and tourism. It is responsible to create awareness and to enhance domestic visiting culture of the community, at schools, civil service offices, and group visit association. Moreover, culture and tourism media forum has been formed in the sector to support the promotion tasks. In this regard, the Ministry of cultureand tourism, in collaboration with Ethiopian Television, agreed and performing weekly a regular television program transmission to promote the country's fascinating attractions to local and internationalcommunity. As a result, for the last 2011E.C more than 840,000 foreign tourists have visited Ethiopia. Ofcourse! Ethiopia has distinctive features from otherworld; different affiliation comes to people in mind, mosaic cultures,in which they are differentiatedfrom other world. Furthermore, Ethiopian is known as land of Origins such as a variety of land contrast, spectacular from highest mountain Rasdashen to the lowest: the Danakildepression whichis situated under sea levelis a surreal landscape rich in geothermal features and Erta Ale volcano located in Afar region is one of the five volcanoes in*

*the world, protected wildlife area, city zoo, parks Sheger and entoto, archaeological sites, humankind that is most of human ancestor fossils foundation and the oldest stone tools discovered. It also called a land of unique and modest weather. However, we are not good at telling about its special features. And it is not well developed, executed and communicated to local and international communities. (KI), 1&2 Thursday,*

*July 15 at 9:15AM AND 3:32 PM)*

Amongst those interviewed, key informant (KI) number 1, commented differently than the above explanation. According to him, Ethiopia is known for its rich culture, history, languages and fascinating attractions. How well-known is our community to know these resources is not such a way. His ideas are set out as follows:

*The tourism professionals agree that domestic tourism is not as matured as it is expected. The main known purposes of travel in Ethiopia are pilgrimages and business. Leisure tourism segment is almost negligible in size. The low level of visiting culture is mainly because of weak motivational inputs which could be generated through consistent promotion and marketing campaigns. The more you know certain iconic attractions of a given society the more you respect them that in turn lead to peaceful coexistence of different communities. However, the realism on the ground is reflected on the current mutual disrespect leading to blood shade (KI), 3 Monday, July 12 at 10:17 AM).*

Based on the interview question number 2, how many promotional strategies have been used to enhance Ethiopia's image and reputation? What are the brand names in particular? Among the interviewees, (KI) number 1, 2 and 3 have said the following;

*Our promotional strategy is old and very weak one. We are not using well designed promotion strategies as much as what Ethiopia has. So far, I think still Ethiopia has been made two brands in its history. The first One is called Ethiopia 13 months of sunshine and the current brand is called "Ethiopia land of origins". Of course, those brands are aimed to promote Ethiopia. We are trying to introduce those brands to local and international communities. Ethiopia 13 months of sunshine was well executed and well-known brand in the world. But to newly launched Ethiopia land of origins" brand were not introduced at desired level. We needed to do a lot of promotional works to make awareness for the new brand to be known in the minds of people both in home and at abroad. Brand is a broad idea. It is a science, name and symbol of product. Nation branding is a science, name to peoples mind; people need to know about the country's uniqueness, peculiar features to compete with other nations in the world. The national identification brand differs from sector to sector and sometimes from region to region. Currently the dominating national brand is the sectors, brand for tourism Ethiopia Land of Origins with other supplementary regional brands to collectively build the bigger brand "Land of Origins". Each region has developed its own identity brand based on the type and level of iconic contributions to the national tourism brand. (KI, 3 Monday, July 12 at 10:17 AM and KI, 1&2 Thursday, July 15 at 9:15AM and 3:32 PM)*

According to interviewquestionnumber 3, how successful are promotional efforts to enhance Ethiopia's prestige? Among the interviewees, KInumber 1, 2 and 3 have said the following;

*Enhancing an image and ensuring reputation of a certain destination requires aggressive promotion on diverse cultural values which is to be made based on a designed marketing and promotion strategy. Given the potential the nation has got in terms of attractions and positive cultural values , the country is still less visible and known to the global community owing to the its lingering image attached to famine and Civil war (KI, 3 Monday, July 12 at 10:17 AM).There are some efforts to promote Ethiopia's image and reputation to local and international communities. Image branding is to create positive sense in the minds of people. However, this was not successful to positioning in the minds of people to enhance the image and reputation of Ethiopia. This is why the reason that to enhance image and reputation of Ethiopia who could accesses; there has no clear marketing strategy design and implementation (KI, 2 Thursday, July 15 at 3:32 PM).Moreover, it is not possible to say that the promotional efforts of the institutions are at the desired level. We are not using our abilities effectively. Accessibility strategies, as I mentioned earlier, are weak (KI, 1 Thursday, July 15 at 9:15AM).*

#### **4.1.2.3 Assessing PR Choice of tools of communication**

Based on the interviewquestionnumber 4,asa country, what do you think is the need for promotional techniques to promote the Ethiopian brand in the minds of citizens? Among the interviewees, (KI) number 1, 2 and 3 have said the following;

*I think this is a digital age and we need to revert to the application of innovative digital tools to reach our wider market target. In this regard for a country with bigger resource digital marketing is the last and for most tools to be used to be able to successfully position the country. There is no doughty to apply promotional techniques to enhance Ethiopia's image brand. In that we are not executed best promotional techniques to brand Ethiopia to and enhance nation image, identity and reputation in the minds of people. We are not properly communicated the country's image and reputation. And although it is important to choose promotional techniques, our use is very limited. However, I think the good side of the country is that it benefits as much as we build. When we present our values to the world community, its glory and reputation remain in the human mind. This 10-year development plan document is considered as one of the problems in the use of promotional strategies for the use of promotional strategies (KI 1, Monday, July 12at 10:17 AM, and KI 1&2 Thursday, July 15 at 9:15AM and 3:32 PM).*

Based onthe interviewquestion number 5, in your view, do public relations professionals believe that marketing strategies are actually accessible to the community?Among the interviewees, (KI) number 1, 2 and 3 have said the following;

*Access to promotional techniques used by public relations professionals is limited. In terms of the diversity of promotional strategies in the world, media promotion strategies are vast. Media Strategies Diversity Media landscape platform. In particular, we have not been able to successfully use of the range of electronic media, digital media, and social media landscape options. This is not the case of with the current development of the media channel. We must increase our capacity to overcome our tendency to use old media. So I want to say that we need to make a paradigm shift to change our tendencies to use old media promotion methods in this field. The other point is there has lack of knowledge and promotional techniques. People need to know about Ethiopia's peculiar features. But the PR efforts were not success able to reach its audiences. PR is one of the promotional mixes ever known to be used to reach wider audience when building an image of a country. However, the success of PR practitioner depends on the ability to comprehend promotable values, select and reach target audience and more than anything should have all round knowledge of the social, Political and economic contexts of the given crisis that country is facing (KI 1, Monday, July 12 at 10:17 AM, and KI 1&2 Thursday, July 15 at 9:15AM and 3:32 PM).*

According to interviewquestion number 6, inyour view, what are the responsibilities of key actors and stakeholders for nation branding? Among the interviewees, (KI) number 1, 2 and 3 have said the following;

*In the tourism industry, there are so many main actors and stakeholders. I can say; tour operators, hotel investors, expertise associations, tourism organizations, training institutes, schools, and tour guides are as business organizations contributing their efforts to brand the nation's image and reputation to bringing more customers to gain more profits. Moreover, they are as business organizations are hospitable more to their customers to gain profits. In the same way promoting their business is an effort to brand the nation's image and reputation. And around close to 70 Embassies in abroad, Ministry of foreign Affairs, Diaspora association and communities are contributing their efforts trying to introduce the nation's image and reputation. But we are not effectively organizing them to enhance their contribution and efforts to taking more responsibilities in sector. It was not reasonably. Because we are not organizing them effectively in the process of enhancing nation image branding efforts. There are so many main actors and stakeholders. To name them the national media professional associations, tour operation organization and travel agencies, Tourism Ethiopia, MoCT, MoFA, and Embassies in abroad are have responsibilities for nation image branding. There are many actors and stakeholders in the culture, tourism and sports sectors. However, we have not been able to organize and use the key actors and stakeholders who are working great efforts and responsibilities to promote the good image of the country in connection with their private business, we have not been able to organize and use them properly (KI) 1, Monday, July 12 at 10:17 AM,and(KI) 1&2 Thursday, July*

15 at 9:15AM and 3:32 PM).

Based on interviewee question number 7, do you think Ethiopia has benefited from the smoke-less tourism industry for the past 10 years? Why? What does the future behold? Among the interviewees, (KI) number 1, 2 and 3 have said the following;

*In fact, it can be said that Ethiopia is a beneficiary of the tourism sector. However, in terms of Ethiopia's potentials, the benefits are insignificant. Looking at the performance in year 2011E.C, more than 840,000 tourists visited Ethiopia. Thus, as the matter of fact, the Home grown economic development program is being implemented to ensure that Ethiopia will benefit more from the smoke-less tourism industry in the future. Of course, Ethiopia benefits from tourism. There has been disappointing results during the last 10 years and it is not as much as expected. Ethiopia's tourism benefit is at infant stage than other countries. So, we seek to research and development to know the cause effect on the number of tourist arrivals and tourism products providers (KI) 1&2 Thursday, July 15 at 9:15AM and 3:32 PM). On the contrary, tourism has never been and is never a "smokeless Industry". This has been a wrong perception prevailing at the global level for some times in the past. Again, in the absence of real commitment of the political leadership articulated in absolute parochial budgeting policy inclining to agriculture and manufacturing Industries and policy level crisis equally affecting the sectorial growth for a decade, Ethiopia has not benefited from the sector as compared to its rich and diverse potential. I feel that it is still not clear with unknown policy measures to come after the establishment of the new government in the coming September (KI) 3, Monday, July 12 at 10:17 AM).*

#### **4.1.2.4 Assessing Challenges Affecting PR operations**

Based on interview question number 8, what are the challenges in building a good image and reputation of the nation? Among the interviewees, (KI) number 1, 2 and 3 have said the following;

*The reality on the ground as expressed in the extent and magnitude of the challenge always determine the success and failure of image building endeavors. For me intermittent draught and Famine of the past still lingers and currently lack of peace and stability along with geopolitical impact are the prime challenges of the country. There is lack of infrastructure, we need reliable infrastructure. There are none proportionate needs to supply and demand side drivers and no plan and terms of importance for digital market. Therefore, we need to communicate our brand outlets properly. And we need to communicate our brand strategy properly to represent our brand beliefs. We need online market promotions to brand our nation image and reputation and we need to participate on acclaimed events. Among the challenges listed, for example, inconsistency of tourism product supply and demand value chains, at the destination for instance, a tourist wants to cook and eat privately. If he wants to use raw materials, such as tomatoes, onions, eggs, and milk, etc., he should not take it from where he left*

*off. The tourist should be able to get the cooking inputs at nearby destinations what he needs as far as possible. This is complete and we assume that the product supply and demand value chains are in line(KI) 1, Monday, July 12 at 10:17 AM and (KI) 1&2 Thursday, July 15 at 9:15AM and 3:32 PM).*

Currently, there are many challenges that divert the PR profession to act against the mutual benefit of the organization and its public. The nickname of the professionals (like spin-doctors), lack of credibility, cyber attach, shortage of time and budget. Particularly, the booming social media landscape impact on PR firm is too much difficult because of huge number users (most of them were young and who likely divert their attitude with pseudo-news) and the complexity of the information (Quesinberry, 2009).

According to interview question number 9, how does do you think, does Ethiopia have built positive image in the minds of the world's citizens? Among the interviewees, (KI) number 1, 2 and 3 have said the following;

*Yes. Visitors who are positive about Ethiopia what it look like that they believe Ethiopia has many good things. There are those who did not know Ethiopia they express negatively. We have not done much to promote Ethiopia in terms of sense of globalization citizen. Many foreigners know Ethiopia in connection with the Korean War campaign. People in their 50s and above 50s ages talk about the good image of Ethiopia. As a country, there needs to be a promotion for the younger generation. It is important to show the young generation about Ethiopia's history, culture and its amazing attractions by using the preferred media channels. There has efforts exerted on positive image building in the minds of citizens of the world by responsible bodies and stakeholders. These are well being done from the past and present time. But it was not as much satisfactorily. The success factor for image building is not dependent only on what Ethiopia is doing and thinking. In today's reality bad image may not be a reflection of a reality when it comes to most of the developing nations. It could be a product of wrong perception calculated to hit intended political target of external actors. In our case I perceive that Ethiopia is a victim of its own development and policies as well. I think we need a survey for this. But I feel we have a long way to go (KI 1, Monday, July 12 at 10:17 AM, and (KI) 1&2 Thursday, July 15 at 9:15AM and 3:32 PM).*

Finally, what strategies do the Ministry of Culture and Tourism, key actors and stakeholders should follow to promote national goodwill and identity? Among the interviewees, (KI) number 1, 2 and 3 have said the following;

*I do not have suggestions having in mind the current political climate that is leading us to most unpredictable situation. What I can say is tourism is a resilient Industry. For me the existence of MOCT is still questionable. Therefore in the absence of role it was supposed to play in the future government it is difficult to imagine. In addition, the Ministry of Culture and Tourism should have work with key actors and stakeholders to improve digital technology promotions in order to enhance the nation image*

*branding efforts. To improve road and power infrastructure, improving excellent a sense of hospitality, to improve service delivery supply value-chain, to improve everyone has to be an ambassador of his country, to improve using digital platforms as one game changing tools, it should have to improve domestic events coordination and participation properly, it should have to improve international events coordination and participation properly, and to improve working B2B Organizations. In order to remain competitive in tourism, the Ministry should re-examine its current institutional structure. Data management and information flow systems are needed to be improved, human power knowledge skill must be built. It should also strengthen research and development activities. It is important to create an awareness of the international community by promoting national identity, dignity and reputation in the field of public relations. Therefore, we need to use better techniques to promote Ethiopia using the languages spoken popularly by the international community. I think it is better public relations tasks should be strengthened by using accessible media channels to promote Ethiopia in the languages spoken by the international community, including the Diaspora(KI) 1, Monday, July 12 at 10:17 AM and (KI) 1&2 Thursday, July 15 at 9:15AM and 3:32 PM).*

In conclusion, based on above interviewed questions, and answers, data obtained from 3 key informants has indicates the following core issues. None of the people interviewed has doubted the benefits that nation image branding a country will bring economic benefits to the country. The PR professional's promotional effort being used to promote cultural values and natural attractions of the nation is to create awareness to local and international communities towards nation image branding. The promotional methods used were as compared with the booming new digital technologies diversifications seen very weak.

Thus, the PR professionals should have to adjust themselves with the booming digital media technologies, digital marketing and diversified tools of communications and then similarly to have to use effective means of promotional methods is very important.

#### **4.1.3 Assessing Data Through Observation**

The researcher took a time to assessing the research problem, and he attempted to know how daily life is going on participating himself at the center of the even when observing to accomplish the study objective at the selected area. He was utilized a timeframe check-list approach in gathering actual information from every scene at a single, fixed location. when observing at a things taking place, listening to what it is said, and questioning people during the visits Notes were have written properly, filed and were have be used for the process of analysis. The data collected through field observations were analyzed in the form of text or in thematic system. Besides to supplement the data collected through all resaerch instruments were have been examined by observation technique whether it suit with the accuracy of data gatherd be used. Especially, the characteristics of individual people, physical surroundings, including visual and audio cues relating to nation image branding

operations of the Ministry's have been as an input of the instrument like promotional activities, meetings, seminars, trainings, campaigns, events, tour and travel trips, museum property, showcase, as well as stakeholders general assemblies, were have been used.

Therefore, the researcher was observed what was said and the things thematically the above PR publications, official documentations and bilateral relations agreements and documents accordingly to its purposes. For instance, the newspaper, yearly magazine, Journal articles, Posters and banners were produced by PR Directorates and distributed to its publics in the ministry were not produced in poor quality. The means of promotional methods, chosen as the communication medium and the level of production quality and aesthetic visualization were very low. The content of each promotional publications and their work of art were not transport the readers to the setting. It needs more research and development. The other observation scene is the brand logo of Ethiopia. Yet, Ethiopia has created two brands in its history. The first brand logo was Ethiopia 13 months of sunshine and it appropriately symbolizes the nation and it goes a popular Ethiopian for best tourism slogan. When we visualize the second new brand logo "Ethiopia land of origins" was not introduced at a desired level. Still its promotional efforts were not adequately managed. The visual manifestation of the logo is not adequately promoted well to create more awareness for local and abroad target communities.

#### **4.1.4 Document Review**

When gathered document reviewing and analysis are carried out the researcher utilized a systematic procedure. The obtained documents from primary and secondary data sources were both printed and electronic (computer-based and Internet-transmitted) information. Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop according to researchers Empirical knowledge Corbin & Strauss, (2008 See also Rapley, 2007), as to (Bowen, 2009, p29).

To achieve the objective of this study data analysis technique was utilized to organize the details about the case, categorizing the data into meaningful themes, looking for and identifying patterns. This was followed by making logical analysis and finally reaching at conclusions by evaluating the implications of the data which support the research propositions.

In the probing process, the researcher followed both qualitative and quantitative approaches, in describing the characteristics and nature of the existing situation in the study area. Data collected through questionnaire was analyzed using descriptive survey statistics analyzing method (frequency and percentage) was presented, interpreted, and discussed to reach in to conclusion. In the first step process of data analysis, the raw data was systematically coded in the form of frequency and then tabulated and discussed. In the second step, data obtained through qualitative instrument, by using an interview with key informants and field observations were analyzed in thematic system. The researcher has followed the whole steps and applied accordingly. Data

collected through field observations were also analyzed in the form of writing. Generally, the obtained data from different sources were analyzed by using descriptive survey statistics analysis and presented in tables. Whilst, in this work, to review documents for quantitative data analysis, the researcher has utilized the major publications and outlets. such as the official web page, the four social media channels (Face book, Telegram, YouTube and Instagram), two sample copies of; a quarterly booklet, a yearly magazine, newspaper, a brand logo, a brochure, CD brochures and media kits, promotional documentations, newsletters, videos, Website and Database, are incorporated to this analysis. Furthermore, various type of bilateral relations memorandums documentations, working official documents such as recent homegrown economic development plans and reports, a draft of quality assurance guideline for tour guidelines safety protocol, COVID-19 Protection safety protocol guideline, and comprehensive fiscal budget year allocation outline for of year 2014 E.C, were reviewed and illustrated thematically to reach in to findings.

**Table 4.7: Review of Publications**

| Ser. no.     | publications                                                                                                            | Quantity/copy |
|--------------|-------------------------------------------------------------------------------------------------------------------------|---------------|
| 1            | Newspaper(Ministry of Culture and Tourism)                                                                              | 1             |
| 2            | Nation Brand/Logo(“Ethiopia Land of origins”&“Thirteen Months of Sunshine”)                                             | 2             |
| 3            | Yearly Magazine                                                                                                         | 2             |
| 4            | Journal articles                                                                                                        | 1             |
| 5            | brochure                                                                                                                | 4             |
| 6            | CD brochure                                                                                                             | 2             |
| 7            | Newsletter                                                                                                              | 2             |
| 8            | Posters and banners                                                                                                     | 5             |
| 9            | Spots                                                                                                                   | 4             |
| 10           | Promotional documentations (visual manifestations, Museums, videos, Film,)                                              | 5             |
| 11           | official documents                                                                                                      | 5             |
| 12           | Website <a href="http://www.moct.gov.et">http://www.moct.gov.et</a>                                                     | 1             |
| 13           | Facebook: <a href="https://www.facebook.com/tuorismcultureethiopia">https://www.facebook.com/tuorismcultureethiopia</a> | 1             |
| 14           | YouTube: <a href="http://www.youtube.com/">http://www.youtube.com/</a> ministry of culture and tourism-Ethiopia,        | 1             |
| 15           | Telegram: <a href="https://t.me/ministryofcultureandtourism">https://t.me/ministryofcultureandtourism</a> ,             | 1             |
| <b>Total</b> |                                                                                                                         | <b>37</b>     |

Source: - field survey (June, 2021)

In the above all investigation processes both research methods (qualitative and quantitative) were applied properly. An investigation of the quality, content, and readability of each promotional publications presented in

the above table shows that the data obtained shown that they are not adequate to promote an image of the country. In line with this the obtained data from respondents also shown that 70(63.6%) percent of respondents suggestions on the quality of promotional items produced and disseminated were inadequate. This would help to get a better insight of interpretation and understanding as of information which was missed with one instrument might be captured from other instrument and an enhanced and integrated result shall be emerged from the analysis as to Dominick et al (2011, p48).

## **4.2 Discussion**

The results presented here in sighted were how PR practitioners doing towards nation and reputation branding tasks. The purpose of discussion is to interpret and describe the significance of the findings in light of what was already known about the research problem being investigated, was to explain any new understandings or bring more insights about the problem after the research findings have taken into consideration.

Thus, the researcher would be attempts to discuss issues on the research findings via integrating with the related review literature and empirical theories illustrating beginning with the research proposition (RP) which it will be useful to discuss the research proposition in the following ways:

- ✓ The central idea of nation branding is to attract other countries' citizens for better understandings (Anholt, 2013, pp. 6-7).
- ✓ Ethiopia's image and reputation brand proposition focuses is on core brand components that most symbolizing values of past and present authentic distinctive features (Dinnie, 2008).
- ✓ Nation branding is the creation of a recognizable, distinctive brand image in the minds of the target audiences (Skinner, Lee, 2008; 2009).
- ✓ Nation branding is become more visible tool for competing for dominance in economic areas, increasing political influence amongst countries and regions Viktorin et.al, (--, p6).
- ✓ Country Branding holds a potential opportunity to bring economic benefit to Ethiopia (UNECA, 2015 p48).

Nowadays the world is becoming one global village, in the sense that the technological achievements of this modern time have brought people more closely together. The world is being shaped by many global forces (Dinnie, 2008). Similarly, countries are increasingly facing the global forces as the matter of changing facts alongside the world with their inherent internal forces. The researchers Except few, (Lepp and Gibson, 2008) and (Lepp et al. 2011) in their work argued that a widespread negative perception is affecting applicability of the term "branding" to countries, almost all authors of the reviewed relating literatures surveyed agree the changing an image of countries in nation branding is very important to enhance awareness about the country's image and reputation for a social and economic benefit.

From the obtained data, it is summarized in way that country branding has a positive and significant role to play for the economic benefit of a country as long as it is done in a proper and integrated manner. Many of the respondents has emphasized the harmonized and integrated manner it should be conducted which if not done in such manner will result in confusion and may not bring in the desired result. This agrees with the related literature surveyed.

In line with the literature, except as a sideline remark in an interview discussion, all interviewed key informants have agreed that Country branding is important for Ethiopia. In harmony to the literature the participants in the interview discussions have agreed that Ethiopia's image in the world is distorted and negatively portrayed as it is affected by past experiences such as the drought and famine (Wanjiru, 2006).

Even though all interviewees agree on the fact that the current Ethiopia's image is not fairly represented in the global arena, they don't unanimously agree on the gravity of the causes for the negative image the country has. Some give much weight for the consecutive drought and famine which happened in the past and which they believed has significantly reduced the country's image. However, from interview discussions one of respondent has given exceptionally insight that "The success factor for image branding is not dependent only on what Ethiopia is doing and thinking. In today's reality bad image may not be a reflection of a reality when it comes to most of the developing nations. It could be a product of wrong perception calculated to hit an intended political target of external actors. In our case I perceive that Ethiopia is a victim of its own development and policies, the current political climate as well. I think we need further survey study for this." As to what is to be shown to the world and emphasized to improve the brand image of Ethiopia, diverse opinions were raised. The religious and cultural along with the ancient rituals and those colorful traditional festival such as religious ceremonies, cultural events and artistic shows, sports, music, language, history and values variety of landscapes, which can play a significant role in symbolizing the national identity of the country. Ethiopia's Colorful authentic traditional festivals are not well branded and developed as of tourism products to attract visitors (UNECA, 2015, p49) are raised as other points to be magnified.

As to the way the Branding Ethiopia project is to be done, diverse opinions were raised. Some said it shall be handled by the Government. Among who said that it shall be handled by the Government, when asked about who among the Government organs shall handle the task of nation image branding promotion, all gave different opinions; viz., Ministry of Culture and Tourism, Ministry of foreign Affairs, Embassies in abroad, the Diaspora association, and Tour Operation Agencies are major one.

On the other hand, strong opinion was raised from many others who firmly stated that since every citizen affects the country brand either positively or negatively as supported by many literatures in the literature review (Gilmore, 2002), it shall be established strong synergy in a public- private partnership with the government

playing a regulatory role and with a budget allocation from all stakeholders including the government. If it is not done in such way, because of the current high friction prone of internal politics, the Ethiopia's branding aim will be considered as a political propaganda of the state and would be doomed to fail without bringing impact on the desired result.

Thus, the researcher would be attempts to discuss and illustrating the issues on the research findings via integrating with the related review literature and empirical theories that how it has been answered to the study objectives in the following ways:

#### **4.2.1 The Research Questions Resume reviewing outcomes;**

The research question of this study was illustrated previously in the introduction section. However, it is very important to resume on each research questions and its Outcomes whether would satisfied the research objectives or not. Although, this section attempted to discuss how the research objectives to fill the gaps on nation branding tasks with respect to the practices and challenges at the study specific area based on the following research questions::

##### **What brand marketing strategies are utilized by the ministry?**

To begin with, the study presentation, it was focused on the practices and challenges of public relations on marketing and promoting of the nation's authentic history, culture, natural attractions branding: the case of MoCT. As the research findings; the study revealed confirms that there has no PR communication brand marketing strategy and adequate guiding manuals in study specific area. Without PR communication brand marketing strategy how does the public view the service delivery? This is an important question to ask as PR practitioner to build a good image and reputation of the nation as well as their organization. There is more to consider than just how PR practitioners do will be portrayed by the media. How PR practitioners communicate inside and outside environment, their plan, events, their involvement in the community and how they do solve strategically solve as crisis arisen are an essential arguments.

Therefore, the communication specialists are always expected to develop a new tactics on day-to-day operations concerning the organization's communication linkage towards the public, in order to catch particularly the attention of target audience. To achieve such, result the PR professionals advised following the next scientific strategy in their local and international activity, according to (Oliver, 2004). These are Research, Action plane, Communicating and Evaluating (Sisay Mammo; June 2018).

Research and development is one of vital activity to PR practitioners. They should have defined the problem when happen and have to analyze, solve the conditions based on the information found. Detail observation and listening are primary methods to defining the cause. In addition, the interpreted information guides to validate the statement of the problem, and the analysis shows the way of the plan (Oliver, 2004).

Following, action plans are must be feasible and well defined to the goal and objective, preparing plan of action

will make in order to achieve the plan. Identifying target audience, preparing key message and media strategy, including time, budget and other essential resources should incorporate in the action plan. Communicating the message in a smart process is fundamental to get a successful outcome. Hence, internalizing the objective, fitting with the need and expectations of our audience, the message plan and being aware of the situation in which the communication task takes place.

Then, the evaluation should take place for every with action plan periods. Evaluation helps to look backward and ahead for the effectiveness of the effort has been done to achieve the plan will be measured. The main purpose is to know points are awareness of target audience which is expressed by attitude and behavior change. The criterion and evaluation methods must be determined as the program is planned and as it evolves. Interview, questioner etc. with target audience will be methods of data gathering for the evaluation process (Oliver, 2004).

### **What Nation Brands have been utilized in the Ministry?**

Based on the research findings from the study revealed that there has customized conceptual model with the focus of the components of nation branding and the communicator of the nation branding, reflection on Dinnie's (2008) model of brand identity-brand image.

The data obtained from respondents shown that Ethiopia has made two brands in its history. The first one is called Ethiopia 13 months of sunshine and the current brand is called Ethiopia land of origins. However Ethiopia 13 months of sunshine was well executed and well-known brand in the world. And the newly launched Ethiopia land of origins brand were not introducing at desired level.

As the result the practices of nation branding in the study specific site hasn't been established in fertile ground yet. The practice of public relations practitioners is destructed by various constraints. The factors that hinder choice of tools of communication were broadly categorized in into two groups. Public relations can have two broad tools to communicate with its publics. These are called electronic and print media. As a globalized society, there is a booming tool of communications with the expansion of digital/internet technology as the Key informants (KI) 1, 2, & 3) have said the following:

*Ethiopia has been made two brands in its history. The first One is called Ethiopia 13 months of sunshine and the current brand is called Ethiopia land of origins. Of course, those brands are aimed to promote Ethiopia. We are trying to introduce those brands to local and international communities. Ethiopia 13 months of sunshine was well executed and well-known brand in the world. But to newly launched Ethiopia land of origins brand were not adequately introduced at desired level. We needed to do a lot of promotional works to make awareness for the new brand to be known in the minds of people both in home and at abroad.Brands are a broad idea. It is a science, name and symbol of product. Ethiopia has tried to create two types of brands in its time of experience. The first one was Ethiopia 'the*

*13months of sunshine’ and the current one is Ethiopia land of origins. The 13months of sunshine have been properly communicated to local and international communities. But the current new brand land of origins is not well communicated. The national identification brand differs from sector to sector and sometimes from region to region. Currently the dominating national brand is the sectors, brand for tourism Ethiopia Land of Origins with other supplementary regional brands to collectively build the bigger brand Land of Origins. Each region has developed its own identity brand based on the type and level of iconic contributions to the national tourism brand.*

In addition, from the interviewee discussions they obtained data was indicated that there have few of opportunities and potentials for branding Ethiopia. All the key informants have agreed that the nation having diverse mosaic culture of the people as well as diverse language, amusing landscapes form Rasdashen highlands to lowlands of Afar denacl depression in Ethiopia are great potential attractions for promoting Ethiopia's image branding.

*Currently Ethiopian is rebranded as the land of Origins. Ethiopia is land of human ancestor, distinctive features from other world; different affiliation comes to people in mind, mosaic cultures, in which they are differentiated from other world. Such as a variety of land contrast, spectacular from highest mountain Rasdashen to lowest the Danakil depression which is situated under sea level is a surreal landscape rich in geothermal features and Erta Ale volcano located in Afar region is one of the five volcanoes in the world, protected wildlife area, city zoo, city parks (unity, Sheger and entoto), archaeological sites, humankind that is most of human ancestor fossils foundation and the oldest stone tools discovered. It also called a land of unique and modest weather. However, we are not good at telling about its special features. The availability of AU head quarter in the capital, many embassies and international organizations are also other opportunities for the nation’s image and identity branding.*

According to Anholt (2014) in today’s world, countries fiercely compete with each other for the direct foreign investment, brand export and tourism. A nation’s brand value is determined by Exports, Governance, Investment and Immigration, Culture and Heritage, People and Tourism. Countries are recalled by their brands and if these brands are demanded and used by big masses so the image of these countries gains advantageous. Many of the respondents have emphasized nation image branding has a positive and significant role to play for the socio-economic development and income benefits when it is done strategic marketing through proper and coordinated efforts. None of the people interviewed has doubted the benefits that nation image branding a country will bring economic benefits to the country. The PR professional’s promotional efforts being used to promote the nations, nationalities and people’s cultural values and natural attractions are not properly managed through digital marketing to create awareness for local and international communities. The methods promotion

and items used to promote compared with the booming new digital technologies and its diversifications were seen very poor.

Therefore, the Government bodies at different levels, Embassies in abroad, the private sector, civil societies, the diaspora community, tour and travel operation agencies, hospitality service owners, tour guides, local communities, and the general public as well as visitors are the main actors have greater responsibilities in nation image branding. In order to scale up the economic, social and political benefits as well as in order to remain competitive in an essential focus in today's global economic world, nation image branding promotion operations are the vast act for public relations practitioners. However, enhancing the implementation capacity of all these actors is very instrumental strategy. To empower the stakeholder's relations and strengthening the system of cooperation and partnership is also helps in order to mitigate, the challenges, problems, and limitations in nation image branding.

### **What type of Tools of Communication be used for Nation Branding in the Ministry?**

Based on the obtained data and the research finding shown that electronic media type, and print media were have repetitively be used as the major means of tools of communication were used for nation branding in the Ministry. For instance, for TV and Radio about 41(37.3%) and 33(37%) have usually used media outlets. Face book, and telegram about 66(60.0%) and 59(53.6) have usually used social media outlets in the study specific site.

However, the media outlets have not effectively be used for the purposes of nation and reputation branding at the study therefore, specific site. The majority of the respondents were replied that the PR choice of using media outlets and promotions practices are not effectively be used to addresses the needs of the sector. the reasons indicated that the budget capacity of the institution, lack of to attract target audience, and related issues determine the type of tools that the PR uses. So, The PR planning process must tailor to the current internal and external conditions.

As mentioned in the review related literature, public relations can have two broad tools to communicate with its publics. The tools of communication can be categorized in to two. These are called electronic and print media. As a globalized society, there is booming tools of communications with the expansion of digital/internet technology. The PR have to use of variety tools of communication to realize organizational communication plan. Some of these are the traditional media (the mass media) which includes the newspaper, television and radio. Particularly, the broadcast media (radio and television) is powerful in getting in touch with the majority of the public and influencing their attitude (Jefkins, 2004). In addition, there are different booming tools of PR connected with the expansion of internet technology. Some of this is the social media (Facebook, Twitter, Telegram, Youtube and Instagram etc.), web page, press release, press conference, speech, magazine, lobbying, and sponsorship.

The concept of public relations communications tools can be seen in different perspectives. Organizations have their own news agendas and their own internal discourse, while the media must remain alert to broader news events and agendas. Most of communications tools what the one does will never interest the other; the skill in media relations is in spotting the stories or the angles that can turn corporate news into media news or bring a corporate angle into a global news story as to Tench (2009, p303)

Whilst, nation branding activities were undertaken the stakeholders the organization were viewed in the eyes of respondents is in differently. Some of briefings and suggestions shown on the response paper sheet were showed valuable inputs to this researcher and it helps him to view further suggestion to enhance his findings to finalize his study subject matter. Some of the give opinion briefs, the reasons why they were not satisfy on the efforts on nation branding promotions whether domestically or internationally. Some of their suggestions indicated that the Ministry should have to improve its external communication strategies. In this, the Ministry should have to prepare quality of promotional items like documentaries based on the nation's rich history, heroism, natural resource endowment, diversified culture, religious tolerance, endogenous knowledge, etc. It needs to create awareness widely using promotions through the main broadcast media outlets.

### **What are the Main Challenges of Nation Branding for PR in the Ministry?**

Based on the obtained data and the findings have shown the majority of respondents confirmed that almost all 102(92.7%) percent of respondents were having been agreed on that the major challenges facing on the PR practitioners' activities are budget constraint. The other argumentative issue shown is ineffectively not use of allocated resources for nation branding promotion at the study specific site.

Some of driving forces that affecting the PR activities is the cultural attitudes. It influences communication and communication influences culture. If PR is about symmetrical communication between an organization and its publics with the aim of establishing and maintaining mutual understanding, then culture is central to the practice of PR. For many scholars (Vercic et al. 1996; Banks 2000; Sriramesh 2000; Sriramesh and Vercic 2009), however, culture is important only in so far as programme effectiveness is concerned, and culture is often restricted to a simple variable. Effectiveness is always defined with regard to the organization's perspectives, ignoring the publics' views and interpretation of effectiveness. In this sense the aim of 'understanding' other cultures is simply to direct and control behaviour, that is to influence publics' attitudes and behaviours in ways that are advantageous for the organization. To build trust with a variety of stakeholders and to create 'shared understanding of meaning' among different cultures requires deeper understanding and appreciation of other cultures by more cooperation and dialogue. To plan and implement international campaigns and to adapt campaign elements to the local culture, the PR practitioner must be familiar with: environmental factors that influence the practice of PR, the cultural profile of the country its effects on communication and the 'public relations culture', including the way PR is practiced in the country (Tench, 2009).

## **How do the Ministry's employees view the brand marketing strategies of PR internal and external communication?**

Based on the obtained data and the findings have shown the significance of internal and external brand marketing communication strategies has mutual benefits. Perceptions of employees has shown on the basis of their understanding and need about internal and external brand marketing communication needs, is obviously a vital tool for the organization as they said. As the result the majority of respondents about 50(45.5%) percent of respondents have strongly agreed internal PR communications helps them to providing accurate and up-to-date information. While about 54(49.1%) percent of respondents have strongly agreed that external communication significantly providing an opportunity to public relations professionals to strengthen the public support for need of efforts to promote the country's image and reputation branding.

The fact that the effects of internal communication quality on employees' organizational commitment as well as to influence job satisfaction on organizational citizenship behavior differs between diverse cultures. An attitude can positively or negatively affect a person's behavior. Personal values can be influenced by culture, tradition, and a combination of internal and external factors. Values determine what individuals find important in their daily life and help to shape their behavior in each situation they encounter. Since values often strongly influence both attitude and behavior, they serve as a kind of personal compass for employee conduct in the workplace. Organizational Values help determine whether an employee is passionate about work and the workplace, which in turn can lead to above-average returns, high employee satisfaction, strong team dynamics, and synergy.

## CHAPTER FIVE

### 5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary

In today's competitive world, the nations are encouraged and increasingly obliged to create a good image of themselves to cope up with the rapidly changing environment. This paper has given high consideration to widespread use in order to comprehend nation branding efforts and to answer the research questions based on practices and challenges of PR towards nation branding: the case of MoCT. Even though, in performing the nation's image and reputation branding there has complexity and challenging issues exists, i.e. how to discover an integrated understanding with practitioners' realities is to aware deeply the case. Then, based on theories and contexts customized approach is needed to find out solutions. Thus, the study has endeavored to discover how nation branding operations was implemented successfully at the study specific area beginning from the head office up to its five subordinate organizations (ARCCH, Ethiopia National Theater, Federal Sport Commission, National archive and library Agency and Tourism Ethiopia. To fulfill the research objectives the researcher has used descriptive survey design method. In this, he was utilized five research questions were raised focusing on the practice of public relations practices and the public relations specific strategies used in each organizations is this study basis. Hence, the purpose of this section is to summarize the main findings of the research. It was attempts to answer the statement problem. Such as (RQ1) What brand marketing strategies are utilized by the ministry? (RQ2) What nation brands have been utilized in the Ministry? (RQ3) What type of tools of communication is used for nation branding in the Ministry? (RQ4) What are the main challenges of nation image branding for PR in the Ministry? and (RQ5) How do the Ministry's employees view the brand marketing strategies for PR internal and external communication?

The relevant primary data were gathered through research instruments were: such as semi structured interview, observation and document review. The interview was also conducted with 3 key informants, who were selected purposively at the study specific site.

Accordingly, the data obtained shown for the emphasis taken in a way that there have some efforts contributed by sectorial actors and stakeholders collaboration in the process of nation branding operations. obviously, its aim is to draw attention and differentiate from other countries. It is by default representing an intangible values proposition of none physical by offering, which can be a combination of products, services, information, and experiences. However, the major challenges are facing on PR activities was insufficient budget allocation, lack of using digital marketing strategy, increasing of cost of production for promotional items and among PR professionals skill gap are the major one.

Similarly, the researcher tried to evaluate the perception of the key informants about their views on nation

branding, Ethiopia's potential for branding itself using its attraction resources, and public relations role for branding it. In this, the responses, all the key informants have shared value and the same perception concerning the issue in nation branding, all the key informants suggested that it is about to let people to know the unique features of a nation branding has using its distinct resources in order to create a favorable view in the minds of its stakeholders. In this respect, they acknowledged that Ethiopia is a country with rich diverse culture and natural resources but lacks of proper communication to its potentials to local and international communities to brand itself. The major problems are considered as lack of diverse use of tools of communication, lack of properly coordinated efforts for promotion, lack of digital media promotions, inadequate infrastructures for tourism facilities and sanitation at destinations sites, and focusing repetitive promotions on oldest heritages rather than creating a new attractions.

Hence, this key informants argument is believed that the public relations with its proper practice will have an important role to fulfill the marketing communication gaps in nation branding activities. Ethiopia by its history has tried to create two types of brands in its time of experience. The first one was Ethiopia 'the 13 months of sunshine' and the current one is Ethiopia land of origins. The 13 months of sunshine have been properly communicated to local and international communities. But the current new brand land of origins is not well communicated. It is at initial stage. So far, the new brand logo needs aggressive and repetitive promotion activities.

### **5.1.1 Presentation of Main findings**

The following main findings were obtained from data collected, analyzed and interpreted based on chosen research instruments. Predominantly, how it is possible to public relations practitioners to play their significant role towards nation branding without getting major guiding manuals? How it is possible to execute PR day-to-day communications without communication strategies in the Ministry? Without ensuring the overall operational challenges of public relations how can it contribute bringing public relations operational efforts, values and aspirations as in to honorable profession? How can it become a respectful profession? Due to lack of financial resources how can it possible to public relations practitioners to play their significant role in nation branding promotions without access of major broadcast media (like Radio, ETV, BBC, CNN, CGTN, Aljazeera, press TV etc. Channels), how can it possible to change and reverse misperception of citizens of world about Ethiopia through promotion of only one common brand name? And how can it possible to change and reverse misperception of world citizens about Ethiopia without using major broadcasting media promotions?

To this, the details of main findings are as follows:-

1. According to the obtained data there have comparative variations between females and males of the sample population. General demographic background information data gathered from total 110 respondents, about 65.5% are males and 35.5% are females. This indicates that the majority of

employees are males. Moreover, for this, the researcher has confirmed by his own observing that the number of female employees involved in the study specific area was less than males.

2. PR professional's promotional efforts are not competitive with the global booming diversity digital media technology, both nationally and internationally, to promote the country's authentic history, cultural values and natural attractions as obtained shown is weak.
3. The obtained data shown that there has tendency to use an old media broadcasting channel frequently as the means for promotion. The majority of respondents have agreed that the frequency of usage were for TV & Radio about 41(37.3%), and 33(37%) respectively at the study specific area.
4. Concerning B2B relationship with both internal and external stakeholders' awareness about the PR communication activities does not havestrengthen. Similarly, the Ministry's relationship with internal and external stakeholders was yet not advanced. Thus, it needs aggressive promotion operations for both internal and external stakeholders through delivering quality services to its public have to create the public's awareness.
5. The obtained data shown that PR challenges facing on nation's image branding activities; the majority of population about 102(92.7%) percent of respondents have agreed that challenges affecting activities were budget constraints. It was also observed that the majority of respondents have mentioned in addition to their suggestion in written form and then figure out their impressions about its seriousness in orderly such as insufficient budget, increasing of cost of production for promotional items, and cost of broadcast media promotions. Moreover, absence of PR strategy and guiding manuals, lack of office and absence of adequate audiovisual equipments and ineffective PR performing and other factors are.
6. According to attitudes on the significances of internal and external PR communications, the majority of respondents about 50(45.5%) were have strongly agreed that internal PR communications helps them in providing accurate and up-to-date information for the institution's community. On the other side about 54(49.1%) percent of respondents have said on the significance of external PR communications will providing to them an opportunity to public relations professionals to strengthen public support on their efforts to promote the country's image and reputation.
7. Concerning general awareness towards nation branding: the majority of respondents 49(44.5%) percent of respondents have said that the Ministry/ Organization was not successfully promoting the nations, nationalities and peoples unique and wonderful cultural and natural attractions for international and domestic community.
8. Concerning benefits of tourism for local economy: the majority of respondents about 54(49.1%) percent of respondents have agreed that Ethiopia has not benefited from cultural and tourism

industries creating revenue because of no tourism marketing design and promotion strategy.

9. According to obtained data the PR day to day activities carried out were by unskilled professional staffs, and it is sometimes overlapped with political activities and the PR practitioners acting as become spokesperson/correspondence, minute prescriber and protocol officer. And the practices are generally fallen in to routine activities.
10. According to obtained data discloses that one of challenges facing for PR operations, PR Directorate does not led by a personnel having PR practitioner specialization background since the establishment.
11. According to the study disclosed that the Ministry of Culture and Tourism public relations practitioners are working more as spokesperson for the government policy and strategy. So far, the criterion for the management of the ministry is based on political eligibility. In general, institutional placement for PR is based a political rather than on a refinement relationship, and those data obtained and the research results confirms clearly the whole process of PR work was have not improving in the ministry.
12. Concerning the PR professionals' promotional efforts to promote the nation's authentic history, cultures and natural attractions as compared with the booming new digital media technology diversifications is not satisfying the needs of young generations.
13. According to the study findings, there has missing opportunities in nation image and reputation branding operations even if the task needs a lot of financial resources. It is possible to create awareness and promotion with limited resources to promote Ethiopia's image and reputation. For example, Tokyo 2020 Olympics to should be taken as an opportunity of international event, which we participated, has the failure to promote Ethiopia's good name and reputation on the occasion. In this, it has seen improperly presentation of the country on the opening ceremony as weakness.
14. The obtained data showed that PR practitioners focusing on old attractions (heritages) promotions rather than creating new destinations. Considering the existing world market competition the PR practitioners actively have to delivered up-to-date information to its publics.
15. The obtained data showed that PR practitioners focusing on old attractions (heritages) promotions rather than creating new destinations. Considering the existing world market competition the PR practitioners actively have to delivered up-to-date information to its publics.

As to the obtained data indicated in above-mentioned findings that concerning the professional skill gap, empowering the main actors and stakeholders and strengthening relationships with stakeholders is also a helpful task in order to mitigate challenges facing in nation branding operations. Furthermore, it is helpful to empowering the key actor and stakeholders in the sector will help to bringing togetherness for coordinated efforts. This enables them to provide quality services and in turn enhancing the tourists satisfactions as well as

local community's benefits. Even though, the researcher believes that the problem is wide prolonged and has contributed as much as to the deterioration of public relations communication system. This affects the promotion efforts towards the nation's image and reputation branding and then this researcher believes that it needs to give further research based solution.

## **5.2 CONCLUSION**

The study incorporates five sections. The preliminary section: are introduction, background, problem statement, purpose, objective, research questions, scope, significance, limitations, and organization of the study. Its second section: the review of related literatures, methodological aspects, procedures, techniques, data presentation, and analysis interpretation, discussion on data presentation, summary, conclusion, recommendation and solutions for common understandings, to responsible bodies to make decisions are the main part of the study.

Undoubtedly it is true that in our increasingly global competitive world the precarious tourism marketing, the ability to harnessing and managing PR operations effectively will continue to increase the significance. It is recommended that the public relations affairs directorate needs to improve means of communication for internal and external publics. It should insisted on the media outlet choices that allow for two-way communication and not rely on one-way communication. It is undoubtedly true that in our increasingly global competitive economy to choose best approach with the precarious tourism marketing; the ability to harness and manage PR effectively will have to continue to increase its significance. The nation's image and reputation branding has high concern: as the case of Ministry of Culture and Tourism, and has seen to weak performance. It should be harnessed and managed in a way by PR effectively operations with respect to diverse communication outlet accesses.

According to stated findings above section 5.1.1, the researcher attempts how the nation branding activities has been done, its facing challenges and potentials as stated Anholt (2003) if there is political will it shall sound policies that support and encourage export and investment consistently, imaginative and managed national brand strategy and can make a real economic wellbeing.

On the basis of above research findings there have conclusion drawn from review of related literature. it is clear that there has weakness to use of diverse tools of communication, as compared with the booming new digital media technology, lack of using digital marketing and promotion strategy, inadequate infrastructures and sanitation at destinations sites.

Though the PR practitioners must have adjust themselves with the booming new digital media technologies, digital brand marketing and diversified tools of communications. Similarly the PR practitioners have not yet using un effective means of tools of brand promotion and it is very important to look variety choices for tools of Communication, there has lack of sanitation facilities at destination areas, and rather than creating new attractions, there has tendencies to have focusing on the existing old historical heritages sites etc.

Therefore, the study will provide enriching ideas to fulfill the nation brand promotion gaps. In this, the Government bodies at different levels, councilors and Embassies, and the Diaspora community at abroad, the private sector, civil societies, tour and travel agencies, hotel service owners, tour operators are expected to have greater responsibilities to bring improved promotional operations. In order to scale up for economic, social and political benefits as well as in order to remain competitive in an essential focus in today's global economic world, the nation branding promotions is a vast act to public relations practitioners. Though effective nation branding efforts are among major actors and stakeholders' coordination and collaboration have to play a pivotal role for the successful achievement of sustainable development goals of the culture, tourism and sports sectors in order to competitive in the global economic market arena.

### **5.3 RECOMMENDATIONS**

Ethiopia is a country with ancient historical and cultural wealth even though its current image has been shaded by bad events that have happened in the past 35 years. As stated in discussions by all key informants discussions have stated that the nation's image was spoiled by past distorted information about the country such as interior rebellious conflicts, drought and famine. This misunderstanding is detrimental where as comparing with current Ethiopia's image and its level of development. This negative information will be repaired an economic development and when responsible generation comes. So, the Ethiopia' image and reputation branding tasks is not once time task, but it must be undertaken as sustainable project.

Accordingly, based on the major findings of the study, the researcher strongly recommends the following thoughts with the hope of concerned bodies to implement them to alleviate the limitations at the study specific site:-

1. MoCT must enhance awareness on the new brand logo integrating with the Regional Governments' own iconic brands contributions to national symbol.
2. MoCT must focus on digital media communication marketing promotion to achieve its organizational goal;
3. MoCT must Synergize promotional efforts in order to gain better economic benefits from the global tourism markets;
4. MoCT Promptly has to develop better Nation Branding communication strategies;
5. MoCT must develop new brands regularly to reflect the country's good image and reputation in order to compete in the global tourism market;

6. MoCT must focus on creating new destination sites rather than focusing on the older historical heritage promotion tendencies;
7. To encourage local community visiting culture nearby attractions for domestic tourism development: for more appropriately to support the homegrown development plan;
8. MoCT must have to restructure the Communication Affairs Directorate's organographies: that will be better more to enable it to meet and support the nation's image and reputation branding responsibility;
9. Finally, MoCT must have required solving on the factors that disturbing the PR day to day operations priority: Such as constraints of budget, modernizing means of communications, enhancing information technology access, improving infrastructures and fulfilling sanitation facilities at destinations. Moreover, MoCT have to develop digital tourism marketing strategies, and increasing digital marketing promotion accessibility and employing skilled workforce educated at PR profession and placing at appropriate job positions etc. are very important and requiring improvements timely.

## Reference

- Abiy Zeleke et al. (2009). Introduction to Research Methods: AAU Graduate studies and Research Office retrieved from [https://www.academia.edu/5384389/AAU\\_Research\\_Method](https://www.academia.edu/5384389/AAU_Research_Method)
- Anholt S., (2003). The upside of global branding. Butterworth-Heinemann, Oxford: UK
- Anholt Simon, (2005). Brand New Justice: How branding places and products can help the developing world; Elsevier Butterworth-Heinemann
- Anholt S.(2007). Policy & Practice: A Development Education Review, Impression Print and Design NI Ltd, Lisbur, PP.3-4
- Anholt S., (2013). Beyond the Nation Brand: The Role of Image and Identity in International Relations. The Journal of Public Diplomacy, 2(1), pp.6 - 12.
- Akker D. (2011). Creation of an umbrella nation branding strategy: The Netherlands, University of Twente.
- Alan R. Freitag and Ashli Quesinberry Stokes,(2009). Global public relations: Spanning borders, spanning cultures. New York Routledge, pp.34-35.
- Aronczyk, M.,(2008). "Living the Brand": Nationality, Globality and the Identity Strategies of Nation Branding Consultants. International Journal of Communication, pp.41-65.
- Asemah ES.(2011). Understanding Public Relations. Jos, Lizborn Press. Pp.27-28
- Bhattacharjee Anol. (2012). Social Science Research: Principles, Methods, and Practices, 2nd edition. University of South Florida Tampa, Florida, USA. Pp.55, 56, 58
- Bernard H. Russell, (2009). Analyzing Qualitative Data: Systematic Approaches. Los Angeles. Published by SAGE Publications.
- Beverley Mitchell (2002) Pictures stock photos and images
- Bowen, G. A. (2009). Document analysis as a qualitative research method. Qualitative Research Journal, 9(2), 27-40. doi: 10.3316/QRJ0902027
- Braun Virginia,(2006). Qualitative Research in Clinical and Health Psychology pp.95-113
- Bruning, D. & Lambe, E.,(2008). Linking World View, relationship Attitudes and behavioral outcomes: Implications for the Study and Practice of Public relations, Journal of Promotion Management 14 pp.139, 151.
- \_\_\_\_\_, (2011). Chapter 4 Nation Branding: Country Specific Evaluation Report, p2, retrieved from Retrieved from <https://www.culturaldiplomacy.org>
- Chen et al. (2011) How to develop Taiwan's tourism nation brand: African Journal of Business Management Vol. 5(16), pp. 6765, Available online at <http://www.academicjournals.org/AJBM>
- CIPR, (2010). Institute of Public Relations: PR practice London, Kogan Page Ltd 3<sup>rd</sup> edition, p4 Retrieved From <http://www.cipr.co.uk/books>

- Creswell and Vicki L. Plano Clark's Designing and Conducting Mixed Methods Research
- Creswell J. W. (2014). Research Design: Qualitative, Quantitative & Mixed Approaches, 4<sup>th</sup> ed. India, SAGE Publications Ltd. U SA. P31, Retrieved From <http://www.sagepub.com/creswellrd4e>
- Creswell J. W, (2016).30 Essential skills for the qualitative researcher. SAGE Publications, Inc. Printed in the USA. pp.91, 118, 190-191
- Creswell, J. W.& Creswell, J. D. (2018). Research design: A qualitative, quantitative and mixed method approaches (5th Ed.). Thousand Oaks, CA: SAGE Publications, Inc.
- Corbin, J. & Strauss, A. (2008).Basics of qualitative research: Techniques and procedures for developing grounded theory (3rd ed.). Thousand Oaks, CA: Sage.
- COTÎRLEA Denisa Adriana, (2015). Romania country image vs. country brand: differences and similarities; Romania, Eco-forum [Volume 4, Special Issue 1p168] Retrieved from [Cotirlea.denisa@yahoo.com](mailto:Cotirlea.denisa@yahoo.com)
- Dawson Catherine.(2002). Practical Research Methods: A user-friendly guide to mastering research techniques and projects. How to Books Ltd, 3 Newtec Place, pp.25, 28-32
- Denzin, N. K. (1970).The research act: A theoretical introduction to sociological methods. NewYork: Aldine.
- Deriba Abate (PhD). (2018). *Research Methodology*: Handbook for Research Students and Practitioners. Mega Publishing & Distributing P.L.C, Addis Ababa, Ethiopia.
- Dinnie K. , (2008), Nation Branding Concepts, Issues, Practice: Printed and bound in Great Britain Elsevier Ltd. p13
- Dinnie K. (2016). Nation branding. 2nd ed. London: Routledge.
- Dinnie K. (2003). Place Branding: Overview of an Emerging Literature Temple University Japan  
Retrieved from [dinnie@tuj.ac.jp](mailto:dinnie@tuj.ac.jp), [www.brandhorizons.com](http://www.brandhorizons.com)
- Dominick Joseph R. et al. (2011). Mass media research: an introduction. 9<sup>th</sup> edition, ThomsonWadsworth. USA. pp.14,48,50,57,139,170-171,175-176,187, and 206
- Edmond NG.(2003). PR Theory and Practice compiled and Unpublished.
- Eisner, E.W. (1991).Theenlightenedeye:Qualitativeinquiryandtheenhancementofeducationalpractice. Toronto: Collier Macmillan Canada
- FAPRA. (2006). Communiqué from the 19th All Africa Public Relations Conference held in Johannesburg” Public relations practitioners called on to counter afro-pessimism
- FEDERAL NEGARIT GAZETA Proclamation No.1097(2018).Definition of Powers and Duties of the Executive Organs, The Federal Democratic Republic of Ethiopia.
- Fowler, F. J. (2014).Survey Research Methods. SAGE
- GTP2: The Second Growth Transformation Plan document FDRE
- Harlow, R.F. (1976). ‘Building a Definition of Public Relations.’ Public Relations Review 2(4).

- ICD- Institute for Cultural diplomacy report (2011-04-01.)
- IPRA International Public Relations Association
- Jaffe, E.D. & Nebenzahl, I.D. (2006). National Image & Competitive Advantage. 2nd ed. Copenhagen, Denmark: Business School Press
- Jaffe, E.D. and Nebenzahl, I.D. (2001), National Image & Competitive Advantage: The Theory and Practice of Country-of-Origin Effect, Copenhagen Business School Press
- Jethwaney&Sarkar. (2000). Public Relations Management; Sterling Publishers Private Limited
- JulienCaylaandEric J. Arnould, (2008). A Cultural Approach to Branding in the Global Marketplace: Journal of International Marketing; American Marketing Association Vol.16, No. 4, pp.88–89 Retrieved from [researchportal.bath.ac.uk](http://researchportal.bath.ac.uk)
- Kaneva, N. and Popescu, D., (2011). National identity lite: Nation branding in post-Communist Romania and Bulgaria International Journal of Cultural Studies, 14(2), pp.191-207.
- Kania-Lundholm,M.,(2014). Nation in Market Times: Connecting the National and the Commercial. A Research Overview, Sociology Compass, 8(6), pp. 603-613.
- Kotler Philip, (2000).Custom A Framework for Marketing Management 10<sup>th</sup> Edition. New Jersey. *University of Phoenix* Prentice-Hall, Inc. Printed in the United States of America.
- Kotler P.(2006). Marketing Management, Millennium Edition New Jersey: Prentice-Hall, Inc.
- Kothari, C.R. (2004) Research Methodology: Methods and Techniques. 2nd Edition, New Delhi, NewAge international (P) Ltd 2<sup>nd</sup> edition. P5Retrievedfrom[www.newagepublishers.com](http://www.newagepublishers.com).
- Kumar, R. (1999, 2011). Selecting a Method of Data Collection'. Research Methodology: a step by step guide for beginners, 3<sup>rd</sup> edition. SAGE publications Ltd. PP.13, 79-80, 84, 132,134,138,227
- Lee, K.M. (2009). Nation Branding and Sustainable Competitiveness of Nations, PHD Thesis, University of Twente, the Netherlands
- Mackey S. (2003). Changing vistas in public relations theory: Bond University, PR-ism, vol. 1, no.1, & pp.1-9.
- Miller Katherine. (2012). Organizational Communication: Approaches and Processes, Sixth Ed. USA Wadsworth, Cengage Learning, pp.21-22
- MoCT,(2009). Ministry of Culture and Tourism's Organizational profile booklet
- MoCT.(2016). Cultural Policy, Addis Ababa, Ethiopia.pp18-19
- MoCT.(2018). Vision mission and value.retrieved from <http://www.moct.gov.et>
- Ndunguru, P. C. (2007). Lectures on research methods for social sciences: Research Information and Publications Department. Mzumbe University.
- Patton, M. (1990). Qualitative evaluation and research methods Beverly Hills, CA: Sage.Pp.169-186
- Patrick, B. (2003). Social Research: Theory, Methods and Techniques. London: Sage.

- Pieczka M. (2002). 'Public relations expertise deconstructed'. *Media Culture and Society* 24(3) pp. 321–323
- Phyllis Tharenou et al., (2007) *Management Research Methods*: Cambridge: Cambridge University Press.
- Quesinberry Stokes, A. R. (2009). *Global Public Relation: Spanning Borders, Spanning Culture*. Canada USA: Routledge.
- QuestionPro. (\_\_\_\_\_\_). Quantitative Data: Definitions, types, Analysis and Examples Retrieved from <https://www.questionpro.com/>.
- Ogula P. A. (2005). *Research Methods*. Nairobi catholic university of eastern Africa publications
- O'Leary, Z. (2014). *The essential guide to doing your research project* (2nd Ed.). Thousand Oaks, CA: SAGE Publications, Inc.
- Oliver, S. M. (2004). *Handbook of Corporate Communication and Public Relations Pure and Applied*. London and New York: Routledge.
- Ragin, C. (1994) *Constructing Social Research: The Unity and Diversity of Method*. Pine Forge Press, Sage.
- Rapley, T. (2007). *Doing conversation, discourse and document analysis*. London: Sage
- Robert K. Yin. (2011). *Qualitative Research from Start to Finish*, New York: The Guilford Press a Division of Guilford Publications, Inc. 72 Spring Street, Retrieved from <https://www.in.bgu.ac.il>.
- Robert. Yin, (2011). *Qualitative Research from Start to Finish*. New York: The Guilford Press. Pp. 78, 81, 131
- Sevilla, Consuelo G. (2007). *Research Methods*. Rex Printing Company. Quezon City (Solvin's Formula) p. 185
- Siefu Fantahun (1994). In-depth interview content conducted; *Infotainment magazine* (my translation). Pp. 19–25
- Silverman, D. (2000). *Analyzing talk and text*. In N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of qualitative research* (2nd ed.), Thousand Oaks, CA: Sage, 821–834.
- Sisay, Mammo. (2018). *The Practice of Government Public Relations*. Addis Ababa, Ethiopia.
- Skinner, H. (2008). The emergence and development of place marketing's confused identity. *Journal of Marketing Management*, vol. 24(9–10) pp. 915–928
- Sieber, J. E. (1992). *Applied social research methods series, Vol. 31. Planning Ethically Responsible Research: A guide for students and internal review boards*. Sage Publications, Inc.
- Selltiz Claire, 1992. *Research Methods in Social Sciences*. New York: Random House Printers. Pp. 36. Columbus,
- Solomon Ali. (2000). *Public Relations in Ethiopia: Problems and Tendencies*. pp. 21, 23
- Stone et al. (1999). *Research output: construction to Journal, Article peer-review*
- Strauss, A. & Corbin, J. (1998). *Basics of qualitative research: Techniques and procedures for developing grounded theory* (2nd Ed.). London: Sage.
- Tadele T. (2017). *The Analysis of Policy Dynamism in Ethiopia since 1991 to Date*. Ethiopian Civil Service University

Team, U. P. M. W. (2016). Our Archives. Retrieved from <https://uniprojectmaterials.com/view-blog/how-to-calculate-a-reliable-sample-size-using-taro-yamane-method>

TED Talk (2010). Qualitative research methods Retrieved from [www.thesociologicalcinema.com](http://www.thesociologicalcinema.com)

Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research.

Tench Ralph, (2009) Exploring Public Relations: second edition, Pearson Education Limited. Pp.4-7,274, Retrieved from <https://www.pearsoned.co.uk>

Tesfaye Bezabih Gezihagne (2018). "The Practice and Challenges of Public Relations in Ethiopia: The Case of Government Universities". Journal of Advertising and Public Relations, 1(2), pp30-31

Turner, B.A.(1983). The use of grounded theory for the qualitative analysis of organizational behaviour. Journal of Management Studies, 20(3), 333–348. [Cross Ref]

UNECA,(2015). FDRE Sustainable Tourism Master Plan document: the Eastern Africa Sub-Region Office (SRO-EA). Published by UNECA, PP 12, 29, 32, 48-49, 52-53, 57-58, 68, 70 Retrieved from <https://www.uneca.org>

Uwe Flick, 2006. An Introduction to Qualitative Research. 3<sup>rd</sup> edition. London: Sage Publishing Ltd.

Uwe Flick, (2007). Designing Qualitative Research, India. New Delhi, SAGE Publications.

Varga, S. (2013). The politics of Nation Branding, Philosophy & Social Criticism, 39(8), pp.825-845.

Viktorin et al.(\_\_\_\_). Beyond Marketing and Diplomacy Exploring the Historical Origins of Nation Branding, "Notes page 21/1-21. Retrieved from <https://www.berghahnbooks.com>

Wanjiru, E. 2006. "Branding African Countries: A prospect for the future", Place Branding.

Xiufang Li (Leah) & Naren Chitty. (2009). Reframing National image; a methodological Framework. Conflict & communication online, Vol. 8, No. 2, . Retrieved from [www.cco.regener-online.de](http://www.cco.regener-online.de)

Yin, R. K.(2009). Case study research: Design and methods (4th Ed.). Thousand Oaks, CA: Sage. Trudie Aberdeen University of Alberta.

ZalaVolcic and Mark Andrejevic(2011), Nation Branding in the Era of Commercial Nationalism: International Journal of Communication 5 (2011), 598–618. Retrieved from <https://ijoc.org/index>.

Zorn, Ted. 2010. *Designing and Conducting Semi Structured Interviews for Research*. New Delhi: New Age International Publishers.

<http://www.moct.gov.et>

<https://en.wikipedia.org>. Encyclopedia

[https:// www.culturaldiplomacy.org /info@culturaldiplomacy.org](https://www.culturaldiplomacy.org/info@culturaldiplomacy.org)

# Appendixes

## Appendix 1: English version

**ADDIS ABABA UNIVERSITY SCHOOL OF JOURNALISM & COMMUNICATION**  
**DEPARTMENT OF PUBLIC RELATIONS & STRATEGIC COMMUNICATION**  
**[PRSC]**

### Questionnaire

**Dear respondents,**

I, Tadele Jemal, am **MA** graduate student in the school of Public Relations and Strategic Communication [PRSC] at Addis Ababa University. Currently, I am planning to conduct a post graduate thesis entitled **“Practices of Public Relations towards Nation Branding: The case of Ministry of Culture and Tourism of FDRE.** The purpose of this questionnaire is to gathering information about public relations practices towards nation branding. The research output is to fulfill the partial requirement for MA in [PRSC]. The information all you provide has a great importance, confidential, and will be used for academic purpose only. The researcher therefore would like to assure you that the data collected will not be misused in any way. It will be summarized and reported in aggregate way. In the study, your real and genuine response to each item does have an essential value to its accuracy and reliability. Hence, the researcher humbly requests you to go through all questions and respond carefully, for each item considering the imperative importance of the study.

*In advance, I would like to express my deep gratitude to you for your genuine answers, kind cooperation, taking your precious time to fill the questionnaire!*

### **Part I: Background information of the respondent:-**

#### **A. Please write, tick ( √ ) in the box of the following questions**

1. Sex    A. Male ☐    B. Female ☐
2. Age    A/. 20-30 ☐    B.31-40 ☐    C. 41-50 ☐    D. 51 and above ☐

#### **3. level of Education: -**

- A. grade 12 complete in.....
- B. Diploma in.....
- C.BA/BSc in.....
- D. MA/MSc in.....
- E. Doctorate (PhD) Degree and above in.....

**B. Please write your answers for the following personal information**

4. Your current Profession.....
5. Job experience .....

**Part II: -Questions Related to Nation Branding:**

**[Please make a circle the letter or write in the space for your choice provided below]**

1. In your observation, does the Ministry/Organization have successfully introduced the nations, nationalities and people's unique and wonderful cultural and natural attractions to domestic community?  
A. Yes            B. No            C. Not sure
2. In your observation, do the ministry/organization effectively promote the wonderful cultural and natural attractions of nations, nationalities and peoples to the international community in order to increase the flow of tourists?  
A. Yes            B. No            C. Not sure
3. In your observation, does the organization have planned to develop a new brand perspective of nations, nationalities and peoples unique and wonderful cultural and natural attractions?  
A. Yes            B. No            C. Not sure
4. In your observation, does the organization have plans to participate at every international tourism trade fairs to promote tourism attractions of the country?  
A. Yes            B. No            C. Not sure
5. In your view, does the organization actively participate in every international Olympic Games and championships to promote the country's wonderful landscapes for running sports and adventure tourism?  
A. Yes            B. No            C. Not sure
6. Does the PR directorate successfully promote the new brand name of the country "**Ethiopia Land of origins**" to local community?  
A. Very high            B. high            C. Medium            D. Low            E. Very low
7. Does the PR directorate successfully promote the new brand name of the country's "**Ethiopia Land of origins**" to international community?  
A. Yes            B. No            C. Not sure
8. Do you think the Ministry/Organization has successfully introduced the nations, nationalities and people's unique wonderful cultural and natural attractions to increase domestic tourism?  
A. Yes            B. No            C. Not sure

9. How do you evaluate the Ministry's/Organization's promotional activities to create jobs and income for citizens in the sports, culture, and tourism and hospitality industries?
- A. Very high                      B. High                      C. Medium                      D. Low                      E. Very low
10. How do you rate the quality of promotional items (Such as posters, photographs, monthly or annual newspapers, magazines, brochures, folders, media kits, video films, CD-ROMs, websites, portals, etc.) produced and disseminated to its internal and external users by PR Directorate?
- A. Very high                      B. High                      C. Medium                      D. Poor                      E. Very poor
11. In your opinion the ministry's/organization's efforts to promote the nations, nationalities and peoples rich, authentic cultural values, history, natural attractions and elite sports persons is -----.
- A. Very high                      B. High                      C. Medium                      D. Poor                      E. Very poor
12. In your view, the Public Relations Directorate's efforts to change and dispel misconceptions about Ethiopia, especially the ability to promote the country's brand name and reputation by using international media channels to enhance awareness of citizens of the world about Ethiopia to build a positive image of Ethiopia is -----?
- A. Very high                      B. High                      C. Medium                      D. Poor                      E. Very poor
13. Do you think had Ethiopia has benefited from the cultural and tourism industries for the past ten years?
- A. Yes                      B. No                      C. Not sure

Why is it so? Explain in briefly .....

.....

From your point of view, the permanent visual artifacts nearby your organization or in the city of Addis Ababa (like national brand, logo, flag, national anthem, museum, galleries, and customary foods, heroism statues, monuments, posters) reflect the unique features of Ethiopia's nations, nationalities and peoples?

A. Yes                      B. No                      C. May be difficult to say

Why is it so? Explain in briefly .....

.....

### **Part III: - Questions related to PR communication tools in promoting national good image branding:**

1. How do you measure the frequency of communication tools be used in your organization for national image branding promotion? [Please indicate in the following 5-point Likert's scale method in front of each item provided in the following table]

Note: - 1= Usually                      2= Always                      3= Sometimes                      4= Rarely                      5= Never

| Ser.<br>no. | Type of Communication tools | Type of channel used                  | Frequency |   |   |   |   |
|-------------|-----------------------------|---------------------------------------|-----------|---|---|---|---|
|             |                             |                                       | 1         | 2 | 3 | 4 | 5 |
| A           | Electronic media            | TV                                    |           |   |   |   |   |
|             |                             | Radio                                 |           |   |   |   |   |
|             |                             | Plasma TV, UT's Signage               |           |   |   |   |   |
| B           | Print media                 | Newspaper,                            |           |   |   |   |   |
|             |                             | Magazine,                             |           |   |   |   |   |
|             |                             | Newsletter,                           |           |   |   |   |   |
|             |                             | News release,                         |           |   |   |   |   |
|             |                             | Brand logo                            |           |   |   |   |   |
|             |                             | Posters,                              |           |   |   |   |   |
|             |                             | Banners/Rollups                       |           |   |   |   |   |
|             |                             | Media kits,                           |           |   |   |   |   |
|             |                             | Photographs,                          |           |   |   |   |   |
|             |                             | Brochure,                             |           |   |   |   |   |
|             |                             | Flyers                                |           |   |   |   |   |
|             |                             | CD- Brochure,                         |           |   |   |   |   |
| C           | Social Media                | Internet                              |           |   |   |   |   |
|             |                             | Web page,                             |           |   |   |   |   |
|             |                             | Portals,                              |           |   |   |   |   |
|             |                             | Face book,                            |           |   |   |   |   |
|             |                             | YouTube,                              |           |   |   |   |   |
|             |                             | Twitter,                              |           |   |   |   |   |
|             |                             | LinkedIn,                             |           |   |   |   |   |
|             |                             | Instagram,                            |           |   |   |   |   |
|             |                             | Telegram                              |           |   |   |   |   |
| D           | Media Contents              | Advertising spots                     |           |   |   |   |   |
|             |                             | Media stories/video films             |           |   |   |   |   |
|             |                             | Music shows/event                     |           |   |   |   |   |
|             |                             | Drama/Stage plays                     |           |   |   |   |   |
| E           | Interpersonal Communication | Text message/ telephone communication |           |   |   |   |   |
|             |                             | Talk-show                             |           |   |   |   |   |
|             |                             | Familiarization trip                  |           |   |   |   |   |
|             |                             | Road-shows                            |           |   |   |   |   |
| F           | Public form of meeting      | Media Conference                      |           |   |   |   |   |
|             |                             | Public lecture                        |           |   |   |   |   |

|  |  |                         |  |  |  |  |  |
|--|--|-------------------------|--|--|--|--|--|
|  |  | Zoom Webinar discussion |  |  |  |  |  |
|  |  | Video conference        |  |  |  |  |  |

## 2. For what purposes the above mentioned communication tools are used?

**2.1 TV and Radio:-** A/ for continuous promotion programs of Cultural values and tourism attractions  
B/ Live stream transmission for organizational events C/for introduction of goals D/ to address messages E/ All of the above

**2.2 Print media:-** A/ for Education B/ for awareness Creation C/ for entertainment D/ All

**2.3 Social media:-** A/for posting news B/ to introduce attractions C/ Easy access to audience/viewer opinion D/All of the above

**2.4 Media contents:-** A/for entertainment B/ for advertisement C/for education D/ All of the above

**2.5 Interpersonal communication:-** A/for exchange information, feelings, and opinions through verbal and non-verbal messages B/ for Face-to- face communication C/ for better relationship D/ to improve mutual trust E/ All of the above

**2.6 Public form of meeting:-** A/to increase awareness for mutual interest B/for inspiration to have a common purpose C/to provide information for a common voice D/to disseminate detailed information E/ All of the above

## Part IV: - Challenges that are affecting PR activities in nation branding.

**3.** What are the major Challenges to carry out nation image branding operations for PR practitioners in the Ministry/ Organization// Institutions?

|                                                                       | Yes, I agree tick (√)    | other factor (√)         |
|-----------------------------------------------------------------------|--------------------------|--------------------------|
| A. Insufficient budget .....                                          | <input type="checkbox"/> | <input type="checkbox"/> |
| B. Increasing cost of production for promotional items.....           | <input type="checkbox"/> | <input type="checkbox"/> |
| C. Increasing cost of broadcast media promotions .....                | <input type="checkbox"/> | <input type="checkbox"/> |
| D. Absence of PR strategy .....                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| E. Absence of PR guiding manual.....                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| F. Absence of PR professionals.....                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| G. Lack of skill among PR practitioners .....                         | <input type="checkbox"/> | <input type="checkbox"/> |
| H. Lack of adequate office.....                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| I. Lack of adequate audiovisual equipment.....                        | <input type="checkbox"/> | <input type="checkbox"/> |
| J. Knocking down of PR Directorate from Core to support process ..... | <input type="checkbox"/> | <input type="checkbox"/> |

By [JEG] system

(Put them down in order to its seriousness of the problem from above list)

- 1) Most common problems, \_\_\_\_\_
- 2) In least common problems \_\_\_\_\_

**Part V: - Questions related to the employees' views/Attitudes on the significance of internal and external communications;**

**4. How do the Ministry's employees view the significance of internal and external communications?**

[Please make tick (√) mark on your choice in front of each question of 5- point likert's scale method provided in the following table]

**Note: - 1= Strongly Agree 2= Agree 3= Neutral 4= Disagree 5= Strongly Disagree**

| ser. no   | significance of internal and external communications                                                                                                                                    | 1 | 2 | 3 | 4 | 5 |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>I.</b> | <b>Internal Communication</b>                                                                                                                                                           |   |   |   |   |   |
| 1         | Internal communication helped to provide accurate and up-to-date information to the institution's community                                                                             |   |   |   |   |   |
| 2         | Internal communication has created a system for sharing / providing balanced information to the institution's community                                                                 |   |   |   |   |   |
| 3         | Internal communication helps provide information on future plans and development policy changes for all employees in your ministry / institution                                        |   |   |   |   |   |
| 4         | There has practices of sharing up-to-date information to employees in the Ministry/Organization                                                                                         |   |   |   |   |   |
| 5         | Strengthening internal communications has enabled employees in the ministry / organization to have a good relationship with each other                                                  |   |   |   |   |   |
| 6         | Internal communications allows employees to have up-to-date information on general organizational messages within the ministry /organization                                            |   |   |   |   |   |
| 7         | Having an internal communication has helped the management to have a good relationship with the employees                                                                               |   |   |   |   |   |
| 8         | The availability of internal vertical communication system in the ministry/ organization helped to build a good work culture for both employees and management bodies at various levels |   |   |   |   |   |
| 9         | The availability of internal top-down communication system in the ministry/ organization helped to build a good work culture for both employees and management bodies at various levels |   |   |   |   |   |
| 10        | The availability of internal upward communication system in the ministry/ organization helped to build a good work culture for both employees and                                       |   |   |   |   |   |

|            |                                                                                                                                                                                           |  |  |  |  |  |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
|            | management bodies at various levels                                                                                                                                                       |  |  |  |  |  |
| 11         | Internal communication has often led to a good work ethic through diagonal communication in your ministry, with staff and management at various levels.                                   |  |  |  |  |  |
| 12         | The availability of internal horizontal communication system in the ministry/ organization helped to build a good work culture for both employees and management bodies at various levels |  |  |  |  |  |
| 13         | internal communication channel Provides feedback on posted news by the ministry / organization                                                                                            |  |  |  |  |  |
| 14         | internal communication channels Provides feedback on issued newsletters by the ministry / organization                                                                                    |  |  |  |  |  |
| 15         | internal communication channels Provides feedback on issued media stories/briefings by the ministry / organization                                                                        |  |  |  |  |  |
| 16         | internal communication channels Provides feedback on issued press releases by the ministry /organization                                                                                  |  |  |  |  |  |
| 17         | There will be held discussions and debates on each message released/posted by the Ministry/organization                                                                                   |  |  |  |  |  |
| 18         | Internal communications have created employees to have a good interpersonal relationship in the Ministry/ the organization.                                                               |  |  |  |  |  |
| 19         | Helps the public relations practitioners have a good working relationship with employees in the Ministry/organization.                                                                    |  |  |  |  |  |
| 20         | Helps management has helped to have a good relationship with employees                                                                                                                    |  |  |  |  |  |
| 21         | Internal communication is always done to motivate the community around the plan to achieve institutional/organizational goals.                                                            |  |  |  |  |  |
| 22         | Internal communication is always done to find a way to improve the services provided by the ministry / organization/institution.                                                          |  |  |  |  |  |
| 23         | Internal communication creates positive organizational culturein the Ministry / Organization                                                                                              |  |  |  |  |  |
| 24         | Internal communication is helping employees to become brand ambassadors in the Ministry/ Organization                                                                                     |  |  |  |  |  |
| <b>II.</b> | <b>External Communications</b>                                                                                                                                                            |  |  |  |  |  |
| 25         | External communication helped sharing/giving accurate information to external environment in the Ministry/Organization                                                                    |  |  |  |  |  |

|    |                                                                                                                                                                                                           |  |  |  |  |  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 26 | External communication has created a system for sharing/giving of balanced information to stakeholders in the Ministry/Organization                                                                       |  |  |  |  |  |
| 27 | External communication has made the public aware of better cooperation and coordination on development policies and strategies.                                                                           |  |  |  |  |  |
| 28 | External relations provide public relations professionals with an opportunity to strengthen public support in their efforts to promote the country's reputation.                                          |  |  |  |  |  |
| 29 | External relations give public relations professionals a chance to strengthen public support in their efforts to promote institutional and national prestige.                                             |  |  |  |  |  |
| 30 | External Relations gives public relations professionals the opportunity to strengthen community support in their efforts to promote new institutional, product/service and national branding.             |  |  |  |  |  |
| 31 | External Communications will help the ministry / organization to inform the general public with up-to-date information on any activities related to the national image and reputation branding promotion. |  |  |  |  |  |
| 32 | External communications helps to promote bilateral relations.                                                                                                                                             |  |  |  |  |  |
| 33 | External communications builds mutual trust.                                                                                                                                                              |  |  |  |  |  |
| 34 | External communications have created a positive institutional cooperation working culture.                                                                                                                |  |  |  |  |  |
| 35 | It helps the ministry's/organization's Public Relations Directorate to assist external event creation campaigns and other efforts.                                                                        |  |  |  |  |  |
| 36 | It helps the ministry/organization to introduce new product brand name details to customers.                                                                                                              |  |  |  |  |  |
| 37 | It helps the organization/ministry to introduce new logo details to customers.                                                                                                                            |  |  |  |  |  |
| 38 | It helps the organization/ministry to introduce new emblem details to customers.                                                                                                                          |  |  |  |  |  |
| 39 | It helps maintain relationships and strengthen friendships by providing and introducing new details and about the ministry / organization to customers.                                                   |  |  |  |  |  |
| 40 | It has created a strong relationships foundation in between employees, organizations and stakeholders.                                                                                                    |  |  |  |  |  |
| 41 | External communications have played an important role in establishing long-term relationships with staff and stakeholders.                                                                                |  |  |  |  |  |
| 42 | External communications helps to promote bilateral relations.                                                                                                                                             |  |  |  |  |  |

**Part VI. Questions related to general opinion**

1. What are the ministry /organization doing to build a positive image of the country?

Please write in briefly? \_\_\_\_\_

\_\_\_\_\_

What has the ministry /organization done so far? \_\_\_\_\_

\_\_\_\_\_

What do you think what should be done to improve the ministry's / organization's efforts for nation image branding?\_\_\_\_\_

2. What should be done for improving for internal and external communications?

A/ for internal communications \_\_\_\_\_

\_\_\_\_\_

B/ external communications \_\_\_\_\_

3. If there is any other comment\_\_\_\_\_

\_\_\_\_\_

**Thank you for allowing your Precious time to fillout the questionnaire**

## Appendix 2: የአማርኛ ቅጽ መጠይቅ



### በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነት እና የስነ ተግባራት ትምህርት ቤት የህዝብ ግንኙነቶች እና የስነተግባራት ትምህርት ክፍል መጠይቅ

ውድ መላሾዎች መመሪያ፡

እኔ ስሜ ታደለ ጀማል ይባላል፡፡ በአዲስ አበባ ዩኒቨርሲቲ በህዝብ ግንኙነት እና የስነተግባራት ትምህርት ክፍል[PRSC] የድጎረ ምረቃ /MA/ መርሐግብር ተማሪ ነኝ፡፡ በአሁኑ ጊዜ “በሀገር መልካም ገፅታ ግንባታ ዙሪያ የባህልና ቱሪዝም ሚኒስቴር የህዝብ ግንኙነትና ኮሚዩኒኬሽን ስራ ሂደት እያከናወናቸው ያሉ ተግባራትና ልምዶች ” በሚል ርዕስ ለድህረ ምረቃ የመመረቂያ ጽሑፌን ለማናቀቅ ጥናት እያካሄድሁ እገኛለሁ፡፡ የዚህ መጠይቅ ዓላማ “የሀገር መልካም ገፅታ ግንባታ” የህዝብ ግንኙነትና ኮሚዩኒኬሽን ጉዳዮች ስራ ሂደት ሚናና ልምዶችላይመረጃ መሰብሰብ ነው፡፡ የጥናቱ ውጤቱ በህዝብ ግንኙነትና ኮሚዩኒኬሽን ትምህርት ክፍል [PRSC] ለድጎረ ምረቃ የሚያስፈልገውን የመመረቂያ ክፍል መስፈርት ለማሟላት ነው፡፡ ስለሆነም እርስዎ የሚሰጡት መረጃ ትልቅ ጠቀሜታ ያለውና፣ ሚስጥራዊነቱ ተጠብቆ እና ለጥናቱ ዓላማ ብቻ የሚውል መሆኑን ላረጋግጥ እወዳለሁ፡፡

የተሰበሰበው መረጃ በምንም መንገድ ለሌላ ጥቅም እንደማይውል ላረጋግጥልዎት እፈልጋለሁ፡፡ ጠቅለል ባለመልኩ ለጥናቱ ዓላማ ብቻ ተጠቃሎ ሪፖርት ይደረጋል፡፡ በጥናቱ ውስጥ ለእያንዳንዱ ሀሳብ የሚሰጡት ምላሽዎት፣ ትክክለኝነት እና አስተማማኝነት ጠቃሚ ዋጋ አለው፡፡ የጥናቱን አስፈላጊነት ከግምት ውስጥ በማስገባት ተመራማሪው ሁሉንም ጥያቄዎች በጥንቃቄ እንዲመልሱ በትህትና ይጠይቃል፡፡

በቅድሚያ፣ መጠይቁን ለመሙላት ውድ ጊዜዎን በመውሰድ ለእውነተኛ መልስዎ፣ ለሚያደርጉልኝ ቀና ትብብርዎ ጥልቅ አድናቆቴን አስቀድሜ መግለጽ እፈልጋለሁ!

**ክፍል ፩:- ስለመላሾች ጠቅላላ መረጃ:-**

ሀ. ለጥያቄዎቹ መልስየትክ ምልክት ( ✓ ) በሳጥኑ ውስጥ ያድርጉ ወይም ያክብቡ፡

1. ያታ ሀ. ወንድ ☐ ለ. ሴት ☐

2. ዕድሜህ. 20-30 ☐ ለ. 31-40 ☐ ሐ. 41-50 ☐ መ.51 እና ከዚያ በላይ ☐

3. የትምህርት ደረጃ:-

ሀ. 12ኛ ክፍል ያጠናቀቁበት ትምህርት ዘርፍ .....

ለ. ዲፕሎማ ያጠናቀቁበት ትምህርት ዘርፍ .....

ሐ. ዲግሪ ያጠናቀቁበት ትምህርት ዘርፍ .....

መ. ማስተርስ ያጠናቀቁበት የትምህርት ዘርፍ .....

ሠ. ዶክተሬትና ከዚያ በላይ ያጠናቀቁ ትምህርት ዘርፍ .....

ለ. ለሚከተሉት የግል መረጃዎች እባክዎን በተሰጠው ቦታ መልስዎን ይጻፉ?

4. አሁን ያሉበት ኃላፊነት .....

5. የሥራ ልምድ .....

ክፍል ፪: - ከሀገራዊ መልካም ገጽታ ግንባታ ጋር ተዛማጅ የሆኑ ጥያቄዎች፤ [እባክዎን ከዚህበታች ከተቀመጡት አማራጮች የመልስዎን ፊደል በማክበብ ወይም በተተው ክፍት ቦታ ላይ ይጻፉ]

1. እንደ እርስዎ ግንዛቤ ሚኒስቴሩ/ ተቋሙ የሀገሪቱን ህዝቦች አስደናቂ ባህላዊና ተፈጥሮሯዊ መስህብ ሀብቶችን ለሀገር ውስጥ ማህበረሰብ በብቃት አስተዋውቋልን?

ሀ. አዎን                      ለ. የለም                      ሐ. እርግጠኛ አይደለሁም

2. በእርስዎ ግንዛቤ ሚኒስቴሩ/ተቋምዎ የቱሪስት ፍሰትን ለማሳደግ የሀገሪቱ ሕዝቦች ድንቅ ባህላዊና ተፈጥሮሯዊ መስህቦችን ለዓለም አቀፍ ማህበረሰብ በብቃት ያስተዋውቃልን?

ሀ. አዎን                      ለ. የለም                      ሐ. እርግጠኛ አይደለሁም

3. እንደ እርስዎ ምልከታ ሚኒስቴሩ /ተቋምዎ የብሔሮች፣ ብሔረሰቦችና ሕዝቦች ልዩ መገለጫ የሆኑ ባህላዊና ተፈጥሮሯዊ መስህቦች የሚያስተዋውቅበት አዳዲስ መለያ/ብራንድ የማዘጋጀት ልምዶች አሉት?

ሀ. አዎን                      ለ. የለም                      ሐ. እርግጠኛ አይደለሁም

4. እንደ እርስዎ ምልከታ ሚኒስቴሩ/ተቋምዎ የአገሪቱን ቱሪዝም መስህቦች ለማስተዋወቅ በእያንዳንዱ ዓለም አቀፍ የቱሪዝም ንግድ ትርፌቶች ላይ በንቃት የመሳተፍ ዕድል አሉት?

ሀ. አዎን                      ለ. የለም                      ሐ. እርግጠኛ አይደለሁም

5. በእርስዎ ምልከታ ሚኒስቴሩ/ተቋምዎ በሀገሪቱ አስደናቂ የሆኑ የመሬት ገጽታዎችን ለሩጫ ስፖርትና ለጀብድ ቱሪዝም ምቹ መሆኑን ለማስተዋወቅ በእያንዳንዱ ዓለምአቀፍ የኦሎምፒክ ጫዋታዎች እና ሻምፒዮናዎች ላይ በንቃት ይሳተፋል?

ሀ. አዎን                      ለ. የለም                      ሐ. እርግጠኛ አይደለሁም

6. እንደ እርስዎ ምልከታ ሚኒስቴሩ /ተቋምዎ የሕዝብ ግንኙነት ዳይሬክቶሬት አዲሱን የአገሪቱን መለያ/ብራንድ "ኢትዮጵያ ምድረ ቀደምት" ለሀገር ውስጥ ማህበረሰብ በብቃት ያስተዋውቃል? እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ                      ለ. ከፍተኛ                      ሐ. መካከለኛ                      መ. ዝቅተኛ                      ሠ. በጣም ዝቅተኛ

7. በእርስዎ ግንዛቤ የሕዝብ ግንኙነት ዳይሬክቶሬት አዲሱን የሀገሪቱን መለያ/ብራንድ "ኢትዮጵያ ምድረ-ቀደምት" ለዓለምአቀፍ ማህበረሰብ በብቃት ያስተዋውቃል? እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ    ለ.ከፍተኛ    ሐ.መካከለኛ    መ. ዝቅተኛ    ሠ. በጣም ዝቅተኛ

8. ሚኒስቴሩ/ተቋም የሀገር ውስጥ ቱሪዝምን ለማሳደግ የአገሪቱን ባህላዊ፣ ታሪካዊና ተፈጥሮአዊ መስህቦችን ለሀገር ውስጥ ማህበረሰብ በተሳካ ሁኔታ አስተዋውቋል ብለው ያስባሉ?

ሀ. አዎን                      ለ. የለም                      ሐ. እርግጠኛ አይደለሁም

9. በስፖርት፣ በባህል፣ በቱሪዝም እና በመስተንግዶ ዘርፎች ለዜጎች የሥራ ዕድል እና የገቢ ምንጭ ለመፍጠር ሚኒስቴሩ/ተቋም እየተገበረ ያለው የማስተዋወቂያ ስልቶች እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ    ለ.ከፍተኛ    ሐ.መካከለኛ    መ. ዝቅተኛ    ሠ. በጣም ዝቅተኛ

10. በእርስዎ ግንዛቤ በህዝብ ግንኙነት ዳይሬክቶሬት ተዘጋጅተው የሚሰራጩትን የማስተዋወቂያ የህትመት ውጤቶች (እንደ ፖስተሮች፣ ፎቶግራፎች፣ ወርሃዊና ዓመታዊ መጽሔቶች፣ ጋዜጣዎች፣ ብሮሹሮች፣ አቃፊዎች፣ የሚዲያ ኪቶች፣ የቪዲዮ ፊልሞች፣ ሲዲ-ብሮሹሮች፣ ዌብ ሳይት፣ ፖርታሎች እና ሌሎች መግለጫዎች ወዘተ) ጥራት እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ    ለ.ከፍተኛ    ሐ.መካከለኛ    መ. ዝቅተኛ    ሠ. በጣም ዝቅተኛ

11. በእርስዎ ግንዛቤ ሚኒስቴሩ /ተቋም የኢትዮጵያን ህዝቦች መግለጫ የሆኑ ትክክለኛ ባህላዊ እሴቶች፣ ታሪኮች፣ የተፈጥሮ መስህቦች እና በዓለም አቀፍ ደረጃ ታዋቂ ቁንጮ የሆኑ ስፖርተኞችን/elite sport persons/ ለዓለም ሕዝቦች ለማስተዋወቅ ያደረገው ጥረት-?

ሀ. በጣም ከፍተኛ    ለ.ከፍተኛ    ሐ.መካከለኛ    መ. ዝቅተኛ    ሠ. በጣም ዝቅተኛ

12. በእርስዎ ግንዛቤ የኢትዮጵያን መልካም ገጽታ ለመገንባት ዓለም አቀፍ የሚዲያ ቻናሎችን በመጠቀም፣ የሀገሪቱን መለያ/ብራንድ የማስተዋወቅ ልምዱ፣ በተለይም በዓለም ዙሪያ ያሉ ዜጎችን ስለኢትዮጵያ ከድርቅና ረሃብ ጋር በማያያዝ ያላቸውን የተሳሳተ አመለካከትን ለመለወጥ እና ለመቀልበስ የሚኒስቴሩ/ተቋም የህዝብ ግንኙነት ዳይሬክቶሬት ጥረት-----?

ሀ. በጣም ከፍተኛ    ለ.ከፍተኛ    ሐ.መካከለኛ    መ. ዝቅተኛ    ሠ. በጣም ዝቅተኛ

13. ላለፉት አስር ዓመታት ውስጥ ኢትዮጵያ ከባህል፣ ቱሪዝም፣ ስፖርትና በመዝናኛ ኢንዱስትሪዎች ተጠቃሚ ሆናለች ብለው ያስባሉ?

ሀ. አዎን                      ለ. አይደለም                      ሐ. እርግጠኛ አይደለሁም

ስለምርጫዎ ባጭሩ ይግለጹ\_\_\_\_\_

14. በእርስዎ እይታ በአካባቢዎ/በአቅራቢያዎ ያሉ ቋሚ ምስላዊ ማሳያዎች (እንደሙዚየም፣ ጋለሪዎች፣ ሀገር ብሔራዊ ዓርማ/መለያ/ብራንድ፣ ባንዲራ፣ ብሔራዊ መዝሙር፣ እና አልባሳት፣ ባህላዊ ምግቦች፣ ቴአትርና ፊልም አዳራሾች፣ ጀግንነት ሐውልቶች፣ መታሰቢያ ሐውልቶች /ቅርሶች) የመሳሰሉት የኢትዮጵያን ብሔሮች፣ ብሔረሰቦችና ሕዝቦች ስም፣ ዝናና ክብር እና ማንነትን ያንፀባርቃሉ ብለው ያምናሉ?

ሀ. አዎን                      ለ. አይደለም                      ሐ. እርግጠኛ አይደለሁም

ለመረጡት ሀሳብ በአጭሩ ቢያብራሩ\_\_\_\_\_

**ክፍል ፫:-** ሀገራዊ የመልካም ስምና ዝና መለያ/ብራንድ ማስተዋወቅ ጋር በተያያዘ ጥቅም ላይ የዋሉ የተግባቦት/ግንኙነት መሣሪያዎች/ሚዲያዎች አጠቃቀምን የተመለከቱ ጥያቄዎች፡

1. በእርስዎ እይታ በሚኒስቴሩ /ተቋም ውስጥ በሀገራዊ መልካም ስም መለያ/ብራንዲንግ/ ለማስተዋወቂያ ጥቅም ላይ የዋሉ የብዙሃን መገናኛ መሣሪያዎች ድግግሞሽ እንዴት ይለካሉ? [እባክዎን በሚከተለው ሠንጠረዥ ውስጥ በእያንዳንዱ ጥያቄ ፊት ለፊት በተጠቀሰው ቦታ ላይ በትክ ( ✓ ) ምልክት ያመልክቱ]

ማስታወሻ:- 1= ብዙውን ጊዜ 2 = ሁልጊዜ 3= አንዳንድ ጊዜ 4= አልፎ አልፎ 5= በጭራሽ

| ተ. ቁ. | የተግባቦት መሣሪያ ዓይነት | ሚኒስቴሩ/ተቋም የሚጠቀምበት ሚዲያ ቻናል ዓይነት | ድግግሞሽ |   |   |   |   |
|-------|------------------|--------------------------------|-------|---|---|---|---|
|       |                  |                                | 1     | 2 | 3 | 4 | 5 |
| ሀ     | ኤሌክትሮኒክ ሚዲያ      | ቲቪ                             |       |   |   |   |   |
|       |                  | ራዲዮ                            |       |   |   |   |   |
|       |                  | ፕላዝማ ቲቪ/signage show/UT'S      |       |   |   |   |   |
| ለ     | የጽሑፍ ሚዲያ         | ጋዜጣ                            |       |   |   |   |   |
|       |                  | መጽሔት                           |       |   |   |   |   |
|       |                  | የውስጥ ዜና                        |       |   |   |   |   |
|       |                  | ዜና መጽሔት,                       |       |   |   |   |   |
|       |                  | የምርት መለያ ምልክት                  |       |   |   |   |   |
|       |                  | ፖስተሮች                          |       |   |   |   |   |
|       |                  | ተጠቅላይ ባኔሮች/ሮል አፕ/              |       |   |   |   |   |
|       |                  | የሚዲያ ጥቅል ማስተዋወቂያዎች             |       |   |   |   |   |
|       |                  | ፎቶ ግራፍ                         |       |   |   |   |   |

|   |                      |                                                         |  |  |  |  |  |
|---|----------------------|---------------------------------------------------------|--|--|--|--|--|
|   |                      | ብሮሽር                                                    |  |  |  |  |  |
|   |                      | በራሪ ወረቀቶች                                               |  |  |  |  |  |
|   |                      | ሲዲ- ብሮሽር                                                |  |  |  |  |  |
| ሐ | የማህበራዊ ትስስር ሚዲያ      | በይነመረብ/Internet/                                        |  |  |  |  |  |
|   |                      | ዌብ ድረገጽ                                                 |  |  |  |  |  |
|   |                      | የበይነመረብ መግቢያዎች/portals                                  |  |  |  |  |  |
|   |                      | ፌስቡክ                                                    |  |  |  |  |  |
|   |                      | ዩቲዩብ                                                    |  |  |  |  |  |
|   |                      | ትዊተር                                                    |  |  |  |  |  |
|   |                      | ሊንክድኢን                                                  |  |  |  |  |  |
|   |                      | ኢንስታግራም                                                 |  |  |  |  |  |
|   |                      | ቴሌግራም                                                   |  |  |  |  |  |
|   |                      |                                                         |  |  |  |  |  |
| መ | የሚዲያ ይዘቶች            | አጫጭር የጽሑፍ መልዕክት ማስታወቂያ ቦታዎች /Short message notic Places |  |  |  |  |  |
|   |                      | የአጫጭር ታሪኮች /ቪዲዮ ፊልሞች                                    |  |  |  |  |  |
|   |                      | የመዘቃ ትርጓሜዎች /ሁነቶች                                       |  |  |  |  |  |
|   |                      | ድራማ / የመድረክ ተውኔቶች                                       |  |  |  |  |  |
| ሠ | ግለሰባዊ ግንኙነቶች         | አጭር የጽሑፍ /የስልክ/ መልዕክት                                   |  |  |  |  |  |
|   |                      | ቶክ-ሾው                                                   |  |  |  |  |  |
|   |                      | የመተዋወቂያ ጉዞ መርሐግብሮች                                      |  |  |  |  |  |
|   |                      | የመንገድላይ ትርጓሜዎች                                          |  |  |  |  |  |
| ረ | የመረጃ ማግኛና መስጫ ስብሰባዎች | የሚዲያኮንፈረንስ                                              |  |  |  |  |  |
|   |                      | የህዝብ ውሳኔ ንግግሮች                                          |  |  |  |  |  |
|   |                      | የዘም/ዌቢናር ውይይት                                           |  |  |  |  |  |
|   |                      | የቪዲዮ ኮንፈረንስ                                             |  |  |  |  |  |

## 2. ከላይ የተጠቀሱት ዋና ዋና የተግባቦት መሳሪያዎች ለምን ዓላማዎች መጠቀም ተችሏል?

### 2.1 የኤሌክትሮኒክ ሚዲያ

ሀ/ ለጋራ እሴቶች እና የመስህብ ሀብቶች ማስተዋወቂያ ዘላቂ የአየር ሰዓት ፕሮግራሞች

ለ/ ለአዳዲስ ተቋማዊ ዝግጅቶች/ሁነቶች ቀጥታስርጭት ሽፋን ለማስተላለፍ ሐ/ ለተቋማዊ

ግቦችና ውጤቶች ማስተዋወቂያ ዘላቂ የአየር ሰዓት ፕሮግራሞች መ/ ተቋማዊ መልዕክቶችን ፈጥኖ ለማህበረሰቡ ተደራሽ ለማድረግ ሠ/ሁሉም መልሶች ናቸው፡፡

2.2 የጽሑፍ ሚዲያ ሀ/ ለማስተማሪያ ለ/ ለግንዛቤ መፍጠሪያ ሐ/ ለመዝናኛ መ/ሁሉም መልሶች ናው፡፡

2.3 የማህበራዊ ሚዲያ ሀ/ ዕለታዊ ዜና መለጠፊያ ለ/ መስህቦችን ለማስተዋወቅ ሐ/ የተመልካች /አድማጭ አስተያየት በቀላሉ ለማግኘት መ/ ሁሉም መልሶች ናው፡፡

2.4 የሚዲያ ይዘቶች ሀ/ ለመዝናኛ ለ/ ለማስታወቂያ ዓላማ ሐ/ ለማስተማሪያ መ/ሁሉም መልሶች ናው፡፡

2.5 ግለሰባዊ ግንኙነቶች ሀ/ በቃል እና የቃል ባልሆኑ መልእክቶች መረጃን፣ ስሜቶችን እና አስተያየቶችን ለመለዋወጥ፣ ለ/ፊትለፊት/ገጽለገጽ ለመገናኘት ሐ/ ለተሻለ ግንኙነት መ/ የእርስ በእርስ መተማመንን ለማሻሻል ሠ/ ሁሉም መልሶች ናቸው፡፡

2.6 የመረጃ ማግኛና መስጫ ስብሰባዎች ሀ/ ለጋራ ፍላጎት ግንዛቤን ለመጨመር ለ/ የጋራ ዓላማ እንዲኖረው ለማነሳሳት ሐ/ ለጋራ ድምጽ እድል እንዲኖረው መረጃ ለመስጠት መ/ዝርዝር መረጃን ለማሰራጨት ሠ/ሁሉም መልሶች ናው፡፡

**ክፍል፪: - ከሚኒስቴሩ/ ተቋምዎ የሕዝብ ግንኙነት ባለሙያዎች የዕለት ተዕለት እንቅስቃሴ ውስጥ፤**

**3. ለሀገር መልካም ገጽታ ግንባታ ሥራቸው ላይ ተጽዕኖ የሚያሳድሩ ዋና ዋና ተግዳሮቶች ምንድናቸው?**

**በሳጥኑ (√)ምልክት ያደርጉከዚህ ሌላ ካለ**

|                                                    |                          |                          |
|----------------------------------------------------|--------------------------|--------------------------|
| ሀ. በቂ በጀት ያለመኖር .....                              | <input type="checkbox"/> | <input type="checkbox"/> |
| ለ. የማስተዋወቅ ዕቃዎች የምርት ዋጋ መጨመር.....                  | <input type="checkbox"/> | <input type="checkbox"/> |
| ሐ. የብሮድካስት ሚዲያ ማስተዋወቂያ ዋጋ መጨመር.....                | <input type="checkbox"/> | <input type="checkbox"/> |
| መ. የሕዝብ ግንኙነት ስትራቴጂ አለመኖር .....                    | <input type="checkbox"/> | <input type="checkbox"/> |
| ሠ. ሕዝብ ግንኙነት ክፍለ የሚመራበት መመሪያ አለመኖር                 | <input type="checkbox"/> | <input type="checkbox"/> |
| ረ. የሕዝብ ግንኙነት ባለሙያ አለመኖር                           | <input type="checkbox"/> | <input type="checkbox"/> |
| ሰ. በባለሙያዎች መካከል የዕውቀት ክፍተት መኖር                     | <input type="checkbox"/> | <input type="checkbox"/> |
| ሸ. በቂ ቢሮ አለመኖር                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| ቀ. በቂ የመስሪያና የኦዲዮቪዥዋል ዕቃዎች አለመኖር                   | <input type="checkbox"/> | <input type="checkbox"/> |
| በ. የሕዝብ ግንኙነት ዳይሬክቶሬት ከኮር ሥራ ሂደት ወደደጋፊ ሥራ ሂደት መውረድ | <input type="checkbox"/> | <input type="checkbox"/> |

(ከላይ ከተዘረዘሩት የችግሮቹ አሳሳቢነት አንፃር በፊደል ተራ አስቀምጧቸው)

1) በጣም ፈታኝ የሆኑት ችግሮች የትኞቹ ናቸው? \_\_\_\_\_

2) ቢያንስ የተለመዱ ችግሮች የትኞቹ ናቸው? \_\_\_\_\_

**ክፍል፩: - ከሠራተኞች ግንዛቤ /አመለካከት ጋር የተዛመዱ ጥያቄዎች;**

**4. የውስጥ እና የውጭ ግንኙነቶች አስፈላጊነት በተመለከተ:**

[እባክዎን በመረጡት ሀሳብ ላይ ከዚህ በታች ባለው ሰንጠረዥ የባለ5-ነጥብ ሊከርትስ ሚዛን በተመለከቱት በእያንዳንዱ ጥያቄ ፊትለፊት ምርጫዎን የትክ (v) ምልክት ያድርጉ

**ማስታወሻ:-**1= በጣም እስማማለሁ 2= እስማማለሁ 3=ገለልተኛ 4= አልስማማም 5= በጣም አልስማማም

| ተ.ቁ.      | በሚኒስቴሩ/ ተቋምዎ የውስጥ እና የውጭ ግንኙነት አስፈላጊነት                                                                                                                         | 1 | 2 | 3 | 4 | 5 |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>I.</b> | <b>የውስጥ ግንኙነት አስፈላጊነት በተመለከተ</b>                                                                                                                               |   |   |   |   |   |
| 1         | የውስጥ ግንኙነት ለተቋሙ ማህበረሰብ ትክክለኛና ወቅታዊ መረጃን ለመጋራት/ ለመስጠት አግዟል                                                                                                      |   |   |   |   |   |
| 2         | የውስጥ ግንኙነት ለተቋሙ ማህበረሰብ ሚዛናዊ መረጃን የማካፈል/ የመስጠት አሠራር ፈጥሯል                                                                                                        |   |   |   |   |   |
| 3         | በሚኒስቴሩ/ ተቋምዎ ውስጥ ለሚሰሩ ለሁሉም ሰራተኞች የመጪው ጊዜ ዕቅድን፣ የልማት ፖሊሲ ለውጦችን ለማሳወቅ መረጃ እንዲደርስ ረድቷል                                                                            |   |   |   |   |   |
| 4         | በሚኒስቴሩ/ተቋምዎ ውስጥ ለሚሰሩ ሰራተኞች ወቅታዊ መረጃዎችን የማካፈል ልምዶች አሉ                                                                                                           |   |   |   |   |   |
| 5         | ውስጣዊ ግንኙነት መጠናከር በሚኒስቴሩ / ተቋምዎ ውስጥ ለሚሠሩ ሰራተኞች አንዳቸው ካንዳቸው ጋር መልካም ግንኙነት እንዲኖራቸው አድርጓል                                                                          |   |   |   |   |   |
| 6         | ውስጣዊ ግንኙነት መኖር ሠራተኞች በሚኒስቴሩ/ ተቋምዎ ውስጥ የሚወጡ መልእክቶች ላይ ወቅታዊ መረጃ እንዲኖራቸው አስችሏቸዋል                                                                                  |   |   |   |   |   |
| 7         | ውስጣዊ ግንኙነት መኖርአመራሩ ከሰራተኞች ጋር መልካም ግንኙነት እንዲኖራቸው ረድቷቸዋል                                                                                                         |   |   |   |   |   |
| 8         | ውስጣዊ ግንኙነት ብዙውን ጊዜ በሚኒስቴሩ/ተቋምዎ ውስጥ በተዋረድ ግንኙነት ስልት /vertical communication/ በሠራተኞች እና በተለያዩ ደረጃ ላሉ የአመራር አካላት የመልእክት ማስተላለፊያ ስልት መኖሩ ጥሩ የሰራ ባህልን እንዲኖር አስችሏል፡፡ |   |   |   |   |   |
| 9         | ውስጣዊ ግንኙነት ብዙውን ጊዜ ከላይ ወደ ታች ግንኙነት /top-down communication / ስልት በሠራተኞች እና በተለያዩ ደረጃ ላሉ የአመራር አካላት የመልእክት ማስተላለፊያ ስልትበመኖሩ ጥሩ የሰራ ባህልን                          |   |   |   |   |   |

|    |                                                                                                                                                                |  |  |  |  |  |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
|    | መገንባት አስችሏል፡፡                                                                                                                                                  |  |  |  |  |  |
| 10 | ውስጣዊ ግንኙነት ብዙውን ጊዜ በሚኒስቴሩ / ተቋም ውስጥ ከታች ወደ ላይ ግንኙነት /upward communication/ በሠራተኞች እና በተለያዩ ደረጃ ላሉ የአመራር አካላት የመልእክት ማስተላለፊያ ስልት በመኖሩ ጥሩ የስራ ባህልን መገንባት አስችሏል፡፡ |  |  |  |  |  |
| 11 | ውስጣዊ ግንኙነት ብዙውን ጊዜ በሚኒስቴሩ /ተቋም ውስጥ ሰያፍ ግንኙነት /diagonal communication/ በሠራተኞች እና በተለያዩ ደረጃ ላሉ የአመራር አካላት የመልእክት ማስተላለፊያ ስልት በመኖሩ ጥሩ የስራ ባህልን ለመገንባት አስችሏል፡፡     |  |  |  |  |  |
| 12 | ውስጣዊ ግንኙነት ብዙውን ጊዜ በሚኒስቴሩ / ተቋም ውስጥ አግድሞሽ /horizontal communication/ በሠራተኞች እና በተለያዩ ደረጃ ላሉ የአመራር አካላት የመልእክት ማስተላለፊያ ስልት በመኖሩ ጥሩ የስራ ባህልን ለመገንባት አስችሏል፡፡      |  |  |  |  |  |
| 13 | በሚኒስቴሩ/ተቋም ውስጥ በተለጠፉ ዜናዎች ባሉ መልዕክቶች ላይ ግብረመልስ ይሰጣል                                                                                                             |  |  |  |  |  |
| 14 | በሚኒስቴሩ/ተቋም ውስጥ በተሠሩ በራሪ ወረቀቶች፣ ባሉ መልዕክቶች ላይ ግብረመልስ ይሰጣል                                                                                                        |  |  |  |  |  |
| 15 | በሚኒስቴሩ/ተቋም ውስጥ በተሠሩ የሚዲያ አጫጭር ዜናዎች ባሉ መልዕክቶች ላይ ግብረመልስ ይሰጣል                                                                                                    |  |  |  |  |  |
| 16 | በሚኒስቴሩ/ተቋም ውስጥ በተሠጡ ጋዜጣዊ መግለጫዎች ባሉ መልዕክቶች ላይ ግብረመልስ ይሰጣል                                                                                                       |  |  |  |  |  |
| 17 | በሚኒስቴሩ/ተቋም በተለቀቁት/በተለጠፉ እያንዳንዱ መልእክት ላይ በተመልካች አድማጭ ወይይቶች እና ክርክሮች ይካሄዳል፡፡                                                                                     |  |  |  |  |  |
| 18 | ውስጣዊ ግንኙነት በሚኒስቴሩ/ተቋም ውስጥ የሚሠሩ ሠራተኞች ጥሩ ግለሰባዊ ግንኙነት እንዲኖራቸው አድርጓል፡፡                                                                                            |  |  |  |  |  |
| 19 | ውስጣዊ ግንኙነት በሚኒስቴሩ /ተቋም ውስጥ ለሚሠሩ የሕዝብ ግንኙነት ባለሙያዎች ከሠራተኞች ጋር መልካም ግንኙነት እንዲኖራቸው አድርጓል፡፡                                                                         |  |  |  |  |  |
| 20 | ውስጣዊ ግንኙነት የአስተዳደር አካላት ከሠራተኞች ጋር መልካም ግንኙነት እንዲኖራቸው ረድቷል                                                                                                      |  |  |  |  |  |

|    |                                                                                                                                                 |  |  |  |  |  |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 21 | ውስጣዊ ግንኙነት ሁልጊዜ የሚከናወነው ተቋማዊ ግቦችን ለማሳካት በእቅድ ዙሪያ ማህበረሰቡን ለማነሳሳት ነው፡፡                                                                            |  |  |  |  |  |
| 22 | ውስጣዊ ግንኙነት ሁልጊዜ የሚከናወነው በተቋሙ የሚሰጡ አገልግሎቶችን ለማሻሻል የሚያስችል ስልት ለመፈለግ ነው፡፡                                                                          |  |  |  |  |  |
| 23 | ውስጣዊ ግንኙነት በሚኒስቴሩ/በድርጅቱ ውስጥ አዎንታዊ ተቋማዊ ባህልን ፈጥሯል                                                                                                |  |  |  |  |  |
| 24 | ውስጣዊ ግንኙነት ሰራተኞች በሚኒስቴር መስሪያ ቤቱ/ በድርጅቱ ውስጥ የተቋም መልካም ገጽታ አምባሳደሮች እንዲሆኑ እየረዳቸው ነው፡፡                                                              |  |  |  |  |  |
| II | <b>የውጭዊ ግንኙነት አስፈላጊነት በተመለከተ</b>                                                                                                                |  |  |  |  |  |
| 25 | ውጭዊ ግንኙነት ለሌሎች ዜጎች ትክክለኛ መረጃ የመጋራት / የመስጠት አሰራር ፈጥሯል                                                                                            |  |  |  |  |  |
| 26 | ውጭዊ ግንኙነት ወደ አንድ ወገን ያላዳላ ሚዛናዊ መረጃን የማካፈል/ የመስጠት ልምድ እንዲዳብር አድርጓል፡፡                                                                             |  |  |  |  |  |
| 27 | ውጭዊ ግንኙነት የሚኒስቴሩ/ተቋምዎ የልማት ፖሊሲዎች እና ስትራቴጂዎች ላይ ለተሻለ ትብብርና ቅንጅት ህብረተሰቡ ግንዛቤ እንዲያውቅ አስችሏል፡፡                                                       |  |  |  |  |  |
| 28 | ውጭዊ ግንኙነት ለህዝብ ግንኙነት ባለሙያዎች የሀገራዊ መልካም ስምና ዝናን ለሌሎች ዜጎች ለማስተዋወቅ የሚያደርጉትን ጥረቶች የህብረተሰቡን ድጋፍ እንዲያጠናክሩ እድል ይሰጣቸዋል፡፡                                |  |  |  |  |  |
| 29 | ውጭዊ ግንኙነት የህዝብ ግንኙነት ባለሙያዎች ተቋማዊና ሀገራዊ ክብርን ለሌሎች ዜጎች ለማስተዋወቅ የሚያደርጉትን ጥረቶች የህብረተሰቡን ድጋፍ እንዲያጠናክሩ እድል ይሰጣቸዋል                                     |  |  |  |  |  |
| 30 | ውጭዊ ግንኙነት የህዝብ ግንኙነት ባለሙያዎች አዳዲስ ተቋማዊ፣ ሀገራዊ የምርት/አገልግሎት መለያ ምልክት/ብራንድን ለሌሎች ዜጎች/ለደንበኞች ለማስተዋወቅ የሚያደርጉትን ጥረቶች የህብረተሰቡን ድጋፍ እንዲያጠናክሩ እድል ይሰጣቸዋል፡፡ |  |  |  |  |  |
| 31 | ውጭዊ ግንኙነት የሚኒስቴሩ/ተቋምዎ ሀገራዊ መልካም ስምና ዝናን ከማስተዋወቅ ጋር ተያያዥነት ያላቸው ማናቸውንም ተግባራት ወቅታዊነቱን በጠበቀ መልኩ መረጃዎች ለህብረተሰቡን ለማድረስ ለማሳወቅ ረድቷል፡፡                  |  |  |  |  |  |
| 32 | ውጭዊ ግንኙነት ህብረተሰቡ ስለሚኒስቴሩ/ ተቋምዎ ወቅታዊ መረጃ እንዲያገኝ አድርጓል፡፡                                                                                          |  |  |  |  |  |

|    |                                                                                                               |  |  |  |  |  |
|----|---------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 33 | ውጫዊ ግንኙነት ከአገራት ጋር ያሉ የሁለትዮሽ ግንኙነቶችን ለማጠናከር ለማስተዋወቅ አግዟል፡፡                                                    |  |  |  |  |  |
| 34 | ውጫዊ ግንኙነት/የጋራ መተማመንን ያዳብራል፡፡                                                                                  |  |  |  |  |  |
| 35 | ውጫዊ ግንኙነት አዎንታዊ ተቋማዊ ወዳጅነትን ከሌሎች ጋር ትብብርና የመደጋገፍ ባህልን ፈጥሯል፡፡                                                  |  |  |  |  |  |
| 36 | ውጫዊ ግንኙነት የሚኒስቴሩን/ ተቋምን የሕዝብ ግንኙነት/ ኮሚቴዎችን ዳይሬክቶሬት በውጭ የሚካሄዱ የሁነት ፈጠራ ዘመቻዎችን እና ሌሎች ጥረቶችን አስቀድሞ እንዲያውቅ ያግዛል፡፡ |  |  |  |  |  |
| 37 | ውጫዊ ግንኙነት የሚኒስቴሩን/ ተቋምን አዲስ ምርት መለያ ዝርዝር መረጃ ለደንበኞች ለማስተዋወቅ አስችሏል፡፡                                           |  |  |  |  |  |
| 38 | ውጫዊ ግንኙነት የሚኒስቴሩን/ ተቋምን መለያ ሎጎ ዝርዝር መረጃ ለደንበኞች ለማስተዋወቅ አስችሏል፡፡                                                |  |  |  |  |  |
| 39 | ውጫዊ ግንኙነት ሚኒስቴሩ/ ተቋም ከሌሎች ተቋማት የሚለይበት አዲስ አርማ/ብራንድ ዝርዝር መረጃ ለደንበኞች ለማስተዋወቅ ጠቅሟል፡፡                             |  |  |  |  |  |
| 40 | ውጫዊ ግንኙነት ስለሚኒስቴሩ /ተቋም አዳዲስ መረጃዎችን ለተገልጋዩ በመስጠትና በማስተዋወቅ ደንበኞችን ከተቋሙ በወዳጅነት ለማቆየት አግዟል፡፡                      |  |  |  |  |  |
| 41 | ውጫዊ ግንኙነት በሠራተኞች፣ በተቋም እና በባለድርሻ አካላት መካከል ያለውን ግንኙነት ጠንካራመሠረት የጣለ ነው፡፡                                       |  |  |  |  |  |
| 42 | ውጫዊ ግንኙነት ከሠራተኞች እና ከባለድርሻ አካላት ጋር የረጅም ጊዜ ወዳጅነት ላይ ወሳኝ ሚና ተጫውቷል፡፡                                            |  |  |  |  |  |

**ክፍል፩:- አጠቃላይ አስተያየት ጋር ተመዛማጅ የሆኑ ጥያቄዎች**

1. ሀገራዊ መልካም ገጽታን ለመገንባት መ/ቤትዎ ምን እየሠራ ነው? \_\_\_\_\_  
መ/ቤቱ እስካሁ ምን አካናውኗል? \_\_\_\_\_
2. በመ/ቤቱ የተደረጉ ጥረቶችን ለማሻሻል ምን መደረግ አለበት ይላሉ? \_\_\_\_\_
3. ለውስጥ እና ለውጭ ግንኙነቶች መሻሻል ምን መደረግ አለበት?  
ሀ/ለውስጣዊ ግንኙነቶች \_\_\_\_\_  
ለ/ የውጫዊ ግንኙነቶች \_\_\_\_\_
4. ሌላ አስተያየት ካለ \_\_\_\_\_

**ውድ ጊዜዎን ፈቅደው መጠይቁን ስለሞሉልኝ እጅግ በጣም አመሰግናለሁ፡፡**

## Appendix 3:

### Interview Question

#### ADDIS ABABA UNIVERSITY GRDUATE STUDIES; MA PROGRAMME IN PUBLIC RELATIONS & STRATEGIC COMMUNICATION [PRSC]

##### Interview Guide Questions:-

##### - For Semi-structured interviewing

##### Introduction

The aim of this interview question is to gather relevant information from respondents in the study specific area to assess **“Practices of Public Relations towards Nation Branding: The case of Ministry of Culture and Tourism”** at federal level.

First step the researcher will introduce himand tells the purpose of the interview to interviewee.

- It is my pleasure to be hereto do an interview with you.
- My name is Tadele Jemal
- I am conducting my MA thesis in Public Relations and Communication Strategies at Addis Ababa University in Public Relations and Strategic Communication.

I thank you in advance for your cooperation.

- ✓ Trustingthat you will give me a few minutes for what I do make the interview.
- ✓ I kindly requestthat you to answermy questions honestly and truthfully.
- ✓ I would like to assure you that any information you give me is of great value and will be kept confidential for the purpose of the study only.

##### I. Profile related information about key Informants

1. Would you tell me your name \_\_\_\_\_
2. Your Work Place\_\_\_\_\_
3. Yourresponsibility in the organization? \_\_\_\_\_
4. Yourwork experience? \_\_\_\_\_
5. Occupational Category\_\_\_\_\_
6. Educational Status\_\_\_\_\_

##### II. Interview Questions

1. Ethiopia is known for its diversity culture, history, languages and fascinating attractions. How well these resources are introduced to our communities? What is the reality on the ground?
2. What are the country's identification brands?
3. How successible are promotional efforts to enhance Ethiopia's image and reputation?

4. As a country, what do you think is the importance of promotional techniques to enhance Ethiopia's image brand?
5. As to your observation, do PR practitioners properly apply effective promotion techniques for nation image branding?
6. In your view, what are the responsibilities of key actors and stakeholders for nation image branding?
7. Do you think, for the past 10 years Ethiopia has benefited from the smokeless tourism industry? How? What is the future of this sector?
8. What are the challenges in building a good national image and reputation?
9. How do you think, does Ethiopia have built positive image in the minds of the world's citizens?
10. Finally, what strategies do the Ministry of Culture and Tourism, key actors and stakeholders should follow to promote national goodwill and identity?

**Thank you for your Precious time to give me this information.**

## Appendix 4:

### የአማርኛ ቅጅ ቃለ-መጠይቅ

አዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነት እና የተግባራት ትምህርት ቤት

በህዝብ ግንኙነቶች እና ስነ-ተግባራት የምህርት ክፍል

ቃለ-መጠይቅ

ከፊል የተዋቀረ ቃለ-መጠይቅ መመሪያ

መግቢያ

ለዚህ ጥናት ሶስት ቁልፍ መረጃ ሰጭዎች ቃለ ምልልስ ያካሂዳል፡፡ ይህ የቃለ መጠይቅ ጥያቄ በፌዴራል ደረጃ “በሀገረ መንግስት ገጽታ ግንባታ/ብራንዲንግ ዙሪያ የህዝብ ግንኙነት ልምዶች- በባህል እና ቱሪዝም ሚኒስቴር” ምን ይመስላል በሚል ርዕስ ለድህረ ምረቃ የመመረቂያ ጽሑፍ ዝግጅት አግባብነት ያላቸውን መረጃዎች ከባለሙያዎች ለመሰብሰብ የተዘጋጀ ነው፡፡ በመጀመሪያ ደረጃ ተመራማሪው ራሱን ያስተዋውቀዋል እና ስለቃለ-መጠይቁ ዓላማ ይነግረዋል፡፡

ከእርስዎ ጋር ለቃለ-መጠይቅ መምጣቱ በጣም ደስ ይለኛል ብሎ ይጀምራል፡፡

- ✓ ስሜ ታደለ ጀማል እባላለሁ
- ✓ በአዲስ አበባ ዩኒቨርሲቲ በህዝብ ግንኙነት እና ስነ-ተግባራት ትምህርት ክፍል የድህረ ምረቃ ተማሪ ነኝ፡፡

ስለትብብርዎ አስቀድሜ አመሰግናለሁ፡፡

- ✓ ለቃለመጠይቁ ጥቂት ደቂቃዎችን እንደምትሰጡኝ በመተማመን ነው፡፡
- ✓ ለጥያቄዎቼ በሐቀኝነት እና በእውነት እንድትመልሱልኝ በአክብሮት እጠይቃለሁ፡፡
- ✓ የምትሰጡኝን ማንኛውም መረጃ ትልቅ ጠቀሜታ አለውና፤ ሚስጥራዊነቱ ተጠብቆ ለጥናቱ ዓላማ ብቻ የሚውል መሆኑን ላረጋግጥልዎት እወዳለሁ፡፡

#### I. ስለቁልፍ መረጃ ሰጪዎች የግል መረጃ ጋር የተዛመደ ጥያቄ

1. ስምዎን የነግሩኛል \_\_\_\_\_
2. የሥራቦታዎ \_\_\_\_\_
3. በድርጅቱ ውስጥ ያለዎት ሃላፊነት? \_\_\_\_\_
4. የሥራ ልምድዎ? \_\_\_\_\_
5. የኃላፊነት/የሙያ ደረጃ \_\_\_\_\_
6. የትምህርት ሁኔታ \_\_\_\_\_

#### II. ከቃለ መጠይቁ ጋር የተያዙ የመነጋገሪያ ነጥቦች፡-

1. ኢትዮጵያ በብዝሃ ባህሎች፣ ታሪኮች፣ ቋንቋዎች እና ድንቃድንቅ መስህቦች ትታወቃለች፡፡ እነዚህን ሀብቶችን ማህበረሰባችን እንዲያውቃቸው ምን ያህል ይተዋወቃል? መሬት ላይ ያለ እውነታ ምን ይመስላል?
2. የኢትዮጵያን መልካም ስም ከፍ እንዲል ምን ያህል የማስተዋወቂያ ስልቶች ጥቅም ላይ እንዲውሉ ጥረት ተደርገዋል? በተለይ የሀገር መገለጫ የምንላቸው መለያ ብራንዶች ምንድናቸው?
3. የኢትዮጵያን ክብርና ዝና ለማሳደግ የማስተዋወቂያ ጥረቶች ምን ያህል ተደራሽ ናቸው?

4. እንደ ሀገር የኢትዮጵያን መልካም ስም መለያ በዜጎች አእምሮ ውስጥ ለማሳደግ የማስተዋወቂያ ቴክኒኮች አስፈላጊነት ምን ይመስልዎታል?
5. በእርስዎ ምልክታ፣ ሀገራዊ መልካም ስም መለያ/ብራንድ/ ለማስተዋወቅ የሕዝብ ግንኙነት ባለሙያዎች ለማህበረሰቡ ተደራሽ የሆኑ የማስተዋወቂያ ዘዴዎችን በትክክል ይተገብራሉ ብለው ያምናሉ?
6. በእርስዎ አመለካከት፣ ለሀገራዊገጽታ ግንባታ/ብራንዲንግ ዋና ዋና ተዋናዮች የምንላቸው ባለድርሻ አካላት ኃላፊነቶች ምንድናቸው?
7. ላለፉት 10 ዓመታት ኢትዮጵያ ከጭስ አልባው የቱሪዝም ኢንዱስትሪ ተጠቃሚ ሆናለች ብለው ያስባሉ? እንዴት? ለወደፊት ምን ይጠበቃሉ?
8. ለሀገራዊ መልካም ስምና ዝና ግንባታ የሚስተዋሉ ተግዳሮቶች ምንድናቸው?
9. በእርስዎ ግንዛቤ ኢትዮጵያ በዓለም ዜጎች አዕምሮ ውስጥ አዎንታዊ ምስልን ገንብታለች ብለው ያስባሉ?
10. በመጨረሻም፣ ሀገራዊ መልካም ስምና ዝና እና የማንነት መለያ ማሳያዎችን ለማስተዋወቅ ባህልና ቱሪዝም ሚኒስቴር፣ ቁልፍ ተዋናዮች እና ባለድርሻ አካላት ምን ስልቶች መከተል አለባቸው ይላሉ?

**ይህንን ቃለ መጠይቅ ውድ ጊዜዎን ሰጥተውለሰጡኝ መረጃ እጅግ በጣም መሰግናለሁ!**

## Appendix 5:

### Research Questions

1. What communication strategies are utilized by the ministry?
2. What nation image brands have been utilized in the Ministry?
3. What type of tools of communication is used for nation image branding in the Ministry?
4. What are the main challenges of nation image branding for PR in the Ministry?
5. How do the Ministry's employees view the significance of internal and external communication?

### የጥናቱ ጥያቄዎች

1. ሚኒስቴሩ ምን ዓይነት የተግባቦት ስትራቴጂዎችን ይጠቀማል?
2. በሚኒስቴር መስሪያ ቤቱ ውስጥ የትኞቹ የሀገር መልካም ስም መለያ/ብራንድ ጥቅም ላይ ውለዋል?
3. በሚኒስቴሩ ውስጥ ለሀገራዊ መልካም ስም መለያ/ብራንድ ምን ዓይነት የግንኙነት ስልቶች ጥቅም ላይ ይውላሉ?
4. በሚኒስቴሩ ውስጥ ለሀገራዊ መልካም ስም መለያ ግንባታ ዋና ዋና ተግዳሮቶች ምንድናቸው?
5. የሚኒስቴሩ ሠራተኞች የውስጥ እና የውጭ ግንኙነትን አስፈላጊነት እንዴት ይመለከታሉ?

## **Appendix 6:**

### **KEY Informants Responses**

#### **Key Informant: - 1**

**Thursday, Jul 15 at 9:15 AM**

Name Ahmed Mohammed

Work place: - Ministry of Culture and Tourism; in this institution I have been working for 4 years.

Work experience: - a total of over 32 years in various government and non-government organizations.

Occupational Category: - as an expert different level as a Director and General Directorate Director

Educational Status MA/MSc in social sciences

#### **Interview Questions and Key Informant Response:-**

1. Ethiopia is known for its rich culture, history, languages and fascinating attractions. How well-known is our community to know these resources? What is the reality on the ground?

It can be seen into two parts. The first one is promotional efforts related to local community and international. The efforts have made to promote Ethiopia's spectacular attractions; both the efforts domestically and internationally were insignificant. As a result, dedicated an independent institution was needed for tourism marketing. Then, it has been established called "Tourism Ethiopia", and this was aimed to run tourism marketing promotions. However, it could not able to satisfying needs of marketing promotions as required. For this, there were so many coercion reasons. these were having various type of interests, structural gap of institution and human resource skill and knowledge gap were have the major challenges. This was expected to resolve and rearranges organizational structuring according to 10-year homegrown economic development plan review. In addition, a dedicated directorate has been established for domestic tourism development in the ministry of culture and tourism. It is responsible to create awareness and to enhance domestic visiting culture of the community, at schools, civil service offices, and group visit association. Moreover, culture and tourism media forum has been formed in the sector to support the promotion tasks. In this regard, the Ministry of culture and tourism, in collaboration with Ethiopian Television, agreed and performing weekly a regular television program transmission to promote the country's fascinating attractions to local and international community. As a result, for the last 2011E.C more than 840,000 foreign tourists have visited Ethiopia.

2. How many promotional strategies have been used to enhance Ethiopia's reputation? What are the brand names in particular?

Our promotional strategy is old and very weak one. We are not using well designed promotion strategies as much as what Ethiopia has. So far, I think till Ethiopia has been made two brands in its history. The first One is called "Ethiopia 13 months of sunshine" and the current brand is called "Ethiopia land of origins". Of course, those brands are aimed to promote Ethiopia. We are trying to introduce those brands to local and international communities. "Ethiopia 13 months of sunshine" is well executed and well-known brand in the world. But to newly launched “Ethiopia land of origins” brand we are not introducing at desired level. We need to do a lot of promotional works to make the new brand known both home and at abroad.

3. How successful are promotional efforts to enhance Ethiopia's prestige?

It is not possible to say that the promotional efforts of the institutions are not at the desired level. We are not using our abilities effectively. Accessibility strategies, as I mentioned earlier, are weak.

4. As a country, what do you think is the need for promotional techniques to promote the Ethiopian brand in the minds of citizens?

Although it is important to choose promotional techniques, our use is very limited. However, I think the good side of the country is that it benefits as much as we build. When we present our values to the world community, its glory and reputation remain in the human mind. This 10-year development plan document is considered as one of the problems in the use of promotional strategies for the use of promotional strategies.

5. In your view, do public relations professionals believe that marketing strategies are actually accessible to the community?

Access to promotional techniques used by public relations professionals is limited. In terms of the diversity of promotional strategies in the world, media promotion strategies are vast. Media strategies diversity media landscape platform. In particular, we have not been able to successfully use the range of electronic media, digital media, and social media landscape options. This is not the case of with the current development of the media channel. We must increase our capacity to overcome our tendency to use old media. So I want to say that we need to make a paradigm shift to change our tendencies to use old media promotion methods in this field.

6. In your view, what are the responsibilities of key actors and stakeholders for nation branding?

There are many actors and stakeholders in the culture, tourism and sports sectors. However, we have not been able to organize and use the key actors and stakeholders who are working great efforts and responsibilities to promote the good image of the country in connection with their private business, we have not been able to organize and use them properly.

7. Do you think Ethiopia has benefited from the smoke-less tourism industry for the past 10 years? Why?

What does the future hold?

8. In fact, it can be said that Ethiopia is a beneficiary of the tourism sector. However, in terms of Ethiopia's potentials, the benefits are insignificant. Looking at the performance in year 2011E.C, more than 850,000 tourists visited Ethiopia. Thus, as the matter of fact, the Home grown economic development program is being implemented to ensure that Ethiopia benefits more from the smoke-less tourism industry in the future.
9. What are the challenges in building a good national image and reputation?
  - ✓ Lack of comprehensive tourism market development strategy;
  - ✓ Not using digitalis tourism marketing promotion strategies;
  - ✓ Problems with the provision of information technology;
  - ✓ Focusing on old historical heritage rather than creating new destinations;
  - ✓ Inadequate infrastructure and sanitation at destinations;
  - ✓ Not following new business models;
  - ✓ Inconsistency of value chains in tourism product supply and demand are major facing problems.

Among the challenges listed, for example, inconsistency of tourism product supply and demand value chains, at the destination for instance, a tourist wants to cook and eat privately. If he wants to use raw materials, such as tomatoes, onions, eggs, and milk, etc., he should not take it from where he left off. The tourist should be able to get the cooking inputs at nearby destinations what he needs as far as possible. This is complete and we assume that the product supply and demandvalue chains are in line.

10. How do you think, does Ethiopia have built positive image in the minds of the world's citizens?

Yes. Visitors who are positive about Ethiopia what it look like that they believe Ethiopia has many good things. There are those who did not know Ethiopia they express negatively. We have not done much to promote Ethiopia in terms of sense of globalization citizen. Many foreigners know Ethiopia in connection with the Korean War campaign. People in their 50s and above 50s ages talk about the good image of Ethiopia. As a country, there needs to be a promotion for the younger generation. It is important to show the young generation about Ethiopia's history, culture and its amazing attractions by using the preferred media channels.

11. Finally, what strategies do the Ministry of Culture and Tourism, key actors and stakeholders should be followed to promote national reputation and identity?

In addition, the Ministry of Culture and Tourism should have work with key actors and stakeholders to improve digital technology promotions in order to enhance the nation image branding efforts. To improve road and power infrastructure, improving excellent a sense of hospitability, to improve service delivery supply value-chain, to improve everyone has to be an ambassador of his country, to improve using digital platforms as one game changing tools, it should have to improve domestic events coordination and participation properly, it

should have to improve international events coordination and participation properly, and to improve working B2B organizations. In order to remain competitive in tourism, the Ministry should re-examine its current institutional structure. Data management and information flow systems are needed to be improved, human power knowledge skill must be built. It should also strengthen research and development activities. It is important to create an awareness of the international community by promoting national identity, dignity and reputation in the field of public relations. Therefore, we need to use better techniques to promote Ethiopia using the languages spoken popularly by the international community. I think it is better public relations tasks should be strengthened by using accessible media channels to promote Ethiopia in the languages spoken by the international community, including the Diaspora.

### **Key Informant: - 2**

**Thursday, Jul 15 at 3:32 PM**

Name **Tewodros Deribew**

Work Place: - MoCT-

Work experience: - 15 years in MoCT as an expert and director.

Occupational Category: - Minister's Advisory Strategic Unit Head, a former Tourist My Services standardization and Accreditation Department Head.

My Educational Status: - MA/MSc in tourism marketing

### **Interview Questions and Key Informant Response:-**

1. Ethiopia is known for its diversity culture, history, languages and fascinating attractions. How well these resources are introduced to our communities? What is the reality on the ground?

Of course! Ethiopia has distinctive features from otherworld; different affiliation comes to people in mind, mosaic cultures, in which they are differentiated from other world. Furthermore, Ethiopian is known as 'land of Origins' such as a variety of land contrast, spectacular from highest mountain Rasdashen to the lowest: the Danakil depression which is situated under sea level is a surreal landscape rich in geothermal features and Erta Ale volcano located in Afar region is one of the five volcanoes in the world., protected wildlife area, cityzoo parks (unity,"Sheger and "entoto"), archaeological sites, humankind that is most of human ancestor fossils foundation and the oldest stone tools discovered. It also called a land of unique and modest weather. However, we are not good at telling about its special features. And it is not well developed, executed and communicated to local and international communities.

2. What are the country's identification brands?

Brand is a broad idea. It is a science, name and symbol of product. Ethiopia has tries to create two types of brands in its time of experience. The first one was Ethiopia 'the 13months of sunshine' and the current one is Ethiopia 'land of origins'. The 13months of sunshine have been properly communicated to local and

international communities. But the current new brand land of origins is not well communicated. It is at initial stage. Nation image branding is a science, name to peoples mind; people need to know about the country's uniqueness, peculiar features to compete with other nations in the world.

**3. How successful are promotional efforts to enhance Ethiopia's image and reputation?**

There are some efforts to promote Ethiopia's image and reputation to local and international communities. Image branding is to create positive sense in the minds of people. However, this was not successful to positioning in the minds of people to enhance the image and reputation of Ethiopia. This is why the reason that to enhance image and reputation of Ethiopia who could accesses; there has no clear marketing strategy design and implementation.

**4. As a country, what do you think is the importance of promotional techniques to enhance Ethiopia's image brand?**

There is no drought to apply promotional techniques to enhance Ethiopia's image brand. In that we are not executed best promotional techniques to brand Ethiopia to and enhance nation image, identity and reputation in the minds of people. We are not properly communicated the country's image and reputation.

**5. As to your observation, do PR practitioners properly apply effective promotion techniques for nation branding?**

There has lack of knowledge and promotional techniques. People need to know about Ethiopia's peculiar features. But the PR efforts were not success able to reach its audiences.

**6. What are the main actors and stakeholders responsibilities for nation branding?**

In the tourism industry, there are so many main actors and stakeholders. I can say; tour operators, hotel investors, expertise associations, tourism organizations, training institutes, schools, and tour guides are as business organizations contributing their efforts to brand the nation's image and reputation to bringing more customers to gain more profits. Moreover, they are as business organizations are hospitable more to their customers to gain profits. In the same way promoting their business is an effort to brand the nation's image and reputation. And around close to 70 Embassies in abroad, Ministry of foreign Affairs, Diaspora association and communities are contributing their efforts trying to introduce the nation's image and reputation. But we are not effectively organizing them to enhance their contribution and efforts to taking more responsibilities in sector. It was not reasonably. Because we are not organizing them effectively in the process of enhancing nation image branding efforts.

**7. Do you think, for the past 10 years Ethiopia has benefited from the smokeless tourism industry?**

How? What is the future of this sector?

Of course, Ethiopia benefits from tourism. There has disappointing result during the last 10 years and it is not as much as expected. Ethiopia's tourism benefit is at infant stage than other countries. So, we seek to research and

development to know the cause effect on the number of tourist arrivals and tourism products providers.

**8. What are the challenges of national image and reputation building?**

- ✓ Lack of infrastructure, we need reliable infrastructure.
- ✓ None proportionate needs to supply and demand side drivers.
- ✓ No plan and terms of importance for digital market. Therefore,

We need to communicate our brand outlets properly.

We need to communicate our brand strategy properly to represent our brand beliefs.

We need online market promotions to brand our nation image and reputation and

We need to participate on acclaimed events.

**9. How do you think, does Ethiopia have built positive image in the minds of citizens of the world?**

Yes, there has efforts exerted on positive image building in the minds of citizens of the world by responsible bodies and stakeholders. These are well being done from the past and present time. But it was not as much satisfactorily.

**10. Finally, what strategies do the Ministry of Culture and Tourism, key actors and stakeholders should follow to promote national goodwill and identity?**

- The Ministry of Culture and Tourism, key actors and stakeholders do have to improve digital technology promotions in order to enhance nation image branding efforts.
- To improve road and power infrastructure
- Improving excellent a sense of hospitality.
- To improve service delivery supply value-chain.
- To improve everyone has to be an ambassador of his country
- To improve using digital platforms as one game changing tools.
- It should have to improve domestic events coordination and participation properly.
- It should have to improve international events coordination and participation properly.
- To improve working B2B Organizations.

**Key Informant: - 3**

**Thursday, Jul 15 at 3:32 PM**

Name **Sisay Getachew**

Work Place: - Tourism Ethiopia - Master Card foundation

Responsibility in the organization: - A fund designer and coordinator

Work experience: - 32 years; Adviser to the State Minister for Tourism, Former Destination Marketing

Director and at TE Master Card foundation

My Educational Status: - MPPS

### **Interview Questions and Key Informant Response:-**

1. Ethiopia is known for its diversity culture, history, languages and fascinating attractions. How well these resources are introduced to our communities? What is the reality on the ground?

The tourism professionals agree that domestic tourism is not as matured as it is expected. The main known purposes of travel in Ethiopia are pilgrimages and business. Leisure tourism segment is almost negligible in size. The low level of visiting culture is mainly because of weak motivational inputs which could be generated through consistent promotion and marketing campaigns. The more you know certain iconic attractions of a given society the more you respect them that in turn lead to peaceful coexistence of different communities. However, the realism on the ground is reflected on the current mutual disrespect leading to blood shade.

2. What are the country's identification brands?

The national identification brand differs from sector to sector and sometimes from region to region. Currently the dominating national brand is the sectors, brand for tourism "Ethiopia Land of Origins" with other supplementary regional brands to collectively build the bigger brand "Land of Origins". Each region has developed its own identity brand based on the type and level of iconic contributions to the national tourism brand.

3. How successful are promotional efforts to enhance Ethiopia's image and reputation?

Enhancing an image and ensuring reputation of a certain destination requires aggressive promotion of positive values which is to be made based on a designed marketing and promotion strategy. Given the potential the nation has got in terms of attractions and positive cultural values, the country is still less visible and known to the global community owing to its lingering image attached to famine and Civil war.

4. As a country, what do you think is the importance of promotional techniques to enhance Ethiopia's image brand?

I think this is a digital age and we need to revert to the application of innovative digital tools to reach our wider market target. In this regard for a country with bigger resource digital marketing is the last and for most tools to be used to be able to successfully position the country.

5. As to your observation, do PR practitioners properly apply effective promotion techniques for nation branding?

PR is one of the promotional mixes ever known to be used to reach wider audience when building an image of a country. However, the success of PR practitioner depends on the ability to comprehend promotable values, select and reach target audience and more than anything should have all round knowledge of the social, Political and economic contexts of the given crisis that country is facing

6. What are the main actors and stakeholders responsibilities for nation branding?

There are so many main actors and stakeholders in the industry. To name them the national media professional associations, tour operation organization and travel agencies, Tourism Ethiopia, MoCT, MoFA, and our Embassies abroad are have responsibilities for enhancing the nation's image and reputation branding.

7. Do you think, for the past 10 years Ethiopia has benefited from the smokeless tourism industry? How? What is the future destiny of this sector?

Tourism has never been and is never a “smokeless Industry”. This has been a wrong perception prevailing at the global level for some times in the past. Again, in the absence of real commitment of the political leadership articulated in absolute parochial budgeting policy inclining to agriculture and manufacturing Industries and policy level crisis equally affecting the sectorial growth for a decade, Ethiopia has not benefited from the sector as compared to its rich and diverse potential. I feel that it is still not clear with unknown policy measures to come after the establishment of the new government in the coming September.

8. What are the challenges of national image and reputation building?

The reality on the ground as expressed in the extent and magnitude of the challenge always determine the success and failure of image building endeavors. For me intermittent draught and Famine of the past still lingers and currently lack of peace and stability along with geopolitical impact are the prime challenges of the country.

9. How do you think, does Ethiopia have built positive image in the minds of citizens of the world?

The success factor for image building is not dependent only on what Ethiopia is doing and thinking. In today’s reality bad image may not be a reflection of a reality when it comes to most of the developing nations. It could be a product of wrong perception calculated to hit intended political target of external actors. In our case I perceive that Ethiopia is a victim of its own development and policies as well. I think we need a survey for this. But I feel we have a long way to go.

10. Finally, what strategies do the Ministry of Culture and Tourism, key actors and stakeholders should follow to promote national goodwill and identity?

I do not have suggestions having in mind the current political climate that is leading us to most unpredictable situations. What can I say is tourism is a resilient Industry. For me the existence of MOCT is still questionable. Therefore in the absence of role it was supposed to play in the future government it is difficult to imagine.

**የቁልፍ መረጃ ሰጪ:- 1ቃለ-መጠይቅ እና ምላሽ የአማርኛ ቅጂ**

ሰኔ 8 ቀን 2013 ዓ.ም ጠዋት 3: 15 (Thursday, Jul 15 at 9:15 AM)

ስሜ አህመድ መሐመድ ዓሊ

የሥራ ቦታዬ ባህልና ቱሪዝም ሚኒስቴር፡፡ በዚህ ተቋም 4 ዓመት ያህል አገልግያለሁ፡፡

የሥራ ልምዴ ከ 32 ዓመት በላይ በተለያዩ የመንግስት እና መንግስታዊ ያልሆኑ ተቋማት አገልግያለሁ፡፡

የኃላፊነት/የሙያ ደረጃ በባለሙያነትና በዳይሬክተርነት እንዲሁም በጄነራል ዳይሬክቶሬት ዳይሬክተርነት

የትምህርት ሁኔታ ሁለተኛ ዲግሪ በማህበራዊ ሳይንስ ዘርፍ፡፡

**II. ቃለ-መጠይቅ እና ምላሾች:-**

1. ኢትዮጵያ ያሏት ብዝሃ ባህሎች፣ ታሪኮች፣ ቋንቋዎች እና ደንቃ ድንቅ መስህቦች ትታወቃለች፡፡ እነዚህን ሀብቶችን ማህበረሰባችን እንዲያውቃቸው ምን ያህል ይተዋወቃል? መሬት ላይ እየተገበረ ያለው እውነታ ምን ይመስላል?

በሁለት ክፍሎች ሊታይ ይችላል። የመጀመሪያው ከአካባቢያዊ ማህበረሰብ እና ከአለም አቀፍ ጋር የተዛመዱ የማስተዋወቂያ ጥረቶች ናቸው። ጥረቱ የኢትዮጵያን አስደናቂ መስህቦች ለማስተዋወቅ ጥረት ተደርጓል ፤ በአገር ውስጥም ሆነ በዓለም አቀፍ ደረጃ የተደረጉት ጥረቶች እዚህ ግባ የማይባሉ ነበሩ። በዚህ ምክንያት ለቱሪዝም ግብይት ራሱን የቻለ ገለልተኛ ተቋም ተፈለገ። ከዚያ “ቱሪዝም ኢትዮጵያ” ተብሎ የተቋቋመ ሲሆን ይህ ደግሞ የቱሪዝም ግብይት ማስተዋወቂያዎችን ለማካሄድ ያለመ ነበር። ሆኖም እንደአስፈላጊነቱ የግብይት ማስተዋወቂያዎችን ፍላጎቶች ማሟላት አልቻለም። ለዚህም ፣ ብዙ የማስገደድ ምክንያቶች ነበሩ። እነዚህ የተለያዩ ፍላጎቶች ነበሩ ፤ የተቋማት መዋቅራዊ ክፍተት እና የሰው ኃይል ክህሎት እና የእውቀት ክፍተት ዋና ተግዳሮቶች ነበሩ። ይህ በ 10 ዓመት የቤት ውስጥ የኢኮኖሚ ልማት ዕቅድ ግምገማ መሠረት ድርጅታዊ መዋቅርን ይፈታል እና ያስተካክላል ተብሎ ይጠበቃል። በተጨማሪም በባህልና ቱሪዝም ሚኒስቴር ለአገር ውስጥ ቱሪዝም ልማት ራሱን የቻለ ዳይሬክቶሬት ተቋቁሟል። በትምህርት ቤቶች ፣ በሲቪል ሰርቪስ ጽ / ቤቶች እና በቡድን ጉብኝት ማህበር ግንዛቤን መፍጠር እና የማህበረሰቡን የቤት ውስጥ የመጎብኘት ባህል የማሳደግ ኃላፊነት አለበት። ከዚህም በላይ የማስተዋወቅ ሥራዎችን ለመደገፍ የባህልና ቱሪዝም ሚኒስቴር መድረክ በዘርፉ ተቋቁሟል። በዚህ ረገድ የባህልና ቱሪዝም ሚኒስቴር ከኢትዮጵያ ቴሌቪዥን ጋር በመተባበር የአገሪቱን ማራኪ መስህቦች ለአገር ውስጥ እና ለዓለም ማህበረሰብ ለማስተዋወቅ በየሳምንቱ መደበኛ የቴሌቪዥን ፕሮግራም ስርጭትን በመስማማት እና በማከናወን ላይ ይገኛል። በዚህም ምክንያት ላለፈው 2011 ዓ.ም ከ840,000 በላይ የውጭ ቱሪስቶች ኢትዮጵያን ጎብኝተዋል።

2. የኢትዮጵያን መልካም ስም ከፍ እንዲልምን ያህል የማስተዋወቂያ ስልቶች ጥቅም ላይ እንዲውሉ ጥረት ተደርገዋል? በተለይ የሀገር መገለጫ የምንላቸው መለያ ብራንዶች ምንድናቸው?

የማስተዋወቂያ ስልቶችን ያረጀ እና በጣም ደካማ ነው። እኛ ኢትዮጵያ ያላትን ያህል በጥሩ ሁኔታ የተነደፉ የማስተዋወቂያ ስትራቴጂዎችን አልተጠቀምንም። እስካሁን ድረስ እኔ እንደማቀው ድረስ ኢትዮጵያ በታሪኳ ሁለት ብራንዶችን አውጥታለች። የመጀመሪያው “ኢትዮጵያ የ13 ወር ፀጋ ”/Ethiopia 13 months of sunshine/ ተብሎ የሚጠራ ሲሆን በቅርብ ያወጣነው ደግሞ “ኢትዮጵያ ምድረ-ቀደምት ”/Ethiopia Land of Origins/ የሚል ነው።

ሁለቱም ብራንዶች ኢትዮጵያን ለማስተዋወቅ ዓላማ ያላቸው ናቸው። አዲሱን ብራንድ በተቻለ መጠን ለሀገር ውስጥ እና ለዓለም አቀፍ ማህበረሰብ ማስተዋወቅ እየሞከርን ነው። በተለይ ኢትዮጵያየ13 ወር 02/Ethiopia 13 months of sunshine/ ኢትዮጵያን በዓለም በደንብ ያስተዋወቀ ብራንድ ነው። በቅርብ የተዘጋጀው "ኢትዮጵያ ምድረ-ቀደምት" ብራንድ በሚፈለገው ደረጃ እያስተዋወቅን አይደለም። በሀገር ውስጥም ሆነ የውጭ አገር ማህበረሰቡ አዲሱን ብራንድ እንዲያውቀው ብዙ የማስተዋወቂያ ሥራዎች መስራት ያስፈልጋል።

3. የኢትዮጵያን ክብርና ዝና ለማሳደግ የማስተዋወቂያ ጥረቶች ምን ያህል ተደራሽ ናቸው?

በተቋሙ የማስተዋወቂያ ጥረቶች በሚፈለገው ደረጃ ተደራሽ ናቸው ለማለት አያስደፍርም። ያሉንን አቅሞች በብቃት፣ እየተጠቀምንባቸው አይደለም። የተደራሽነት ስልቶች ቅደም ሲል እንደገልጽኩት ደካማ ናቸው።

4. እንደሀገር የኢትዮጵያን መልካም ስም መለያ ብራንድ በዜጎች አእምሮ ውስጥ ለማሳደግ የማስተዋወቂያ ቴክኒኮች አስፈላጊነት ምን ይመስልዎታል?

የማስተዋወቂያ ቴክኒኮችን መርጦ መጠቀም አስፈላጊ ቢሆንም አጠቃቀማችን በጣም አናሳ ነው። ይሁንና ሀገራዊ መልካም ገጽታ በገነባነው ልክ ጥቅም የሚገኝበት ነው ብዬአስባለሁ። ያሉንን መልካም እሴቶች ለዓለም ማህበረሰብ ስናስተዋወቅ ክብርና ዝናዋ በሰው አዕምሮ ይቆያል። ይኸ የመልካም ስም መለያ የማስተዋወቂያ ስልቶች አጠቃቀም በተመለከተ ጊዜው በሚጠይቀው ልክባለመሆኑ በ10 ዓመቱ መሪ የልማት እቅዳችን ሰነድ ውስጥ እንደ አንድ ችግር ተይዞ የመፍትሔ አቅጣጫ ተመላክቷል።

5. በእርስዎ ምልከታ፣ በሀገራዊ መልካም ስም መለያ/ብራንድ/ ለማስተዋወቅ የሕዝብ ግንኙነት ባለሙያዎች በትክክል ለማህበረሰቡ ተደራሽ የሆኑ የማስተዋወቂያ ዘዴዎችን ይተገብራሉ ብለው ያምናሉ?

የሕዝብ ግንኙነት ባለሙያዎች የሚጠቀሙባቸው የማስተዋወቂያ ስልቶች ተደራሽነት ውስንነት አለው። ከዓለም የማስተዋወቂያ ስልቶች ብዝሃነት አንፃር የሚዲያ ማስተዋወቂያ ስልቶች እጅግ በጣም ሰፍቷል። የሚዲያ ስልቶች ብዝሃነት Media landscape platform በተለይ የኤክስፒሪኒክ ሚዲያው፣ የዲጂታል ሚዲያ፣ የሶሺያል ሚዲያ አጠቃቀም አማራጮች ስፋት የተሳካ የአጠቃቀም አቅም አልፈጠርንም። ይኸ አሁን ከውቅቱ የሚዲያ ቻናል ዕድገት ስፋት አንፃር የሚያስኬሄደን አይደለም። አሮጌ የሚዲያ ስልቶችን የመጠቀም ዝንባሌያችን ለመውጣት አቅማችንን ማሳደግ አለብን። ስለዚህ በዚህ ዘርፍ አሮጌ ማስተዋወቂያ ዘዴዎችን የመጠቀም ዝንባሌያችንን ለመቀየር ስር-ነቀል ለውጥ /paradigm-shift/ ማድረግ ያስፈልጋል ብዬ መናገር እፈልጋለሁ።

6. በእርስዎ ምልከታ ለሀገራዊ ገጽታ ግንባታ/ብራንዲንግ ዋና ዋና ተዋናዮች እና ባለድርሻ አካላት ያላቸው ኃላፊነቶች ምንድናቸው?

በባህል፣ በቱሪዝም እና በስፖርት ዘርፎች በርካታ ተዋንያን እና ባለድርሻ አካላት አሉ። ነገር ግን ከግል ንግዳቸው ጋር አያይዘው የሀገሪቱን መልካም ገጽታ ለማሳደግ ከፍተኛ ጥረትና ኃላፊነቶችን እየተወጡ ያሉ ዋና ዋና ተዋንያና ባለድርሻ አካላት በአግባቡ አደራጅቶ የመጠቀም አቅም አልፈጠርንም።

7. ላለፉት 10 ዓመታት ኢትዮጵያ ከጭስአልባው የቱሪዝም ኢንዱስትሪ ተጠቃሚ ሆናለች ብለው ያስባሉ? እንዴት? ለወደፊት ምን ይጠበቃሉ?

በእርግጥ ኢትዮጵያ ከቱሪዝም ዘርፉ ተጠቃሚ ናት ማለት ይቻላል። ሆኖም ኢትዮጵያ ካሏት የመስህብ ሀብቶች /Potentials/ አንፃር ጥቅሙ እዚህ ግባ የሚባል አይደለም። በ2011 ዓ.ም ያለውን አፈፃፀም ስንመለከት ከ840 ሺህ በላይ በላይ ቱሪስቶች ኢትዮጵያን ኅብኝተዋል። ለወደፊት ኢትዮጵያ ከጭስ ከቀነሰ አልባው የቱሪዝም ኢንዱስትሪ

የበለጠ ተጠቃሚ እንድትሆን ደግሞ ዘርፉን በማሳደግ ላይ ያተኮረ የአገር በቀል ኢኮኖሚ ልማት ፕሮግራም /Home grown Economic development programme/ ተግባራዊ እየተደረገ ነው፡፡

**8. ለሀገራዊ መልካም ስምና ዝና ግንባታ የሚስተዋሉ ተግዳሮቶች ምንድናቸው?**

- የተሟላ የቱሪዝም ገበያ ልማት ስትራቴጂ አለመኖር፤
- ዲጂታላይዝድ የቱሪዝም ገበያ ልማት ማስታወቂያ ስልቶችን አለመጠቀም፤
- የኢንፎርሜሽን ቴክኖሎጂ አቅርቦት ችግር፤
- አዳዲስ መደረሻዎችን ከመፍጠር ይልቅ ባሉን ታሪካዊ ቅርሶች ላይ ብቻ የማተኮር ችግር፤
- የመሰረተ-ልማት እና የጽዳት አገልግሎት (sanitation) በመደረሻዎች አለመሟላት፤
- አዳዲስ የቢዝነስ ሞዴሎችን አለመከተል፤
- የምርት አቅርቦት እና ፍላጎት-የእሴት ሰንሰለቱ አልመመጋገብና አለመጣጣም ናቸው፡፡

ከነዚህ ከተዘረዘሩት ውስጥ ለምሳሌ የምርት አቅርቦት እና ፍላጎት እሴት-ሰንሰለቱ አልመመጋገብ በተመለከተ አንድ ቱሪስት ወደሚሄድበት የጉብኝት ቦታ ሆኖ በግሉ ምግብ አብስሎ መብላት ይፈልጋል ቢንል ጥሬ ግብዓቶችን እንደ ቲማቲም፣ ሽንኩርት፣ እንቁላል፣ ወተት የመሳሰሉትን ለመጠቀም ከደረሰበት መዳረሻ ማግኘት ይገባል፡፡ ነገር ግን ከተነሳበት ቦታ ይዞ የሚሄድ ከሆነ እሴት-ሰንሰለቱ አልተመጋገም ማለት ነው፡፡ ስለዚህ ቱሪስቱ የሚፈልገውን ግብዓቶች በተቻለ መጠን ማግኘት ያለበት በደረሰበት መዳረሻ መሆን ይኖርበታል፡፡ ይህ የተሟላ ሲሆን የቱሪዝም ምርት አቅርቦት እና የፍላጎት እሴት-ሰንሰለቱ ተጣጥሞዋል ብለን እንወስደዋለን፡፡

**9. በእርስዎ ግንዛቤ ኢትዮጵያ በዓለም ዜጎች አዕምሮ ውስጥ አዎንታዊ ምስልን ገንብታለች ብለው ያስባሉ? አዎን፡፡ ኢትዮጵያ ምን ትመስላለች ብለው በአዎንታዊነት የሚናገሩ የጎበኙ ሰዎች ኢትዮጵያ ብዙ ጥሩ ነገሮች አሏት ብለው ያምናሉ፡፡ ይኸንን በአሉታዊነት ጎኑ የሚገልጹ አሉ፡፡ አሁን እያደገ ከመጣ ግሎባላይዜሽንዜግነት አስተሳሰብ አንፃር ኢትዮጵያን ለማስተዋወቅ ብዙ ስራ አልሰራንም፡፡ ብዙዎች የውጭ አገር ዜጎች ኢትዮጵያን የሚያውቋት ከኮሪያ የጦር ዘመቻ ጋር በማያያዝ ነው፡፡ ከ50 እና ከ50 በላይ እድሜ ያላቸው ሰዎች ስለኢትዮጵያ መልካምነት ይናገራሉ፡፡ እንደሀገር ለወጣት ትውልድ /young generation/ የሚሆን የማስተዋወቂያ ስራ መሠራት አለበት፡፡ ወጣቱ ትውልድ የኢትዮጵያን ታሪክ፣ ባህልና ድንቃድን መሰህቦቿን እንዲያውቀው ተመራጭ የሚዲያ ቻናሎችን በመጠቀም ማሳየት እና ማስገንዘብ ያስፈልጋል፡፡**

**10. በመጨረሻም፡፡ ሀገራዊ መልካም ስምና ዝና እና የማንነት ማሳያዎችን ለማስተዋወቅ ባህልና ቱሪዝም ሚኒስቴር፣ ቁልፍ ተዋናዮች እና ባለድርሻ አካላት ምን ስልቶች መከተል አለባቸው ይላሉ?**

ኢትዮጵያ በቱሪዝም ተወዳዳሪ ሆኖ ለመቀጠል ሚኒስቴሩ አሁን ያለውን ተቋማዊ አሠራር እንደገና መፈተሽ አለበት፡፡ የመረጃ አያያዝ እና የመረጃ ፍሰት ስርዓቶች መሻሻል አለባቸው፡፡ የሰው ኃይል ዕውቀት እና ችሎታ መገንባት አለበት፡፡ እንዲሁም የጥናት ምርምር ሥራዎች መጠናከር ይኖርበታል፡፡ የሕዝብ ግንኙነት ሥራዎች በተመለከተ ብሔራዊ ማንነትን፣ ክብርን እና ዝናን በማጎልበት ለዓለም አቀፉ ማህበረሰብ ግንዛቤ መፍጠር አስፈላጊ ነው፡፡ ስለሆነም በዓለም አቀፉ ማህበረሰብ በብዛት የሚነገሩ ቋንቋዎችን በመጠቀም ኢትዮጵያን ለማስተዋወቅ የተሻሉ ቴክኒኮችን መጠቀም አለብን፡፡ በዓለም አቀፉ ማህበረሰብ በሚነገሩ ቋንቋዎች የዳይገስፖራ ማህበረሰብን ጨምሮ ኢትዮጵያን ለማስተዋወቅ ተደራሽ የሆኑ የሚዲያ ቻናሎችን በመጠቀም የህዝብ ግንኙነት ስራዎች መጠናከር የሚገባው ነው ብዬ አስባለሁ፡፡

ቁልፍ መረጃ ሰጪ፡- 2

ሐሙስ፣ ጁላይ 15 ከቀኑ 3:32 ሰዓት

ስም ቴዎድሮስ ደርበው

የስራ ቦታ፡- "МОСТ"-

የስራ ልምድ፡- 15 አመት በሞሲቲ እንደ ባለሙያ እና ዳይሬክተር።

የሙያ ምድብ፡ - የሚኒስትር አማካሪ ስትራቴጂክ ክፍል ኃላፊ፣ የቀድሞ የቱሪስት የእኔ አገልግሎቶች ደረጃ አሰጣጥ እና የእውቅና ክፍል ኃላፊ።

የእኔ የትምህርት ደረጃ፡ - MA/MSc በቴሪዝም ግብይት

የቃለ መጠይቅ ጥያቄዎች እና ዋና መረጃ ሰጪ ምላሽ፡-

1. ኢትዮጵያ በብዝሃነት ባህል፣ ታሪክ፣ ቋንቋ እና አስደናቂ መስህቦች ትታወቃለች። እነዚህ ሀብቶች ወደ ማህበረሰቦችን ምን ያህል አስተዋውቀዋል? መሬት ላይ ያለው እውነታ ምንድን ነው?

➤ በእርግጠኝነት! ኢትዮጵያ ከሌላው አለም የተለየ ገፅታ አላት። የተለየ ጣምራ ስሜት ወደ ሰዎች አእምሮ ይመጣል፣ የሞዛይክ ባህሎች፣ከሌላው ዓለም የሚለይበት። በተጨማሪም ኢትዮጵያ ምድረ ቀደምት በመሆን ትታወቃለች እንደ የተለያዩ የመሬት ገፅታዋ፣ ከከፍተኛው ተራራ ራስዳሽን እስከ ከመሬት ወለል በታች ዝቅተኛው የአፋር የደናኪል ዲፕሬሽን ድረስ በባህር ወለል ስር የሚገኝ የመሬት አቀማመጥ በጂኦ-ተርማል እንደ ኤርታኤል እሳተ ገሞራ የበለፀገ የመሬት አቀማመጥ በመባል ይታወቃል። በአፋር ክልል በዓለም ላይ ካሉ አምስት እሳተ ገሞራዎች አንዱ ነው። ጥብቅ የዱር እንስሳት አካባቢ፣የከተማው መካከል እንስሳት ፓርኮች (አንድነት፣ሸገር እና "እንጦጦ")፣ የአርኪዮሎጂ ቦታዎች፣ የሰው ልጅ መገኛ የሰው ዘር ቅድመ አያት ቅሪተ አካል እና ጥንታዊ የድንጋይ መሳሪያዎች የተገኙበት ይጨንጋል። ልዩ እና መጠነኛ የአየር ጠባይ ያለባት ምድር ተብላ ትጠራለች።ነገር ግን ስለ ልዩ ባህሪያቱ በመንገር ጥሩ አይደለም። እነዚህም መስህቦች በደንብ በማልማት፣ በመስራት እና ለሀገር ውስጥ እና ለዓለም አቀፍ ማህበረሰቦች አልተስተዋወቁም።

2. የአገሪቱ መለያ ምልክቶች ምንድን ናቸው?

➤ የመለያ ብራንድ ሰፊ ሀሳብ ነው። እሱ የሳይንስ ፣ የምርት ስም እና ምልክት ነው። ኢትዮጵያ በልምድ ጊዜ ሁለት ዓይነት መለያዎችን/ብራንዶችን ለማውጣት/ለመሰየም ትሞክራለች። የመጀመርያዋ ኢትዮጵያ 'የ13 ወርፀጋ' ስትሆን አሁን ያለችው ኢትዮጵያ 'ምድረ ቀደምት' ይባላል። ኢትዮጵያ 'የ13 ወርፀጋ' ለሀገር ውስጥ እና ለአለም አቀፍ ማህበረሰቦች በትክክል ተዋውቋል። አሁን ያለው አዲስ መለያ ግን በደንብ አልተነገረም። በጅምር ደረጃ ላይ ነው። የሀገር መለያ ብራንዲንግ ሳይንስ ነው። የሀገር መለያ በሕዝብ አእምሮ ውስጥ ልዩነት በመፍጠር በዓለም ላይ ካሉ ሌሎች ሀገሮች ጋር ለመወዳደር፣ሰዎች ስለ አገሪቱ ልዩነት፣ ልዩ ባህሪዎች

ማወቅ አለባቸው።

3. የኢትዮጵያን ገጽታ እና መልካም ስም ለማሳደግ የማስተዋወቂያ ጥረቶች ምን ያህል ተሳክተዋል?

➤ የኢትዮጵያን ገጽታ እና መልካም ስም ለሀገር ውስጥ እና ዓለም አቀፍ ማህበረሰቦች ለማስተዋወቅ አንዳንድ ጥረቶች አሉ። የሀገር መለያ በማሳየት በሰዎች አእምሮ ውስጥ አዎንታዊ ስሜት መፍጠር ነው። ይህ ግን የኢትዮጵያን ገጽታ እና መልካም ስም ለማሳደግ በሰዎች አእምሮ ውስጥ ማስቀመጥ የተሳካ አልነበረም። ለዚህም ነው የኢትዮጵያን ገፅታ እና መልካም ስም ለማጎልበት ማን ሊደርስ ይችላል; ግልጽ የሆነ የግብይት ስትራቴጂ ንድፍ እና ትግበራ የለም.

4. እንደ ሀገር የኢትዮጵያን የምስል ብራንድ ለማሳደግ የማስተዋወቂያ ቴክኒኮች አስፈላጊነት ምን ይመስልዎታል?

➤ የኢትዮጵያን የምስል ብራንድ ለማሳደግ የማስተዋወቂያ ቴክኒኮችን ተግባራዊ ለማድረግ ምንም አይነት ጥሪጣሬአይኖረንም። በዚህ ጊዜ ኢትዮጵያን በሕዝብ አእምሮ ውስጥ የአገር ገጽታን፣ ማንነትን እና መልካም ስምን ለማጎልበት የተሻሉ የማስተዋወቂያ ዘዴዎች አልተተገበሩም። መተግበር አለበት። የአገሪቱን ገጽታ እና መልካም ስም በትክክል አልነገረንም።

5. ስለ እርስዎ ምልክታ፣ የህዝብ ግንኙነት ባለሙያዎች ለሀገር መለያለማሳየት ውጤታማ የማስተዋወቂያ ቴክኒኮችን በትክክል ይተገብራሉ?

➤ የእውቀት እና የማስተዋወቂያ ዘዴዎች እጥረት አለ። ሰዎች የኢትዮጵያን ልዩ ገፅታዎች ማወቅ አለባቸው። ነገር ግን የሕዝብ ግንኙነት ጥረቶች ለደንበኞቹ በውጤታማነት መድረስ አልቻሉም ።

6. የሀገር ገፅታመለያ ማስተዋወቅ ዋና ዋናተዋናዮች እና ባለድርሻ አካላት ኃላፊነቶች ምንድን ናቸው?

➤ በቱሪዝም ኢንዱስትሪ ውስጥ በጣም ብዙ ዋና ዋናተዋናዮች እና ባለድርሻ አካላት አሉ። ማለትም እችላለሁ; አስጎብኚዎች; የሆቴል ባለሀብቶች; የባለሙያዎች ማኅበራት; የቱሪዝም ድርጅቶች; የሥልጠና ተቋማት; ትምህርት ቤቶች እና አስጎብኚ ድርጅቶች ብዙ ደንበኞችን በማምጣት ብዙ ትርፍ ለማግኘት የአገሪቱን መልካም ስምና ዝና ለመግለፅ ብዙ ጥረቶችን እያበረከቱ ነው። ከዚህም በላይ የንግድ ድርጅቶች ትርፍ ለማግኘት ለደንበኞቻቸው የበለጠ እንግዳ ተቀባይ ስለሆኑ ነው. በተመሳሳይ መልኩ ንግዳቸውን ማስተዋወቅ የሀገሪቱን ገፅታ እና መልካም ስም ለማስተዋወቅ የሚደረግ ጥረት ነው. ወደ 70 የሚጠጉ የውጭ ሀገር ያሉ ኤምባሲዎቻችን; የውጭ ጉዳይ ሚኒስቴር; የዲያስፖራ ማህበር እና በውጭ የሚኖሩ ማህበረሰቦች የሀገሪቱን ገጽታ እና መልካም ስም ለማስተዋወቅ የበኩላቸውን አስተዋፅኦ እያበረከቱ ይገኛሉ። ነገር ግን በሴክተሩ ውስጥ የበለጠ ኃላፊነት እንዲወስዱ የሚያደርጉትን አስተዋጽኦ እና ጥረታቸውን እንዲያሳድጉ እኛ በብቃት እያደራጀናቸው አይደለም። የአገር ገፅታየማደስ ጥረቶችን የማሳደግ ሂደት ምክንያታዊ አልነበረም።

7. ኢትዮጵያ ባለፉት 10 ዓመታት ጭስ አልባ በሆነው የቱሪዝም ኢንዱስትሪ ተጠቃሚ ሆናለች ብለው ያስባሉ? እንዴት? የዚህ ዘርፍ የወደፊት ዕጣ ፈንታ ምንድን ነው?

- በእርግጥ ኢትዮጵያ ከቱሪዝም ተጠቃሚ ነች። ባለፉት 10 ዓመታት ውስጥ ተስፋ አስቆራጭ ውጤት አለ እና የሚጠበቀውን ያህል አይደለም። የኢትዮጵያ ቱሪዝም ተጠቃሚነት ከሌሎች ሀገራት ገና በመጠነኛ ዕድገት ደረጃ ላይ ትገኛለች። ስለዚህ በቱሪስት ፍሴት እና የቱሪዝም ምርቶች አቅራቢዎች ላይ ያለውን የክፍተት መንስኤ ለማወቅ ጥናት እና ምርምር እንፈልጋለን።

8. የሀገር ገጽታና ስም ግንባታ ተግዳሮቶች ምንድን ናቸው?

- የመሰረተ ልማት እጥረት፣ አስተማማኝ መሠረተ ልማት ያስፈልገናል።
- መሠረታዊ ፍላጎቶችሚዛኑ ለአቅርቦት እና ለፍላጎት ምንም አይነት ተመጣጣኝ አለመሆን፤
- ለዲጂታል ገበያ ምንም ዓይነት እቅድ እና አስፈላጊነት የለም. ስለዚህም የምርት መለያ የምናስተዋወቅበት የማሰራጫ መንገዶች በትክክል ማሳወቅ አለብን። እኛነታችን የሚወክሉ መለያ/ብራንድ ስልታችንን በአግባቡ ማሳወቅ አለብን። የሀገራችንን ገጽታ፣ መልካም ስም እና መለያ/ብራንድ ለማሳወቅ በዲጂታል ገበያ ልማት ማስተዋወቅ እንፈልጋለን። እንዲሁም ዕውቅና ባላቸው ዓለም አቀፍ ሁኔታዎች ላይ መሳተፍ አለብን።

9. ኢትዮጵያ በዓለም ዜጎች አእምሮ ውስጥ አዎንታዊ ገፅታን ገንብታለች? ብለው ያስባሉ?

- አዎን፤ ኃላፊነት የሚሰማቸው አካላት እና ባለድርሻ አካላት በዓለም ዜጎች አእምሮ ውስጥ በአዎንታዊ ገጽታ ግንባታ ላይ የተደረጉ ጥረቶች አሉ። እነዚህም ካለፈው እና ከአሁኑ ጊዜ በጥሩ ሁኔታ የተሰሩ ናቸው። ግን ያን ያህል አጥጋቢ ነው ማለት አይቻልም።

10. በመጨረሻም የባህልና ቱሪዝም ሚኒስቴር፣ ዋና ተዋናዮች እና ባለድርሻ አካላት ሀገራዊ በጎ ፈቃድና ማንነትን ለማስፈን ምን ስልቶችን መከተል አለባቸው?

- የባህልና ቱሪዝም ሚኒስቴር፣ ቁልፍ ተዋናዮች እና ባለድርሻ አካላት የዲጂታል ቴክኖሎጂ ማስተዋወቂያዎችን በማሻሻል የሀገርን ገጽታ ለመገንባት የሚያደርጓቸው ጥረቶችን ማሻሻል አለባቸው።
- የመንገድና የኤሌክትሪክ ህይወት መሠረተ ልማትን ማሻሻል አለባቸው።
- ጥሩ የእንግዳ ተቀባይነት ስሜትን ማሻሻል።
- የአገልግሎት አሰጣጥና የአቅርቦት እሴት ሰንሰለትን ማሻሻል።
- ሁሉም ሰው የአገሩ አምባሳደር መሆን አለበት።
- ዲጂታል ቴክኖሎጂዎች እንደ አንድ የመዘወሪያ ጨዋታ መሳሪያ አድርጎ በመጠቀም ማሻሻል፤
- የሀገር ውስጥ ሁኔታ ዝግጅቶችን ማስተባበርና ተሳትፎን በአግባቡ ማሻሻል አለበት።
- የአለም አቀፍ ሁኔታ ዝግጅቶችን ማስተባበር እና ተሳትፎን በአግባቡ ማሻሻል አለበት።
- B2B ከሚሰሩ ድርጅቶች ጋር አብሮ መስራትን ማሻሻል አለበት።

ቁልፍ መረጃ ሰጪ፡- 3

ሐሙስ፣ ጁላይ 15 ከቀኑ 3፡32 ሰዓት

ስም ሲሳይ ጌታቸው

የስራቦታ፡- ቱሪዝም ኢትዮጵያ - ማስተር ካርድ ፋውንዴሽን

በድርጅቱ ውስጥ ያለው ኃላፊነት፡ - ፈንድ ዲዛይነር እና አስተባባሪ

የሥራልምድ፡ - 32 ዓመታት፣ የቀድሞ መድረሻ ግብይት የቱሪዝም ሚኒስትር ዴኤታ አማካሪ

ዳይሬክተር እና ቡቱኢ. ማስተር ካርድ ፋውንዴሽን

የእኔ የትምህርት ደረጃ፡ - MPPS

የቃለ መጠይቅ ጥያቄዎች እና ዋና መረጃ ሰጪምላሽ፡-

1. ኢትዮጵያ በብዝሃነት ባህል፣ ታሪክ፣ ቋንቋ እና አስደናቂ መስህቦች ባለቤትነት ትታወቃለች። እነዚህ ሀብቶች ወደ ማህበረሰባችን ምን ያህል ይታወቃሉ? አስተዋውቀናል? መሬት ላይ ያለው እውነታ ምንድን ነው?

➤ የሀገር ውስጥ ቱሪዝም የሚጠበቀውን ያህል ያልዳበረ መሆኑን የቱሪዝም ባለሙያዎች ይስማማሉ። በኢትዮጵያ ውስጥ የሚታወቁት ዋና ዋና የጉዞ አላማዎች የህጅ ጉዞ እና የንግድ ስራ ናቸው። የመዝናኛ ቱሪዝም ክፍል መጠኑ አነስተኛ ነው። ዝቅተኛ የጉብኝት ባህል በዋናነት ደካማ በሆኑ የማበረታቻ ግብአቶች ወጥነት ባለው የማስተዋወቅ እና የግብይት ዘመቻዎች ሊመነጩ ስለሚችሉ ነው። የተወሰኑ የህብረተሰብ መስህቦችን ባወቁ መጠን የበለጠ ባከብራችኋቸው መጠን ወደ ተለያዩ ማህበረሰቦች ሰላማዊ አብሮ መኖር ያመራል። ይሁን እንጂ በመሬት ላይ ያለው እውነታ አሁን ባለው የእርስበርስ አለመከባበር ወደ ግጭት ይገባል የሚል ሀሳብ ይስተዋላል፡፡

2. የአገሪቱ መለያ ምልክቶች ምንድን ናቸው?

➤ የብሔራዊ መለያ ብራንድ ከሴክተር ወደ ሴክተር አንዳንዴም ከክልል ክልል ይለያያል። በአሁኑ ጊዜ የበላይነቱን የሚይዘው ብሄራዊ ብራንድ ዘርፎች፣ የቱሪዝም ብራንድ “ኢትዮጵያ ምድረ ቀደምት” ከሌሎች ተጨማሪ የክልል ብራንዶች ጋር በመሆን ትልቁን “ኢትዮጵያ ምድረ ቀደምት” ብራንድ በጋራ ለመገንባት ነው። እያንዳንዱ ክልል ለብሔራዊ የቱሪዝም ብራንድ ባበረከቱት አስተዋፅኦ ዓይነት እና ደረጃ ላይ በመመስረት የራሱን መለያ ስም አዘጋጅቷል።

3. የኢትዮጵያን ገጽታ እና መልካም ስም ለማሳደግ የማስተዋወቂያ ጥረቶች ምን ያህል ተሳክተዋል?

➤ ምስልን ማሳደግ እና የአንድን መዳረሻ ስም ማረጋገጥ በተቀየሰ የግብይት እና የማስተዋወቂያ ስትራቴጂ ላይ በመመስረት የሚደረጉ አወንታዊ እሴቶችን ጠንክሮ ያለ ማስተዋወቅን ይጠይቃል። ሀገሪቱ በመልካም መስህቦች እና በአዎንታዊ ባህላዊ እሴቶች ካገኘችው አቅም አንፃር ሲታይ ሀገሪቱ አሁንም ከረሃብ እና የእርስ በርስ ጦርነት ጋር ተያይዞ ባላት ረጅም ገፅታዋ ብዙም የምትታይ እና በአለም አቀፍ ማህበረሰብ ዘንድ የምትታወቅ ነች።

4. እንደ ሀገር የኢትዮጵያን የገፅታ መለያ ብራንድ ለማሳደግ የማስተዋወቂያ ቴክኒኮች አስፈላጊነት ምን ይመስልዎታል?

➤ እኔ እንደማስበው ይህ የዲጂታል ዘመን ነው እና ወደ ሰፊው የገበያ ኢላማዎች ለመድረስ ወደፊጠራ ዲጂታል መሳሪያዎች ትግበራ መመለስ አለብን። በዚህ ረገድ ትልቅ የሀብት አሃዛዊ ግብይት ያላት ሀገር የመጨረሻው እና ለአብዛኞቹ መሳሪያዎች አገሪቷን በተሳካ ሁኔታ ማስቀመጥ እንድትችል ነው።

5. ስለእርስዎ ምልከታ፣ የህዝብ ግንኙነት ባለሙያዎች ለሀገር መለያ ምስል ብራንዲንግ ሥራ ውጤታማ የማስተዋወቂያ ቴክኒኮችን በትክክል ይተገብራሉ?

➤ የህዝብ ግንኙነት ባለሙያዎች የሀገርን ምስል በሚገነቡበት ጊዜ ብዙ ተመልካቾችን ለመድረስ ጥቅም ላይ ከሚውሉ የማስተዋወቂያ ድብልቆች አንዱ ነው። ይሁን እንጂ አንድ የህዝብ ግንኙነት ባለሙያ ስኬት የሚመነጩ እሴቶችን በመረዳት፣ ታዳሚዎችን ለመምረጥ እና ለመድረስ ባለው አቅም ላይ የተመሰረተ ነው እና ምክምንም በላይ ስለአገሪቱ ስላጋጠማት ችግር ማህበራዊ፣ ፖለቲካዊ እና ኢኮኖሚያዊ አውዶች ሁሉን አቀፍ እውቀት ሊኖረው ይገባል።

6. ለሀገር መለያ ምስል ብራንዲንግ ዋና ዋና ተዋናዮች እና ባለድርሻ አካላት ኃላፊነቶች ምንድን ናቸው?

➤ በዘርፉ በጣም ብዙ ዋና ተዋናዮች እና ባለድርሻ አካላት አሉ። የብሔራዊ ሚዲያ ፕሮፌሽናል ማኅበራትን ለመሰየም፣ የቱሪዝም አፕሬሽን ድርጅትና የጉዞ ኤጀንሲዎች፣ ቱሪዝም ኢትዮጵያ፣ ባህልና ቱሪዝም ሚኒስቴር፣ የውጭ ጉዳይ ሚኒስቴር፣ እና በውጭ አገር ያሉ ኤምባሲዎቻችን የአገሪቱን ገጽታ እና መልካም ስም መለያ/ብራንዲንግ የማስተዋወቅ ኃላፊነት አለባቸው።

7. ኢትዮጵያ ላለፉት 10 ዓመታት ጭስ አልባ ከሆነው የቱሪዝም ኢንዱስትሪ ተጠቃሚ ሆናለች ብለው ያስባሉ? እንዴት? የዚህ ዘርፍ የወደፊት ዕጣ ፈንታው ምንድን ነው?

➤ ቱሪዝም “ጭስ አልባ ኢንዱስትሪ” ሆኖ አያውቅም። ይህ በዓለም አቀፍ ደረጃ ላለፉት ጊዜያት የተስፋፋ የተሳሳተ ግንዛቤ ነው። አሁንም በፍፁም ጠባብ የበጀት ፖሊሲ ወደ ግብርና እና ማኑፋክቸሪንግ ኢንዱስትሪዎች የሚያዘነብል እና የፖሊሲ ደረጃ ቀውስ፣ የዘርፉን እድገት የሚጎዳ የበጀት ፖሊሲ ባለበት፣ የፖለቲካ አመራሩ ትክክለኛነትና ቁርጠኝነት በሌለበት፣ የፖለቲካ አመራሩ ትክክለኛነትና ቁርጠኝነት በሌለበት፣ ላለፉት አስር አመታት ተጠቃሚ ሆናለች ማለት አይቻልም። የዘርፉን እድገት እኩል ተጎድቷል፣ ኢትዮጵያ ከዘርፉ የበለፀገች እና የተለያየ አቅም ካላት ጋር ሲነጻጸር ተጠቃሚ አልነበረችም። በመጨረሻው መስከረም አዲሱ መንግስት ከተቋቋመ በኋላ ሊመጡ በሚችሉት ያልታወቁ የፖሊሲ እርምጃዎች አሁንም ግልፅ እንዳልሆነ ይሰማኛል።

8. የሀገር ገጽታና ስም ግንባታ ተግዳሮቶች ምንድን ናቸው?

- በተግዳሮቱ መጠን እንደተገለጸው መሬት ላይ ያለው እውነታ ሁልጊዜ የመለያ ምስል ግንባታ ጥረቶች ስኬት እና ውድቀትን ይወስናል። ለእኔ ጊዜያዊ ረቂቅ እና ያለፈው ረሃብ አሁንም አለ እና በአሁኑ ጊዜ ሰላም እና መረጋጋት እጦት ከጂኦፖለቲካዊ ተፅእኖ ጋር የሀገሪቱ ዋና ፈተናዎች ናቸው።

9. ኢትዮጵያ በአለም ዜጎች አእምሮ ውስጥ አዎንታዊ ገፅታን ገንብታለች?

- ለመለያ ምስል ግንባታ የስኬት መንስኤው ኢትዮጵያ በምታደርገው እናበምታሰበው ላይ ብቻ የተመካ አይደለም። ዛሬ ባለው እውነታ መጥፎ መለያ ምስል ሲከሰት የእውነታ ነጻብራቅ ላይሆን ይችላል። ወደ አብዛኞቹ ታዳጊ አገሮች ይመጣል። የውጪ ተዋናዮችን የፖለቲካ ኢሳማ ለመምታት የተሰላ የተሳሳተ ግንዛቤ ውጤት ሊሆን ይችላል። በእኛ ሁኔታ ኢትዮጵያ የራሷ ልማትና ፖሊሲዎች ሰለባ መሆኗን እገነዘባለሁ። ለዚህ ዳሰሳ የሚያስፈልገን ይመስለኛል። ግን ብዙ እንደሚቀረን እንዳለ ይሰማኛል።

10. በመጨረሻም የባህልና ቱሪዝም ሚኒስቴር፣ ዋና ዋና ተዋናዮች እና ባለድርሻ አካላት ሀገራዊ መልካም ስም እና ማንነት መገለጫዎችን ለማስተዋወቅ ምን ስልቶችን መከተል አለባቸው?

- ወደማይታወቅ ሁኔታ እያመራን ያለውን የፖለቲካ ሁኔታ ግምት ውስጥ በማስገባት ወደ ማይገመቱ ሁኔታዎች እየመራን በመሆኑ የተለየ ሀሳብ የለኝም። ምን ማለት እችላለሁ ቱሪዝም የማይበገር ኢንዱስትሪ ነው። ለኔ የ"MOCT" መኖር አሁንም ወደፊትም አጠራጣሪ ነው። ስለዚህ ሚናውን መጫወት በሌለበት በመጨረሱ መንግስት ውስጥ መጫወት የነበረበት በመሆኑ መገመት በጣም ከባድ ነው።

## Appendix 7:

# The new brand slogan Land of Origins

The brand promise is summarized in the slogan land of origins that will be the basis to develop the promotional communication.



## The New Brand Explained



## Brand architecture

### The logo



The blue circle reminds us of the blue skies that can be enjoyed in Ethiopia most of the year.



The branches represent abundance – our growth into the future.

The trunk represents the unity and strength of the nation.

The tree -depicting the colors of the national flag- is rooted in our origins: our people, our history and our land.

**Ethiopia**  
LAND OF ORIGINS

Inspired by the ancient Geez alphabet, the typeface is unique and reflects the originality of Ethiopia's culture and history.

The slogan summarises the brand promise.

**The brand slogan Ethiopia 'The Thirteenth Months of Sunshine'**



## የሚኒስትሮች ምክር ቤት

### የኢትዮጵያ ቱሪዝም ትራንስፎርሜሽን ምክር ቤትን እና የኢትዮጵያ ቱሪዝም ድርጅትን ማቋቋሚያ ደንብ አጸደቀ

የሚኒስትሮች ምክር ቤት የኢትዮጵያ ቱሪዝም ትራንስፎርሜሽን ምክር ቤትን እና የኢትዮጵያ ቱሪዝም ድርጅትን ማቋቋሚያ ደንብ አጸደቀ።

የቱሪዝም ትራንስፎርሜሽን ምክር ቤቱ በጠቅላይ ሚኒስትሩ የሚመራ ነው። በአገሪቱ የሚካሄዱ የቱሪስት መዳረሻዎች ልማትንና የቱሪዝም ማርኬቲንግ ስራዎችን በመምራት የቱሪዝም ሴክተሩን ሚኒስትሩ መመራቱ ለሴክተሩ ልዩ ዕድገት የሚገቱ ዋና ዋና ማቆሚያዎችን

እና ቁልፍ ችግሮችን እንዲፈቱ ለሚመለከታቸው አካላት መመሪያ እንደሚሰጥ፤ ተፈጻሚነታቸውን እንደሚያረጋግጥ፤ የቱሪዝም ድርጅቱ ሊከተላቸው በሚገቡ ስትራቴጂያዊ ጉዳዮች ላይ አቅጣጫ እንደሚሰጥ ደንቡ ይገልጻል።

የባህልና ቱሪዝም ሚኒስቴር ሚኒስትር ዲኤታ ከብርት ወ/ሮ ታደላች ዳለች፤ ምክር ቤቱ በጠቅላይ ሚኒስትሩ መመራቱ ለሴክተሩ ልዩ ትኩረት እንደተሰጠው ማሳያ ነው

ሲሉ ገልጸዋል። የቱሪዝም ድርጅቱ ደግሞ በቦርድ የሚመራ ሲሆን የቦርዱ አባላትም ከመንግስትና ከግል ዘርፍ የሚወከሉ እንደሚሆኑ ደንቡ ይገልጻል።

ቦርዱም የቱሪዝም ድርጅቱን የስራ እንቅስቃሴ በቅርበት በመከታተል የሚሠራ ይሆናል። የኢትዮጵያ ቱሪዝም ድርጅትም ትኩረቱን በቱሪዝም መዳረሻዎች ልማትና በማርኬቲንግ ሥራዎች ላይ አድርጎ እንደሚሠራ በደንቡ ላይ ተገልጿል።

በተለይም በውጭ አገር በሚካሄዱ የማስተዋወቂያ ስራዎች ላይ የግለ ዘርፍ በስፋት የሚሳተፍ እንደሚሆን፤ ይህም ደግሞ የአገራችንን ገጽታ በሰፊው በማስተዋወቅ፤ የግብዥዎችን ቁጥር በማሳደግ ሲከተሉ ለአገሪቱ ሊያበረክት የሚገባው ኢኮኖሚያዊ ጠቀሜታ ከፍተኛ እንዲል በማድረግ በኩል ቁልፍ ሚና እንደሚኖረው ይታመናል።

### የአብሬት መስጃድን የመውሊድ በዓል አካባቢ ለቱሪስት መስህብነት መጠቀም እንደሚገባ ተጠቆመ



የአብሬት መስጃድን የመውሊድ በበዓል አካባቢ በሚገባ በማስተዋወቅና በመጠበቅ ለቱሪስት መስህብነት ማዋል እንደሚገባ የባህልና ቱሪዝም ሚኒስትር አቶ አሚን አብዱልቃድር ገለጹ። ሚኒስትሩ ይህን ያሉት በደቡብ ብሔሮች፣ ብሔረሰቦችና ሕዝቦች ክልል በቸሃ ወረዳ አብሬት ቀበሌ የሚገኘው የአብሬት መስጃድን የመውሊድ በዓል በየዓመቱ ማንበት ወር ላይ ከ500 ሺ በላይ ምዕመናን በተገኙበት በደማቅ ሁኔታ ሲከበር ነው። በበዓሉ ዕለት የባህልና ቱሪዝም ሚኒስቴር ሚኒስትር ከቡር አቶ አሚን አብዱልቃድርን ጨምሮ የዞኑና የወረዳው ባለስልጣናትና ከተለያዩ አካባቢዎች የመጡ በርካታ አላማዎች ተገኝተዋል።

ከቡር አቶ አሚን አብዱልቃድር ይህን ልዩ የበዓል አካባቢ ሥርዓት በተገቢው መንገድ በማስተዋወቅና በመጠበቅ ለቱሪስት መስህብነት ማዋል እንደሚገባ አሳስበዋል። በጨቋኙና በአስከፊው የደርግ ዘመን በዚህ መስጃድን በሕዝብ መሰላጠም ላይ ይደርስ የነበረውን አሳዛኝ አፈናና እንግልት ያስታውሱት ከቡር ሚኒስትሩ በአሁኑ ሰዓት ሕዝብ መሰላጠም በሕገ መንግስት የተረጋገጠለትን እምነቱን በነፃነትና በአኩሪነት የማክበር መብት በተገቢው መልኩ እንዲጠቀሙትና ከሌሎች የእምነት ተቋማትና ምዕመናን ጋርም በተለመደው መከባበርና

ወደ ገፅ ፪ ዞሯል ዜ



## ርዕስ አንቀጽ

# ታላቅ የቱሪስት መዳረሻ ለሚሆነው የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም!



**ታ**ላቅ የኢትዮጵያ ሕዳሴ ግድብ የሚሆነው የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም! የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም! የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም!

ይህ ታላቅ ፕሮጀክት ለሀገሪቱም ለሕዝቧም የዕድል ማግኘት ማድረግ የሚችል አገልግሎት ይሰጣል። የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም! የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም!

በተለይም ለሀገሪቱም ለሕዝቧም የዕድል ማግኘት ማድረግ የሚችል አገልግሎት ይሰጣል። የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም! የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም!

ወሰኑ ይልቅ ይፈጠራል። የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም! የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም!

ከደረሰ ወደ ይልቅ ከሕንጻው የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም! የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም!

ግድቡ አውግ ሆኖ የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም! የሕዳሴው ግድብ ስኬት የተዘረጋ ከንዳችን አይታጠፍም!

ክፍል ፩ የጥሪ ፩

## የአብራት መስጪያ...

ፍቅር የተሞላበት ግንኙነት አንዲቀጥል አሳስባለሁ። ይህ የአብራት መስጪያ በየዓመቱ ከተለያዩ የኢትዮጵያ ቤተሰቦች፣ ቤተሰቦችና ሌሎች በሚመዝገቡ ከ500 ሺ አስከፊ 600 ሺ በሚጠጡ አግኝቶች የሚከበረው ገንብ መጠቀሙ የመውለድ በሃል ቤተሰባቸውም ሆነ በሚያስተናግደው የሕዝብ ብዛት አንዲሁም በየሃል አካባቢ ሥርዓቱ ከሌሎች አካባቢዎች ልዩ አገልግሎት የሚያስተናግድ አባቶች ገልጽዋል። በሃሉ በዚህ ወቅት የሚከበርበት ምክንያትም ወቅቱ በአረብኛ ለቀጣጠር “ረጅብ” ነፃ ስልጣን ይህም ነብዩ መጥመድ የተወሰነበት ወቅት በመሆኑ ነው።

በዕለቱ ልዩ የመውለድ በሃል አካባቢ ላይ የተገኙ የተራራ የገንዘብ መምሪያ ጋዳፊ እቶ ማንኛውን ረጅብ በዚህ በሃል ላይ ምንም ዓይነት የወጥታ ችግር አንድሊሰኝ ህዝቡ ሙስሊሙም ሆነ በአካባቢው የሚኖሩ የሌሎች ሃይማኖት ተከታዮች በሃሉ በሰላምና በፍቅር አንዲከበር የሕዳሴው ስብዓዊ አገልግሎት ለሰጠው ገልጽዋል።

ይህን ልዩ የመውለድ በሃል ለመታደም ከአዲስ አበባና ከሌሎችም የኢትዮጵያ አካባቢዎች የመጡ አላማዊና የሃይማኖት አባቶች በዚህ በሃል ማከበራዊና ሃይማኖታዊ ፋይዳ የሕዳሴው መሆኑና የአካባቢውን ቤተሰብ በፍቅርና በአንድነት የመገናኛ ተዋሃዶች ገልጸውልናል። ይህን ልዩ የቱሪስት መስጪያ ለማድረግም ከመንግስትና ከአካባቢው ማከበራተኛነት ጋር አብረው አንድሚሰሩ ታል ገብተዋል። ህዝቡ ሙስሊሙም ከሌሎች ሃይማኖቶች ጋር በፍቅርና በአንድነት አብሮ የመገናኛ መልካም ባህልን አጠናክሮ አንዲቀጥል አሳስበዋል።

በበሃሉ ላይ ከሚገኘው የሕዝብ ቁጥር መጠኑና የመስጪያ ጠባብ መሆኑ ጋር ተያይዞ የሚኖረው መጠናከሩ በአካባቢው ያለው የውሃና የመጠጥ ችግር፣ አንጻራት ለማስተናገድ የሚያስችል በቂ የማግኘትና የቱሪስት አገልግሎት ሰጪ ተቋም አለመኖሩ በታላቅ አንድሻገር የሚጠቀስ ነው። ይህን ችግር ለመቀረፍና በተለይም የበሃሉን አካባቢ የቱሪስት መስጪያ ከማድረግ አካር ሀብረተሰቡና መንግስት በሀሉ መሳሪያ አንዳለባቸውና ከአስላማዊ መጽሐፍም አርሳታ አንድሚያስፈልጋቸው የበሃሉ ለስተባባሪ ኮሚቴ ለሰላት ገልጽዋል።

## “ባህልና ቱሪዝም” ጋዜጣ በኢ.ፌ.ዴ.ሪ ባህልና ቱሪዝም ሚኒስቴር በየስድስት ወሩ የሚታተም ነው ፩ኛ ዓመት ቁጥር ፪ መስከረም ፳፻፮ ዓ.ም

| አግታሚ                                                                                  | ኢ.ፌ.ዴ.ሪ ባህልና ቱሪዝም                                                                                            | አዘጋጅ               | ፀሐፊ                                                               | ሌላ አውጥሶ ደረጃ                                  | አታሚ              |
|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------|----------------------------------------------|------------------|
| የኢ.ፌ.ዴ.ሪ ባህልና ቱሪዝም ሚኒስቴር<br>ስልክ - 011-5170 20<br>011-53 82 6061<br>ፖ.ሣቀ - 1987 / 2183 | 1. አቶ ወርቅነህ አስራይ<br>2. አቶ ገብረአብ ደረጃ<br>3. አቶ ወርቅነህ ደረጃ<br>4. አቶ ተወልደ ለሰላ<br>5. አቶ ሰላሳው ገብረ<br>6. አቶ አብነት ሰላሳ | አዘጋጅ<br>ወርቅነህ አብነት | ሀሳብ<br>አብነት ሰላሳ<br>ፍቅር ገራፍ<br>ፍሬሳይወት ብርሃኑ<br>መታደሪያ አየላ<br>በለጠ ከዋሊ | መዝገብ መረጃ ሊኖ<br>የሀብት ስራዎች<br>+251 91 45 81 58 | ብርሃኑ ሰላሳ ማተሚያ ቤት |

# Declaration

*This thesis is my original work and has not been presented in any other university and college. All sources and materials used are duly acknowledged.*

**Tadele Jemal**

*Name of candidate*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

*This thesis has been submitted for final examination with my approval as an advisor.*

\_\_\_\_\_  
*Name of Advisor*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*