



**PRACTICE AND CHALLENGES OF MEDIA COVERAGE IN
REPORTING TOURISM: IN THE CASE OF ETV NEWS “TENA
–YISTILIGN ETHIOPIA” NEWS PACKAGE**

BY

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June, 2022

ADDIS ABABA, ETHIOPIA

**THE PRACTICE AND CHALLENGES OF MEDIA
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OF ETV NEWS “TENA –YISTILIGN ETHIOPIA” NEWS
PACKAGE**

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**A Thesis Submitted to Addis Ababa University, College of
Humanities, Language Studies, Journalism and Communication in
Partial Fulfillment for the Degree of Master of Art in Journalism
and Communication**

June, 2022

Addis Ababa, Ethiopia

Addis Ababa University

School of Graduate studies

This is to certify that the thesis prepared by Tesfaye Abebe Kifle, entitled: The Practice and challenges of Media coverage in Reporting Tourism: In the Case of ETV News “Tena –Yistilign Ethiopia” News Package, and submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Journalism and Communication complies with the regulations of the University and meets the accepts standards with respect to originality and quality.

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Abstract

The objective of this study was to explore the practice and challenges of tourism media coverage in the ETV "Tena-Yistilign Ethiopia" news package. The research design was descriptive research design. In addition to this, a mixed research approach is employed in this study. The data collection instruments were interviews and document analysis. An interview was conducted with the editor-in-chief, shift editor, producer, news anchor/host, and reporter. Document analysis was obtained from sixty-seven tourism news broadcasts from January 1, 2019 to December 31, 2019. The findings of the study pointed out that the ETV news package has less attention to tourism reporting. The sources of information for tourism news stories are event-based and government organizations. Some of the challenges of tourism reporting in the "Tena-Yistilign Ethiopia" news package were lack of interest and awareness of tourism reports as well as media roles, lack of infrastructure, lack of information, and time constraint. Based on the findings of the study, the following recommendations are forwarded: The management of the "Tena-Yistilign Ethiopia" news package should give due attention to tourism and assign professionals who are able to produce well-planned, organized, and quality tourism news and programs so as to promote media coverage of tourism reporting. The journalists need to be well informed about tourism and work hard to promote the sector in their news packages. The media management and other stakeholders should provide training to media and tourism professionals, tour guides, and other stakeholders to help encourage the sector's concerned bodies.

Key words: News, Tourism reporting, “Tena-Yistilign Ethiopia”, Ethiopia Television.

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List of Abbreviations

ATDI:	Adventure Tourism Development Index
ATTA:	Adventure Travel Trade Association
EBC:	Ethiopian Broadcasting Corporation
ENA:	Ethiopian News Agency
ETV:	Ethiopian Television
IUTO:	International Union of Tourist Organizations
SNNP:	Southern Nations, Nationalities and Peoples Region
UNESCO:	United Nations Educational, Scientific, and Cultural Organization
UNWTO:	United Nations World Tourism Organization

Acknowledgment

First of all, I want to thank the Almighty God, without whom I would never have had the courage and success, for supporting me all my life. And I also want to express my deepest gratitude to my advisor, Mekuria Mekasha (Assistant Professor), for his invaluable guidance and helpful comments on all parts and progress of my thesis.

My deepest gratitude also goes to my family members, without whom I would have found many things very difficult. I am especially indebted to my beloved wife. Words cannot express how much my beloved wife, **Fikr [Fikrte Ayenachew]**, has taken on for our family while I was away at school. I would like to express my gratitude and love for bravely taking care of me.

The amazing cooperation and unreserved support I received from my best friends, Daniel Tsehay and Dr. Tadesse Beza, who have valuably contributed towards the successful accomplishment of this thesis work in one or the other way.

Lastly, my great respect also goes to my respondents, very much for their cooperation, without which this work would not have been possible.

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

The media has various roles in human life. In any society, the media has a role to inform, educate, persuade, mobilize, socialize, and entertain the general public by addressing various public issues. Media will be able to shape public perceptions towards the common good and serve the public interest. Moreover, the media promotes social interaction and cultural and educational aspects of human lives. The media is powerful in bringing changes in attitudes and behavior among the key actors in local, national, and international situations (Zhong and Newhagen, 2009).

The media has helped in the promotion of tourism destinations. It contributes to the dissemination of information about tourism's social, cultural, economic, political, and environmental benefits, as well as the country's monumental and historic developments. As a result, the tourism industry and the media have a strong bond. The media is frequently viewed as a tourist mediator between local and international communities. According to Anjum (2005), tourism is the sum of the phenomena and relationships arising from interaction among tourists, business suppliers, host governments, and host communities in the process of attracting these tourists and other visitors.

Similarly, the United Nations World Tourism Organization (UNWTO) defines tourism as "people traveling to and staying in places beyond their typical surroundings for no more than one year for leisure, business, or other objectives." Travel decisions are highly dependent on media reporting as a source of information for people who have never visited the location in person. So far, the media has had a social responsibility to raise awareness of man-made and natural attractions in the local, national, and international communities (Kumar, 2014).

Ethiopia is a natural entity in terms of tourism, unique conditions, and features; it is endowed with rich historical, cultural, and natural resources. Ethiopia is the source of the Nile, land of the Axumite civilization, the origin of mankind, one of the original centers of plant and animal domestication including coffee and teff, the medieval castles of Gondar, and home to the 8th wonder of the world, the rock-hewn churches of Lalibela. It also has an astonishing variety of

landscapes, ranging from rugged mountains, rift valley lakes, and their birds, to the Danakil Depression, which features living lava lakes and geysers (Abay, 2014).

Ethiopia has registered nine tangible and four intangible world heritages with UNESCO and is gifted with an exclusive amalgamation of natural and cultural heritages, impressive scenery, a suitable climate, rich flora and fauna, and acknowledged archaeological sites. Not only that, but 12 Ethiopian ancient manuscripts and five biodiversity sites have been registered with UNESCO, and the cultural values of more than 80 nationalities are untapped tourism resources.

Some of the heritages registered by UNESCO include Meskel Demera Festivities and Fiche-Chambelala-the Sidama people's New Year celebrations; the Oromo people's "Geda System" and the Epiphany celebration (Jerusalem, 2018). Meanwhile, the number of tourists visiting this heritage is not that big as compared to other African countries. Visitors need to have a large selection of destinations to choose from and make a decision to visit. The tourism industry and the tourist location must be well-known to visitors in order to be effectively advertised. As a result, the media plays a significant role in informing visitors (Kiralova and Pavilicek, 2015).

In this sense, the media plays an important role in tourism development because it disseminates tourism-related information through its media outlets (Dümcke and Gnedovsky, 2013). Countries can use the media to execute tourism marketing initiatives. The news media, in particular, has an impact on tourists' mental pictures of places, particularly when the sites are unfamiliar tourist destinations (Croy, Beeton, and Frost, 2010).

According to EBC Gap Analysis and New Formats; unpublished document (2018), EBC has three streams known as ETV Entertainment, ETV News, and ETV Language. And this study will focus on ETV News. In addition, since 2018, ETV News has made reforms by considering the news content and its delivery service.

Since then, EBC News divided its primetime into three news packages known as "Tena_Yistilign Ethiopia", ETV Square News, and ETV 57. Carrying out studies on the news media is a key step to identifying the challenges of tourism report coverage. Hence, critically assessing the practices and challenges of media coverage of tourism reporting in ETV, particularly in the case of the

"Tena_Yistilign Ethiopia" news package, where it is always aired from Monday to Friday with a time table from seven to nine a.m., is the main concern of this study.

1.2 Statement of the Problem

The media, whether it is public or private, plays an important role as a source of information and informing and postponing views and ideas by providing a voice for the people and by simply spreading information to visitors and others. The media are more likely to help to inform about tourism destinations, products and services when they are more likely to attain the conditions, as the media are independent, provide good quality information and have a broad reach (Islam, 2002).

In spite of this, tourism is an emerging market that could be taken as an opportunity for the least developed countries like Ethiopia. Meanwhile, for the country still, it is an intimidating task to maximize economic benefit from the tourism sector. The marketing and promoting of tourism development in Ethiopia is weak. This is because of limitations in terms of the composition of the destinations or the local accessibility and news coverage that need to be evaluated in order to investigate the condition widely. Promotion of tourism through media coverage could be an important approach to enhance the contribution of the sector to the economic development of the country. Promotion of tourism has been a critical policy goal for many countries and development agencies. Meanwhile, it is clear that the media, particularly in developing countries such as Ethiopia, will play a vital role. Much of the research has been inspired by the media and tourism over the last two decades (Deresse, 2018).

Local studies For instance, a study conducted by Mekonnen (2016) indicated that the role of the media in tourism promotion is a case study in Ethiopia, and the study asserted that to change distorted images in the international media, the country should use its enormous tourism potential by designing a well-integrated promotion and marketing strategy.

In addition, a study conducted by Miruk (2020) revealed that in reference to Fana TV "Guzo," Ethiopia in Focus analyzed the contents of this tourism program. The findings of his study pointed out that Fana TV "Guzo" Ethiopia is promoting the hidden tourist sites to the local audience through catchy content and good production quality.

Coverage includes unique, undiscovered sites and topics. Different styles of presentation, like stand-ups, first-person point of view narration, one-man interviews, historical narration, and others, have been put to use.

While some necessary information, like how to get to the places covered, is seen to be missing in some of the episodes, the program as a whole can be argued to be coherent and well-organized. Moreover, lack of human resources and lack of budget have been found to be major challenges. With less attention given to domestic tourism and the high production costs of tourism programs on TV, promising programs find it difficult to continuously stay on air. The scholar disclosed that the program is a distant prospect in considering domestic tourism, even though editorial policies usually include thoughts like the development of cultures and values of this country.

Abay (2014) conducted a study titled “An Assessment of the Ministry of Culture and Tourism Communication for Promoting Tourist Sites: The Communication Media in Focus.” The findings of the study revealed that the Ministry applied almost all communication tools to a limited extent. The findings also showed that the tools prepared by the Ministry were not in the proper circulation. Communication tools were not available for tourists on arrival at or at destinations.

The other local study conducted by Jerusalem (2018) on the role of the media in promoting tourism is Ethiopian Broadcasting Corporation in Focus. The findings of her study indicated EBC’s efforts were not enough to cover and promote the tourism report. The tourism programs produced have weaknesses in terms of content, language usage, presentation, production quality, and other elements of production. This is because of a lack of attention by the top management of EBC, a lack of qualified staff, and limited resources. Following up on the above study, the author of this study attempted to conduct a further study on the practices and challenges of tourism reporting in the case of the "Tena_Yistilign Ethiopia" news package on the ETV news channel.

1.3. Objectives of the study

The general objective of the study was to explore the practices and challenges of covering tourism reports in the "Tena-Yistilign Ethiopia" news package.

1.3.1. Specific objectives

1. Examine the extent of tourism reporting in the "Tena_Yistilign Ethiopia" news package.
2. Assess how the "Tena_Yistilign Ethiopia" news package frames tourism reporting.
3. Identify sources of information or news about tourism in the "Tena_Yistilign Ethiopia" news package.
4. Find out the challenges of tourism report coverage in the "Tena_Yistilign Ethiopia" news package.

1.3.2. Research Questions

To address these purposes, the study is guided by the following research questions:

1. To what extent is tourism reporting covered in the "Tena_Yistilign Ethiopia" news package?
2. How does the "Tena_Yistilign Ethiopia" news package frame a report on tourism?
3. What is the source of information for the "Tena_Yistilign Ethiopia" news package?
4. What are the challenges of tourism report coverage in the context of the "Tena_Yistilign Ethiopia" news package?

1.4. Significance of the study

It is believed that this research paper will contribute to the body of existing knowledge and, as well, make up for the paucity of a scholarly paper on the practices and challenges of covering tourism issues. This study will be relevant for various reasons. For instance, it will provide some editorial policy implications as to how to alleviate the prevailing constraints of the news packages in promoting tourism issues. It provides important insight for the staff and management body to take appropriate measures towards designing strategies for enhancing news media coverage of tourism issues. The study tried to investigate the challenges of tourism news reporting, which helps the stakeholders identify the challenges and work in order to fill the gaps by minimizing the challenges.

It will also point out the major areas where the staff, management body, and other concerned parties have to give due emphasis to enhance media coverage of the report on tourism. Moreover, it will serve as an empirical source for the researcher in the future.

1.5. Scope of the study

Media coverage of tourism reports is a broad concept that consists of numerous interactions, but the scope of this study is restricted to particular topical and spatial areas. With the objective of exploring the practices and challenges of tourism report coverage, the spatial scope of the study was delimited to the "*Tena_Yistilign Ethiopia*" news package.

Besides, the study will focus on the types of news frames on tourism issues, themes of tourism news stories, sources of information about tourism reports to "*Tena_Yistilign Ethiopia*" and challenges in tourism reporting. The study will cover the time period from December 2018 to December 2019.

1.6. Limitation of the study

A survey of employees of "*Tena_Yistilign Ethiopia*" of ETV News, located in Addis Ababa, was undertaken. This limits the generalizability of the findings to other types of media. Moreover, in the process of conducting this study, the COVID-19 pandemic was challenged to collect data and conduct interviews.

1.7. Organization of the study

The study is organized into five chapters. Chapter one presents the introductory part. This chapter includes the background of the study, the statement of the problem, the objective of the study, significant of the study, the scope of the study, and the limitations of the study. Chapter two deals with a review of related literature. This chapter embarks on theoretical and empirical reviews as well as presents the synthesis of the review. The study examined topics such as a conceptual review of media, tourism, media and tourism, the role of the media in promoting tourism, and theories on media framing under theoretical review. The study then establishes a theoretical framework. After reviewing the empirical literature at the end, the study presents the synthesis of the review.

Chapter three presents research methodology, including research approach and design, sample size and sampling techniques, research subjects (respondents), data collection instruments, and methods of data analysis. Chapter four focuses on data presentation, analysis, and discussion. Lastly, chapter five presents a summary of the findings, conclusions, and recommendations.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter presents the theoretical and empirical reviews obtained from various sources under the theoretical review. The study reviewed such topics as a conceptual review on media, tourism, media and tourism, the role of the media in promoting tourism and theories on media framing. The study then establishes a theoretical framework. After reviewing the empirical literature at the end, the study presents the synthesis of the review.

2.2. Theoretical Review

2.2.1. Concept and Definition of Media

The word “media” means “in the middle” and it refers to a traditional mass communication system and content generators as well as other technologies for mediated human speech. Media refers to various means of communication, whose aim is to reach a very large population, such as the entire population of a country (Henrico, 2008). Furthermore, the media is used to disseminate information through television, radio, cinema, newspapers, the internet, and other means. Nowadays, life would be unthinkable without numerous forms of media.

As a result, the entire world is very small and one can reach and connect with another at any time within a minute (Wimmer & Dominick, 2006). The media has a large impact on society by playing a role in informing the public about facts. The media is beneficial not only to society but also to business marketing, as their products are introduced to society through the media, resulting in economic growth for a nation, and the media educates people.

People have recently turned to the internet and mobile phones as the newest and most popular means of obtaining information in a matter of seconds via websites and search engines. One of the most valuable features of the media is the ability to multitask, such as playing games while listening to music or engaging with a big number of people via social media, regardless of their location (Kumar, 2014).

Media also includes communication channels that disseminate news, entertainment, education, data, or promotional messages. It has enormous potential to have a positive or negative impact on society. The nature of their contents and the manner, in which they communicate the contents,

among other things, influence their respective addressees in a variety of ways and to varying degrees (Uçar, 2020).

To connect with the study directly, the researcher has only assessed the broadcast media, particularly on television. Television, a relatively younger medium than radio and print media, is now becoming more and more popular. It can play an important role in promoting Ethiopia's untapped tourism potential by promoting those cultures, histories, languages, and other heritages. It is obvious that the existence of any media plays a significant role in a country's overall growth (Henrico and Bastinade, 2008).

In this regard, the Ethiopian Broadcasting Corporation (EBC), as a national media organization, has been working for a long time to promote those tourism resources to local and international audiences through various media outlets. EBC has long been the country's sole television and radio media outlet. It has also made changes to its nomenclature and content. It has, however, been known as ETV for a long time (EBC, 2016). ETV began broadcasting in 1964 with the help of a British firm called Thomson, and its establishment coincides with the founding of the then Organization of African Unity and the present day African Union (AU). Ethiopian television's establishment has had a significant impact on Ethiopian society's political, economic, and social life in years.

It began its service with the support of Thomson Television International, a British firm. Over the past years, ETV is believed to have contributed a lot to government and public service in covering various national and international issues. The Ethiopian Broadcasting Corporation (EBC) has been attempting to enlighten and provide a comprehensive picture of Ethiopia's political and socioeconomic issues to its viewers (EBC, 2016). The majority of its services, which were previously carried on Arab SAT, are now transmitted on Ethio SAT to audiences outside of Ethiopia.

2.2.2. Concepts and Definition of Tourism

Tourism is the temporary, short-term movement of people to destinations outside the places where they ordinarily live and work, and it includes all types of movement during their stay at

each destination (Abay, 2014). It refers to people traveling to countries or areas outside of their typical environment for any reason, including day trips or excursions.

According to Ajala (2008), tourism has both physical and human components, with the physical component encompassing landscape scenery, weather and climate, water, and natural biodiversity of plants and animals, while the human component encompasses people's history, culture, and tradition. All of these provide people with challenges and adventures.

Tourism, in general, refers to a collection of activities, services, and industries that provide a travel experience, such as transportation, lodging, dining and drinking establishments, retail shops, entertainment businesses, activity facilities, and other hospitality services provided for individuals or groups traveling away from home (Henrico & Bastinade, 2008).

2.2.3. Media and Tourism

The media is one of the world's most important engines of civilization and organization. Keeping the flow of information, ideas, feelings, and knowledge through various communication means has been critical in international politics, trade, and in our day-to-day lives. The media, particularly audio-visual media, has a significant impact on travel and tourism (Miruk, 2020).

According to Butler (1990), people often choose their tourist destination depending on what they have seen at popular audio-visual means, like television and cinema. They also make decisions about where to go based on their preferences. Recently, the Internet has evolved as a significant marketing tool for operators from all over the world, with measurable effects on tourist flow and has been shown to be a cost-effective marketing choice, particularly when partnerships are made (Mekonen, 2016).

In the process of transmitting tourism products from producers to consumers, the media is frequently viewed as a mediator for tourism between both local and worldwide communities. Because the vast majority of travel decisions are made by those who have never seen the location personally, tourism is dependent on media reports (Kumar, 2014). The media has enormous power to influence society for good or evil. The nature of their contents and how they transmit the information, among other things, have a wide range of effects on their individual addressees.

People in societies would be isolated without the media, not only from the rest of the world but also from the construction of a creditable world (Shah et al.).

2.2.3.1. The Role of Media in promoting Tourism

The media can provide information on specific characteristics of the country, such as nature, culture, and people, resulting in the construction of views towards the country. One of the most significant economic benefits of media-induced tourism is that it can boost local revenue (UNWTO, 2019). The media has never adequately exploited or addressed Ethiopia's untapped tourism potential. Many scholars argue that the media can play a vital role in promoting those cultures, histories, languages, and heritages as well as facilitating study and discoveries.

Tourism and the media are interlinked and cannot be seen separately. The role of the media is becoming increasingly greater each day in our lives' circles, like social interaction, cultural and educational aspects. The powerful effects of the media can be seen in widespread changes in attitudes and behavior among the key actors in local, national, and global tourism for peace, security, and sustainable development. The relationship between tourism and the media is more comprehensive. Front-line investments in media communication technologies are critical for long-term international tourist development indicators. Both the media and tourism belong to the service industry. Media contributes to 80% of tourism revenue, and tourism contributes to 25% of the media's revenue (Kumar, 2014).

Tourism is highly dependent on media reporting because the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves. Tourism earns revenue through foreign exchange. This foreign exchange is necessary for the government to reduce its deficit, and the media are responsible for creating awareness about tourist destinations available in a country to overseas travellers.

The media industry works with hotels, travel agencies, tour operators, airlines, and various government agencies to bring revenue in to the country by promoting tourism. Many places would have remained unexplored without the assistance and support of the media, as foreigners' awareness of the location is very low (Kumar, 2014).

The media also have a significant role in shaping a country's image. Tourists have a variety of

demands, and they are all impacted by images of destinations and activities. It is widely understood that the media has a significant influence on how society perceives, interprets, and values cultural heritage. It also has enormous power to influence a society for good and/or evil (Santos, 2004). Their respective addresses are influenced in various ways and to a different extent depending on the nature of their contents and how they communicate the information, among other things.

The media can provide information on specific characteristics of the country, such as nature, culture, and people, resulting in the formation of views towards the country. One of the most significant economic benefits of media-induced tourism is that it can boost local revenue. On the other hand, the media has contributed to the development of tourism as a responsible industry that protects the environment and minimizes the negative social impact of tourism (Shah et al., 2004).

The media can provide greater economic benefits for local people and enhance the well-being of host communities. It contributes to the preservation of natural and cultural assets while also promoting global diversity. Tourists will have a better time since they will be able to make more meaningful connections with the locals. It helps to understand the local, cultural, social, and environmental issues (Kumar 2014). The media has a critical role in raising public awareness and gathering opinions, facts, and attitudes toward a variety of topics. It is a potent communication tool in the growing world that increases awareness and depicts society at its current state (Shimp2007). The media is also the most effective vehicle for communicating and promoting the correct things at the appropriate time, giving the general public a real sense of what is right and wrong (Berger, 2002). The media has the insidious power to promote, inform, entertain, and educate the audience.

The contributions of tourism to one's country's multidimensional development and image building have been repeatedly discussed. For countries like Ethiopia, which are culturally diverse, have an ancient heritage, fascinating natural attractions, and a rich history, tourism has played an inexorable role not only in economic development but also in the formation of distorted images. To accomplish this, everyone must work together in a systematic, strategic, and

cooperative manner. The tourism industry's media promotes various tourism products, such as highlighting a heritage site for renovation. Newspapers, magazines, films and slides, house journals, photographs, displays and exhibits, booklets, and brochures can all be used for this purpose (Parashar & Indolia, 2013).

The media has a significant impact on increasing awareness of a tourist destination as well as tourists' intentions to visit it. As a result, as the number of tourists has increased significantly, a variety of tourist destinations have been discovered to generate growth in the tourism industry (Kumar, 2014). The media is responsible for informing overseas visitors about tourist destinations available in a country. It can provide knowledge of specific aspects of the country, such as nature, culture, and people, resulting in the formation of attitudes towards the country.

Without the assistance and support of the media, many sites would have remained unknown, as foreigners' awareness of the area is quite low (Parashar & Indolia, 2013). The media's influence on our lives is growing every day, especially in areas such as social interaction, culture, and education. For peace, security, and sustainable development, the media's significant influence can be evident in widespread shifts in attitudes and behavior among major actors in local, national, and global tourism.

2.3. Theories on Media Framing

In this study, the following concepts and theories, such as framing theory and social responsibility theory, are reviewed to better understand how the Ethiopian Television framed tourism issues.

2.3.1. Framing Theory

Scholars have looked at media framing and characterized it in a variety of ways. Most communication scholars argue that framing is a communication feature that causes others to adopt one meaning over another. Frames provide a shorthand understanding of a situation by focusing only on those features deemed important by the particular individual involved. Because issues are often complicated and require the processing of a great deal of information from a variety of perspectives, frames provide a shorthand understanding of a situation by focusing only on those features deemed important by the particular individual involved (Cissel, 2012).

A frame is defined as "principles of selection, emphasis, and presentation made up of little tacit conceptions about what exists, happens, and matters" (Matthes, 2009). Furthermore, according to Entman (1993), framing a story entails "selecting specific features of a seen reality and making them more salient in a communicative text, in order to support a particular problem definition, causal interpretation, moral judgment, and/or treatment prescription."

The media frequently emphasizes a certain piece of information concerning the main topic of a news story, heightening the issue's importance. Making a piece of information more noticeable, important, or memorable to the audience is referred to as "salience." Increased salience increases the likelihood of the audience remembering the content. Information can be added or removed depending on the message that the media wants to communicate to the public. Communication, as a dynamic process, involves frame-building (how frames emerge) and frame-setting (the interplay between media frames and audience predispositions) (Scheufele, 1999).

Frame-building refers to the factors that influence the structural qualities of news frames whereas; frame-setting refers to the interaction between media frames and individuals' prior knowledge and predispositions (de Vreese, 2005). The core concept of framing theory is that an issue can be examined from several angles and interpreted as having consequences for a range of values or considerations. It is the process through which people come to a certain understanding of an issue or realign their thinking about an issue as a result of the media's influence on them (Chong & Druckman, 2007). As a result, the news frame is a recurring pattern of cognition, interpretation, and presentation of selection, emphasis, and exclusion that symbol handlers use to structure discourse on a regular basis.

Scholars have divided news frames into five general groups. Accordingly, Semetko and Valkenburg (2000) divided them into the following categories: (1) the conflict frame (emphasizes conflict between individuals, groups, or institutions as a means of capturing audience interest); (2) the human interest frame (brings a human face or an emotional angle to the presentation of an event, issue, or problem); (3) the economic consequences frame (reports an event or issue and its economic impact); and (4) the morality frame (places the event or issue in the context of religion) (Amadeo, 2007).

2.3.2. Social Responsibility Theory

Social Responsibility Theory focuses on the media's discharging of duty stems from their existence within the society. One of the major features of social responsibility theory, according to Eshwara (2010), is the emphasis on the media's responsibility to use its powerful position to ensure the proper distribution of information to audiences.

According to Denis Mc Quail (2005), the key elements of the social responsibility theory are as follows:

The media should accept and fulfil certain obligations to society, and these obligations are mainly to be met by setting high or professional standards of information, truth, accuracy, objectivity, and balance. In accepting and applying these obligations, the media should be self-regulating within the framework of the law and established institutions. 2) The media as a whole should be pluralistic and reflect the diversity of their society, providing access to different points of view and the right to respond. 3) Journalists and media professionals must be accountable to society, as well as to their employers and the market. 4) Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the public good (Kapuscinski & Richards, 2016).

2.4. Review of Empirical Studies

In reference to Fana TV's "Guzo" Ethiopia in Focus, Miruk (2020) analysed the contents of this tourism program. The scholar disclosed that the program is a distant prospect in considering domestic tourism, even though editorial policies usually include thoughts like the development of cultures and values of this country (Miruk, 2020). Although the aforementioned empirical studies reported interesting results, to the best of the researchers' knowledge, it appears that adequate researches has not conducted that comprehensively explores the practices and challenges of tourism news coverage in the context of broadcast news media.

Mekonen (2016) researched the role of the media in tourism promotion. By employing qualitative and quantitative approaches, the scholar disclosed that the contents of new media outlets were not sound in displaying what tourists say about Ethiopia with their latest information

and current impressions. After all, some of the new media outlets are blank spaces for any recommendations or suggestions (Mekonen, 2016).

Genanaw (2021) conducted a study on the assessment of the content and format of the "Tena Yisitiligne" news program of Ethiopian Television. The study pointed out that the current practice and definition of the "Tena-Yisitiligne Ethiopia" news program is relatively weak. Concerning the techniques used to produce "Tena-Yisitiligne Ethiopia" news, the producer of the news program lacks the professional and personal qualities to apply various techniques of news program production. Relating to information collection tools and information sources of the "Tena-Yisitiligne Ethiopia" news program, there are no sufficient information collection tools. With regards to the challenges of implementation of the "Tena-Yisitiligne Ethiopia" news program, there are no skilled and experienced news program producers.

Jerusalem (2018) conducted a study on the Role of the Media in Promoting Tourism: Ethiopian Broadcasting Corporation in Focus. The study aims to assess the role of EBC in promoting Ethiopia's tourism resources through its Amharic and English programs entitled "Tourism Leleamat" and "Explore Ethiopia". Results obtained from the study indicated that Ethiopia has a huge potential for tourism resources. The national media of the country, the EBC's effort, was not enough in giving coverage and promoting the tourism sector of the country. In addition, the tourism programs, which are produced in Amharic and English, have shown gaps in terms of content, language usage, presentation, production quality, and other elements of production.

In particular, in the English department, because of a lack of attention by the top management of EBC, its small number of staff, and limited resources, most of the tourism programs are dependent on translation from Amharic tourism programs. Based on the findings, key actions were recommended. As the national media of the country, EBC should take the initiative to boost the income gained from the tourism sector and build a good image of the country.

Yetemegnush (2021) on assessing the coverage of science and technology news in the Ethiopian Broadcasting Corporation: The Case of FM Addis 97.1 "Addis Mereja" Daily News Prime Time. The finding showed that FM Addis 97.1 was not covering science and technology news adequately because the station was not allocated enough time and it was not done in the required detail. In general, the results confirmed that science and technology news was given less

coverage by FM Addis 97.1. Journalists' understanding of science and technology was limited. Also, the station lacks a vibrant media policy, strategy, and guidelines to cover science and technology news. The media's weak relationship with scientists and scientific organizations was also a bottleneck problem for science and technology news.

The news media has an impact on tourists' mental images of places, especially when the places constitute an unfamiliar tourist destination. So far, in respect of other sectors' contexts, many empirical works of literature have used the following report, such as the extent of news coverage, sources of information/news, news framing, and the challenges of tourism report coverage in the "Tena_Yistilign Ethiopia" news package.

2.5. Conceptual frame work

Media has become part of every organization in pursuit of creating awareness and demand for their product. That's why the media industry works with hotels, travel agencies, tour operators, airlines, and various government agencies to bring revenue into the country by promoting tourism. Many places would have remained unexplored without the assistance and support of the media, as foreigners' awareness of the area is very low.

Fictional genres in television series have been the major mass media and have been influential, especially in tourism in the twentieth century. The media is essential for tourism; as a result, many countries have developed media-induced tourism.

Films and television programs will continue to influence beliefs and behaviors both individually and socially as the use of television and video becomes more popular quickly. In this regard, the researcher believes that as Ethiopia is rich in many tourist attractions, the country's media institutions, like EBC, should be promoting the country's tourism resources to benefit the country on both sides, as a means of economic development as well as to build a good image of the country.

This study tried to cover the practice and challenges of tourism reporting in terms of framing, extent of tourism reporting coverage, sources of news, challenges of tourism reporting in the media, and practice of media coverage.

The relationship between these parent-concepts of the study is shown in the diagram of the conceptual framework below.

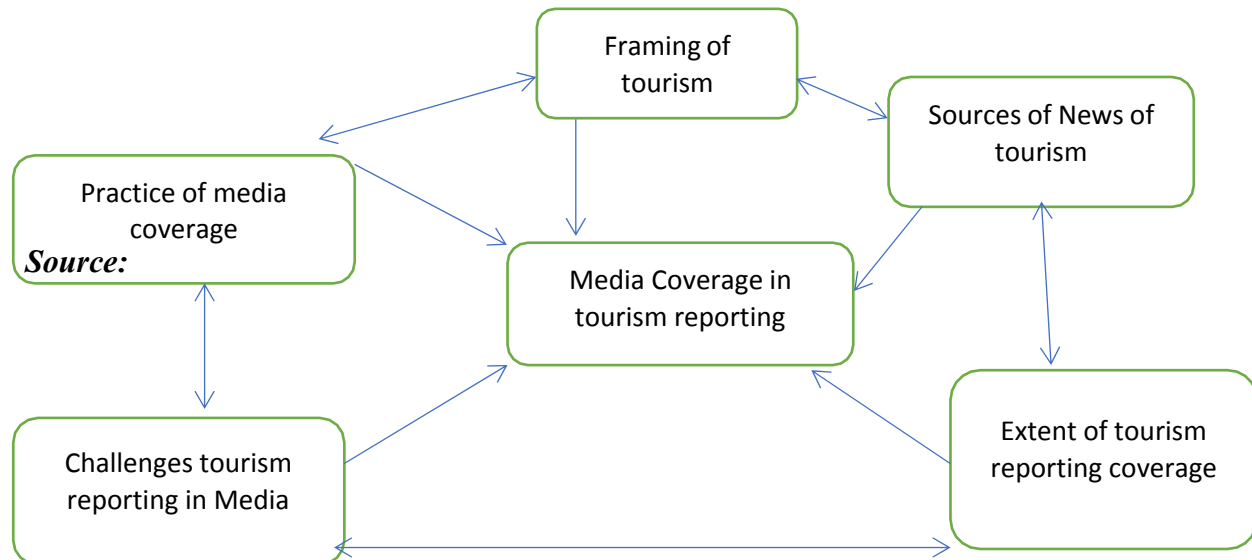


Figure 1: relationship between Media Coverage in tourism reporting with other factors
Source: Own illustration

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Introduction

This section of the study deals with research methodology, which includes research design, approach, target population, data sources and methods of data collection, data collection instruments, data analysis, and instrument validity and reliability. The details of this section are presented as follows:

3.2. Research Design and Research Approach

An important part of the research activity is to develop an effective research design that shows the logical link between the data collected and the analysis and conclusions to be drawn. This can be satisfied when the study applies the most suitable methods of investigation, the nature of the research instruments, the sampling plan, and the types of data (De Wet, 1997). This study employed a descriptive research design.

The study used a mixed approach, involving the use of both quantitative and qualitative approaches. Mixed research methodology, which combines both qualitative and quantitative methods, is better than either qualitative or quantitative research methods (Creswell, 2009). According to Muijs (2004), the quantitative research method is mainly about collecting numerical data to describe a certain occurrence. Quantitative research approaches like content analysis appear to be well-suited to answering specific queries. On the other hand, the qualitative research method is used to understand how people in everyday natural settings generate meaning and interpret events in their lives. And qualitative analysis, which is based mostly on the examination of visual (observations) and verbal (words) elements that reflect everyday life (Wimmer & Dominick, 2011). Triangulation is the process of using both qualitative and quantitative methods at the same time to mitigate and/or compensate for the weaknesses of one method with the strengths of the other (Gray, 2004; Wimmer and Dominick, 2006).

The key benefit of using a combination of research methods is that it makes sure that the results are triangulating the findings of the study. Thus, by utilizing these two methodological approaches, the study used descriptive research design as a type of inquiry within mixed methods approaches to provide specific direction for procedures in the research.

3.3. Population, Sample Size & Sampling Techniques

The study explored the practice and challenges of tourism report coverage in "Tena_Yistilign Ethiopia" from the editor-in-chief, shift editor, producer, news anchor/host, and reporters' experience perspectives. The study selected sample content from a body of material (tourism news stories broadcast by "Tena_Yistilign Ethiopia" from December 2018 to December 2019, by systematically and objectively identifying specific characteristics of the material.

According to Keller (2009), "a population is the group of all items of interest to a statistics practitioner." A target population is a total group of people from whom the researcher can gather information in order to complete the study's goals (McDaniel, 2001). Purposive sampling is a technique for identifying and selecting information-rich cases that is commonly employed in qualitative research. This involves a selection of individuals or groups with knowledge of the subject under study (Creswell, 2013).

According to information obtained from the ETV news channel, 70 professionals are involved in the day-to-day news production process, and of these, 24 professionals participate in the whole "Tena_Yistilign Ethiopia" news package. The study considered those 24 professionals who participated in the whole "Tena_Yistilign Ethiopia" news package. Thus, editor-in-chief (1), shift editor (1), producer (1), news anchor/host (1), and reporters (4) were included in the study by using the purposive sampling technique for in-depth interviews. The researcher used purposive sampling to get an in-depth understanding of the issue from the appropriate source of information.

Additionally, there are three major primetime ETV news channels on which different news stories are broadcast. The first one is the morning show, "Tena_Yistilign Ethiopia," news packages, which run from 7:00 a.m. to 9:00 a.m. The second is the daytime news show, ETV Arat Ma'izen, which is transmitted from 12:00 am to 2:00 pm.

The third one is the nighttime news show, ETV-57, regularly transmitted from 7:00 pm to 9:00 pm Monday through Friday. This study focused only on the "Tena_Yistilign Ethiopia" news package because of the more tourism, culture, and other light issues entertained in this news package.

As per the information obtained from (EBC, 2019), out of 3516 total news stories aired in a year by EBC News incorporating "Tena_Yistilign Ethiopia", ETV Square News, and ETV 57, there were only 75 (2%) for the tourism news stories. In addition, as per news packages from December 2018, to December 2019, particularly for "Tena_Yistilign Ethiopia," 1200 news stories are on air in a year, and of these 67 news stories are about tourism issues. This indicates that almost 90% of tourism reports are aired by "Tena_Yistilign Ethiopia" of ETV News. So, the study has considered all 67.

For document analysis purposes, 67 tourism news stories were purposefully selected for a one-year period spanning from December 2018 to December 2019. And one year has been found to be representative for this study. This is because it helps to get a wider range of ideas and opinions from the news, which becomes the basis of the data findings, analysis, and discussions in chapter four.

3.4. Data Sources

According to Wimmer and Dominick (2011), the method is a specific data gathering technique that follows the assumptions of the chosen methodology. Data was gathered from both primary and secondary sources. Primary data is information that is gathered for the first time and hence has its own individuality.

The primary data was obtained from the editor-in-chief, shift editor, producers, news anchor/host, and reporters of the "Tena_Yistilign Ethiopia" news packages. Moreover, the study used secondary data from the body of material and the tourism report news broadcast by "Tena_Yistilign Ethiopia" news packages.

In addition, documents, such as quarterly and annual progress reports and gap analysis, as well as the news format of EBC, were used as secondary sources. The study mainly applied the following information-gathering tools, i.e., in-depth interviews and document analysis.

3.5. Data Collection Instruments

This section presents the data collection instruments employed by this study. The instruments used in this study are explained as follows.

3.5.1. In-depth Interview

According to Lambert and Loisel (2007), interviews are data collection procedures in qualitative research that allow researchers to learn about participants' experiences, perspectives, and beliefs regarding certain phenomena of interest. Interviewing offers a higher level of validity than other methods, like surveys or experiments. The interview approach can be used to expand on meaning in order to reach agreement between the researcher and participants on what the study seeks to measure, improving the study's internal validity. In-depth interviews are a sort of qualitative research that allows a researcher to delve deeper into a situation (Creswell, 2013). One-on-one interviews are the most common data collection approach in qualitative research.

Keeping this in mind, the researcher decided to collect in-depth information from the editor in chief, shift editor, producers, news anchor, and reporter of "*Tena_Yistilign*" Ethiopia. In particular, these interviews have made the researcher able to explore the views and perspectives of the interviewees regarding the practice, framing mechanisms, and challenges during the practice of the tourism report coverage in the "*Tena_Yistilign* Ethiopia" news package.

3.5.2. Document Analysis

This section presents a body of material. News packages broadcast by "*Tena_Yistilign*" Ethiopia from December, 2018 to December, 2019, are reviewed. Among the various quantitative research techniques, this research has utilized quantitative content analysis to examine the contents of tourism news on ETV news. According to Gunter (2000), cited in Bilal, 2017, content analysis is a technique used to extract desired information from a body of material by systematically and objectively identifying specific characteristics of the material. Therefore, the media document analysis method is a non-intrusive research method that allows the examination of a wide range of data over an extensive period to identify popular discourses and their likely meanings.

When measuring the news documents that were used in this research, their authenticity and credibility would not be questioned since almost all news documents are collected from their original possessors. Then, the researcher consulted documents from the ETV news report on the tourism report, and after examining the documents, the overall picture of the study was drawn.

3.6. Method of Data Analysis

The data obtained through data collection instruments was analyzed and interpreted to reach a conclusion in line with the objective and research questions of the study. The data obtained through the document was properly coded, organized, summarized, and cleared through the Statistical Package for Social Sciences (SPSS). Finally, the quantitative data was analyzed using descriptive statistics by frequency and percentage. The result of the study was displayed by using tables, charts, and graphs in accordance with the issue under consideration, and the results were discussed accordingly.

Data obtained through interviews was analysed qualitatively or thematically and incorporated into the discussion. This allows the researcher to arrive at certain conclusions and forward recommendations for better coverage of the practice, framing mechanisms, and challenges during practicing the tourism report coverage in "Tena_Yistilign Ethiopia".

3.7. Instrument Validity and Reliability

A pilot test was conducted to test the validity of data collection instruments by distributing the prepared document to selected respondents and experts. Based on the comments and feedback received from pilot test participants, modifications were made to the data collection instruments. The study conducted a reliability test on the measurement scales to ensure the consistency of the data collection instruments and the accuracy with which a method measures what it is intended to measure.

Before beginning the full-scale data coding, the researcher hired two data collectors and coders. The two coders first discussed the coding instruction carefully and then coded 120 news packages, which contained 11 stories related to the tourism report, to check inter-coder reliability.

The agreement of the two coders was 9 on the content categories of the issues. These data coders were degree holders in Tourism Development. The coders piloted samples that were 10% of the 1200 news packages.

Applying the inter-coder reliability formula suggested by Holsti (1969), cited in Wimmer & Dominick (2011), and suggested a method of computing inter-coder reliability by calculating a

coefficient of reliability. It is calculated by dividing the number of stories placed in the same category by the number of units coded. Accordingly,

$$\text{Coefficient of reliability} = \frac{\text{Number of Units in the Same Category}}{\text{Number of Units Coded}}$$

$$R = \frac{2M}{N_1 + N_2}$$

Where M is the number of coding decisions on which the two coders agree, and N₁ and N₂ are the total number of coding decisions made by the first and second coder, respectively. Thus, the two coders judged a sample of 11 stories about tourism reports and agreed on 9 of the categories. The calculation is,

$$\frac{2*9}{11+11} = 0.82$$

Therefore, the inter-coder reliability is 82%. This means, according to Holsti (1969), cited in Wimmer & Dominick (2011), that it is reliable and acceptable.

3.8. Ethical Consideration

With regard to the ethical consideration, respondents were asked to respectfully receive the required information based on their willingness. The privacy of all correspondents in the study will be protected to the greatest extent possible. No one who participated in the study will be exposed to danger due to what he/she expresses in the sack of study input. Sources (documents) used in the study were cited carefully.

CHAPTER FOUR: RESULT AND DISCUSSION

4.1. Introduction

This chapter presents the data analysis and interpretation that was collected from the field through data collection instruments. The results are made to relate to the key considerations discussed in the literature review sections. At the same time, the data is analysed in association with the research questions of the study. This study attempted to explore the practices and challenges of tourism reporting coverage in the context of ETV News. To achieve this, data was collected through data collection instruments. On the other hand, this section presented the extent of the coverage of tourism news, sources of tourism news, and frames of tourism news, as well as challenges in the reporting of tourism news. Descriptive statistics such as percentage and frequency were used to analyse the data. In addition, transcribed interview text materials were analysed thematically.

The study described and analysed the practice and challenges of tourism report coverage by extracting the desired information from a body of material that was broadcast by "Tena_Yistilign Ethiopia" from December, 2018, to December, 2019, and by systematically and objectively identifying the tourism characteristics that are included in the material. Then the study approached this tourism news by designing templates such as Template 1: Coding Sheet, Template 2: Term Definitions and Categorization of the Document Analysis, and Template 3: Coder's Assignment Checklist (See Appendix A: Templates to Content Analysis) in order to properly code, organize, summarize, and clear the pertinent data through the Statistical Package for Social Sciences (SPSS). It is software used to analyse, interpret, and reach a conclusion.

Afterward, the researcher worked in collaboration with data coders and handed them Coder's assignment checklist of tourism news items includes: placement of tourism news; tourism news content; tourism news content quality; frequency of tourism news content; tourism news tone; tourism news sources; and types of tourism news stories. Finally, the findings of the study are presented and analysed under different topics and subtopics. Hence, the presentation and analysis of the data section were organized into six sections.

Section one presented and analysed the extent of tourism report coverage in "Tena_Yistilign Ethiopia" by considering news coverage of the type and forms of tourism and the geographical diversity of tourism news coverage. Section two illustrated and detailed the prominence of the tourism report in "Tena_Yistilign Ethiopia". Section three presented and analysed the tones of the total coverage of tourism issues. Section four presented and analysed the source of tourism news. Section five presented an analysis of tourism news story themes by focusing on different types of news frames on tourism news. Lastly, section six presented and analysed the challenges of reporting on tourism issues in "Tena_Yistilign Ethiopia."

4.2. The Extent of Tourism Report Coverage in “Tena_Yistilign Ethiopia”

Even though tourism report coverage in news programs is limited, this study attempted to assess the practice and challenges of covering tourism reports in the "Tena-Yistilign Ethiopia" news package.

"Tena-Yistilign Ethiopia" /“Good Morning Ethiopia” news package is one of the recently introduced news shows. It covers a variety of topics, ranging from social affairs to technology. The show mainly focuses on health, education, culture, tourism, ICT (Information Communication Technology), as well as other societal and governmental affairs. The show often has two main stories, and each of them usually has live studio guests who further clarify the report discussed in the news story. Furthermore, sports, business, traffic, weather, and other related activities are part of the news package.

As per the information obtained from (EBC, 2019), out of 3516 total news stories aired in a year by EBC News incorporating "Tena_Yistilign Ethiopia", ETV Square News, and ETV 57, there were only 75 (2%) for the tourism news stories. In addition, as per news packages from December, 2018, to December, 2019, particularly for "Tena_Yistilign Ethiopia," there were only 67 tourism news stories.

Hence, from the above information, it is possible to say that most of the tourism reports are aired by "Tena_Yistilign Ethiopia" of ETV News (EBC, 2019). So, this study has focused on "Tena_Yistilign Ethiopia" to examine the extent of tourism report coverage by considering news coverage of the type and forms of tourism and coverage of regional news.

Table 1: Total tourism news coverage on ETV news channel-news packages

Team /group	Number of News	Percent / %
Social affairs (education health, youth, women ...	652	18.54
Culture and Tourism	75	2.13
Technology and Industry	527	14.99
Politics and building democratic system	1232	35.04
Agriculture	527	14.99
Infrastructure and good governance	503	14.31
Total	3516	100

Table 1 shows the tourism news coverage as compared with other packages (from 2011 E.C. to 2012 E.C.). In this regard, 1232 (35%) of the news package coverage is about politics and building a democratic system, while 75 (2.13%) of the news package coverage is dedicated to tourism. From the above information, it is possible to conclude that ETV gives less coverage to tourism as compared with other issues.

Table 2: The overall news coverage of the “Tena_Yistilign Ethiopia” news package in a year

News content	Frequency	Percent / %
Health	323	26.92
education	240	20
Innovation and technology	80	6.7
Culture & tourism	67	5.58
Others (like Business, Sport, Traffic, weather & etc.)	490	40.8

Source: own survey SPSS V24 (2024)

As indicated in the above table, the total number of news stories that are related to tourism is about 67 (5.58%). On the other hand, the "Tena_Yistilign Ethiopia" news package has health news 323 (26.92%), education 240 (20%), innovation and technology 80 (6.7%), and others like

business, sport, etc.) 490 (40.8%). From the above information, it is possible to say that less attention is given to tourism reporting by the "Tena_Yistilign Ethiopia" news package.

In the same way, quantitative data findings also clearly show that the EBC has not effectively exploited and addressed Ethiopia's untapped tourism potential as it's supposed to. Almost all key informants interviewed agreed that the media coverage of the tourism report on the EBC news channel, specifically in the "Tena_Yistilign Ethiopia" news package, is not sufficient. According to key informant (15), an editor in chief at EBC news & current affairs, the root cause is:

Political issues account for 80% of our total coverage as an EBC. Next to that are economic issues and social issues (youth, health, education, women...), and then comes tourism. Hence, looking at the country's potential and the benefit that can be accrued from the sector, I cannot say it is covered effectively. So far, the accomplishments so far are so minimal, but we are making time. As a national broadcaster, in monthly activities, 2/3 of the news stories are tourism-related. As compared to other issues, it is very little (personal interview with key informant 5, April 3, 2021).

Just like the above respondent, key informant 4 is a news anchor/host of the "Tena_Yistilign Ethiopia" news package. She expresses her idea as follows:

EBC is a national media corporation. It is an experienced media institution, which means it has better accessibility than other media in the country. Despite this fact, when it is evaluated in the context of promoting Ethiopia's tourism industry, it is not sufficient. Of course, it has been working, but it's not enough as being the pioneer media in the country (personal interview with key informant 4, April 3, 2021).

From the above information, it is possible to say there is no sufficient coverage given to the tourism report in the "Tena_Yistilign Ethiopia" news package.

This study has tried to present the monthly frequency of this tourism news in "Tena_Yistilign Ethiopia" as shown below.

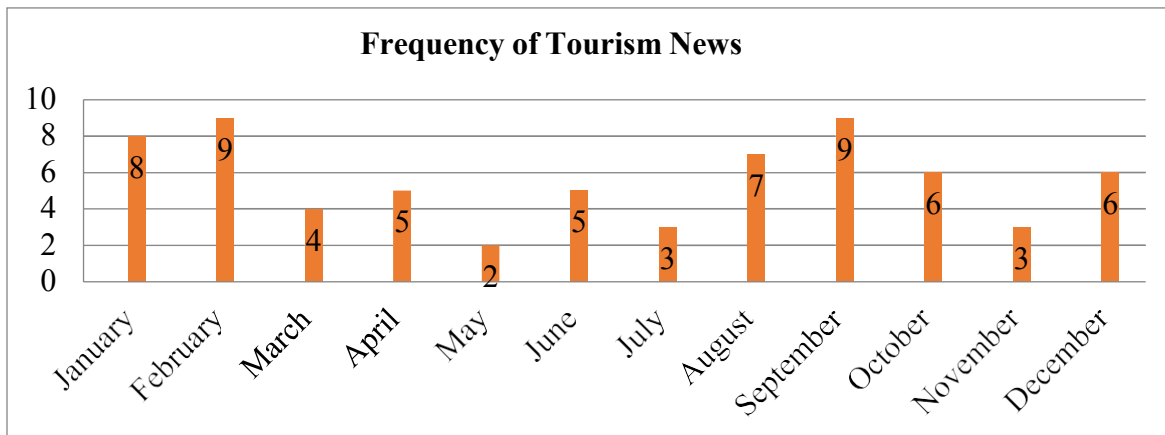


Figure 2: Frequency of tourism news coverage in "Tena_Yistilign Ethiopia" on a monthly basis Source: own survey SPSS V24 (2024)

Figure 2 shows the aggregate of 67 tourism news stories broadcast in a year, distributed by month. Out of these, the months with the highest broadcast frequency are September (2019) and February (2019). Nine stories are presented in these respective months, making them the highest 9 (13.43%), and in May/2019, two news stories are presented, making it the lowest 2 (2.98%) of the total monthly coverage. This would mean that EBC news, especially the "*Tena_Yistilign Ethiopia*" news package, does not cover tourism news reports consistently.

On the other hand, when we see the tourism coverage in terms of months, more attention was given in September, and February was the highest (with 13.43%) and lowest in May (2.98%). Informants also give so many reasons for why this happened. Most of the respondents believed that, during the above-mentioned months, there are various religious, cultural, and memorial festivals that are celebrated throughout the country. Hence, the event-based tourism news stories was produced and included in the "*Tena_Yistilign Ethiopia*" news package. Informant 8, an EBC reporter, stated the following:

The tourism report is better in September and February. The underlying cause is that during these months there are cultural and other festivals being held. Hence, most tourism reports focus on events like cultural and commemorative festivals. As a result, the coverage may increase during this time (personal interview with key informant 8, April 8, 2021).

From the above, it is possible that we may notice in September and February festivals and celebrations with colourful events that are mostly religious, such as "Enkutatash" (New Year), "Meskel", "Irreechaa" and "Fichee-Chambalaalla", which are almost inscribed under UNESCO. Calendar festivals like February 12 Martyrs' Day and Adwa Victory Day also get better coverage. The majority of the news stories are associated with intangible cultural heritage and historical tourist attraction sites, which in turn give hints to exploring tourism news content. Therefore, this event-based trend in the media raises the possibility of tourism stories not being considered as important. This would mean that the media is not playing its role as one of the stakeholders responsible for identifying, promoting and creating awareness about tourism issues in Ethiopia.

4.2.1. News coverage of the types and forms of tourism

Document analysis was carried out on news packages from December 2018, to December, 2019, to evaluate the tourism news coverage as content (the type and forms of tourism). So, the tourism news coverage in terms of type and form is presented below.

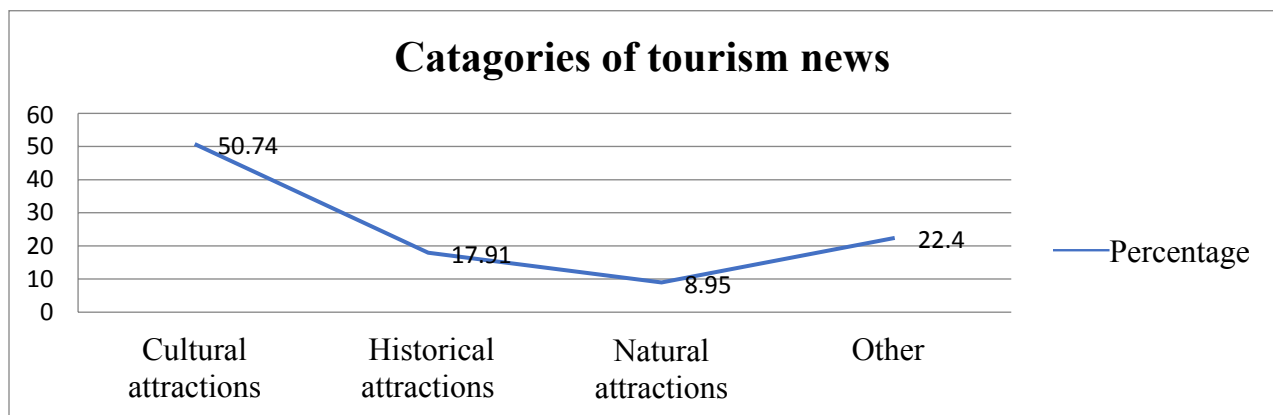


Figure 3: Categories of tourism news covered on "Tena_Yistilign Ethiopia" Source: own survey SPSS V24 (2024)

The above figure 3 shows the aggregate of 67 tourism news stories broadcast in a year, distributed by type and forms of tourism. Cultural tourism receives the most attention in the media, accounting for 50.74 percent of all news coverage. In respect of this type of tourism, "Tena_Yistilign Ethiopia" broadcast tourism news of "New Year-Enkutatash", "Meskel", "Irreechaa", "Epiphany", "Oromo Gada system", "Fichee-Chambalaalla" and "Ashenda, a shady, solel Ethiopian girls' festival" as part of intangible cultural tourist attractions.

On the other hand, tangible historical heritage tourism news of Rock-Hewn Churches, Lalibela, Fasil 'Ghebbi', Aba Jifar Palace, Aksum, and Ankober Palace, as well as February 12 Martyrs and Adwa Victory, were aired by "Tena_Yistilign Ethiopia". This historical tourist attraction covers 17.91% of the total news coverage.

Natural tourist attractions took 8.95% of the total tourism-based news stories coverage. Natural/geophysical-landscape-aesthetic tourism is a type of tourism attraction that encompasses mountains, gorges, big rocks, rock formations, caves, rivers, water bodies, and scenic views, overlooks of forests, thermal waters, and volcanic activity, and so on.

For example, in this regard, "Tena_Yistilign" Ethiopia aired tourism news stories about the "Gae" tale" feature of the Dallol region of the northern Afar, Konso Cultural Landscape, Simien mountains national park, and Bale mountains national park. It is also considered recreational tourism. The rest (22.4%) is the news stories coverage given to other tourism-related reports (like discussions on policy and strategies, training, and annual reports, etc.) on the tourism sector. This is the second next to cultural tourist attractions.

In the same way, quantitative data findings also clearly show that the media coverage of tourism reports in ETV news packages is the lowest for event-oriented tourism reports like religious, cultural, and calendar/gazetted festivals as well as tourism-related governmental activities. Most of the informants interviewed agreed that there was a low level of tourism report coverage and its orientation on events. Regarding this point, Informant 3, who is a producer of "Tena_Yistilign" Ethiopia, said:

As you know, Ethiopia has many tourist attractions and various heritages to be worked on. In terms of promoting them in the media, especially on the ETV news channel, not much has been done. Many of our reports are not planned but focused on events and also relatively focused on cultural tourist attractions and other tourism-related reports (like policy and strategies, discussions, annual reports, training, and Ministry of Culture and Tourism activities, etc.)(personal interview with key informant 3, April 7, 2021).

The tourism report regarding natural and historical tourist attractions does not cover them sufficiently. In this regard, some respondents argue that the lack of media coverage of the tourism report stems from a misunderstanding of the media's role and responsibility in tourism issues.

Informant 6, a shift editor interviewed for the research, explained that all the media activities are directly related to the government's interests and activities.

When the government is focused on certain prioritized reports, the media also gives more coverage of the government's prioritized issues. This means that ETV news gives more attention to the interests of the government and activities like panel discussions and annual, monthly, and quarterly reports. Due to this, tourism reporting and introducing new tourist attractions has gotten less room in the news package (personal interview with key informant 6, April 8, 2021).

In addition to this, informant 2, a reporter interviewed and argued that the coverage of natural and historical attractions is low. He stated

At the institutional level, there is a problem with giving less attention to the tourism sector as it is a major national issue. The news package coverage of natural and historical tourist attractions is insufficient because the sites are located outside of the city, over long distances, and lack infrastructure. Moreover, the reporter has been challenged with a lack of information, a lack of interest and motivation to identify the attraction sites, and sometimes there is a lack of transportation access, camera, and budget to produce a report about natural and historical tourist attractions in the country (personal interview with key informant 2, April 8, 2021).

Furthermore, most tourism news stories focus on well-known, tangible, and intangible cultural-historical heritage sites that have already been inscribed by UNESCO, such as "Meskel," "Irreechaa," "Fichee-Chambalaalla," "Lalibela Rock-Hewn Churches," "Fasil," "Ghebbi," and Aksum, without taking into account other natural and historical attraction sites. This finding was also confirmed by the producer and anchor/host of "Tena_Yistilign" Ethiopia in their interview session.

4.2.2. Geographical Diversity of /Regional/ Tourism News Coverage

Sub-article 1 of Article 47 of the Constitution indicates that as member states of the Federal Democratic Republic of Ethiopia (FDRE), it is also apparent that these regions and administrative regions are supposed to receive news coverage from Ethiopian Television, a national television station (Teshome, 2006). In addition, with regard to national news coverage, the Ethiopian Television Editorial Policy (2002:4) states that ETV informs the public about the activities of legislators, executives, and judiciaries of the federal government and regional states. This study tried to consult documents and news stories from December, 2018, to December, 2019, to assess geographical tourism news coverage. And the news coverage of regional tourism news is presented below.

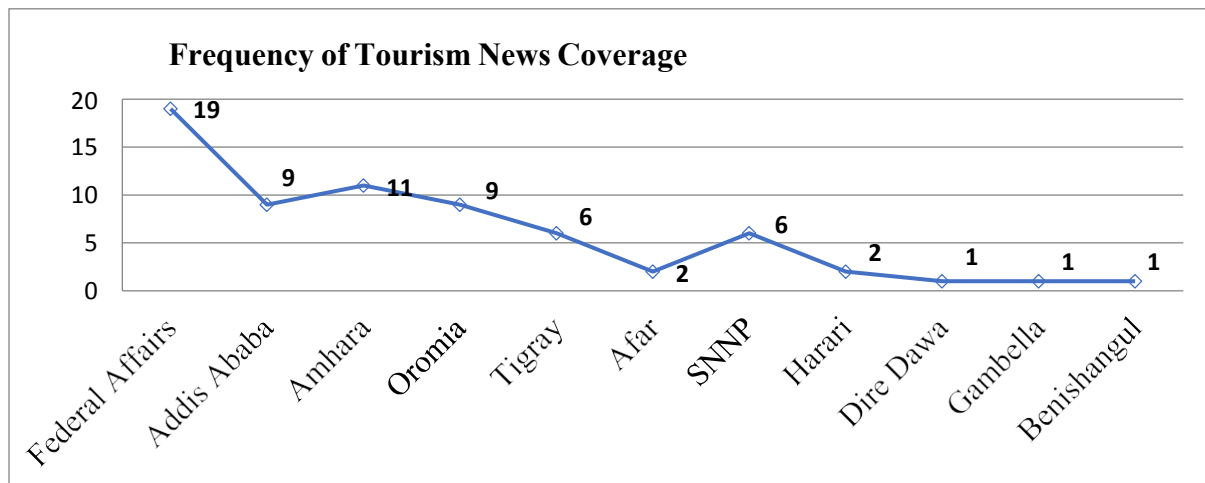


Figure 4: Geographical Diversity, Regional and Tourism News Coverage in "Tena_Yistilign" Ethiopia *Source: own survey SPSS V24 (2024)*

Figure 4 shows the aggregate of 67 tourism news stories presented in a year. Out of these, tourism news on federal affairs has the highest broadcast frequency, consisting of 19 (28.35%) of the total news coverage.

Next, Amhara region tourism news stories has got a coverage of 11 (16.41%) of the total news coverage. At the third level, Addis Ababa and Oromia received total news coverage of 9 (13.43%) of the total news coverage. Only one piece of tourism news is presented regarding the Dire Dawa City Administration, Beneshangul Gumuz, and Gambella, which makes them the

lowest 1 (1.49%) of the total coverage. Even though tourism news coverage may be based on the regions' potential for tourism resources,

However, the findings indicate that EBC's tourism news coverage of Beneshangul, Gambella, and Dire Dawa is the lowest compared to other regions. Furthermore, the interviewee participant also assured this, and they have been facing problems covering stories around this area. Accordingly, a respondent identified the underlying cause of this as the following:

ETV efforts to focus on various tourist destinations, especially in different regions, are not sufficient due to their distance and lack of budget to reach various tourist attractions (personal interview with key informant 3, April 7, 2021).

Similar to this, key informant 7, who is a reporter for "Tena_Yistilign" Ethiopia, also said:

While it is good to produce tourism reports outside of Addis Ababa, we still have a gap in the diversity of the sector and all forms of tourism. Although some areas are frequently covered and others are not, it is important to address this problem of coverage and further promote the country's diversified cultural, historical, and natural attractions (personal interview with key informant 7, April 3, 2021).

In this regard, some regions have massive potential for embracing cultural and historical tourist attractions. Meanwhile, the news media is still too far behind in broadcasting tourism news about the different types of tourism and attractions in the regions to be competent in this sector.

4.3 The Prominence of Tourism Report in “Tena_Yistilign Ethiopia”

This study carried out document analysis on news packages from December, 2018, to December, 2019, to assess the significance or newsworthiness of a particular tourism issue in “Tena_Yistilign Ethiopia.” So, the placement of tourism news stories is presented below.

Table 3: The Placement of Tourism News stories

The Placement of Tourism News stories			
Frequency of Tourism News	Placement	Frequency	Percent
	Headline	20	29.85
	Not Headline	47	70.15
	Total	67	100

Source: own survey SPSS V24 (2024)

Table 3 shows that tourism news stories are given a headline place (29.85%), whereas (70.15%) of tourism news stories do not get the headline place. Similarly, the qualitative data finding shows that tourism news did not get many more headlines. Regarding this issue, a key informant in this study stated:

It may be getting into days of festival and celebration of events such as "Meskel", "Irreechaa", "Fichee-Chambalaalla", February 12 Martyrs' Day and Adwa Victory" (personal interview with key informant 2, April 8, 2021).

Likewise, the above respondent, a key informant 1, also shares his idea as follows:

Even though the ETV trend does not encourage tourism, the tourism news does not get the headlines. For example, foreign media broadcast tourism news by mainstreaming it in business and economics, which are expected to take a large proportion of the mental activities of the public due to their being highly international activities; meanwhile, in the case of ETV, there is no such experience (personal interview with key informant 1, April 7, 2021).

To sum up, the concern about the possibility of tourism news stories not being considered as a big issue by the ETV news package. So many news stories may arrive in the newsroom from a wide range of sources. But on the other hand, it is expected of the senior/shift editor to make a decision on which of these news stories is more newsworthy.

4.4 Coverage of the tourism Report in the news Package

This study carried out a document analysis on news packages from December, 2018, to December, 2019, to assess the tone of the total coverage of tourism issues. So, the tone of the total coverage of the tourism news stories report is presented below.

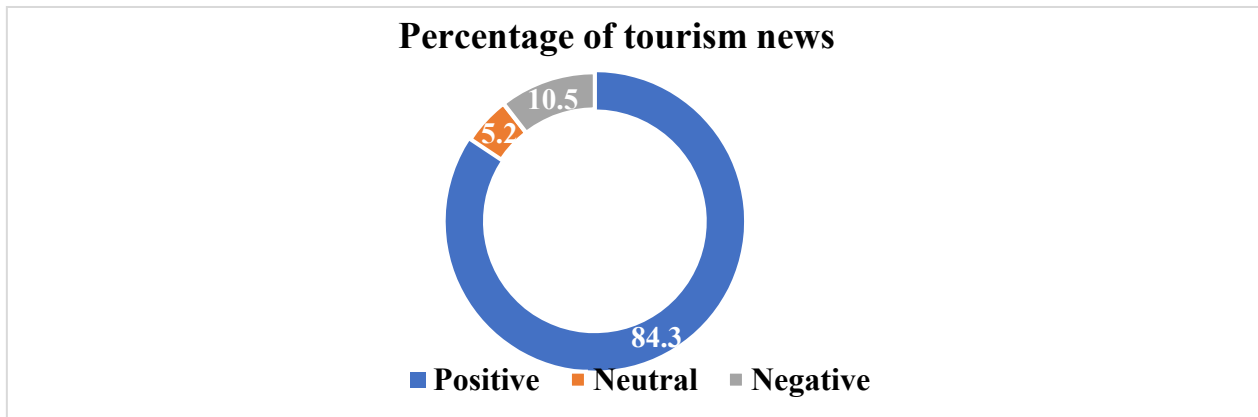


Figure 5: Tones of the Total Coverage of Tourism Issues *Source: own survey SPSS V24 (2024)*

The figure above shows that the highest proportion of the total coverage in “Tena_Yistilign Ethiopia” is positive tourism news stories, constituting 84.3% of the overall tourism report coverage. Such media coverage of the tourism report in a significantly positive light has an implication with respect to domestic and foreign tourists’ opinion formation regarding the issue. The remaining 10.5% of news stories were negative, and 5.2% of the stories were neutral.

Media coverage involving positive news stories is significantly associated with the number of tourists visiting destinations. And it is assumed that positive media coverage influences domestic and foreign tourists to visit tourist destination areas. Therefore, the implication of the positive tone of tourism news stories in "Tena_Yistilign Ethiopia" is that the country is on the right track for tourism development. But all positive stories may not describe the right track; negative stories with comprehensive critical examination may also show the right track to developing the tourism industry.

Meanwhile, 10.5% of news stories were negative in "Tena_Yistilign Ethiopia". Even the negative stories were without comprehensive critical examination. For example,

"Tena_Yistilign" Ethiopia broadcast that Simien Mountains national Park is off the list of world heritage in danger due to the smuggling of treasures, including the Ark, from tourist destination areas such as rock-hewn churches without comprehensive critical examination. It may affect the development of the country's tourism industry. Because of this, comprehensive critical examination may minimize the risk of such news.

Unless otherwise, such negative tones influence tourists. According to Baloglu & Brinberg (1997) and Chon (1992), visitors develop an image of a destination as well as a set of expectations based on previous experience, word of mouth, press reports, advertising, and common beliefs before visiting a destination (Kiralova & Pavlicek, 2015).

4.5 Source of Tourism News

To increase the value of journalism and the quality of reporting, it is inevitable that news and its sources are important in the media. Hence, media practitioners are supposed to consider their news and sources very meticulously (Temesgen, 2019).

According to Huang (2008), as the sources, journalists tend to limit themselves to the "performatives" of news releases and those that have a routine, predictable supply of valuable sources in established organizations, namely, the authorized knowers' authoritative versions of reality and, to be precise, news wires and news beats.

Thus, the study conducted document analysis on news stories for one year, from December, 2018, to December, 2019, to show the distribution of the source of tourism news. The following chart or figure shows the distribution of sources of tourism news.

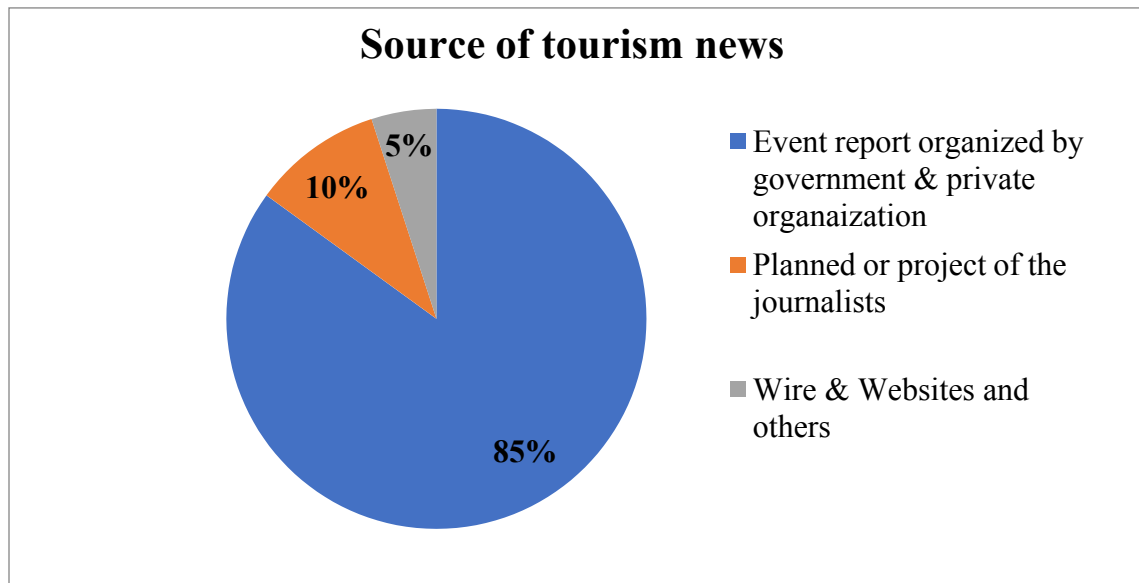


Figure 6: Sources of tourism news *Source: own survey SPSS V24 (2024)*

According to the above figure/chart, event reports such as conferences, visits, festive and celebrations organized by various government and private organizations accounted for approximately 85 percent of total coverage. These stories come from regional and federal bureaus of culture and tourism, local residents, a field expert, hotels and resorts, tour and travel associations, and so on. Tourism stories from journalists or staff of the corporation that are planned or project news covered only 10%. The remaining 5% of stories are sourced from websites and others, like ENA (Ethiopian news agency), BBC, CNN, and others.

Based on the data obtained from document analysis and interview, most of the tourism news is event-oriented and sourced by the government. The findings can be seen from different perspectives. The primary source of tourism news in "Tena_Yistilign Ethiopia" is very limited and depends on events and government organizations. Furthermore, editors and journalists generally prefer government bodies and structures because they are more easily accessible and provide more reliable information.

4.6 Themes of Tourism News Stories

In essence, framing theory suggests that how something is presented to the audience (called "the frame") influences the choices people make about how to process that information (Arorolo, 2017).

The media has the power to shape public opinion by framing events and reporting them in particular ways. Framing involves a communication source presenting and defining an issue. Any medium uses framing techniques to shape and contextualize the theme of the news according to its editorial policy. The following figure/graph shows different ways of framing "Tena_Yistilign Ethiopia" in the tourism news.

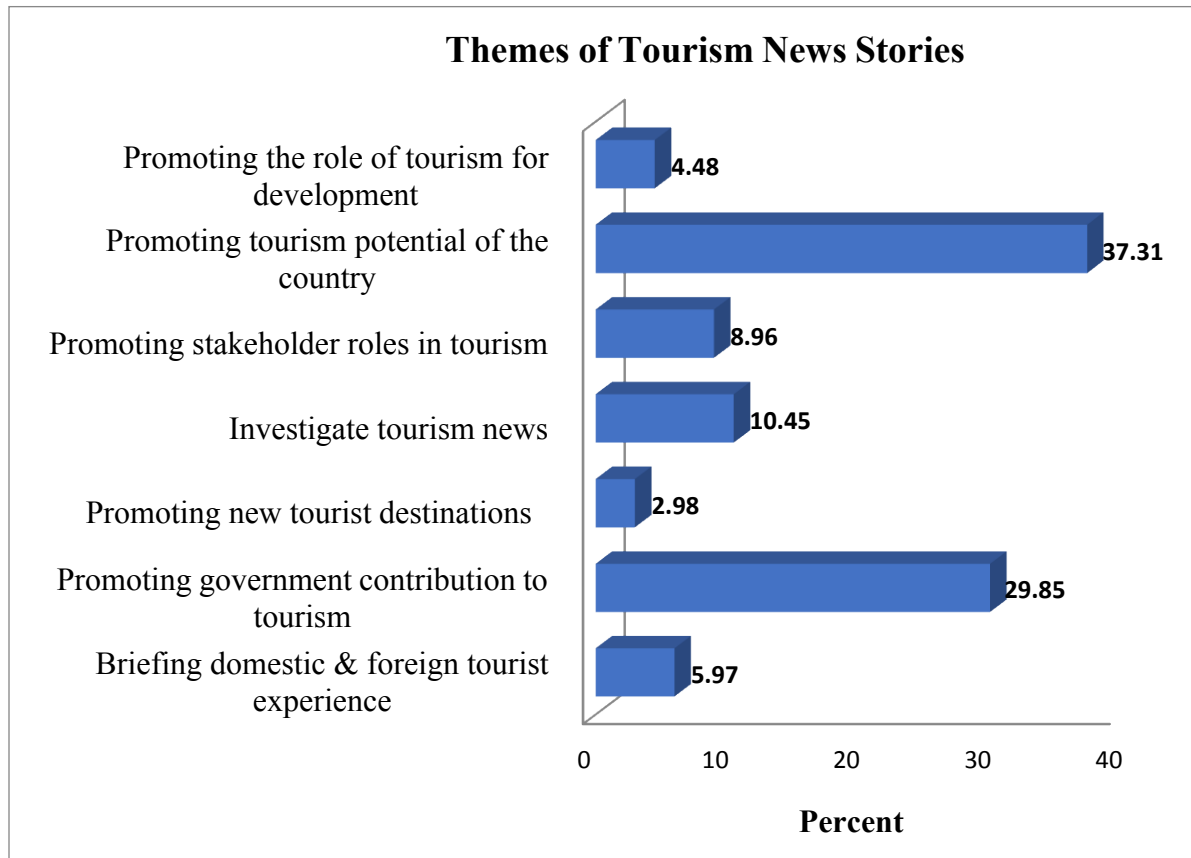


Figure 7: Themes of tourism news stories as a percentage *Source: own survey SPSS V24 (2024).*

In the figure/graph above, promoting the tourism potential of the country (cultural, historical heritage, and natural tourist attractions) and the government's contribution to tourism (by conference, annual report, discussion of policy and strategy, etc.) were the most common frames of tourism news stories in "Tena_Yistilign Ethiopia" over the period of this study, 37.31% and 29.85%, respectively.

Other stories like this one investigate tourism news (promoting a particular tourism problem definition, causal interpretation, moral evaluation, and/or treatment recommendation) 10.45%, promoting stakeholder roles in tourism, 8.96%, briefing domestic and foreign tourists' experiences, 5.97%, promoting the role of tourism for development, 4.48%, and promoting new tourist destinations, 2.98% are types of frames that account for the graph or figure.

In framing, the media cannot include all angles but rather focus on some elements of the news story. Accordingly, the "*Tena_Yistilign Ethiopia*" news package on the tourism report focused on certain elements of the issue. The major themes/frames applied in the stories as illustrated in figure 4.6 were: promoting tourism potential, government contribution to tourism, stakeholder role in tourism, briefing domestic and foreign tourists' experiences, the role of tourism for development, promoting new tourist destinations, and investigating tourism news.

Similarly, the qualitative data finds that reporters' news framing was affected by external and internal factors. Key Informant 3: the researcher interviewed acknowledged that,

The government officials influence the journalist's news frame. They have the intention of inflating the government's efforts and activities rather than promoting a particular tourism-related problem, causal interpretation, and evaluation. They recommend reporting governmental progress rather than considering specific issues like tourism. They want to report on what hot issues they have, not what the country is facing on the ground. Hence, news is framed according to the intention of government officials (personal interview with key informant 3, April 7, 2021).

Along the same line, informant 6 shift editor of the "*Tena_Yistilign Ethiopia*" news package states that the theme of news stories is determined by the news sources. Event-based stories and stories sourced by government organizations mainly focus on government commitments, contributions, and activities, while planned news stories and stories sourced by staff and journalists are more attached to mainly promoting tourist attraction sites and tourism-related issues. This means journalists should try to work as much as possible from their own observations and plans (personal interview with key informant 6, April 8, 2021).

Actually, this finding complied with previous studies also. For instance, Temesgen (2019) revealed that ETV gave priority to government issues. This means that ETV served the interests of the government at the expense of the public. Most of the news was presented from the government's point of view (ibid.).

4.7 Challenges of Reporting on Tourism Issues in “Tena_Yistilign Ethiopia”

The researcher consulted the key informants through an in-depth interview. They point out the challenges of reporting on tourism reports that are derived from various factors. Almost all key informants have identified challenges they face in ETV when dealing with tourism issues. Some of them are listed as follows.

Lack of interest and understanding of the tourism issue

Some of the journalists and management are not found to be interested or motivated to incorporate tourism reporting into their engagement. The cause can be attributed to this: a lack of awareness of the contributions of tourism to one's country in terms of promoting the country's development and image building. Even if the reporters who cover the issue don't produce news by being creative and looking in-depth, that still creates the deserving awareness. It comes from a lack of emphasis on the issues. This is not only a media house but also outside media. According to a key informant, 3 stated that:

The first challenge is the lack of focus on tourism reporting. At the institutional level, the problem of not paying attention to the tourism sector is a major national issue (personal interview with informant 3, April 7, 2021).

Another key informant 5, who is editor in chief of the news and current affairs department, shares his idea as follows:

With regards to coverage of tourism issues, the biggest challenges are the lack of expertise and the lack of preparation on the part of journalists. In addition to that, the best stories are not covered in a repeated manner. The solution to this, in my opinion, as a media institution, is the need to put the necessary emphasis on the issue. And the ministry of culture and tourism and other stakeholders require more media receptiveness. And modern-day platforms

(websites, Facebook, Twitter, and others) need to be utilized to the maximum so as to help promote the sector extensively (Personal interview with informant 5, April 3, 2021).

Generally, most of the respondents agreed that a lack of awareness and understanding of the importance of the tourism issue is the major reason for the lack of sufficient coverage of the tourism report on ETV news, especially the "Tena_Yistilign Ethiopia" news package.

Lack of infrastructure around tourist attraction sites

Almost all key informants express that the lack of infrastructure around the tourist attraction sites is another major challenge to covering tourism news reports on ETV news. There is a problem with infrastructure in different tourist destinations. The ones that get less news coverage are highly affected by this. This is raised as a challenge by most of the key informants.

Most of tourist destinations have infrastructure problems. This reduces the motivation and interest of media professionals and visitors to work and visit tourist destinations (personal interview with informant 7, April 3, 2021).

Along the same lines, key informant 2 shares his opinion on the matter. He stated,

As we travel to the various tourist destinations far from Addis Ababa, the biggest problem is the lack of infrastructure. Most of them have no access to infrastructure, which is a challenge for media persons as well as visitors. Sometimes there are no roads at all to reach the tourist destinations, so we are forced to go on foot for hours, with us and kind residents of the area carrying all our equipment. So, if things are difficult for us, how challenging will it be for tourists? (personal interview with informant 2, April 8, 2021).

Hence, infrastructure problems are reported as a major challenge by key informants, which affect tourism news and the tourism industry in general.

Lack of information and time constraints

It is another challenge that faces that covering tourism news. It may come from a lack of well-trained manpower in the sector. Lack of information and time constraints affect the interest and motivation of journalists to produce tourism news stories. Most key informants acknowledge that one of the challenges is the lack of a tour guide and an expert who can provide necessary and better information on the tourist sites and heritage. As a result, new and untapped tourist attractions are not being considered. Additionally,

One of the main problems when it comes to producing tourism news reports is the lack of professionals who can analyse the right information. The lack of preparation (preliminary research) with journalists is another problem. Furthermore, the relevant government body (tourism stakeholders) does not respond adequately and promptly to questions and problems (personal interview with informant 4, April 3, 2021).

Therefore, media institutions, government agencies, and other stakeholders in the tourism sector need to work together to realize the great potential of the country and to develop the sector. A journalist must fill the knowledge gap in the sector and work hard to promote the sector based on sufficient information and knowledge.

Lack of understanding of the media's role:

Most of the time, ETV's news is focused on the government's activities. Many of the respondents argue that news coverage on the tourism issue is dependent on event-based reports sourced by government organizations. Journalists have a chance to produce monthly and quarterly plans, but most of the time; their plans will not be functional because of the media's routine activities. Regarding this, key informant 6 explained as follows:

Expecting government activities and directions is a usual trend in ETV. But this should not infringe on the professional freedom of journalism or the professional independence of the corporation. In spite of this, it is a common challenge for journalists, editors, and even media managers to underscore.

Therefore, journalists are always busy creating happiness for government officials rather than serving the public and playing the media's role and responsibility (personal interview with key informant 6, April 8, 2021).

Key informant 1, who is a reporter for ETV news, especially for the “Tena_Yistilign Ethiopia” news package, shares his idea as follows:

Another challenge is political interference. When you focus on the culture of a certain area, you see things from a political point of view. Political and ethnic divisions are sometimes reflected. These kinds of fears keep you from planning and backing down. He added that most of Ethiopia's heritage is associated with faith in churches and denominations. In this regard, the relics and treasures of the Ethiopian Orthodox Tewahedo Church are particularly prominent. When you do this, you are dealing with a complaint from the other bodies. It is a challenge to reconcile politics and religion (personal interview with key informant 1, April 7, 2021).

Many challenges are listed by key informants, but the most important ones are stated above. ETV needs to be aware of this trend and thrive to develop and promote the tourism resources with a view to gaining the socio-economic, cultural, and environmental benefits that can be derived from tourism development during new development. Therefore, as part of the aim to gain all that is possible from tourism, a different news story has to be largely provided and produced, starting with domestic tourism across various socio-economic factors.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter presents findings, conclusions, and some relevant recommendations to practice as well as for future researchers based on the objective of the study mentioned in Chapter One.

5.1 Summary of Findings

This study explored the practices and challenges of tourism report coverage in the context of "*Tena_Yistilign Ethiopia*" news package. This study used mixed approaches to provide specific direction for procedures in the research. For instance, the study explored the practices and challenges of tourism report coverage in "*Tena_Yistilign Ethiopia*" from the data obtained from the editor-in-chief, shift editor, producer, news anchor, and reporters' experience perspectives.

The data collected from individual interviews was analyzed for textural data. On the other hand, the study deployed document analysis to obtain information from a body of material (tourism news broadcast by "*Tena_Yistilign Ethiopia*" from December, 2018, to December, 2019, by systematically and objectively identifying specific characteristics of the material. The findings are summarized as follows:

- ❖ As indicated in the finding, the total number of "*Tena_Yistilign Ethiopia*" news packages which are related to tourism is only 67 (5.58%). Moreover, the study has shown that ETV news has not given sufficient coverage to tourism news. It has not effectively exploited and addressed Ethiopia's untapped tourism potential.
- ❖ Out of the aggregated 67 tourism news stories, the months with the highest broadcast frequency are September (2019) and February (2019).
- ❖ Nine stories are presented in these respective months, making them the highest 9 (13.43%) and in May/2019, two news stories are presented, making it the lowest 2 (2.98%) of the total monthly coverage.
- ❖ Out of the aggregated 67 tourism news stories, cultural tourism has the highest broadcast frequency, constituting 50.74 percent of the total news coverage.

Next, historical tourist attractions cover 17.91% of the total news coverage. Most tourism news stories are concentrated on the tangible and intangible. Cultural-historical heritage is already inscribed under UNESCO.

- ❖ A lower percentage of tourism stories are given a headline place (29.85%), whereas most of the tourism news stories do not get the headline place (70.15%). This implies that the ETV does not consider the possibility of tourism stories to be a major issue.
- ❖ The source selection of the media is dependent on event reports and government organizations while framing stories; the media focuses mainly on what the government is doing on tourism. Conferences, festivals, and celebrations organized by various government and private organizations accounted for roughly 85 percent of total coverage.
- ❖ Stories from journalists or staff of the corporation that are planned or project news covered only 10%. The remaining 5% of stories are sourced from websites and others, like ENA (Ethiopian news agency), BBC, CNN, and others.
- ❖ Promoting the tourism potential of the country (cultural, historical heritage, and natural tourist attractions) was the most common frame of tourism news in "*Tena_Yistilign Ethiopia*" over the period of this study, at 37.31%. Next, promoting government contribution to tourism (conference, annual report, discussion of policy and strategy, etc.) is the most common frame of tourism news in "*Tena_Yistilign Ethiopia*" with 29.85%. Promoting new tourist destinations accounts for 2.98%. This implies that the "*Tena_Yistilign Ethiopia*" news package gives insignificant attention to promoting new tourist destinations or undiscovered tourist sites.
- ❖ According to the results of the study, it is identified that the challenges to covering the tourism news report at ETV are lack of interest, motivation, and understanding of the issue and media role, lack of infrastructure, lack of information and time.

5.2. Conclusion

This general objective is to explore the practices and challenges of tourism report coverage in the context of "*Tena_Yistilign Ethiopia*" news package. From the analysis and interpretations of the study, the following conclusions are drawn:

Based on the aforementioned findings, it can be concluded that the coverage of the tourism news report on ETV news is very low as compared with other news reports that are covered by the news program/package. In spite of the importance of the issue, the existing opportunity to cover the topic, and the expected media role and responsibility, there is the possibility of tourism news stories not being considered as a big issue by ETV news, particularly in the "*Tena_Yistilign Ethiopia*" news package.

Regarding the source of the news package, most of the tourism news stories that are covered by ETV news are event-based stories, and stories sourced by government organizations tend to focus majorly on government commitments, contributions, and routine activities. This leads government officials to have a better chance of getting a voice than other stakeholders.

Regarding the framing and practice of tourism issue coverage, ETV news-"*Tena_Yistilign Ethiopia*" news package focuses on tangible and intangible cultural-historical heritage already inscribed by UNESCO and well-known tourist attractions (religious, cultural, and calendar/gazzeted festivals) rather than promoting new tourist destinations or undiscovered tourist sites.

Moreover, the news package is challenged by a lack of interest, motivation, and understanding of the issue or media role. Lack of infrastructure, lack of information, and time constraints are the major reasons for this very low level of coverage of tourism issues.

5.3. Recommendation

Based on the findings and the conclusions made before, the following recommendations are provided.

- It is better for ETV news to experience broadcasting different types of tourism in a dynamic setting like the tourism market. Since services in general and tourism in particular are increasingly viewed as the best opportunities and the most viable options for the sustainable economic, social, and environmental development of the least developed countries, it is better for ETV news or the "Tena_Yistilign Ethiopia" news package to reconsider tourism as a major report. In addition, there should be a comprehensive critical examination while reporting news in general and tourism news in particular.
- The findings of the study indicated that there was no sufficient coverage given to the tourism news report in the "*Tena_Yistilign Ethiopia*" news package. Therefore, tourism news needs to be considered, given priority, and allocated sufficient reporting sessions in the news package.
- As an example of public media, ETV should use various sources while producing and reporting news. Of course, event-oriented tourism reports could be the source of news and programs. It should be the main focus of the news package, and journalists should cover the tourism report based on their own observations and plans to create better awareness of the tourism sector.
- The media should make the news package free from political interference and produce well-planned, organized, and quality tourism news and programs for audiences and the benefits of the country.
- ETV News should pay close attention to tourism and there should be some form of news team led by a trained professional under the news and current affairs structure.
- Media institutions, the government, and other tourism stakeholders need to work together to promote the sector. Hence, there should be work to develop the sector by providing training to media and tourism professionals, tour guides, and other stakeholders. Moreover, it is necessary to encourage those who have done well in the sector by giving them special awards.

- The Ministry of Culture and Tourism, as well as other stakeholders, should take advantage of the opportunity to provide adequate tourism information and documents. Besides this, they use new technology/platforms (websites, Facebook, Twitter, YouTube, etc.) as a means of communication, which can play an important role in the development of the sector.
- The media should play its role and responsibility to cover and give due emphasis to the importance of the tourism industry rather than simply propagating the government's contribution and commitment to tourism. ETV, as a public /national media should take the initiative to further its work in the sector to boost both the income gained from it and the image building of the country.
- In sum, further research should be conducted on media coverage of tourism. Therefore, this research may serve as a reference for further study of the area.

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Appendix A: Templates to document analysis

Template 1: Coding Sheet

Coding sheet	
<i>Regional News Coverage in Ethiopia</i>	
Aim of the Research	Explore the practices and challenges of covering tourism reports in the "Tena-Yistilign Ethiopia" news package.
Research Questions	To what extent is tourism reporting covered in the "Tena_Yistilign Ethiopia" news package?
	How does the "Tena Yistilign Ethiopia" news package frame a report on tourism?
	What is the source of information for the "Tena_Yistilign Ethiopia" news package?
	What are the challenges of tourism report coverage in the context of the "Tena_Yistilign Ethiopia" news package?
Method	Content analysis of tourism report coverage of "Tena_Yistilign Ethiopia" news package of Ethiopian Television (ETV) News
	The analysis focuses on the period from December 2018 to December 2019 (one year) and is conceptualized as a complete inventory count of tourism news in this period of time
Coder responsibility	Please read carefully the codebook, especially the code numbers, explanations and examples given for most of the categories. Even if things seem obvious or lengthy, please take the time and have a good look at the definitions.
Criteria for tourism news to be analyzed	The study focuses on any tourism news reports which are produced under the newsroom and run by the "Tena Yistilign Ethiopia". Thus, please keep in mind the aim of the research and the research questions of this survey and decide if news covers the research's topic or not (e.g., tourism news content, tourism news items, frequency of tourism news content, tourism news tone, placement of tourism news, tourism news content quality, tourism news sources, tourism news framing and so on). So do not add news which its focus is out of the concept of tourism news.

Template 2: Term definition and categorization of the document analysis

<i>Formal Coding</i>	
Date (Date of broadcasting tourism news)	Date of broadcasting tourism news has YYYY/MM/DD format, e.g., 2018/01/12 (which would mean December 1 st 2018) Please do not forget the slashes between year, month and day!
Tourism news item type	Item type characterized by <i>silent and voiced</i> type. <i>Silent</i> refers to the news type not elaborated in detail and only presented by news anchor in two to four paragraphs; meanwhile, <i>voiced</i> represent to the news type presented in detail and accompanied by the reporter
Placement of tourism news	It refers to the place of the news story in headline or not headline
<i>Content Coding</i>	
Tourism news content	Tourism news content refers to the type and forms of tourism/ Categories of tourism such as cultural, historical, and natural and others. (Pleasure, Cultural-historical; Recreational & Geophysical-landscape-aesthetic/natural tourism).
Tourism news content quality	News content quality refers to 5-Excellent, 4- Very good, 3- Good, 2- Poor, 1- Very poor; meanwhile,
Frequency of tourism news content	News content frequency refers to usually, always, sometimes, rarely, never
Tourism news tone	Tone of the tourism news refers to a positive, neutral/ambivalent or negative way
Tourism news sources	Source of tourism news refers to event report organized by different organization, planned/project report, wire & websites and others.
Tourism news framing	Tourism news framing refers to promoting tourism potential of the country, promoting the role of tourism for development, promoting government contribution to tourism, promoting new tourist destination, promote a particular tourism problem definition, causal interpretation, moral evaluation, and/or treatment recommendation, promoting stake holder roles in tourism, briefing foreign & domestic tourists experience

Template 3: Coder's assignment check list

January1, 2019 to December 31,2019										Date		
Silent										Tourism news item type		
Voiced												
Headline										Placement of tourism news		
Not headline												
aesthetic	e-landscap	ical-Geophys	Recreati onal	Cultural-historica l	Pleasure tourism	Relaxing and health care tourism	Others tourism	Natural tourism	Historical tourism	Cultural tourism	Tourism news content	
5-Excellent, 4- Very good, 3- Good, 2- Poor and 1- Very poor										Tourism news content quality		
Usually, Always, Sometimes, Rarely and Never										Frequency of tourism news content		
Positive, negative & Neutral										Tourism news tone		
Event report organized by government organization, Regional and federal bureau of culture and tourism, planned or project of the journalist, wire and websites										Tourism news sources		
promoting types and forms of tourism, shaping audience perceptions towards the types and forms of tourism, promoting government contribution to tourism, promoting government policy and strategies, promoting new tourist destination, promote a particular tourism problem definition, causal interpretation, moral evaluation, and/or treatment recommendation, promoting stakeholder roles in tourism, briefing foreign tourist experience & briefing domestic tourists experience										Tourism news framing		

Appendix B: Questionnaires

Dear survey participants,

This study is conducted in partial fulfilment for the Masters of Journalism and Communication in Addis Ababa University. It is conducted explore the practices and challenges of tourism report coverage in the context of Ethiopian Broadcasting Corporation News. To this end, open ended questionnaires, for the consumption of in-depth interview, are prepared. The questionnaire has two general parts. Part one includes questionnaires related to general biography of the respondents. Part two consists of open-ended questionnaires for in-depth interview.

The information you provided will be used only for academic purposes and hence remain confidential. Thus, you are not required to give information about your name, address and other personal information. Given the importance of the topic covered in the study, your genuine responses are vital for the success of this study. So, you are kindly requested to give information honestly and responsibly. Thank you in advance for your willingness to participate in this interview by sparing your precious time. If you have questions, please don't hesitate to contact the researcher via the following contact address:

Email: fishabebe1@gmail.com

Part I: General Biography of the Respondents

1. Please choose your level of education from the given options
 - A. Diploma
 - B. Bachelor Degree
 - C. Master Degree
 - D. Ph.D. Degree
2. Please state how long you worked in the organization
 - A. 1 to 5 years
 - B. 6 to 10 years
 - C. 11 to 15 years
 - D. 16 to 20 years
 - E. Above 20 years
3. Please state your field of specialization

Part II: Open ended questionnaires for in-depth interview (To reporters, producers, editors and editor in chief)

4. What are the criteria to choose the tourism report to cover in the news packages? Do you planned tourism news or not (event or issue oriented news)?

5. What is your understanding of tourism activities in the country?

6. Do you think Ethiopia untapped tourism potential well entertained in ETV news?
 - If you yes, how?
 - If you no, why?

7. What kinds of tourism stories are most likely will get priority...?

- Cultural - Natural - Historical - others (manmade heritages, etc.)
- Register on UNESCO or not ? - There geographical differences....

8. How does your news media frame and present tourism issues?

9. From where and how do you get the information for your tourism reporting?

10. EBC is the voice of diversity & renaissance. So, do you think variety of tourism report or tourist attractions sites (cultural, natural, historical heritages, geographical differences) well entertained in the news packages?

- If yes, what are the parameters?
- If no, why?

11. In your own view, do you think that the country's tourism problems are being reported by your organization to the community adequately?

12. How the media play its role to promote tourism & its development?

13. What are the challenges that you faced in reporting tourism issues & its Possible Solutions? -----

Appendix C: List of key informants

No	Name of informant	Sex	Specialization team	Experience	Position
1.	Getachew Balecha	M	Business	6	Reporter
2.	Netsanet Worku	F	Social affair	5	Reporter
3.	Informant - 3	M	Infrastructure	13	Producer
4.	Metasebiya Dereje	F		10	Anchor/host
5.	Nebiyu Wondosen	M		14	Editor in chief
6.	Informant - 6	F	Politics	12	Shift Editor
7.	Informant - 7	M	Agriculture	5	Reporter
8.	Informant - 8	M	Social affair	3	Reporter

Appendix D: News stories for document analysis

በጤና ይስጥልኝ ኢትዮጵያ የዜና ፖኔጅ ላይ በፕሮዳክሽን የተሰሩ

1. የሀረር የእደ ጥበብ ውጤቶችና ዘመን ተሻጋሪ ለማድረግ ምን ታስቧል ? (ፕሮዳክሽን - በሰላሞን ፀጋዬ 2:30 ደቂቃ - ጥር 13/2011 ዓ.ም)
2. ቅርስ ላይ የሚደርስን ጉዳት እንዴት እንቀንስ (ፕሮዳክሽን በሳራ ሳህለስላሴ - 2:20 ደቂቃ - የግንቦት 5/2011ዓ.ም)
3. የካቲት 12 የሰማዕታት ቀንና የህብረተሰቡ ግንዛቤ (ፕሮዳክሽን - ቤተልሄም ጥጋቡ - 4 ደቂቃ - የካቲት 13/2011ዓ.ም)
4. ጉዞ ሉሲ ለሰላም እና ለፍቅር. - የካቲት 19/2011 ዓ.ም
5. የአድዋ የሩጫ ጉዞ / የአድዋ ተጓዦች - 22 ደቂቃ - የካቲት 21/2011 ዓ.ም
6. 123ኛውን የአድዋ ድል በዓል ለማክበር እየተደረገ ያለውን ዝግጅት በተመለከተ የኢ.አ እና ትግራይ ክልል ባህልና ቱሪዝም ቢሮ መግለጫ :: 2:10 ደቂቃ
7. አድዋ የአለም ጥቁር ህዝቦች ተምሳሌት ነው በባለሙያ እይታ - 17 ደቂቃ
8. የጎርጎራ ወደብ እንቅስቃሴ እና ቱሪዝም (ፕሮዳክሽን - በነፃነት ወርቁ - 3 ደቂቃ - ሚያዚያ 17/2011 ዓ.ም)
9. ኢትዮጵያ የቱሪዝም ሀብቷን ለመጠቀም የፖሊሲ ማሻሻያ ያስፈልጋታል - እንግዳ 7 ደቂቃ ማብራሪያ ሰጥቶበታል - መስከረም 7/2012 ዓ.ም
10. የኢፌቻ በዓል አከባባር በኢ.አ እና ቢሾፍቱ - መስከረም 23/2012 ዓ.ም
11. የነጭ ሳር ብሄራዊ ፓርክ ፈተኞች - ህዳር 15/2012 ዓ.ም
12. የባሌ ተራሮች ብሄራዊ ፓርክ እና የተደቀነበት ችግር ፣ ፕሮዳክሽን - በመለሰ አምዴ - 4:20 ደቂቃ - ህዳር 5/2012 ዓ.ም
13. የአንኮበር የቱሪስት መስህቦች ተገቢውን ጥበቃ አለመደረግ እና መዘረፍ (ፕሮዳክሽን - በነፃነት ወርቁ - 3 ደቂቃ - ጥቅምት 3/2012 ዓ.ም)
14. በደቡብ ኦሞ የሚገኙ የቱሪዝም ሀብት እና ያሉ ችግሮች (ፕሮዳክሽን - በጫሮን በረዳ - 3 ደቂቃ - ህዳር 25/2012 ዓ.ም)

ከተቋሙ አመታዊ የስራ ክንውን ሪፖርት ላይ የተወሰዱ

15. በበረካ ዞን አባ ገዳዎች የስልጣን ርክክብ የሚያደርጉበትን ታሪካዊ ቦታ
16. የሀገር ውስጥ ቱሪዝምን ለማጎልበት ምን እየተሰራ ነው ?
17. የዝዋይ ሀይቅ ባለው መስህብ ልክ እየተጎበኘ እንዳልሆነ የሚያሳይ ዜና
18. በአዲስ አበባ ያለ በቂ ምክንያት የፈረሱ ጥንታዊ ቤቶችን በተመለከተ
19. የባህልና ቱሪዝም የ100 ቀናት እቅድን በተመለከተ
20. የብሄር ብሄረሰቦች በዓል አካባቢ
21. የቡሄ/ ደብረ ታቦር በዓል አካባቢ
22. የሻይይት ፣ አሸንዳ እና ሶላል በዓል አካባቢ
23. የደመራ/መስቀል በዓል አካባቢ
24. እቴጌ ምንትዋብ ያስገነቡት የደብረ ቁስቋም ማሪያም ገዳምን በተመለከተ
25. የከተራ በዓል አካባቢ
26. በየክልሉ የተደራጁ የባህል ቡድኖችን ማስተዋወቅ
27. 13ኛው የስልጤ ባህል ፣ ታሪክ እና ቋንቋ ሲንፖዚየም
28. የአረፋ በዓል አካባቢ
29. የትግራይ የቱሪዝም መስህብ እና ኢንቨስትመንት አቅም
30. ኦሮሚያ - የኦዳ ምድር በሚል ርዕስ የክልሉን የቱሪዝም አቅም ማስተዋወቅ
31. የአማራ ክልል - ቱሪዝም እና ኢንቨስትመንትን ማስተዋወቅ
32. የአክሱም አካባቢ ጥበብ እና የአርኪኦሎጂ ግኝቶች
33. በአርሲ ዞን ጦና ወረዳ የሚገኝ ጥንታዊ የሀሰን ኡስማን መስኪድን የሚያስቃኝ
34. ሉሲ በድሬድዋ ያደረገችውን ቆይታ በተመለከተ የሀይማኖት አባቶች አስተያየት
35. የጥምቀት በዓል እና የሀገር ባህል አልባሳት
36. የአድዋ ድል በዓል አካባቢ በአዲስ አበባ ጊዮርጊስ
37. የአድዋ ድል በዓል አካባቢ አድዋ ድልድይ አካባቢ
38. አድዋ በምሁራን አንደበት
39. የጥምቀት በዓል በየኒስኮ መመዝገብ እና ለቱሪዝም እድገት ያለው ፋይዳ

40. የሀረር ከተማ ጅብ ማብላት የቱሪስት መስህብ የሚያሳይ ዜና - ከእንግዳ ጋር ቆይታ
41. የኢትዮጵያ የዱር እንሰሳት በፓርኮች ዙሪያ ያደረገው ውይይት
42. የጥምቀት በዓልና ቃና ዘገሊላ በዓልን አስመልክቶ
43. የኢትዮጵያ ቱሪዝም ድርጅት የ10 አመት ፍኖተ ካርታ ይፋ ማድረጉን
44. 123ኛ የአድዋ በዓል አከባበር
45. በምስራቅ ጎጃም መርሐለማሪያም ገዳምን የተመለከተ ዝግጅት
46. የላልይበላ ውቅር አብያተ ክርስቲያናት ቅርስ ጥገና ችግር - የእንግዳ ማብራሪያ
47. ጅማ አባጅፋር ቤተ መንግስት ለማስጠገን እየተሰሩ ያሉ ስራዎች
48. እንጦጦ የሚገኘው የዳግማዊ አፄ ምኒሊክ ቤተ- መንግስት በወቅቱ አለመታደስ
49. የአክሱም ባህላዊ እና ዘመናዊ የግንባታ ጥበብን በተመለከተ - የድምፅ ዜና
50. የአሸንዳ/ሻደይ/ሶላል በዓል በዩኒስኮ ለማስመዝገብ እየተደረገ ያለ ጥረት
51. ከአድዋ ጦርነት በፊት ስለተካሄደው የአምባላጌ ጦርነት
52. በአሰሳ - የሼሁ ጀሌ - የችሎት አዳራሽ እና ሙዚየም
53. አድዋን በሰዓሊያን አንደበት
54. አድዋ እና የሴቶች ሚና
55. ጎንደር ከተማ ለጥምቀት በዓል አከባበር ቅድመ ዝግጅት
56. ያለፉት 6 ወራት የነበረው የቱሪስት ፍሰት ምን ይመስል ነበር
57. የየካቲት 12 ሰማዕታት ሀውልት ታሪካዊ ፋይዳን በተመለከተ
58. የአፄ ቴዎድሮስ ፀጉር ከእንግሊዝ ብሄራዊ ጦር ሙዚየም መመለስ
59. የገና በዓልና የባህል ወረራ
60. በአድዋ ከተማ መኖሪያ ቤቷ ውስጥ ታሪካዊ ቅርሶችንና የአድዋ ጀግኖቻችን የምትዘክር ሴት
61. በካፋ ዞን ብሄራዊ የቡና ሙዚየም ያሉ ቅርሶችን በተመለከተ
62. የገና በዓል አከባበር በላሊበላ
63. የኢትዮጵያ አስጎብኚዎች ማህበር ያሉበት መዋቅራዊ ችግር
64. ከቱሪዝም ትራንስፎርሜሽን ምክር ቤት ጋር ስለቱሪዝም ልማት የተደረገ ውይይት
65. የሀገራችን ቱሪዝም ሃብት በማልማት የዲያስፖራው ሚና
66. ስለ ሸገር ፕሮጀክት እና ታላቁ ቤተ መንግስት እድሳት
67. የጠ/ሚ አብይ እና የፈረንሳይ ፕሬዝዳንት ኢማኑኤል ማክሮን ላሊበላ ጉብኝት

Declaration

The thesis undersigned, I declare that this project work entitled “***The Practice and Challenges of Media Coverage of Tourism report in Ethiopian Broadcasting Corporation (EBC): In the Case of “Tena - Yistilign” News Packages.***” is my own original work and has not been presented in this or any other university, and all sources of materials used in this research have been fully acknowledged.

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June, 2022