



COLLEGE OF DEVELOPMENT STUDIES

CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES

**TOURISM DEVELOPMENT AND MANAGEMENT MASTERS
PROGRAM**

**The Role of Ethiopian Embassies in Promoting Tourism Destinations and
Attractions in Ethiopia**

**A Thesis Submitted to the Center for Development Studies in Partial
Fulfilment of the Requirements for Master of Arts in Tourism
Development and Management**

By: Endalew Yehualaw

Advisor: Tesfaye Zeleke (Ph.D)

November, 2022

Addis Ababa, Ethiopia

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Declaration

The thesis undersigned, I declare that this 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 has been fully acknowledged.

Endalew Yehualaw

Name of candidate

Signature

Date

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

Name of Advisor

Signature

Date

Approval

We, the undersigned certify that we have and here by recommendation to the Addis Ababa University to accept the thesis submitted by Endalew Yehualaw entitled assessment on "The Role of Ethiopian Embassies in Promoting Tourism Destinations and Attractions in Ethiopia" for the fulfillment of the requirement for the award of a Master's degree in Tourism Development and Management.

Board of Examiners

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Letter of Certification

This is to certify Enadalew Yehualaw has carried out his thesis work on the topic entitled “The Role of Ethiopian Embassies in Promoting Tourism Destinations and Attractions in Ethiopia” under my guidance and supervision. Accordingly, I hereby assure that his work is appropriate and standard enough to be submitted for the award of Master of Arts degree in Tourism Development and Management.

Tesfaye Zeleke (PhD)

Research Advisor

Signature

Date

Acknowledgment

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List of Abbreviations

Abbreviations	Full Name of the Abbreviations
AU	Africa Union
ETO	Ethiopian Tourism Organization
FDRE	Federal Democratic Republic of Ethiopia
GDP	Growth Domestic Product
IDC	Industrial Development Corporation
MoT	Ministry of Tourism
SME	Small and Medium Enterprise
TDI	Tourism Development
UN	United Nations
UNCA	United Nations Economic Commission for Africa
UNECA	United Nations Economic Commission for Africa
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
WB	World Bank
WEF	World Economic Forum

Abstract

Ethiopia has an abundance of attractions such as wildlife, landscape, culture, scenery, history and archeology which helps generate tourists and economic development. The aim of the study was to investigate the role of Ethiopian embassies in promoting tourism destination and attractions. Exploratory study design was used to attain the purpose of the study. Qualitative research method was used to gather the data. The study found that workshop; seminars, Facebook, website, training and development, events and tourism brands were the main promotional techniques of Ethiopian tourist destinations and attractions tourist abroad and inside a country. The study also identified that construction of different tourism mega projects, expansion of star rate hotel, being sit of African union, international organizations and hosting of various embassies, Ethiopian airline, inscribed tangible and intangible heritages were the opportunities used for promoting Ethiopian tourist destinations and attractions. In addition to this, the study depicted that absence of clear rules, regulations for engagement in tourism, limited availability of budget, limited strategies set by Embassies in promoting tourism destinations and attractions, strong stakeholders engagement, absence of programs related tourism, lack of tourism events, and absence of trained man power on tourism destinations management and poor practices of documentation in tourism were the challenges which hinder embassies for the promotion of Ethiopian tourist destinations found in Ethiopia . The study concludes that tourism destinations and attractions in Ethiopian still requires advanced form of promotion it had not been well promoted in manners to expand tourism products and service. The study recommends that the Embassies, the Ministry of Tourism, the Ministry of Foreign Affairs together with others take holders work jointly to tackle the problems that encountered the promotion of tourist destinations and attractions found in Ethiopia.

Key words: tourist destinations, attractions, promotion, tourism

CHAPTER ONE

1.1 Background of the Study

Tourism is one of the largest and rapidly growing industries in the world. It creates jobs, drives economic growth and helps build better societies. The sector accounts for 10.4% of global GDP and 9.9% of total employment in 2017 (WTTC, 2018). Tourism has experienced rapid growth for the last six decades and this trend is expected to continue with strong momentum (UNWTO, 2018; WTTC, 2018). Tourism in general has become one of the major cultural and economic forces in the world today and is regarded as an important means to benefit local communities (Marzuki, 2011).

Tourism includes all socio economic activities that are directly and indirectly involved in providing services to tourists which includes services to the transportation sector, hotels and lodging, food and beverage, cultural and entertainment, banking and finance, promotion and publicity services. It is more realistic that the economic and financial benefit of tourism can range from foreign exchange earnings, employment generation, stimulation of infrastructure development, and contribution to local economy (Abebaw, 2020).

In Ethiopia, tourism and travel has a long history and passed through a number of trajectories since ancient times. Its introduction goes back to the onset of the first and the end of the second millennium B.C since the time of Queen of Sheba's pilgrimage to Jerusalem to visit the wisdom of King Solomon which positioned the country as one of the world's fascinating tourist destinations. During that time, the Aksumite Empire began interaction with Ancient Kingdoms of Egypt, South Arabia, India, China, Greece and other European countries (Tesfaye, 2015), via trade (i.e. business travel) and other relations.

Ethiopia's earnings from the tourism sector had been sluggish until 2007. For instance, only 170,000 tourists paid visit to Ethiopia in the three consecutive years preceding the year 2006. Ethiopia made a significant gain for the first time in the year 2007 making \$176 million in revenue from 250,000 visiting tourists with roughly 50% increase from the year 2006 (Sisay,2020).

The total contribution of Travel & Tourism to GDP was ETB121, 435.0mn (USD5, 074.3mn), 6.8% of GDP in 2017, and is forecast to rise by 6.3% in 2018, and to rise by 5.2% pa to ETB213, 357.0mn (USD8, 915.4mn), 6.1% of GDP in 2028. In 2017 Travel & Tourism directly supported 604,000 jobs (2.4% of total employment). This is expected to rise by 1.9% in 2018 and rise by 1.9% pa to 742,000 jobs (2.1% of total employment) in 2028(Sisay, 2020).

In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 6.1% of total employment (1,538,000 jobs). This is expected to rise by 1.7% in 2018 to 1,565,000 jobs and rise by 2.1% pa to 1,934,000 jobs in 2028 (5.4% of total). International inbound tourist arrivals show a growth rate from 138,856 in 1997 to 871,000 in 2017 in Ethiopia (Sisay, 2020). The country's limited exports are reflected in visitor's (tourist) exports contributing 35.4% of total exports, suggesting that tourism can play a significant role in foreign exchange generation. Ethiopia ranks at 97 in terms of relative size contribution of tourism to GDP, and only 150 in terms of tourism's growth forecast for 2025 (Travel & Tourism; Economic Impact 2017 Ethiopia, 2017: 1).

Marketing is thus the systemic, coordinated and integrated effort to optimize the satisfaction of tourists by making and providing the best possible services available. Promotion is the process of initiating, nurturing and maintaining interactive communications with the market and managing the customer relationship over time, during the preselling, selling, consuming and post consumption stages (Lamsoo, Niroom and Rafsanjat, 2013).The rich and diversified tourist resources, if well marketed and branded as a destination as well, Ethiopia would benefit a lot. To this end, this study was aimed to explore the role of Ethiopian Embassies in promoting tourism destinations and attractions.

1.2 Statement of the Problem

Tourism is a very competitive industry in nature, and the travelers have a wide range of options and gives attention for those which are good value for money. Inadequate quality infrastructure, uncompetitive rates, indifferent or product with poor quality, complexity in getting access to information on travel and tourist destinations and unskilled service providers have really negative effect on the competitiveness of the tourism destinations (Kotler et al., 2010). However, tourism marketing literatures typically contain a small portion on destination marketing, most of these states that a destination is a product and thus should be marketed as any other product (Middleton, 2000; Jefferson and Lickorish, 1991; Teare et al., 1994). But is this really true? At a macro level, this view is applicable, as any marketing approach will be helpful to the promotion of a specific region. However, it is not as simple as that.

A destination is much more complicated to manage than any other operation, because destination marketers are not only confronted with tourism's well know particularities of intangibility and inseparability but they have also to deal with a number of different actors that are independent operators in their own right. Currently, marketing efforts are extremely more important than production and sales, the function of marketing is vital in the tourism and hospitality industry. Accordingly, if a country has an adequate amount of facilities and possess potential of tourism but does not think about the marketing techniques and the introduction of this desirability in its programs, doubtlessly that country will not be doing well in growing and developing its tourism industry. Similarly, due to the lack of marketing strategy, the position of this industry in the developing countries is paler than before (Lamso et al., 2013). However, marketing's contribution to travel and tourism has been undervalued by both policy makers and practitioners, leading to a misunderstanding of the nature and value of the marketing discipline for the travel and tourism industry in general (Riege and Perry, 2004). In addition to, having eleven world heritage sites, there are many positive opportunities that exist for tourism product development in Ethiopia. The majority of current tourism products of Ethiopia are, primarily, the cultural and historical, environmental and wildlife tourism resources that have enormous potential to contribute to ongoing tourism growth for Ethiopia (NBSAP, 2004).

A major challenge is to recognize these potential tourism products whilst structuring and managing tourism development to the best benefit of Ethiopia, and its people for the long-term. Moreover, Biazen (2010) in his study of, Ethiopia as a tourist destination, state that many tourists who come to Ethiopia have very little information about the country's tourism resource which does not coincide with Ethiopian tourism potential on reality. The researchers also state that there is poor operation in marketing what Ethiopia really has because of this, and related problems Ethiopian tourism stakeholders fail to attract market to different tourism resources.

The number of travelers in the world is increasing year by year. According to the United Nations World Tourism Organization (2018) the number of tourists was up to 1.4 billion person/times, and by 2020, there will be 1.6 billion person/times (WTO, 2019). Likewise, World Bank (2019) has allocated over \$5.5 billion (USD) to tourism development projects in developing regions. Opposite to huge spending by external donors, developing country's tourism sector remains under-developed and continues to lag behind their counterparts in Asia, Europe and America (Ashikodi, 2012). WTO (2019) reported that tourism revenue in the EU increased with the average annual growth rate of 15% and has a ¼ share in the total service export in the last 50 years.

According to Yetaseb (2014) the ultimate goals of promotion which is one of marketing mix is to modify behaviors through communication. Especially countries like Ethiopia that has poor image because of war and famine can be easily beneficial through the appropriate usage of marketing communication in the integrated manner. Since promotion requires helping customers through the various buying process stages to purchase and repurchase a particular service because promotion accomplishes this by informing, persuading and reminding customers. Ethiopia's tourism destination awareness is very low and destination image is very poor until today in Ethiopia and associated companies (Getahun & Dhaliwal, 2017). Stăncioiu et al., (2013) described the communication of the elements of a tourism product to the target public as representing a difficult task (mainly because of its involvedness).

It is observed that there is no competition and less work is done to increase of productivity and sales of tour products, increase of income, profit and profitability (Yechale, Haimanot and Ashenafi, 2017). In addition, pricing estimation on a tourist spending on total expenditure on transportation, about food and lodging and on entertainment and shopping were found inconsistently (Getahun & Dhaliwal, 2017).

As far as my knowledge is concerned there is no adequate research is conducted in the local context with regarding the role of Ethiopian Embassies in Promoting Tourism Destinations and Attractions in Ethiopia. However, Tigist(2017) has a studied on studied on the supply chain collaboration in tourism industry: tour operators' perception from Ethiopia. Yechale, Haimanot and Ashenafi (2017) have a studied on Tourism marketing challenges and new tourism product development potentials: Practices from the Amhara National Regional State World heritage sites. Therefore, the researcher filled this issues gap by considering the role of Ethiopian Embassies in promoting tourism destinations and attractions in Ethiopia.

1.3 Research Questions

Originating from the statement of the problem, this study tried to answer the following main research questions;

1. What are the promotional techniques that embassies adopt to promote Ethiopian tourism destinations in Ethiopia?
2. What opportunities are in place that contributes to market the tourism destinations and attractions in Ethiopia?
3. What are the challenges which hinder Embassies for the promotion of tourism destinations and attractions in Ethiopian?

1.4 Objectives of the Study

1.4.1 General Objective of the Study

The main objective of the study was to explore the role of Ethiopian Embassies in promoting tourism destinations and attractions in Ethiopia.

1.4.2 Specific Objectives of the Study

Specifically, this study tried to deal the following specific objectives:

1. To investigate the promotional techniques that Embassies apply in promoting tourism destinations and attractions in Ethiopia.
2. To investigate the opportunities that the Embassies create in the management of Ethiopian tourism destinations in Ethiopia
3. To examine the challenges Embassies encounter while making efforts to promote tourism destinations in Ethiopia

1.5 Significance of the Study

The paper is significant for the following reasons i.e practical, policy and theoretical significance.

Practical significance: In this context, the finding of the study will provide input for Embassies to take measures on the problems faced on the promotion of Ethiopian tourist destinations and attractions. This can be attained through facilitating seminars and workshops about the tourist destinations and attraction found in Ethiopia for the international communities.

In addition to this, the finding of the study will inform for embassies to prepare foreign policy strategies on the promotion of Ethiopian tourist destinations and attractions at large.

Policy Significance:

The key recommendations will be vigorous inputs for policy makers so that they assess policies and regulations so that they can make workable policies and suitable regulations which can improve the promotion of Ethiopian tourist destinations and attractions.

In addition to this, the study may be taken as policy inputs for scheming and endorsing sustainable promotional works and in improving the benefit of the country from the tourism sectors through designing tourist destination and attraction strategies.

Theoretical and Academic significance:

Theoretically, the study will help to develop various theories related to tourist destination and promotion in Ethiopia. The theories may play a vital role to effectively promoted the tourism destinations and attain the expected benefit from the tourism sectors for sustainable manner.

In addition to this, the study will input for academicians. This study will have contributions to the area of different promotional tools of tourist destinations, the challenges faced in the promotion of tourist destination and attractions in posing numerous relevant questions to guide future research. Meanwhile, it may add new knowledge to the existing literature and it may be a stepping stone for academicians to carry out further studies on the issue in detail. Furthermore, this study may give valuable methodological importance to both practitioners and academicians to conduct a detail research using both quantitative and qualitative data integration on the issue of investigation.

1.6 Scope of the Study

The study is limited to the role of Ethiopian Embassy in promoting Tourism destinations and attractions which are found in Addis Ababa. The study was delimited thematically, geographically and timely.

Thematically, the study mainly focus the promotional techniques for promoting Ethiopian tourism destinations and attractions, the opportunities that create the management of tourist destinations and attractions as well as the challenges which hinder the Embassies for promoting tourist destinations and attractions.

Geographically, the studies confound in Ethiopia Embassies who are working in specifically in Kenya, Rwanda, South Africa, France, Spain, Australia, America, Canada, Brazil, Argentina, Japan, and china, Korea, Israel, Qatar, Morocco and Algeria Embassies.

Timely, the study conducted from 2013-2015 E.C.

1.7. Limitation of the Study

The study was faced the following limitation to completed on time.

Methodological Limitation: the study has lack of methodological problem specifically selecting the Embassies who are working in different countries. As a result of this, the researcher didn't attain the Ambassadors to complete the study on time. To address this problem, the researcher tried to provide orientation about the Ethiopian Embassies regard to the issues of promoting Ethiopian tourist destinations and attractions. Similarly, this study has lack of attain adequate primary data and secondary data. To address the problem, the researcher tried to gather related information's in the context of Ethiopian tourist destinations and attractions.

Conceptual Limitation: In this context, the study lacks concepts about the promotion of Ethiopian tourist destination and attractions. This comes as a result of adequate research didn't conduct in this topic. For this reason, the researcher faced problems to recapture the necessary concepts of the study specifically in the literature part. To alleviate this problem, the researcher tried to read various documents which are relevant to this study and organize as much as possible.

Theoretical Limitation: the other limitation of that faced in this study was theoretical studies didn't conduct in detail. For this case, the researcher faced to found what previous researchers done on the promotion of Ethiopian tourist destinations and attractions at large. To solve this limitation, the researcher searched further data which are related to the topic.

CHAPTER TWO

LITERATURE REVIEW

In this study, literature review was presented in two main sections. First, the theoretical literature review part that includes tourism destinations, component of tourism destinations, promotion of tourism destinations and attractions in Ethiopia, the role of embassies in promoting destinations and attractions in Ethiopia, major challenges faced in promoting Ethiopia as tourism destination through collaboration and factors affects in promoting Ethiopian tourism destinations and attractions.

2.1. Theoretical review on Promotional Mixes

Marketing strategy has become important tool globally for any organization to remain in competitive market environment. Since hospitality industry is an industry that is full of competitions from national and international chain standard hotels developing flexible, realistic marketing strategies is not a will but an obligation to be carried out. Aremu and Lawal (2012) sees strategy as, a pattern of resource allocation decisions made throughout an organization. This encapsulates both desired goals and beliefs about what are acceptable and most critically unacceptable means for achieving them. Since marketing mix strategies are keys for the marketing strategies of the travel industry, different perspectives have been given about their contents (Tigist, 2017).

2.1.1. Definition of Terms

Promotion- is vital element of marketing mix used to pass information, persuasion and influence to audiences.

Promotion mix- is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers.

Tourism- is the activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, or any other purpose.

International Tourist- is anyone who visits a tourism resource of a country on temporary bases that is not his usual place of residence for at least 24 hours.

Domestic Tourist- is a person who travels within the country where he resides to a place other than his usual place of residence for at least 24 hours or one night.

Tour operator- is a person or a company that purchase separate elements of transportation, accommodation and other services and combine them into package which they then sell directly or indirectly to the consumers (Holloway, 2002).

2.1.2. The Marketing Mixes

The marketing mix represents the organization's marketing offering and consists of the controllable variables that the organization puts together to satisfy the needs and desires of the target market. The traditional marketing mix (the 4Ps) has four components, namely, product, price, place and promotion. In the case of the travel and tourism industry the core product/product/service is dependent with the availability of touristic destinations within the host nation and more specifically its promotion to the target customers will play a significant role in attracting prospective tourists.

I. Product Products or market offerings are the basis of any business, which is why the product can be regarded as the reason for marketing. If there were no product (or service), there would be nothing to sell. A company aims to make the product different and better in a way that will cause the target market to favor it and even pay a premium price for it (Kotler, 2012). The tourism product may comprise a place, service, tangible products or experiences. The tourism product can be thought of either as the total tourism product (the total holiday package consisting of accommodation at various hotels and different types of transport used) or that of the individual producer.

II. Price Kotler & Armstrong (2012) define price as the amount of money charged for a product or service; the sum of values that customers exchange for the benefits of having or using the product or service. Price is not only the money redeemable for a product or service, but more broadly again is the sum of all value given to all consumers benefit. Thus, firms have to think comprehensively with regards to the marketing mix strategy, especially when considering the price. Communicating affordability constitutes an important pull factor in drawing tourists to particular destinations.

When used in tourism, a product package is sold which includes airfare, transport, accommodation, entertainment and meals, usually at a lower rate than if each component were to be purchased separately.

III. Place / distribution Place is an important consideration because tourists must travel to the destination in order to consume the tourist product. Tasks include making contact with potential buyers, negotiating, and contracting, transferring title, providing local inventory, transportation and storage. These tasks may be performed entirely by the manufacturer or entirely by intermediaries. In the case of tourism, since the market offering is a service, inventory and storage cannot take place because, hotel rooms, for example, if not sold for a certain night, cannot be sold again - the concept of perishability is evident. Without place, the customer will not have access to products. Distribution channels can be defined as “a path through which goods and services flow in one direction (from vendor to the consumer) and the payments generated by them that flow in the opposite direction (from consumer to the vendor)”. Place is important in a firm’s level of competitiveness especially in hospitality sector by which the location by itself can be considered as elements of the service.

IV. Promotion: Promotion and communication strategy is a major component in the marketing mix strategy. It helps firms to communicate on their product or services to the customers. Promotional strategy constitutes a number of elements that include personal selling, sales promotion, advertising, public relations and direct marketing (Lehtinen, 2011). Promotion or marketing communication is the final element in the marketing mix. It is intended to send marketing-related messages to a selected target audience and to persuade consumers to purchase the product. It therefore covers all those communication tools that can deliver a message to a target audience. One of the reasons is that effective advertising helps firms to attract and ensure loyalty of the customers within the current changing business environment.

2.1.3. Theories of Marketing Communication

Marketing communication is the process of effectively communicating product information or ideas to target audiences. Marketing communication is therefore the element used to showcase important features of the other three components of the marketing mix to increase the odds that the consumer will purchase a product. As mentioned previously, marketing communication sends messages, ideas and information to target audiences. To communicate the marketing message effectively, companies must realize that everything they do can send a message. Imparting the right message to the travelers demands a planned and careful implementation; to this end this study will contribute in filling the gap between communication practice and its impact on sales performance of tour operators found in Addis Ababa. Planned messages take the form of marketing communication tools, for example, advertising, sales promotion, public relations, direct marketing or personal selling. Unplanned messages, however, include all the other elements associated with the company or brand which are capable of delivering implicit response service, crisis management or word of mouth. Planned messages can be further subdivided into personal and non-personal marketing communication (Biruk, 2019).

2.2 Tourism Destinations

Destination (Supplier) - It incorporates planning, developing and controlling Tourism. It is a planning, developing and controlling Tourism. During this time, there is an identification of the procedures which destination areas follow to set policies, plan, control, develop and provide to tourism with an emphasis on sustainable tourism development. Every destination areas to encourage tourism , they must be prepared to handle the inflows and outflows of visitors and to deal with the challenge that tourism has the potential of generating both negative and positive impacts. Destination (Ethiopia) should have to be taken the following four measures in to consideration; establishing. A destination mix should be assembled consisting of attractions sites, events, facilities, infrastructures, transportation, and hospitality resources, Tourism policies and plans should be developed. The involvement of many different tourism organizations on the policy and plan drafting and ratifying process, may enable them to serve as many tourists as possible.

A legislative and regulatory framework is required to ensure that the tourism policy and plan are implemented properly, and that impacts are controlled, Analyses of individual tourism project development opportunities are explained here with. When Travel and destination are coinciding at same time, they will result with the shape of Travel. It is a combination of who is traveling (travel market segments), where, when and how they are travelling. The change in travel or Destination may cause each other's also. For example, if the Ethiopian airlines decide to introduce super jet with 500 plus passenger capacities Travel Eretria (Teshale, 2010).

Destinations are amalgams of tourism products offering an integrated experience to consumers' (Buhalis, 2010), i. e. a conglomerate of several elements that make up a place visited by non-residents for holiday, leisure or business purposes. This definition, on the other hand, can be regarded from two different points of view. One is supply-driven; the other is determined by the demand for a tourism destination (Pearce, 2012; Staler, 2007). As the region's view from what is part of the destination may differ greatly from the visitor's view of the area s/he visits, a gap of perception often can be identified (Deresse, 2018).

A promotional activity is a business activity that communicates a company's interests and embodies a transmission-reception of a variety of types of information between internal business processes and external business relationships. Modern companies have complex communication systems, which operate in various manners and through various feedback mechanisms. In researching tourists' expectations, scholars use information regarding tourists' opinions of a destination before they visit said destination (Wen & Nguyen, 2013). For example, the tourist may perceive an island as a single destination, whereas there may be several administrative units on the island that each has an interest in attracting tourists to their particular area, thus breaking the destination as perceived by the visitors into smaller destinations, defined by the supply side (Deresse, 2018). Choosing a travel destination in times like these is not simply a choice, it is moreover a statement of lifestyle. What kind of journey is worth investing one's hard-earned money and relatively little leisure time into? The image of a destination is the outcome of different factors such as views of previous visitors, advertising campaigns like media statements in leaflets and newspapers or visible on television and the actual day-to-day life and local culture of the destination (Echtner and Ritchie, 2003).

In addition to that, potential customers have individually formed images about a tourist destination based on their own experiences. Nevertheless, this perceived image often does not match the tourist destination's reality (Andreu et al. 2001, p. 50).

Destinations all over the world have specific characteristics at their disposal, like the countries' cultures and historical backgrounds as well as its natural resources and landscapes. For a successful tourist destination it is essential to add an emotional component to the offered experiences, in order to attract potential customers and to transfer as well as provide a sustainable promise and therewith product claims (Morgan et al. 2004). The main intention of tourist destination is to maximize the economic, socio cultural and environmental benefits and minimizing drawbacks associated with Tourism. To accomplish these objectives, the destination manager should understand the potential positive and negative impacts of tourism. There are many reasons why tourism is seen as a vital tool for tourist destination countries in economic, socio culture and environment streams (Morgan et al. 2004).

2.3 Component of Destinations

1. Attractions:

These elements within the destination's (tourism product) environment, independently and/or integrated form, succor as the principal motivation for tourists. Attractions comprise natural attractions (landscape, seascape, beaches, and climate), built attractions (historic and /or new townscape as in newly built resorts and purpose-built attractions such as theme parks), cultural attractions (presentation of history and folklore organized as festivals and pageants, museums, theatre), and social attractions (opportunities to meet with, or encounter the residents of destinations, and experience their lifestyle, to some extent. However, for business and other non-leisure visitors, such as visits to friends and relatives, the primary motivation is provided by their affinity and alliance with the destination, while the leisure attractions may still be an influence (Deresse, 2018).

2. Accessibility:

Access is a subject of transport infrastructure and transport technology. Whilst transport infrastructure includes airports, harbors, motor ways and rail networks, transport technology becomes important in the form of costs of travel and the time consumed in reaching the destination. Therefore, accessibility can be specified in terms of the extent of comfort or hassle with which visitors can reach the destinations of their liking. The three critical factors in transportation – cost, convenience and speed – affect the success of every destination or tourism product, even if it is intended to be highly exclusive. For most tourists, the choice of travel mode is guided by the choice of destination. Once again there are attractions of particular modes, including convenience, comfort and perhaps speed, as well as ‘distractions’ such as safety, and the same constraints of time and cost (Biruk, 2019).

3. Destination Facilities:

Destination facilities imply the elements within the destination or linked to it, and facilitate the tourists’ stay at destinations and their partaking in the tourist activities.

Facilities are purpose-built around the needs and wants of the potential visitors from targeted segments in quantities identified by market feasibility studies. These facilities subsume accommodation (all types), restaurants, cafes and bars, transport at the destination (car rentals and taxis) and other ancillary services such as retailing, visitor information etc. Nevertheless, there is surely some overlapping between attractions and facilities. For instance, a resort develops into an attraction in its own right; nonetheless its capital business is to cater facilities and should be categorized as such (Teshale, 2010).

4. Images:

The term “image” has a handful definitions and it all depends with the researcher’s point of view. Notably, most studies avoid precise definitions and not explicitly express this 1 term to facilitate the concept depending with nature of the situation Echtner and Ritchie (1991).

William (1976) adds that the term image has been defined in various connotations to suit the description of a given purpose. Generally, image would refer to artificial construction of an object or scene.

However, the term image is widely inclined as a reputation of a place or product. Mayo and Jarvis (1981) added that image is regarded perpetual when it comes to place marketing. According to Jenkins (1999), a destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts and individual or group that might have of a particular place. This image is created by such variables as representative products, national characteristics, economic and political background, history, and tradition” However for the purpose of this study we adopt the definition by Kotler et al (1993), “place image is a sum of belief and impressions that people have of place. Images represent a simplification of a large number of associations and pieces of information connected with the place. Naturally image develops from experience, orientation or knowledge and endorsements of stereotypical experience on an event. Further, image conceived by an individual can be positive or negative depending with the experience of information that an individual has received.

Tourism product images are not given to be based on personal experience but on the information gathered from the tourist organizations and the tourists who have experienced it earlier. Images are, indeed, very potent and telling motivators in holiday- choice. These are the logical focus for tourism product marketing to uphold, adapt or create fitting images to influence potential tourists’ expectations (Teshale, 2010).

5. Price:

Kotler & Armstrong (2012) define price as the amount of money charged for a product or service; the sum of values that customers exchange for the benefits of having or using the product or service. Price is not only the money redeemable for a product or service, but more broadly again is the sum of all value given to all consumers benefit.

Thus, firms have to think comprehensively with regards to the marketing mix strategy, especially when considering the price. Communicating affordability constitutes an important pull factor in drawing tourists to particular destinations. When used in tourism, a product package is sold which includes airfare, transport, accommodation, entertainment and meals, usually at a lower rate than if each component were to be purchased separately.

Medlik and Middleton (1973) suggest that “in terms of demand for products, product formulation involves analyzing and assessing consumer requirements (existing and potential) and identifying homogeneous groups of potential purchasers .In terms of supply, product formulation involves analyzing and assessing the product elements, and identifying (total tourism products) from the range of possibilities available at any destination (Teshale, 2010).

2.4 Promotion of Tourism Destinations and Attractions in Ethiopia

The United Nations Educational, Scientific and Cultural Organization (UNESCO) seek to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called the Convention concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972. Ethiopia is a land of dramatic contrasts. Altitudes span from the lowest point of the African continent to the fourth-highest peak. Far from being the mountainous thirst land of Western myth, the Southern and western highlands of Ethiopia boast the most extensive indigenous rainforest to be found anywhere in the eastern half of Africa.

The rift valley south of Addis Ababa, the capital city has a characteristically African appearance, with vegetation dominated by grass and flat-topped acacia trees In terms of mammalian abundance, Ethiopia is one of Africa’s key bird watching destinations with a rapidly growing national checklist of more than 800 bird pieces including 16 endemics, as well as a similar number of near-endemics whose range extends into a small part of neighboring Eritrea and Somalia. Ethiopia’s fauna and flora, through essentially of sub-Saharan Africa display some strong links to lands north of the Sahara. (Briggs 2009, 47.) .Attractions that have been and are visited over the years are mainly culture, history, nature, and wildlife (including bird watching).

Recently, tracking has become popular and is one of the experiences and of great satisfaction for many visitors. “Much of Ethiopia’s fascination lies in its myriad historical sites and tourism revolves mainly around historical sites because tourism to Ethiopia revolves around historical sites, and Ethiopians identify strongly with their history and they generally enjoy speaking to visitors who share their enthusiasm” (Briggs 2009, 7). In the author’s opinion, the large number of ethnic groups with their own language, custom, tradition and culture has made the country’s cultural attraction popular and because Ethiopia is the oldest independent nation in Africa and have a heritage dating back to the first century, Ethiopian historical route has become a unique attraction. As all the other routes, visiting historic route can take short or longer time depending on the visitor’s needs to stay, spend and means of transportation selected. There are local airports and Ethiopian Airlines flies to all historical attractions daily. “A visitor can cover all the historic sites, Bahir Dar and drive to Blue Nile, Gondar to visit the 17th century castles of the Medieval Capital, the Rock-Hewn churches of Lalibela, historical relics of the ancient capital just in five days”. (Tourism Ethiopia 2011).

Tourism promotion means trying to encourage the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion those are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation (Baldemoro, 2013).According to Mill and Morrison (2009), the following three types of promotion help to modify the consumer’s behavior in the stages of buying process. Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension.

Secondly, persuasive promotions work well at intermediate buying process stages which assist with attitude, intention, and purchase. Finally, after the first visit or usage the services, reminder promotions are effective to use.

It is quite clear from this statement that promotion plays a vital role to advertise any destination and can help to modify the tourist behavior by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination.

Promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination (Mill & Morrison, 2009). Ethiopia is the "Land of Origins". The beauty of wild mountains is only surpassed by the awe-inspiring religious architecture that draws visitors to this amazing country. It's where legends of the Ark of the Covenant live side by side and in harmony with ancient Islamic Mosques (Sisay, 2020). From thundering waterfalls to its vibrant and modern capital city, Addis Ababa, Ethiopia is a place you have to see to believe. Here are 10 of the best and most incredible places to visit in Ethiopia.

Ethiopia is a country endowed with diverse kinds of cultural and natural heritages (Levine, 2004:12). This diversity includes tangible and intangible heritage. It has both traditional and modern cultural expressions, languages, and centuries-old knowhow in handicraft production (Dudley, 2008:7). Ethiopia's cultural industry is perhaps one of the oldest in the world and is exceptionally diverse (Karbo, 2013:190). The other intangible heritage of Ethiopia includes ceremonies, festivals, celebrations, rituals, and other living expressions (Levine, 2004: 24). There are eight cultural and natural heritage sites listed on UNESCO'S World Heritage Site. This certifies the outstanding universal value of Ethiopia's heritage (UNESCO, 2015). In addition to this, three ritual and cultural practices of Ethiopia are designated World Heritage status (MoCT, 2017). Its cultural landscape is further enhanced by the representation of numerous religions including Christianity, Islam, Judaism, and other traditional religions (Jenkins, 2011:176). The peaceful coexistence of these religious communities for centuries is a testament to Ethiopia's social cohesion. Moreover, Ethiopia is a land endowed with immense biodiversity (Barth, 1998). Safeguarding, harnessing and promoting these assets would enable Ethiopia to get international tourist influx for the socio-economic wellbeing of its people (Dudley, 2009:10-13).

Ethiopia has an abundance of attractions ranging from wildlife, landscape culture, scenery, history and archeology sites that set it apart from its neighbors. UNESCO has registered eleven Ethiopian historical and natural sites as world heritage sites.

These are Fasil castle (1979), Axum (1980), rock hewn churches of Lalibela (1978), Simien mountains national park (1978), Tiya (1980), Harar (2006), lower Omo valley (1980), lower Awash valley(1980), Konso (2011), Meskel celebration (2013), and Chenbelala celebration (2015) (Ashenafi, 2016)..

Fasil Ghebbi, Gondar Region- In the 16th and 17th centuries, the fortress -city of Fasil Ghebbi was the residence of the Ethiopian emperor Fasilides and his successors. Surrounded by a 900-m-long wall, the city contains palaces, churches, monasteries and unique public and private buildings marked by Hindu and Arab influences, subsequently transformed by the Baroque style brought to Gondar by the Jesuit © missionaries.

Lower Valley of the Omo- A prehistoric site near Lake Turkana, the lower valley of the Omo is renowned the world over. The discovery of many fossils there, especially *Homo gracilis*, has been of fundamental importance in the study of human evolution.

Rock-Hewn Churches, Lalibela- In a mountainous region in the heart of Ethiopia, some 645 km from Addis Ababa, eleven medieval monolithic churches were carved out of rock. Their building is attributed to King Lalibela who set out to construct in the 12th century a ‘New Jerusalem’, after Muslim conquests halted Christian pilgrimages to the holy Land. Lalibela flourished after the decline of the Aksum Empire.

Harar Jugol, the Fortified Historic Town Located in the eastern part of the country on a plateau with deep gorges surrounded by deserts and savannah. The walls surrounding this sacred Muslim city were built between the 13th and 16th centuries. Harar Jugol, said to be the fourth holiest city of Islam, numbers 82 mosques, three of which date from the 10th century, and 102 shrines, but the townhouses with their exceptional interior design constitute the most spectacular part of Harar's cultural heritage. The impact of African and Islamic traditions on the development of the town's building types and urban layout make for its particular character and uniqueness.

Aksum- The ruins of the ancient city of Aksum are found close to Ethiopia's northern border. They mark the location of the heart of ancient Ethiopia, when the Kingdom of Aksum was the most powerful state between the Eastern Roman Empire and Persia.

The massive ruins, dating from between the 1st and the 13th century A.D., include monolithic obelisks, giant stelae, royal tombs and the ruins of ancient castles. Long after its political decline in the 10th century, Ethiopian emperors continued to be crowned in Aksum.

Simien National Park– In northern Ethiopia is a spectacular landscape, where massive erosion over millions of years has created jagged mountain peaks, deep valleys and sharp precipices dropping some 1,500 m. The park is of global significance for biodiversity conservation because it is home to globally threatened species, including the iconic Walia ibex, a wild mountain goat found nowhere else in the world, the Gelada baboon and the Ethiopian wolf.

Tiya- Tiya is among the most important of the roughly 160 archaeological sites discovered so far in the Soddo region, south of Addis Ababa. The site contains 36 monuments, including 32 carved stelae covered with symbols, most of which are difficult to decipher. They are the remains of an ancient Ethiopian culture whose age has not yet been precisely determined.

Lower Valley of the Awash- The Awash valley contains one of the most important groupings of palaeontological sites on the African continent. The remains found at the site, the oldest of which date back at least 4 million years, provide evidence of human evolution which has modified our conception of the history of humankind. The most spectacular discovery came in 1974, when 52 fragments of a skeleton enabled the famous Lucy to be reconstructed (Hizkel, 2021).

Konso Cultural Landscape– An arid property of stone walled terraces and fortified settlements in the Konso highlands of Ethiopia. It constitutes a spectacular example of a living cultural tradition stretching back 21 generations (more than 400 years) adapted to its dry hostile environment. The landscape demonstrates the shared values, social cohesion and engineering knowledge of its communities. The site also features anthropomorphic wooden statues - grouped to represent respected members of their communities and particularly heroic events - which are an exceptional living testimony to funerary traditions that are on the verge of disappearing. Stone steles in the towns express a complex system of marking the passing of generations of leaders.

Ethiopia is thus a suitable place with a wide range of tourism attractions and it needs to be competitive in attracting tourists and needs to have an appropriate marketing strategy in how to market its various tourism potentials (Asmamaw & Verma, 2013).

Generally, tourism is becoming one of the important sectors in Ethiopia contributing a great deal towards all the social, cultural, and economic development aspects of the country although its marketing and promotion development is still unsatisfactory when considering the diverse tourism resources of the country (MOCT, 2009) that are undervalued.

Advertising, sales promotions, personal selling public relation, direct marketing and online marketing are the major types of promotion.

Like all other marketing strategies, promotions are experienced by consumers as social and physical aspects of the environment that may influence consumers` affective and cognitive responses as well as their overt behaviors. Supporters counter that marketing promotions inform consumers about product attributes and consequences, as well as prices and places where products are available. This information saves consumers both time and money by reducing the cost of search. (Peter – Jerry 2008, 412).Promotion refers to the methods you will use to advertise and sell your product and services. The marketing promotion can run by website, social media, blogging, networking, television and radio. In marketing promotion, refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. According to Paynter (1993), ” tour marketing is a systematic process consisting of marketing objectives ,strategies ,schedules, marketing media ,focused on the specific market segment and based on a substantial return on investment”(Selemon,2018).

2.5 The role of Embassies in Promoting destinations and attractions in Ethiopia

2.5.1 Major activities in capacity building among Embassies

The kinds of activities undertaken to enhance the institutions capacity in promoting Ethiopia as a tourism destination are giving trainings especially for waiters of the different star hotels. It has been done in collaborating with Ministries of Tourism and Cultures and other some stake holders as interview conducted with respondent (David, 2002).There are trainings given to hotel management students by building infrastructures needed for bed making up to luxury and in making them confident. There is a training given to shefs, hotel and tourism students, apparentness, TVET teachers for how their promoting Ethiopian tourism with embassies which live in Addis Ababa Ethiopia (David, 2002).

Ethiopia's new tourism strategy attracts 1 million Chinese tourists in five years. Aweke (2019). For countries like Ethiopia, tourism have the potential to bring major socio-economic progress, poverty reduction, and establish sustainable development. With its diverse natural, cultural and historical tourist attractions, Ethiopia has the capacity to become one of the leading tourist destinations in Africa, and indeed the world. The country recognized as the cradle of mankind, has the highest number of UNESCO heritage sites in any African country (Aweke, 2019). Ethiopia is also known as the origin of coffee. It is famed for the rock-hewn Lalibela Churches, ancient Mosques, highlands and national parks, Aksum obelisks, Blue Nile trace, Semein Mountain, as well as Gondar palace.

Recently in a bid to change this, the Embassy of the Federal Republic of Ethiopia in Beijing and Ethiopian Airlines Regional Office jointly launched the Ethiopian Tourism Destinations Marketing Strategy for China. To implement the strategy, a council consisting of 21 members was formed. This council consists of officials from the Ethiopian Embassy in China, three consulate offices in China, Ethiopian Airlines, experts, Ethiopian citizens and students studying in different universities in China. Referring to the strategy, Ethiopian Ambassador to China Teshome Toga said, the goal is to bring new synergy and a paradigm shift in the Ethiopian destinations marketing approach towards China's outbound tourism market and significantly transform the flow of Chinese tourists to Ethiopia. The targeted and coordinated approach is being formulated based on Ethiopia's competitive tourism advantages and ultimately aims to cultivate a renewed image of "The land of Origins" to become a destination of choice (Aweke, 2019).

The five-year strategy (2019-2025) includes plans and policies to improve Ethiopia's tourism landscape by developing infrastructure, expanding airports, providing better tourism service facilities, and increasing air connectivity between China and Ethiopia. Under the strategy, the Ethiopian Government will also work to increase Chinese investments and create incentives for entrepreneurs, so that more tourism service facilities and supplementary services are introduced in Ethiopia for Chinese tourists.

Furthermore, Ethiopian tourism sector stakeholders will participate in more tourism promotion activities, advertise and market in travel media and work with tour operators and travel agencies to urge them to sell Ethiopian travel packages to Chinese tourists.

According to the Ministry of Culture and Tourism (2018), Ethiopia recorded \$190 million in revenue from 50,626 Chinese tourists that visited the country. Tourist arrivals from China to Ethiopia in 2018 attributed an increase of 11.7 percent compared to the total arrival of 45,307 in 2017. The target of the new strategy is to increase tourists coming in from China to Ethiopia to 1 million tourists, while increasing tourism revenue from Chinese tourists from \$190 million to \$4 billion within five years. It also aims to increase the number of tour operators incorporating Ethiopian tourism destinations in their packages to 300 in five years (Ministry of culture and tourism, 2018)

According to the world tourism organization UNWTO (2017) China was ranked as the leading world tourism spender. With rapid growth of the number of China's outbound tourists (158 million trips, 2018), the total overseas consumption of Chinese tourists has also hit record high, reaching \$258 billion. UNWTO forecasts that there will be about 200 million Chinese outbound tourists in 2020. By now; China is the third largest source of tourists visiting Ethiopia, after the United States and Britain. It is believed that China's continual implementation of the "opening - up" policy, the historical diplomatic and strategic partnerships between the two countries and people to people relations will pave the way for Chinese tourism stakeholders to understand Ethiopia and its tourism potential. The author is a journalist with Ethiopia News Agency and is currently participating in the China Asia Pacific Press Center 2019 program in Beijing (UNWTO, 2017).

Ethiopia is among the first African countries, which established its diplomatic relationship with Sweden since 1963. Due to this historical linkage, currently there is Ethio-Sweden community association in Sweden; however, even though Ethiopia is the first country to establish its embassy in Sweden, the Ethiopian embassy has no any direct regular discussion with any tour and travel companies which are working with others African countries and horizontal experience share with others successful African destination.

Of course our Embassy is trying to solve such problems through disseminating the brochures in bazaars but the patient to pursue persistent advertising campaign is lacked by the embassy as the embassy hasn't received any delegated team from Ethiopian Tourism Authority to work on it unlike other East African destinations (Mengesha, 2009).

2.6 Ethiopia's Promotional Practices

According to the Ethiopian growth and transformation plan (2010), the tourism industry policy direction plan aims to make Ethiopia one of the best tourist destinations in Africa. Moreover tourism industry products and service will be expanded in quantity and quality to be competent enough for the sake of building an attractive image of the country. The implementation strategy basically depends on the proper marketing and promotional linkages to a global market with partnership and cooperation of stake holders (GTP, 2010).

The negative image of Ethiopia as a country of poverty, starvation, drought and floods is one of the main impediments to promoting Ethiopia as a tourism destination and therefore, Image strategy will play a crucial role for the industry. MoT has been making an effort to change such an image by running a booth at international tourism fairs, holding exhibitions, and using the media, (WB, 2012) The Ethiopian GTP could be a great opportunity for Ethiopia to change its image for the better. An important success factor in the development of the new tourism in Africa undertaking effective and creative marketing and promotion is un-doubtedly important for the country. In reference to Ethiopian tourism policy (2009) a strategy on tourism consists of six pillars among these pillars image strategy, strengthening information management capacity, and tourism promotion are some of the marketing based strategies that are boldly written.

According to Yetaseb (2014) Promotional strategy is a controlled integrated programs of communication methods and materials designed to present an organization and its products to prospective customers; to communicate need satisfying attributes of product to facilitate sales and thus contribute to long-run profit performance. Promotional and marketing campaigns require in-depth knowledge of who they are intended for, so as to plan an adequate strategy and avoid waste. In fact, having a marketing orientation means identifying and, at times, anticipating the customers' needs in order to offer a fully satisfying product (Yetaseb, 2014).

2.7 Factors affects in promoting Ethiopian Tourism Destinations and Attractions

Travel and tourism marketing is used by destinations, suppliers and travel companies to get the word out and encourage people to go and visit a desired location. Travel and tourism is driven primarily by economics, which, in turn, is driven by several factors ranging from the man made to the natural. The challenges facing tourism development in Ethiopia includes: significance absence of well-organized information. There is a huge gap in balancing profit and risk sharing. At the same time challenges of widespread poverty, massive unemployment, recurrent food insecurity, high rate of annual population growth, worsening environmental degradation and underdevelopment of the productive forces of the economy(Deresse,2018).

The promotion of both domestic and international tourism should address such important issues as poor standards of accommodations and services; Poor international image and visibility as a tourist destination; Weak demand among international tour operators and travel agencies; Weak capacity of major Ethiopian tour operators; Weak products; Unfocussed institutional structure to generate policies, regulate sector and define strategies and neglect of domestic tourism (Deresse, 2018).These factors relates to the demographic, behavioral and the psychological orientation of the market targeted by the tourism campaign in question. Of great importance is that these factors have continually determined the choice of the media channels to be used in order to register an increasing chance of having a celebrated advertising campaign (Pan, 2011).

It is also worth to note that there has been an increasing trend in the advancement of technology in the entire world. This has also its own implications on the behavioral characteristics of the market for the tourism industry. A keen observation of most of the youth today has revealed that they are fond of purchasing products via the internet and therefore in most cases they tend to make their holiday booking through the internet. In these circumstances therefore the design of the tourism advertising campaigns need to be very observant of all the factors that affect the behavioral, psychological and the demographic characteristics of the market being targeted by the campaign (Pizam, 1999). At the same time challenges of widespread poverty, massive unemployment, recurrent food insecurity, high rate of annual population growth, worsening environmental degradation and underdevelopment of the productive forces of the economy.

Intensive sector of the economy has the potential of improving the lives of people and the economies of communities at different geographical scales. It should capitalize on the country's rich and diversified cultural heritage and natural resources. The promotion of both domestic and international tourism should address such important issues as poor standards of accommodations and services; poor international image and visibility as a tourist destination; weak demand among international tour operators and travel agencies; weak capacity of major Ethiopian tour operators; weak supply chains serving the tourism sector; weak management and coordination structure; weak products; unfocussed institutional structure to generate policies, regulate sector and define strategies and neglect of domestic tourism (Teshale,2010).

Similarly, Teshale (2010) noted that the promotion of Ethiopian tourist destinations and attraction faced by mainly factors. some of the factors include type of products offered for the tourist, use of product, complexity of product, purchase quantity and frequency, fund available for market promotion, type of market, events, seasons and currency rates, development , government support and travel trends.

2.8 Empirical Studies

Empirical Studies on Tour Operators Business There are some papers conducted in tour operators business. However, because of more relevance to the current study and the papers are supposed to give more recent information, two papers were selected. The first study was conducted on the topic entitled as "assessing on the effectiveness of integrated promotion to attract international tourists to the city of Addis Ababa". The general objective of the study was to assess on effective mix of the promotional schemes undertaken by the city tourism authorities and its stakeholders to aware and attract international tourists. The findings of the paper implied that that there is average integration and cooperation of tourism stakeholders to promote the city tourism products and potentials to the international levels. The stakeholders have attempting to promote together heavily through the use of professional associations, trade and tourism exchanges activities, web/Internet, and international bench marking. This may indicate that individual promotion efforts are more dominate to assure one's own benefits from the tourism actors.

It described that there is an attempt to promote the country and the city together with the tour and travel operators, regional tourism bureaus and offices, and the city government. However, there is no strong integration yet. The TTOs are at the front for harvesting the benefits of tourism, but they have less interest to cover the required amount of promotion cost (Girmay, 2014). This paper is used as a foundation for the current study. It showed that there is no integration among stakeholders in promoting the country and it did not state the integration of tour and travel operators and their promotion strategy and program.

The current study is deemed to investigate the tour operator's promotional practice and its impact on their sales performance specifically. Another study was conducted on the topic entitled with "assess the use of social media as a marketing tool for tour operators located in Addis Ababa" (Abiy, 2014). The objective of the study was to assess the extent to which tour operators are using social media to reach target customers, to evaluate the potential of using social media as marketing tool for tour operators and to identify benefits of using social media as marketing tool and to analyze the disadvantage of using social media as a marketing tool. The results of the study indicated that most of the tour operators in Addis Ababa are not using social media through developing social media strategy (Abiy, 2014). This study is also used as a bench mark for the current study in that it shows that tour operators in Addis Ababa are not using social media through developing social media strategy. But the study didn't comprehensively study the overall promotional practices of tour operators in Addis Ababa. On the other hand, the current study attempted to comprehensively analyze the overall promotional practices of tour operators in Addis Ababa and its impact on their sales performance.

Like any other business organization, the tour and travel operators use different marketing communications mix for the effective promotion of their services to the target markets; these marketing communication consists of a set of tools that can be used in various combinations and different degrees of intensity in order to communicate with a target audience. In addition to these tools or methods of communication, there are the media, or the means by which marketing communications messages are conveyed.

Today, in an age where the word ‘integration’ is used to express a variety of marketing and communication-related activities, where corporate marketing is emerging as the next important development within the subject (Balmer and Gray, 2003), and where relationship marketing is the preferred paradigm (Gronroos, 2004), marketing communications now need to embrace a wider dispatch to move beyond the product information model and become an integral part of an organization’s overall communications and relationship management strategy. Marketing communications, therefore, can be considered from a number of perspectives. It is a complex activity, and is used by organizations with varying degrees of sophistication and success.

Teshale (2010), also support that the above problems and based on his research political uncertainty or disruption of infrastructure has a major influence of the tourism sector. Essential wages in the tourism sector tend to be low in comparison to others sectors (although agriculture in many cases is an exceptional). This mostly happen as this sector income is seasonal and lost confidence of many professional experts with high salary. In return such kind of insecurity may discourage people to join this institution or to stay in for long period of time. (Bull, 1995) or employment problem is one of the bottleneck of Ethiopian tourism.

According to Gezachew (2013) on his finding of the study mentioned that lack infrastructure, problems of securities, lack of museum, lack of service and facilities, lack of preservation and protections of heritage, financial constraints are the major challenges of tourism development.

According to (Nabil dabour,2003), on his study analysis lack knowledge and awareness, lack of technical knowhow and weak promotion activity, lack of tourism related infrastructure, lack of consistent tourism strategy and policy, lack of tourism safety and lack of tourism diversification is the man problems of the tourism sector.

As Yechal, Haimanot and Ashenafi (2017) have a studied on the tourism marketing challenges and new tourism product development potentials: Practices from the Amhara National Regional State World heritage sites. The finding of the studied depicted that the word of mouth advertising as the most successful marketing operations, in addition the region didn’t utilize internal marketing strategies to reach or influence their own customers.

Similarly, even if the region has profuse tourism resources, there is no strategy to develop a new tourism product. The study also indicated potential new tourism products that can be developed, and offered to the tourism market. Finally, based on the results of the study, the Regional Culture and Tourism Bureau should understand tourism marketing as an effort that facilitate it's all round tourism operation.

As Biruk (2016), Selemon (2018) have studied on assessing the impact of promotional mixes on sales performance of tour operations in Addis Ababa and status of tourism marketing and promotion: Gambella people's national regional state, Gambella , South West Ethiopia.

The finding of the studied duplicated that advertising and direct marketing activities conducted by tour operators affect their sales performance significantly in a positive manner. This goes in line with the literature as well as the conceptual framework of the study. The study concluded that tour operator's advertising activities influenced sales performance to a great extent. In addition to that the finding of this studied illustrates that there is weak marketing and promotion of the tourism industry in the region. Less attention is given to inter-alia, the roles of website development, information updating, and linkages with tour operators, developing information centers, competition, guidebook development and product knowledge. As my perspective the finding of the researchers are the clearly stated issues the reality on the ground because the researchers were identified the problems of marketing strategies specifically the tourism sector of Ethiopia.

CHAPTER THREE

Research Design and Methodology

The methodology of the study involves the research design, data source, specific research method, sources of data, population of the study, sampling techniques, data collection tool and data analysis techniques.

3.1 Overviews of the Embassies Working on the promotion of Tourism Destinations and Embassies in Ethiopia

Embassies and consulates are important sources of information and help for people travelling abroad. For instance, according to the British Foreign & Commonwealth Office the consular services include “travel advice, issuing passports, assistance when people encounter difficulties abroad, and help to obtain access to justice in foreign countries”. In a similar way, the US State Department has among their aims “protecting and assisting US citizens living or travelling abroad”. Statements like these can be found in the websites of the foreign offices of other developed countries. In spite of the increasing amount of financial resources that governments spend in their “foreign missions”, to our knowledge, there is only one paper analyzing its performance. Rose (2005) links embassies and consulates to trade concluding that bilateral exports rise by approximately 6 to 10% for each additional foreign mission. But, as Rose recognizes, this is only one aspect among the multiple functions that these institutions have.

In Ethiopian context, different Ambassadors working in different countries worked on tourism promotion take as one responsibility. The embassies mainly worked on the tourism sector through participation in workshops and seminars. In addition to this, Embassies have opened tourism departments particularly who are mainly promoted the natural, cultural and historical tourist destinations and attractions found in their country (Ministry of foreign Affairs, 2022). This study mainly targeted on Embassies is more worked on the promotion of Ethiopian tourist destinations and attractions. These embassies namely Kenya, Rwanda, South Africa, France, Spain , Australia, America, Canada, Brazil, Argentina, Japan, and china, Korea, Israel, Qatar, Morocco and Algeria Embassies.

3.2 Research Design

This study has particularly utilized exploratory research design. Exploratory research explores to achieve new insight about the role of Ethiopian embassies in promoting tourist destinations and attraction in Ethiopia, the researcher tried to collect relevant information's from ambassadors who are working in different countries. As a result of this, the researcher collected accurate information with regard to the promotional techniques that Embassies apply in promoting tourism destinations and attractions in Ethiopia, the opportunities that the Embassies create in the management of Ethiopian tourism destinations in Ethiopia and the challenges Embassies encounter while making efforts to promote tourism destinations in Ethiopia.

3.3 Research Approach

For the purpose of this study, qualitative data approach was utilized. Qualitative research helps to gather detail information about particular issues. This also helps to minimization of cost and time while collecting data from a specific group of participants. For this case, the researcher used interview to gather relevant information from different embassy ambassadors.

3.4 Data source and Data Collection Instrument

3.4.1 Data Sources

The researcher used both primary and secondary data sources. The primary data were obtained from the participants of the study through questionnaire and personal interview while secondary source of data were collected from pervious researcher dissertations and journal articles to relate to this study.

3.4.2 Data Collection Instrument

The researcher has used to semi structured interview for the purpose of obtaining firsthand qualitative information, an interview was applied appropriately. "Interviews provide in-depth information pertaining to participants' experiences and viewpoints of a particular topic" (Turner, 2010. p.56). Moreover, the interviewer overcome resistances of the respondents, samples were controlled more effectively and non-response generally remains very low and interviews are a frequent and important part of empirical research in political science due to the fact that quantification of ideas in the political studies believed will not create the understanding of the process (Tadele, 2017).

This method helps the interviewer in order to gather more information in greater depth and provides greater flexibility in restructuring questions whenever necessary (Kothari, 2004). So that, for the sake of support other methods and getting the heart feeling of respondents some experienced, skill full and knowledgeable key respondents were interviewed to achieve the purpose of the study.

3.5 Target Population and sample size of the Study

The target population of the study comprised from the embassy workers, Ambassadors and tourism professionals from the Ministry Tourism (MoT) and Tourism Ethiopian (TE) workers which live in Addis Ababa. For the purpose of this study, 24 Ethiopian embassies who are working in different countries were involved the target of study such as Kenya, Rwanda, South Africa, France, Spain, Australia, America, Canada, Brazil, Argentina, Japan, and china, Korea, Israel, Qatar, Morocco and Algeria Embassies.

Besides to Ambassadors, embassy worker and government tourism officials were focused. First the researcher took the embassy workers which live in Addis Ababa. The second category was taken Ambassador within the embassy. The third category was consisted government tourism officials. From this category researcher obtained population of the study. To assure generality of the data were collected from Embassy workers in depth interview for Ambassador, ministry of tourism and interview for government stake holders in tourism.

3.6 Sampling Techniques

In this study, non-probability sampling technique was employed. First of all, the researcher selected 24 Ethiopian ambassadors working in different countries purposively because tourism promotion was mainly exercised in these countries. Then the researcher purposively had taken key informants from 24 embassies. These key informants were selected based on their knowledge, experience, skill and familiar with the sector. . This is a responsible way in order to represent the true situation and to achieve the research objectives. Therefore, the researcher selected key informants from ambassador, tourism bureau official, and service providers in the embassy.

3.7. Method of Data Analysis

The data were analyzed through qualitative. Qualitatively, the data collected through interview was analyzed based on the following procedure. First, the recorded data were translated into textual data. Following the different variables, the data were coded; open coded, axial coded and selective coded for manageability and ethical reasons. Then, the data were categorized in terms of their relationship. In addition to this, the qualitative data were analyzed through content analysis based on thematic issues in a specific objective.

3.8. Ethical Consideration

In the course of this study, all requirements of the selected organization and the research procedures of the Addis Ababa University were properly addressed. All the scientific evidence and supporting documents has consulted and acknowledged. All the participants in this study are appropriately informed about the purpose of the research and their consent secured before the commencement of the data gathering process. The researcher was also informed the subject that their response was only for the purpose of the study. In addition, the researcher assured the respondents that their identity and that of their organizations.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter, the collected data from the different Embassy workers, Ambassadors and tourism professionals from the Ministry Tourism (MoT) were the target of the study. In the case of embassies, the researcher selected African countries like Kenya, Rwanda, Tanzania, Uganda, South Africa, Morocco, Seychelles and Mauritius. In addition to this, Asian countries like China, Japan and South Korea were incorporated in this study. In the same way, Middle East countries such as Israel, UAE and Qatar were the target of the study. The ambassadors of working in South America such as Brazil and Argentina were included in the study. Likewise, the ambassadors of North America such as USA and Canada countries were participated. European countries ambassadors such as France, United Kingdom, Spain, Germany, Sweden and Norway were also involved as the target of the study.

In this context, the aim of the study focus on the promotional techniques that embassies promote Ethiopian tourism destinations in Addis Ababa, the opportunities are in place that contributes the tourism destinations and attractions and the challenges which hinder Embassies for the promotion of tourism destinations and attractions in Addis Ababa were briefly discussed as follows.

4.2 The promotional techniques Promoting Ethiopian tourism destinations in Addis Ababa

The data obtained in qualitative research can be collected from various Embassies with regard to the different promotional techniques which able to play a vital role for the promotion of Ethiopian tourist destinations and attractions in Addis Ababa. The first issues rose for selected African countries particularly high potential of promoting tourist destinations and attractions. In this case, the researcher first selected Kenya, Rwanda, Tanzania, Uganda, South Africa, Morocco, Seychelles and Mauritius.

Therefore, all the ambassadors who are working in the above African countries as a diplomat mentioned the same issues like stated in the following;

Based on the Kenya, Rwanda and Seychelles Ambassadors' view, Ethiopia has a huge natural, historical and cultural tourist destinations and attractions which found in different part of the country. But they were raised that only having many tourist destinations and attractions was impossible to ensure sustainable tourism development at large. However, using promotional techniques were the possibilities to enhance the various tourist destinations and attractions. One of the promotional techniques was designed a new tourism brand.

As the key informants explained that the new Ethiopian tourism brand likes "the land of origins" was played a crucial role to promote tourist destinations and attractions found in Addis Ababa. They clearly articulated that the land of origins created many attentions among tourist to realize the different tourist destinations and attractions in Ethiopia. As an Ambassador they believed that land of origins to some extent promote in different tourist destinations and attractions by telling the truth how the new tourism brand designed so as to promote the tourist destinations and attraction. First, the Ambassadors assured that Ethiopia has the origin of mankind, the home of many citizens who have different cultural activities, the origin of coffee, its own alphabetical letters and many others are explained the new tourism bran to more promote the tourism products found in our country.

The second promotional technique explained by the respondents was establishment of MICE office in Ethiopia. The office created an opportunities for promotion of Ethiopian tourist destinations and attractions through prepared events, workshops and collaboration among different tourist service provides like hotels, tour guides, local communities, travel agents, tour operation associations and other key stakeholders. The above mentioned stakeholders work with MICE office to promote the tourism products existed around the tourist destinations and attractions.

In addition to this, the Ambassadors believed that they promoted the tourist destinations and attraction through using Facebook and wearing cultural clothes when they work in the embassies. In this case, they clearly articulated that they show the different destinations and attraction in the office when customers went to the office.

They strictly noted that sharing tourism products on their Facebook page also one means of promoting tourist destinations and attractions. The rationale that they used tourism products on their Facebook page was essential that able to easily accessible to all users and the world at large.

In addition to this, the Ambassadors working in Asian countries like China, Japan and South Korea added the following points about the promotional techniques they used to promote the tourist destinations and attractions.

Brochures: the key informants added that they prepared different brochures to show the tourism attractions and destinations, accommodation services like star rated hotels and accessibility found in the country. They added that brochures can easily understand by tourist that able to realize the different tourism products and come to visit for different times (Tigist, 2017).

Events and seminar: are the means which create awareness that tourist easily realize and invite others to visit the country. As the key informant added that they prepared different events and invited many stakeholders to support the tourism sector of Ethiopia that able to create awareness about the image the country. In addition to this, the embassies were conducted and participated in different seminars related to tourism sector to get some lesson how to promote the tourism destinations through designing different marketing strategies through the corporation of travel agents, tour operators associations, medias and investors as well (Deresse ,2018).

Training and development: one of the ambassadors working in China rose that many students have got opportunities of learning in universities. This can be the government can collaboration with Chinese government in supporting the tourism sector. The ambassador believes that students learning in Chinese have an advantage of getting knowledge and skill so as to promote her/his country tourism sector through designs new strategies and applied in to practice. The same issues like Chinese ambassador, the Ethiopian ambassador found in Korean added that our country students were learned in Korean universities. This helps them to lesson draw how Korean tourism promoted and developed for a sustainable manner.

He strongly believed that Korean government work with the embassies to support through finance as well as capacity training program through providing scholar ship for different students (Mengesha, 2009).

Furthermore, the Ethiopian Ambassadors working in North America and European countries pointed out main issues about the promotional techniques that they used to promote the tourist destinations and attractions as stated below.

North America such as USA and Canada countries were participated. European countries Ambassadors such as France, United Kingdom, Spain, Germany, Sweden and Norway were also involved as the target of the study. The Ambassadors said that they promoted the country tourist destination and attractions through prepared workshop, media coverage, promoting using social Medias such as Facebook, twitter and telegram. As they Cleary indicated that ambassadors were prepared workshop through inviting different stakeholders to be part of the program. For instance, the ambassadors of Germany assured that Ethiopian embassies prepared different workshops like food preparation, and dressing styles of Ethiopians.

As a result of this, to some extent ambassadors were taken part of their responsibilities to promote the Ethiopian tourist destinations and attractions through enhance tourist flow by preparing different tourist package. In addition to this, the Ethiopian ambassadors working in Norway indicated that the embassies promote the tourist destinations and attractions through website. He strongly assured that the promotions technique can be applied through preparing different exhibitions to show the varieties of tourist products and services in detail. For instance, we have promoted well in the exhibitions by invite different countries citizens, investors, Medias and business owners. In addition to this, the ambassadors noted that when we want to promote tourist destinations and attraction first taken into considerations what unique products and services existed in the country in general and tourist destinations and attractions in particular (Biruk, 2019).

4.3 The Opportunities on the Development of Ethiopian Tourism Destinations and Attractions

Addis Ababa is the capital city of Ethiopia. Different international organizations, the place of Africa Union and the center of various Diplomats are the opportunities for promoting the tourist destinations and attractions in Addis Ababa. In addition to this, the government provides more emphasis for the development of tourist destinations so as to generate more income, create job opportunities for the youth as well as image building in the country. Based on this, the responses obtained from the Ambassadors working in different Embassies were briefly stated as follows.

The Ambassadors were explained that the tourism sector has developed time to times. This is due to the governments providing more emphasis to develop the tourist destinations through promoted in different way. One of the ways of promoting tourist destinations is conference. As the ambassadors working in various Embassies believed that Addis Ababa has potential opportunities to expand conference tourism in a well organize manner. This mainly gives an advantage to promote the type of tourist attractions found in Addis. Secondly, Addis Ababa is the place for African union. The existence of African union in Addis play is vital role to prepare different conferences, business issues, various events and seminars enhance tourist service providers easily accompanied by the participants to sell their service and product. Therefore, hotels have got opportunities to earn money when international as well as domestic participants want to participate in different events.

Thirdly, different international and national organizations mainly found in Addis provide an opportunity for the promotion of tourist destination. For instance, many Embassies found in Addis play a crucial role for the promotion of the tourist destinations and attractions. This can be attained when the Ethiopian Embassies discussed with various Ambassadors about the way of promoting Ethiopian tourism destinations and attractions through tour package. This helps more when ambassadors return to their home country that other citizens come to Ethiopia and visit the different spectacular tourist attractions. In the same way, the Ambassadors noted the following potential opportunities promoted Ethiopian tourism destinations and attractions.

Ethiopian airlines: as the Ambassadors explained that the Ethiopian airlines is one of the member of star alliance which played a potential opportunities for the promotion of Ethiopian tourist destinations and attractions. This mean the airline offered low tourist package for the tourist at the time of holiday. In addition to this, the airline is one of the leading roles in Africa which able to facilitate the accessibility service from different tourist destinations and attractions to pass safe time for the long run.

Ethiopian Tourism brand: all Ambassadors working in different embassies said that the 13th month shine Ethiopian tourism brand changed in the land of origins. They assured that the new Ethiopian tourism brand like" the land of origins." This brand was a new which can be an opportunities for Ethiopian tourism sector specifically promoted tourist destinations and attractions as we expected because our country of Ethiopia has many cultural, historical and natural resources. Gnoth (2002) believed that when a nation is branded as a tourism destination, the corresponding properties of national branding must be consistent inside and crosswise over three dimensions; i) the tourism industry has to ensure that tourism operators construct and manage agreed-upon brand attributes horizontally across individual industry sectors, ii) vertical consistency needs to be established within various sectors within the industry and iii) every operation must deal with these attributes at the functional, experiential and symbolic levels simultaneously, so that the experience and meaning of tourists would turn out to be inseparably interwoven.

However, the tourism resource without design a new tourism brand is impossible. To mitigate this and benefited from the tourism industry, the Ethiopian government was tried to formulated this tourism brand. As the name indicated that the new tourism brand of Ethiopia come into practices because we were the home of human kind, the origin of coffee, our own alphabetical letter which is unique with other countries, diversity with various cultural activities and others were the rationale to design this new tourism branch so as to promote the tourist destinations and attractions in particular and ensure sustainable tourism benefit in general.

Availability of star rated hotels: In Addis Ababa many star rated hotels were available to offered different service for the tourists. This makes to reduce the problems encountered in accommodations service for the tourists. The Ambassadors were explained that many tourists came into Ethiopia raised as one question about the service offered by Ethiopian tourist service providers. Currently, this problem to some extent was reduced and satisfied service existed in the hotel. They also added that availability of star rated hotel in Addis Ababa extend the tourist duration and it also helps tourists adapt the environment to come again.

Construction of tourism Mega Projects: the Ambassadors working in different Embassies raised that the government of Ethiopia was initiated many projects specifically the tourism sectors. In this case, they noted that the prime minister was played a crucial role to start new tourism mega projects like Gorgora, Wonchi and Koisha. These projects may play potential opportunities to promote our tourism products and benefited from the tourism sector at large.

Inscribed Tangible and Intangible heritages in UNESCO: the Ambassadors clearly articulated that Ethiopia in Africa registered many intangible and tangible heritages in UNESCO. The intangible heritages inscribed by UNESCO were Ethiopian meskel festivity, Ethiopian epiphany Gada system and Fiche chamballa while tangible heritages were register by UNESCO were the rock hewn church of Lalibela, Axum obelisk, Semien mountain national park, Gondar castle, Harar Jegol castle, lower Omo valley, lower awash valley, Tiya stale and Konso cultural land scape. The above heritages were played an opportunity to promote Ethiopian tourist destinations attractions through inviting many tourist that can visited our country.

4.4 The Challenges of Embassies to promote Ethiopian tourism destinations in Addis Ababa

According to Tadesse (2015) tourism plays a very important role in the political, economic, cultural and environmental development of countries. On the positive side, its role as a foreign exchange earner; employment generator, developer of infrastructures, promoter of industries, businesses, tax revenues and redistributors of domestic wealth can be cited.

At the local level, it helps to diversify the local economy and reduce dependence on trade and extractive activities. It also has a multiplier effect on all local businesses and attracts new money from both local and external sources. It enhances community aesthetics. The negative impacts are often attributed to its contribution to inflation, the multiplication of social ills, the perpetuation of low wages for workers, the diversion of scarce resources and high cost of infrastructures and environmental degradation (Tadesse, 2015). The data obtained from the ambassadors regarding to the challenges of Embassies to promote Ethiopian tourism destinations and attractions are discussed as follows;

One of the Ethiopian Ambassadors working in Germany identified different challenges which hinder the promotional technique of Ethiopian tourism destinations and attractions as accessibility. He explained that transport system was poor as we expected. This means transport from the departure to the residence of the tourist destinations specifically in Addis was to crowd. As a result of this tourist able to late to visit the necessary tourism resources found in Addis Ababa. In addition to this, the key informant added that language barriers among tourist guides. This means tourists come from different countries that have different language speakers that are difficult to understand the local tourism resources. Also the way of treat a tourist was poor. This mean when tourist come to visit Ethiopia, the way of handle them to be difficult that tourists not well completed their visitation and return to back the Home Countries. Therefore, poor treated of tourists at the time of arrival affected our country image at large.

Furthermore, the Ambassadors clearly indicated the right persons weren't come into the right position. For instance, mostly the tourist guides weren't professional to promote the tourist destinations and attractions well. This mean tourist guided told false history for the tourists when they came to visit the different tourist destinations and attractions. As a result of this, the Ethiopian tourist destinations and attractions were affected due to carried out promotions with unprofessional tourist guides. In addition to this, one of the Ethiopian Ambassadors working in France added different challenges about the promotional techniques of Ethiopian tourist destinations and attractions.

One of the challenges is stakeholder support and integration. This means stakeholder didn't active involvement for the promotion of tourist destinations together with the ministry of tourism, tourist guides, tour operator associations, foreign minister and other key stakeholders. The second challenge was financial constraints. As the key informant pointed out that the government wasn't allocated adequate budget for promoting tourist destinations found in Addis Ababa. In addition to this, promoting tourist destinations and attractions need high finance.

This indicated that when we want to promote the tourist destinations and attractions through using various media which need allocated enough budgets for pay for promotion purpose.

Thirdly, legal frameworks and institutional structure hinder to promote tourist destination in well-organized manner. This means the rules and regulations prepared in the tourism sector didn't clearly address the problems associated with marketing and promotion techniques. Also institutional structure which organized at the federal level up to the lower level of the government is not the same. This hinders the promotion of the tourist destination with the expected time.

The Ambassadors that working in Kenya, Rwanda, Tanzania, Uganda, South Africa, Morocco, Seychelles and Mauritius were raised the same issues about the challenges on the promotional techniques of Ethiopian tourist destinations and attractions.

Based on their view, Limited strategies set by Embassies in promoting tourism destinations and attractions in Addis Ababa, lack of tourism events, and lack of internet access in tourism and poor practices of documentations were the challenges. In terms of limited strategies, the government wasn't well implemented the realized on the ground.

But some strategies which was prepared by the concerned bodes wasn't effectively implemented to address the problems encountered in the promotional techniques. Mostly, events related to tourism were minimum. This mean the nature of tourism needs many events to promote more of the tourist destinations and attractions with the collaboration of business owner, tourist guides, event organizers, tour operation associations and governments stakeholders, thereafter, tourism events wasn't really practiced in the tourism industries so as to promote the tourism destinations and attraction for a sustainable manner.

Moreover, the Ambassadors were explained that mostly the Ethiopian tourist destinations and attraction have lack of internet access. As they explained that tourist come to Ethiopia needs internet access while visiting tourism resources. But still internet access wasn't found all the tourist destinations and attraction in Ethiopia. Like was poor practice of documentation hindered tourist information's. Most of the time, tourist come into Ethiopia weren't obtained accurate information about the tourist providers, attractions, accessibilities and other. Also the documented weren't hold in a computerized system so as to provide the necessary information for the tourist for the long run.

4.5 Discussions

In this section, the researcher tried to connect the finding of the study with previous studies. The discussion part mainly connect for the specific objective like the roles of Embassies in promoting Ethiopian tourism destinations in Addis Ababa, the opportunities are in place that contributes the tourism destinations and attractions and the factors that affect embassies not to promote Ethiopian tourism destinations and attractions.

The finding of the study identified that Embassies play a role to improve tourism destinations and attractions in Addis Ababa. This means that Embassies play their own role to promote the tourist destinations and attractions through participating in conference, workshop and using various Medias. As the World Bank (2012) identified that the negative image of Ethiopia is persistent; there is an urgent need to develop and project a competitive and unique country image through the development of a research-based branding and marketing strategy, created through close collaboration with the private sector and cultural sector stakeholders. Marketing and destination branding is currently not receiving enough attention. Strategic partnership with and direct involvement by the private sector is essential, as well as a parallel and complementary domestic campaign to raise tourism awareness. Similarly, it will be crucial that higher-level Ethiopian officials and future brand champions embrace a proactive attitude to counterbalance negative image s when natural disasters occur or when major events make international headlines and obscure the communication of Ethiopia's vibrant offerings.

In addition to this, the finding of the study revealed that Embassies contribute a lot for tourists to visit destinations in Addis Ababa. This issue supported in the literature that World Bank (2006) explained that today's globalized market; every tourism product competes with every other at its price point.

Although the prime decision maker is the individual traveler, the size of the flow of tourists to a particular destination is to a considerable extent determined by the world tourism industry, represented by tour operators, travel agents and transport services in the countries of tourist origin. Destinations can influence these external industry managers through effective and continuing promotion and marketing campaigns along with a high-quality product to sell that is competitive in value,(WB,2006) Promotions like Internet advertising and the catalogues distributed to travel agencies, it is fundamental to increase the tangibility of the product, especially for this specific target clientele, which must trust the information in order to buy, (Benjamin, 2010). Therefore, the finding of the study assured that promoting the tourist destinations and attractions found in Addis Ababa needs well promoting and marketing in a sustainable manner.

Furthermore, the study identified that Embassies take a role in promoting tourism destinations found in Addis Ababa. It is possible to understand that branding destinations are a means to promote the tourist destinations and generate many tourists in well-organized manner.

Yetaseb (2014) explained that destination brand is the destination's competitive identity: it is the essence of the destination that distinguishes that destination from all other destinations. This essence makes the destination distinctive and memorable. It enables potential visitors to recognize the destination and, over time, understand what makes the destination different and appealing. In short, it is the destination's character, which is the foundation of the destination's international competitiveness – its brand personality. An important success factor in the development of the new tourism in Africa undertaking effective and creative marketing and promotion is un-doubtedly important for the country. In reference to Ethiopian tourism policy (2009) a strategy on tourism consists of six pillars among these pillars image strategy, strengthening information management capacity, and tourism promotion are some of the marketing based strategies that are boldly written.

As the finding of the study identified that engage in programs that improve tourist destinations, organize capacity building training for the experts in the areas of tourism, produce promotions for growth of destinations, the presence of Africa and European Union improves the promotion of tourism destinations, the promotion Ethiopian tourism products outside of Ethiopia, collaborating with the FDRE Ministry of Culture and Tourism, work with tour operators, Collaboration with the Ministry of Foreign Affairs on Tourism programs, use any of Ethiopian tourism brand /logo in the operations and activities are the opportunities that Embassies crate the management of tourist destinations and attractions in Addis Ababa.

Regarding to the new tourism brand of Ethiopia "Land Origins" have an opportunities to generate more tourist that want to visit Addis Ababa and initiate so as to promote the tourist destinations and attractions found in Addis Ababa. The government of Ethiopia, as part of the second growth and transformation plan (GTP II) that aim to achieve a holistic transformation to the country, introduced in March 2016 a new tourism brand. It has been three years since Ethiopia changed its national tourism brand: “Thirteen months of sunshine” to the “Ethiopia: land of origins.”

The former tourism motto served over a century in motivating the nations diversified natural and man-made tourism endowments. As it is clearly stated in GTP II the nation has envisioned increasing the share of tourism sector by five percent annually. Hence, it has to promote the brand with this regard. Indeed, many believe that the new tourism motto: “Ethiopia: land of origins” has been originated to generate the desire income in the sector within a short period of time (Sisay, 2020).

The logo “Ethiopia: land of origins” representation had to be original and bold to show the uniqueness of Ethiopia as a country and as a tourism destination, different from other African destinations. It had to represent/distil the whole country. It had to include the slogan: “land of origins”. The logo will “sign” all promotional communication about Ethiopia as a tourism destination. It particularly targets the international market although it can also be used for domestic campaigns.

Moreover, the new logo has something to tell about the bases on Ethiopia's spirit of originality. As tourism industry become one of the key factors that contribute greatly to a country's GDP (Milne & Ateljevic, 2001). Nowadays, many countries around the world are willing to 'sell' their tourism industry and turn its nation into a 'brand' so as to advertise themselves to travelers in an easier manner.

There are several people who have defined the meaning of destination branding. According to Morrison and Anderson (2002) "destination branding is a process used to develop a unique identity and personality that is different from all competitive destinations." Cai (2002) also explained national branding as "selecting a consistent brand element mix to identify and distinguish a destination through positive image building." Andre (2011) explained that destination brand needs attention because national branding/destination branding is an act of establishing a country's identity. The origin of human kind: home of the earliest remains of human ancestors ever found the first being which routinely walked on two feet named "Lucy", the origin or birth place of the world coffee plant; "Arabica", longest coffee ceremony is enjoyed daily by locals and tourist and the origin of the Blue Nile, the longest river in Africa (Sisay, 2020)

As stated in the above researchers the new brand of Ethiopia creates an opportunities for the promotion of Ethiopian tourist destinations and attractions in general and tourist destinations and attractions in particular. The last section of the study was mainly focus on challenges of embassies to promote Ethiopian tourism destinations in Addis Ababa. In this context, the study identified that absence of clear rules ,regulations for engagement in tourism, limited availability of budget by your embassies to the tourism sector performance of Ethiopia, poor treated of tourists, stakeholder collaboration and integration, limited strategies set by embassies in promoting tourism destinations and attractions in Addis Ababa, Ethiopia, absence of strong stakeholders engagement in the tourism sector, absence of programs related tourism, lack of tourism events ,absence of trained man power on tourism destinations management and poor practices of documentation in tourism were the major factors which hinder Embassies able to promote the tourist destinations and attractions in Addis Ababa.

The literature supported the finding obtained from the embassies regarding to the challenges of promoting tourist destinations and attractions. Abebaw(2020) stated that possible challenges in tourism marketing as macro level tourism marketing challenges and micro level tourism marketing challenges. In terms of Macro level, the major constraints and challenges that limit the, effectiveness of the tourism sector are incidents of violent crimes, financial constraint, lack of managerial know-how, infrastructure decay, slow policies development and implementation, security concerns, effective legislation and lack of effective tourism publicity (Ashikodi, 2012). The opinions on which tourism based its beginnings were not cohesive. One of the widely accepted and scientifically-based reviews on the development of tourism relies on the idea of the socio-economic phenomenon, based on the occurrences caused by revolution in science and technology. The results of these changes and technical civilization were the amassing of movement and travel (Walton, 2009).On the context of micro level tourism marketing challenges, there are several tourism marketing challenges such as underestimate the challenge of going green convincingly and profitably, over-enthusiasm or misreading the direction of the debate, imagine that „green“ performance improvements are a guarantee of market succession the product or offering has to work on its own terms, forget that all forms of evolution including product evolution that involve intense continuing adaptation to environmental (or market) conditions and lack of innovate and communicate, research and development, finance and management(Abebaw,2020)Therefore, the above finding of literature was consistently with the finding of the present study. This means most of the challenges obtained from the Embassies almost similar which challenges the promotion of tourist destinations and attraction found in Ethiopia.

CHAPTER FIVE

Conclusion and Recommendation

5.1 Conclusion

The evidence from several sources has shown that tourism is a rapidly growing industry in Ethiopia. The industry is contributing to the development of the country by bringing in much needed foreign currency. This contribution is thought to increase due to the fact that the country is endowed with rich cultural and natural assets that can be developed into tourism destinations. However, promoting these tourism destinations and the country at large as a tourism destination hasn't been a major part of operations by stakeholders in the tourism industry and even when it is isn't effective enough. While many factors can be attributed as to why promotion isn't practiced at the level needed by the industry, the lackluster collaboration among the various stakeholders in the industry is found to be the major reason.

Efforts to promote Ethiopia as a tourism destination require quite a substantial resource. Promotional activities aren't cheap for organizations let alone whole countries. This brings the lack of adequate budgeting for promotional departments of the various stakeholders in the tourism industry into sharp focus. The lack of budget is adversely affecting any promotional activities the departments embark on as claimed by several informants who said that they didn't have the budget to pursue promotional activities or collaborate with different stakeholders who could. The study examined the role of Ethiopian Embassies in promoting Ethiopian tourism destinations and attractions in Ethiopia. The study concludes that Embassies are played a vital role for the promotion of Ethiopian tourist destinations. This indicates the ambassadors of Ethiopia working in different countries play their active role for the promotion of tourist destinations and attractions when they went to their home country. This mainly performs in Ethiopia during organizing events, conference and work shop by inviting many Embassies so as to take lesson how they change the reality on the ground.

In this the study, the researcher tried to identify the opportunities for the promotion of Ethiopian tourist destinations and attractions specifically found in Addis. Based on the finding, there are many opportunities that able to promote what destinations and attractions found in Addis Ababa such as the presence of many Embassies, international organizations, the place of African union even registered many tangible and intangible heritage by the UNESCO makes more promoting the tourist destinations and attractions in a good manner. At the current time, the new tourism brand of

Ethiopia "Land of Orgins" plays a significant role to enhance the tourist flow and generate income for the development of the country economy in a sustainable way. In Addition to this, the study conclude that Embassies coordinate from various governmental as well as nongovernmental organization are an opportunities for the promotion Ethiopian tourist destinations specifically in Addis Ababa. This means Embassies work together with a responsible manner to other stakeholder based on a common interest bring change for the promotion of tourist destinations and attractions.

However, the study identified different challenges which hinder Embassies to promote the tourist destinations found in Addis Ababa. Some of the challenges are lack stakeholder engagement, lack of budget, lack of providing adequate training to enhance the capacity of who are engaged in the tourism sector and well-organized events to promote the tourist destinations are some of the challenges associated in the tourism industry for the promotion of tourist destinations and attractions by the Embassies.

The budget source is different for almost every institution which has led to a situation where some institutions give attention to promotional activities by creating an independent department for it, while others don't even mention promotion as one of the activities they are involved in. A few other institutions do work on promotion, but at a much lesser scale as compared to the ones with dedicated departments for promotion, leading to their activities being diluted in terms of resources allocated to them. This has created a tourism industry with various stakeholders that have different emphases on promotion.

As to issues with the promotional departments of the various stakeholders in the tourism industry, they have engaged in several activities to promote Ethiopia but due to lack of budget and expertise, they haven't been able to build their capacity as promoters for the country. While these issues on capacity still remain, the institutions do give trainings to their employees and facilitate other capacity building activities which points to their awareness on the issue of empowering themselves to be able to better promote the country and its tourism potential.

On the progress seen in attracting tourists, hotels and other stakeholders working in the service sector report stable increases while the other stakeholders said they felt the effect of their activities are limited. This speaks volumes as any increase in the tourist volume is bound to increase the traffic to the service providing stakeholders with or without promotion. But the claim that the planned increase in the tourist inflow as a result of the promotions hasn't materialized or, if it has, hasn't been that significant means that efforts in promoting Ethiopia as a tourism destination haven't had a significant, measureable effect in the actual numbers of tourists visiting the destinations.

The institutional media recognize the uphill battle in promoting Ethiopia as a tourism destination due to lingering negative perceptions of the country. Despite their recognition of the challenges, the media haven't been able to overcome them and change the perception of the country to one that could be marketed as a tourism destination. The institutional media are the one group of stakeholders who have the necessary resources, budget and expertise, to promote the country. But they haven't been able to seize the unique circumstances their very mission provides them with to do for the Ethiopian tourism industry what every institutional media of a country does for their tourism industry: promote it on the international stage.

Efforts in promoting Ethiopia as a tourism destination have been going on in an uncoordinated manner and without collaborations among the different stakeholders of the industry. The whole industry relies on the individual efforts of the various stakeholders in promoting Ethiopia as a tourist destination, which as seen above do not amount to much. The Ministry of Culture and Tourism claims that it is working on creating a system to help all the stakeholders collaborate for the benefit of the Ethiopian tourism industry and points out to agreements it has signed with those stakeholders.

Most of the stakeholders expressed somewhat similar dissatisfactions as to the environment in which they are working. Among them are the lack of a good example of a workable policy, skilled man-power, and accommodation for promotional facilities, coordination, collaboration, budget, marketing, peace and stability. Most of these challenges can be solved through a protracted effort to make the tourism promotion environment in the country more seamless. The rules and regulations pertaining to the tourism sector, especially after the enactment of the tourism policy in 2006 E.C. did make it easy to establish relationships. The relationships that were supposed to have been created to kick-start integration among stakeholders didn't happen and if they did, didn't last long enough for the impact to be felt across the industry at large. Such failures in creating collaborative environments for the promotion of the country as a tourism destination have made the case for collaborations harder.

The framework to create partnerships between stakeholders is laid out in a guideline prepared by the ministry, but there is no such guideline to create the necessary partnerships between stakeholders and their promotional departments in promoting the country. Each stakeholder that has been involved in promotional activities has chosen its own method of creating the partnerships it seeks. The lack of collaboration between stakeholders is magnified when the stakeholders are a governmental institution and a non-governmental one. Most institutions from either side don't have guidelines on how to create partnerships with institutions on the other side. This is reflected in the lackluster participation of the non-governmental organizations in the development and launching of the new tourism branding the ministry unveiled a few years back.

The GTP II has had an increasingly positive effect on the promotional environment of the country's tourism sector. However divided the efforts might be, they are at least happening. The lack of collaboration between stakeholders in the tourism sector to promote the country as a tourist destination has undercut the efforts of many of these same stakeholders to help the industry. Any results that have been seen as a result of promotion in the tourism sector have only come from collaborative efforts. If those efforts are scaled to a national level by creating partnerships between all the relevant stakeholders, it will help the country get the maximum profit that it can from the tourism sector.

5.2 Recommendation

Based on the main findings and conclusions the following points should be taken into consideration for the promotion of Addis Ababa tourist destinations and attractions;

- The efforts that are being made to promote Ethiopia as a tourism destination should have the full support of the government in terms of budget allocation and done so in a manner that recognizes all the stakeholders.
- Success for promotional strategies should be identified and shared to all of the stakeholders and partners as best practices.
- Stakeholders and partners this who involves in promotional activities in relation to tourism should have separate and independent promotional departments.
- In promoting Ethiopia as a tourist destination should work on activities undertaken to enhance institutional capacities.
- Progress in attracting foreign and domestic tourist should be identified by promotional strategies.
- The government should understand the impact of different Medias in promoting Ethiopia as a tourist destination.
- The effort made by different partners and stakeholders in promoting Ethiopia as a tourist destination should be appreciated.
- The government should tried their best to alleviate money several challenges which considered as a setback for the tourism sector as well as the promotional activities that parlay a central role promoting Ethiopia as a destination to be benefited from the existing tourism positional.

Recommendation for Embassies

As the study identified that limited availability of budget by the Embassies hinder for the tourism destinations and attractions in a well organize manner. To solve this problem, the Embassies should allocate adequate budget by finding projects and serve the budget for the promotion of tourist destinations and attractions. In addition to this, the study identified that limited strategies set by the Embassies are the other challenge for the promotion of tourist destinations and attractions for a sustainable manner. Therefore, the Embassies clearly design strategies by considering the current situations and implement to bring the expected benefit from the tourism industry.

Recommendation for Foreign Minister

The finding of the study identified that absence of clear rules; regulations for engagement in tourism are the challenges for the promotion of tourist destination. To mitigate this problem, the foreign minister should formulate clear rules and regulations through providing clear announcement for the embassies. This also important the Embassies can easily implement the rules and regulations design by the ministry without any confusion in the tourism industry. In addition to this, the Foreign Minister should give capacity training program for the Embassies what type of tourist's destinations and attractions that Ethiopia have. The capacity training program also can give practically directly take the Embassies in the tourist destinations and attraction site. This helps Embassies easily share experience and promote the tourist destinations and attractions that they were observed.

Recommendation for Tourism Minister

As we know the ministry of tourism is the main responsible body which is promoting the tourist destinations and attractions through the cooperation of many stakeholders. In this study strong stakeholder engagement in the promotion of tourist destinations and attractions are the problem associated in the tourism industry. Having to this, the ministry of tourism should work together with various stakeholder like Medias, tour operators, Ethiopian Airline, travel agents, hotel and tourism associations and other stakeholders. The above stake holders are important which are easily reached the customers in the promotion of tourist destinations and attractions.

For instance, the ministry of tourism works with Medias by purchase regular air time that able to promote what type of tourist destinations and attractions found in Ethiopia in general and Addis Ababa in particular.

Poor practice of documentation in the tourism is the challenges for the promotion of tourist destinations. Therefore, the minister of tourism should organize documents related to tourist destination in Addis Ababa by using data base system. This can be solved through Appling tourist satellite account. The system mainly hold documents which help for providing when tourists bring many questions related to tourist information.

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Appendix
ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

CENTER OF TOURISM DEVELOPMENT AND ENVIROMENT

IN DEPTH INTERVIEW QUESTIONS FOR KEY INFORMANTS

Interview Guiding Questions for Ambassadors, Embassy Workers and Ministry of Tourism

The purpose of this in depth interview is to investigate issues related to the role of Ethiopian Embassies in promoting Ethiopian tourism destinations and attractions in Ethiopia.

The information obtained from the respondents will help to improve the ways of practice promoting destinations and attractions area. I would like you assure that data obtained will be used for research purpose only.

Thank you in advance for your cooperation!

Part I: General Profile for the informants

1. Name of the organization: -----2.Work Place-----

3. Name: -----4.Age: -----5.Sex:-----

6. Education Level: -----7.E-mail: -----

8. Phone: ----- 9.Position:-----

Part II: Give your responses for the following questions.

Here some questions related to how the Embassies promoting Ethiopian tourism destinations and attractions with respect to their country. So, you are kindly invited to give your response genuinely with your justification according to as I present to you.

1. What are the role of Ethiopian Embassies in promoting tourism destinations and attractions in Ethiopian?
2. How Embassies Contribute its role in promoting Ethiopian Tourism Destinations and Attractions?
3. What are the promotional techniques used by the Embassies to promote tourism destinations and attractions in Ethiopia?
4. What Potential Opportunities are found in order to promote tourism destinations and Attractions in Ethiopia?
5. What are the major challenges to face in promoting tourism destinations and Attractions in the case of Ethiopia?
- 6 At last what is your recommendation to develop tourism destinations and attractions in Ethiopia?

Thank you for your cooperation!!