



**College of Leadership & Governance  
Department of Development Communication and Media Studies**

**Assessment of Amhara Media Corporation Practices  
in Tourism Promotion: “Getseta” in Focus**

**Masters of Arts Thesis**

**By: Walelign Belayneh Tamene**

**June, 2024**

**Addis Ababa, Ethiopia**

**ETHIOPIAN CIVIL SERVICE UNIVERSITY**

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Department Of Development Communication and Media Studies**

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in Tourism Promotion: “Getseta” in Focus**

**By: Walelign Belayneh Tamene**

**A Thesis Submitted to the Department of Development  
communication and Media studies Ethiopian Civil Service  
University in partial Fulfillment of the Requirements for the  
Masters of Arts Degree in Development Communication and Media  
Studies**

**Advisor: Dr. Alemayehu Jote**

June, 2024

Addis Ababa, Ethiopia

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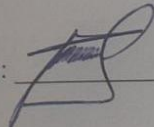
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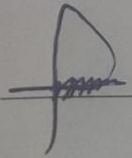
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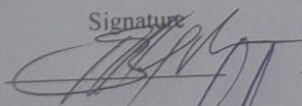
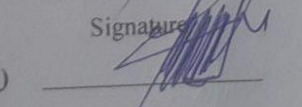
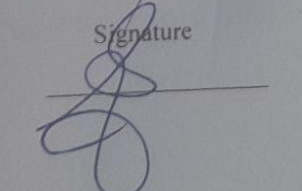
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## Table of Contents

|  |                                     |
|--|-------------------------------------|
| Declaration Form .....                             | <b>Error! Bookmark not defined.</b> |
| Approval of Dissertation/Thesis for Defense.....   | <b>Error! Bookmark not defined.</b> |
| Approval of Dissertation/Thesis after Defense..... | <b>Error! Bookmark not defined.</b> |
| Acknowledgement .....                              | iv                                  |
| Table of Contents .....                            | v                                   |
| List of Tables .....                               | viii                                |
| List of Figure.....                                | viii                                |
| Abstract.....                                      | ix                                  |
| LIST OF ACRONYMS AND ABBREVIATIONS.....            | x                                   |
| Glossary .....                                     | x                                   |
| CHAPTER ONE .....                                  | 1                                   |
| 1. INTRODUCTION.....                               | 1                                   |
| 1.1. Background of the Study .....                 | 1                                   |
| 1.2. Statement of the Problem .....                | 3                                   |
| 1.3. Objective of the Study .....                  | 5                                   |
| 1.3.1. General Objective .....                     | 5                                   |
| 1.3.2. The specific objectives.....                | 5                                   |
| 1.4. Research Questions.....                       | 5                                   |
| 1.5. Significance of the Study .....               | 6                                   |
| 1.6. Scope of the Study .....                      | 6                                   |
| 1.7. Definition of Operational Terms.....          | 7                                   |
| 1.8. Organization of the Study .....               | 7                                   |
| CHAPTER TWO .....                                  | 9                                   |
| 2. REVIEW LITERATURE.....                          | 9                                   |
| 2.1. Theoretical Review of Literature.....         | 9                                   |
| 2.1.1. Development Theory.....                     | 9                                   |
| 2.1.2. The Destination Image Theory.....           | 10                                  |
| 2.1.3. The Push-Pull Theory .....                  | 11                                  |
| 2.2. Empirical Literature Review .....             | 12                                  |
| 2.2.1. Concepts of Tourism.....                    | 12                                  |
| 2.2.2. Tourism in the World.....                   | 13                                  |

|   |    |
|---|----|
| 2.2.3. Tourism in Africa.....                   | 16 |
| 2.2.4. Tourism in Ethiopia .....                | 18 |
| 2.2.5. Tourism in Amhara Region.....            | 20 |
| 2.2.6. Impacts of Tourism in the Residents..... | 20 |
| 2.2.6.1. Economic Impacts of Tourism.....       | 22 |
| 2.2.6.2. Socio-Cultural Impact of Tourism ..... | 24 |
| 2.2.6.3. Environmental Impact of Tourism .....  | 25 |
| 2.2.7. Promotion.....                           | 25 |
| 2.2.8. Tourism Promotion .....                  | 27 |
| 2.2.9. Tourism Promotion Strategies .....       | 28 |
| 2.2.10. Tourism Promotion Challenges .....      | 30 |
| 2.2.11. Media and Tourism .....                 | 31 |
| 2.2.12. Types of Media .....                    | 32 |
| 2.2.13. Broadcast Media .....                   | 33 |
| CHAPTER THREE .....                             | 35 |
| 3. RESEARCH METHODOLOGY.....                    | 35 |
| 3.1. Description of the study Area .....        | 35 |
| 3.2. Research Design.....                       | 35 |
| 3.3. Research Approach .....                    | 36 |
| 3.4. Types and Source of Data .....             | 37 |
| 3.4.1. Types of Data.....                       | 37 |
| 3.4.2. Source of Data.....                      | 37 |
| 3.5. Sampling Design.....                       | 38 |
| 3.5.1. Stratified Random Sampling.....          | 38 |
| 3.5.2. Purposive Sampling .....                 | 39 |
| 3.6. Data Collection Instrument .....           | 40 |
| 3.6.1. Document Analysis.....                   | 40 |
| 3.6.2. Individual In-depth Interview .....      | 40 |
| 3.6.3. Focus Group Discussion .....             | 41 |
| 3.7. Method of Data Analysis .....              | 41 |
| 3.8. Ethical Consideration.....                 | 42 |
| CHAPTER FOUR.....                               | 43 |

|   |    |
|---|----|
| 4. DATA PRESENTATION, ANALYSIS AND DISCUSSIONS.....                     | 43 |
| 4.1. Demographic Characteristics and Response Rate of Respondents ..... | 43 |
| 4.1.2.1. The Gates of Civilization (የስልጣኔ በሮች).....                     | 45 |
| 4.1.2.2. Mysterious Island (ሚስጥራዊው ደሴት) .....                           | 47 |
| 4.1.2.3. Beauties of August (የነሐሴ ወብቶች).....                            | 48 |
| 4.1.2.4. Chokie Wonderful Natural Tower (ጭቄ ድንቅ የተፈጥሮ ማማ) .....         | 50 |
| 4.1.2.5. Risk Days (የስጋት ቀናት) .....                                     | 52 |
| 4.1.3. Responses' of Interviewees and FGD .....                         | 54 |
| 4.2. Findings and Discussions of Objective One .....                    | 73 |
| 4.2.1. Findings of the Study .....                                      | 73 |
| 4.2.2. Discussions of the Study .....                                   | 76 |
| CHAPTER FIVE .....  | 82 |
| 5. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS .....                      | 82 |
| 5.1. Summary of Findings.....   | 82 |
| 5.2. Conclusions.....   | 83 |
| 5.3. Recommendations.....   | 84 |
| 5.4. Future Research Directions.....                                    | 85 |
| References.....   | 86 |
| Annexes .....   | 95 |

## **List of Tables**

|  |    |
|--|----|
| Table: 1. Demographic Characteristics and response rates Respondents .....         | 44 |
| Table: 2. Five Selected Getseta Tourism programs for Analysis .....                | 45 |
| Table: 3. Views of AMECO’s Journalists on “Getseta” .....                          | 54 |
| Table: 4. Views of Tour & Travel Managers on “Getseta” .....                       | 57 |
| Table: 5. Views of Tourists on “Getseta” .....                                     | 61 |
| Table: 6. Views of MoT Experts on “Getseta” .....                                  | 64 |
| Table: 7. View of Experts of Culture & Tourism Bureau of Amhara on “Getseta” ..... | 68 |

## **List of Figure**

|  |    |
|--|----|
| Figure 3.1: Map of the study area (source of data: <a href="http://www.researchgate.net">www.researchgate.net</a> )..... | 35 |
|--|----|

## **Abstract**

*Tourism plays a crucial role in economic development, cultural preservation, and community empowerment. Recognising this, the Amhara Media Corporation launched the "Getseta" tourism program to promote the rich tourism resources of the Amhara region. However, limited strategies, negative perceptions of viewers and users, and several challenges have hindered the program's effectiveness in achieving its objectives. The purpose of the study is to identify the strategies utilised by the program, understand the perceptions of viewers or users, and explore the challenges encountered in promoting tourism resources. The study employed an exploratory research design and a mixed-methods approach, combining qualitative data from interviews, focus group discussions, and document analysis. The quantitative method was only used to express demographic characteristics. Eight individuals were chosen for in-depth interviews, five Getseta programs were employed for document analysis, and one FGD group was employed within the scope of the study. The data were presented and analysed using thematic and content analysis techniques. The findings of the study confirmed that the strategy utilised by the "Getseta" tourism program has a significant gap in the use of tourism promotion strategies, much of which has a negative perception among viewers or users, and has faced several challenges. Based on the findings, it is recommended that the Getseta tourism program improve its digital marketing and social media usage, collaboration and partnerships, advertising and media campaigns, public and media relations, and destination branding efforts. The federal and regional governments, with stakeholders addressing infrastructure, political security concerns, and AMECO's authority, provide sufficient budget and technology, and coordination is crucial for more comprehensive and successful tourism promotion. Increasing awareness and education among the target audience is also essential. Overall, the study highlights the importance of enhancing the "Getseta" tourism program's strategies by the producers to effectively promote the tourism resources of the region and attract more visitors. Also, to address negative perceptions and improve the effectiveness of the "Getseta" tourism program, it may be necessary to enhance awareness, engagement, content quality, and the comprehensive promotion of tourism resources in the region, and the federal and regional governments should work with stakeholders to overcome the challenges faced to enhance its ability to effectively promote the Amhara region's diverse and convincing tourism resources.*

**Key Words:** *Getseta Tourism Program, Tourism resources, Tourism Promotion strategies, Perception of viewers/users, and challenges.*

## **LIST OF ACRONYMS AND ABBREVIATIONS**

AIEST- Worldwide Network of Tourism Experts

AMECO- Amhara Media Corporation

AMMA- Amhara Mass Media Agency

BBC- British Broadcasting Corporation

CCNR- Central Commission for the Navigation of the Rhine

FIFA- International Federation of association football

IUOTPO- the International Official Tourism Propaganda Organization

GDP-Growth Domestic Product

MoCT- ministry of culture and tourism

MoT- Ministry of Tourism

OECD - Organisation for Economic Co-operation and Development

OTAs -Online Travel Agencies

QDA- Qualitative Data Analysis

SEO-Search eEngine Optimization

WTTC- World Travel Tourism Council

UNDP- United Nation Development Program

UNESCO-United Nations Educational, Scientific and Cultural Organization

UN- United Nation

UNWTO-United Nations World Tourism Organization

USD- Us Dollar

WTO - World Trade Organization

## **Glossary**

**Getseta:** means Feature

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1. Background of the Study

Mass media plays an important role in most areas of life, especially in areas such as education, social interaction, culture, and the economy. In nature, archaeological historical sites or monuments exhibit the customs, traditions, and heritage of the past, so the media has the opportunity to exploit the values and cults of various countries, and the media also has the role of correcting and clarifying mistakes and providing information common to the whole society. Historical and archaeological monuments and the mass media have a similar function; therefore, the mass media have a great influence on the activation and design of tourist destinations Andreea and Alexandru (2018).

Media plays a key role in the development of emerging tourism destinations, as the majority of travel decisions are related to media channels. The tourism industry uses mass media to inform the public about the offer, share information with a larger audience, and encourage consumers to fantasize through peaceful scenes, family interactions, and experienced emotions. Scholars believe that media and tourism are inseparable because media deals with tourism products through sales promotion or advertising. In addition, tourism and media have a close relationship, especially in the promotion of tourism, because the media is like an intermediary in tourism policy, so its task is to bring society and tourism to a common denominator. The task of the media is to convey the process by which tourism products reach consumers Andreea and Aleksandro (2018).

As well, all types of media are essential for sustainable tourism development, especially when it comes to smart global investments. Mass media communication can have a particularly powerful effect on changing the behavior and attitudes of local, national, or global tourism promoters in the role of security and sustainable development. Andreea and Alexandru (2018), they also mention that the media produces cultural, social, political, and economic benefits from tourism in any country; thus, the media affects everything. As a result of the changes, the media also has a social responsibility for the dissemination and strengthening of international, national, and local cultural values and, thus, for the production of society, politics, and the economy. The public communication strategy is based on quality information that leads to the development of new

global tourism through partnership initiatives such as security, peace, advanced tourism, technology transfer, conflict resolution, and ecotourism.

Kumar (2014) also states that the media's effect on all aspects of life is becoming more and more pervasive, especially when it comes to social interaction, culture, and education. The persuasive power of media has been linked to notable changes in the attitudes and behaviors of key players in the local, national, and international tourism industry for peace, security, and sustainable development. An important factor in making tourist attractions come to life is the media. Significant and historic changes would result from tourism's benefits to the country's social, cultural, political, economic, and environmental aspects. The media, travel, and tourism sectors are part of the service sector, with tourism accounting for 25% and 80% of media revenue, respectively. Media plays a vital role in media coverage, as it helps connect local and international communities.

Ethiopia boasts numerous natural, cultural, historical, and archaeological attractions, including tangible world heritages like Lalibela Rock-Hewn Churches, Gondar Castle, Axum's Steal, the Walled City of Harrar, the Tiya Stones, the Konso Cultural Landscape, Lower Awash, Lower Omo Valley, and The Semien Mountains National Park, and intangible world heritages like Ethiopian epiphany (Timket), the Gada system, the Sidama New Year festival, and Meskel Demera (UNESCO, 2020). Four of these are located in the Amhara region.

The Amhara region boasts several world heritage sites and vast unexplored tourism potential; however, both the number of tourists visiting the region and the industry's yearly revenue are extremely low, Meskele, (2016), Meskele et al. (2016).

The researcher highlights the significance of the media in promoting Amhara's tourism potential. The Amhara Media Corporation's (AMECO) promotes tourism resources through television channels. It has been known as Amhara Mass Media Agency (AMMA) for more than two decades. AMMA, which was established in 1993, is one of the regional partners in the new national building initiative of the regional government. Since its founding, the media institute has worked to disseminate information through a variety of media platforms, including newspapers, FM, TV, and local radio stations (Zelalem Alemenew, 2017). The media company changed its name to Amhara Media Corporation (AMECO) in 2020.

"Getseta" is one of AMECO regular program that was aired in Amharic language. The program's main goal was to increase audience awareness of the region's tourism potential through the use of regular programming, mini-documentaries, or documentaries. The entire program can last up to an hour every week. The show airs on Sunday from 9:00 to 10:00 PM.

As previously stated, the purpose of this study is to assess "Getseta" tourism programs and how it promotes Ethiopian tourism resources that originate in Amhara regional states as input for the development of the tourism sector in the region. Therefore, the assessment focused on identifying the strengths and weaknesses of the program's content, messaging, and delivery methods, as well as its overall contribution to the growth and development of tourism in the Amhara region. Additionally, the study also explored the program's alignment with the goals and objectives of media assessed tourism promotion strategies, perception of viewers and users, challenges and its ability to engage and attract domestic and international tourists.

## **1.2. Statement of the Problem**

Ethiopia is a nation rich in religious events, cultures, and natural and historical heritage. In the Amhara regional state, there are also numerous intangible and tangible heritages. Today, Ethiopia gives attention to the tourism sector but does not do much to promote its potential for tourism growth. However, it has been the duty of the media to examine the nation's potential, particularly the tourism industry's potential for growth and development. AMECO is utilizing the Amharic language to regularly cover regional tourism resources in their "Getseta" program. It is limited to promoting the sector with just one show per week.

Based on this information, the researcher believes that "Getseta" tourism programs in Amharic are not enough in a week, given the region's potential for tourism and its goals of increasing tourism-related revenue and improving the region's image. Furthermore, those shows lack attractiveness in terms of content, language variety, presentation, and production elements and also use week promotional strategies.

Ethiopia's global heritage includes the Lake Tana Biosphere Reserve (it is the source of the Blue Nile, serving as the sanctuary of the Holy Family and playing a significant role in the early Christianization of Ethiopia), the Semien Mountains National Park, the rock-hewn church of Lalibella, Gondar Castle, and other tangible and intangible heritages found in this region. <https://visitamhara.travel/category/world-heritage-sites/>. In addition, Meskele et al. (2016) say that the Amhara region has huge and untapped tourism potential with some world heritage sites, but the numbers of tourists visiting the region and the annual revenue from the tourism business are very low.

According to Ashenafi (2016), Tekabe (2016), Mekonen (2016), and Alubel et al. (2019), Selemon and Alemken (2019), Ethiopia's tourism industry faces challenges such as lack of proper promotion, poor infrastructure, and an educated workforce. These problems include poor shareholder coordination, traditional advertising, a lack of technology-enabled sales, physical infrastructure, misconceptions about Ethiopia's image, and a lack of an educated workforce. In addition, the development of the industry and sector is hindered by a lack of information centers, weak promotion of destinations, and insufficient accommodation providers. On the other hand, lack of domestic tourism marketing (promotion) packages, lack of domestic tourism development and marketing strategy, and lack of attention from the government and private tourism companies were considered critical issues for domestic tourism in Ethiopia Berhanu and Apar, (2020).

In addition, Philip (2017) also states that factors affecting the development of the tourism industry may be either internal or external. External factors like weather, safety, access to amenities, peace, and security may affect the development of the tourism industry (Becken, 2010). Likewise, internal factors like inadequate infrastructure, weak human resources, low marketing and promotion strategies (Mekonen, 2016; Selemon and Chiranjib, 2018), and weak linkage with international organizations can hinder the development of the tourism industry in a given place (Tadesse, 2015, Yimer, 2016).

The media plays a crucial role in promoting a region's image to the local people, particularly in the travel and tourism industry. It provides information on tourism resources, assists stakeholders in closing gaps, and provides background information to research institutions.

However, based on my reading and observation, Tourism is one of the fastest growing economic sectors, contributing ~10% of global GDP. Ethiopia also prioritizes tourism as an economic sector two year ago. In addition, most researches were done, the role of media in tourism promotion, but gaps remain on promotion practices. Furthermore, the "Getseta" tourism program is little known and no prior research. Therefore, the researcher wanted to fill the gaps on tourism promotion practices by assessing promotional strategies, methods of maintaining viewers or users, the choice of priorities, quality of production, language use, content, professional ethics and communication and dissemination strategies, which should be critically evaluated to justify the challenges. Those elements are important for production, in addition to the correct delivery of the message.

To point out shortcomings in the areas of study, content, language usage, production quality, promotion strategies, perception of viewers and users, challenges, and communication and dissemination strategies, the researcher chose to assess the "Getseta" tourism program in AMECO.

### **1.3. Objective of the Study**

#### **1.3.1. General Objective**

The general objective of this study is to assess the practices of the "Getseta" tourism program to promote tourism resources at Amhara Media Corporation.

#### **1.3.2. The specific objectives**

- To examine the strategies utilized by the "Getseta" tourism program to promote tourism resources.
- To identify the perception of viewers or users of "Getseta" tourism program.
- To identify the challenges faced by the "Getseta" tourism program in promoting tourism resources.

### **1.4. Research Questions**

The study aims to achieve the objectives by asking three fundamental questions.

- What strategies are utilized by the "Getseta" tourism program to promote tourism resources?
- What is the perception of viewers or users of the Getsera tourism program?
- What are the challenges faced by the "Getseta" tourism program in its efforts to promote tourism resources?

### **1.5. Significance of the Study**

The result of the study provides a better understanding of the practices and challenges of promoting tourism resources by evaluating their practices and the internal and external challenges of the organization during the preparation of the "Getseta" tourism program. Thus, the following benefits are expected from the study.

**Amhara Media Corporation and other related media:** The results of the study can help the organization to understand the existing practices of the "Getseta" tourism program. The results of the study also reveal the challenges of promoting tourism resources and the factors that make it difficult. In addition, the organization could use observations of existing practices and challenges that hinder tourism promotion in decision-making.

**Decision-makers:** In Ethiopia, attention is paid to the tourism industry, but the promotion strategy is weak. This study provides clues to policymakers and strategy developers about the importance of promoting tourism resources in a country to attract local and international tourists.

**Researchers:** The study could be a reference for other researchers; it can make an important contribution to the existing literature, and they can do further research in the field. In addition, **tour** and travel agencies, tourists, tourist **destinations**, and **service giver organizations** will also benefit from this study.

### **1.6. Scope of the Study**

The study focuses on assessing AMECO's "Getseta" tourism programs present in the Amharic language. In addition, the researcher will use Amharic and English to collect essential materials for the research input.

The study evaluated AMECO's "Getseta" tourism program, focusing on its presentation, content, language usage, attractiveness, promotional strategies, perception, challenges, communication and dissemination strategies, and other essential components.

The researcher examined five tourism programs from the five different issues (culture, history, heritage, religions, and nature) of AMECO's "Getseta" tourism program, transmitted from 2021 to 2023, to make it more manageable.

### **1.7. Definition of Operational Terms**

**Tourism** refers to the activities of individuals or groups of people traveling to and staying in places outside their usual environment for leisure, business, or other purposes.

**Tourism resource** is the natural, cultural, and man-made features that attract visitors to a particular destination.

**Promotion** is a Means of Informing and Attracting Potential Customers.

**Getseta** is the tourism program broadcasting in Amhara Media Corporation.

**Strategy** is a plan of action or policy designed to achieve a major or overall aim.

**Perception** is the interpretation and understanding of sensory information received through our senses, shaping our subjective experiences, beliefs, and interpretations of the world.

**Challenges** is typically refers to obstacles or difficulties faced in achieving desired outcomes or objectives.

**Tourism Promotion** refers to the strategies, activities, and initiatives undertaken to attract and encourage visitors to a specific destination or region.

**Program** is a planned series of activities or actions designed to achieve specific objectives or outcomes.

### **1.8. Organization of the Study**

This thesis is organized under five chapters. The first chapter discussed the background of the study, the statement of the problem, the research objectives, the research questions, the significance, scope, limitations of the study, and the operational definition of key terms. The second chapter, which provides a theoretical and empirical literature review, focuses on the role of media in tourism promotion. The third chapter presents discussions on the research methodology employed to conduct this study and the reasons why the researcher chose a

exploratory research design and a mixed- research methods approach. The fourth chapter focuses fully on the data gathered through the study's qualitative analysis. The outcomes of the data are also dedicated to discussing the findings of the study through the interpretation of texts using different methods in line with the research questions, related literature and theories. The study's summary finding, conclusion, recommendations and suggestions of future research direction based on the research findings are discussed in the final chapter.

## CHAPTER TWO

### 2. REVIEW LITERATURE

#### 2.1. Theoretical Review of Literature

This topic discusses the significance of supportive theories in tourism resource promotion which are directly related to tourism industry development. The following theories are related to tourism promotion Development theory, the push-pull theory, the destination image theory, Social Exchange Theory and diffusion of innovation theory; I used only three of them. Because the development theory, push-pull theory, and destination image theory are highly relevant for researchers examining tourism promotion practices. The development theory provides insights into the stages and drivers of tourism growth, which is crucial for aligning promotional strategies with the evolving needs of a destination. The push-pull theory offers an understanding of tourist motivations, allowing marketers to craft appeals that effectively "pull" visitors. Finally, the destination image theory sheds light on the perceptions that influence tourist decision-making, guiding the development of branding and positioning initiatives to enhance a destination's appeal. Collectively, these theories equip researchers with a comprehensive framework for assessing and enhancing the effectiveness of tourism promotion efforts.

##### 2.1.1. Development Theory

The theory of tourism development was presented by Harrison 1988. According to the theory, tourism has the ability to develop economic growth. Product promotion was developed internationally to include both social and economic growth within limited resources. Developed in Canada, product promotion was developed with the development of various types of passenger tourism. Demand for attractions requires a link between phenomena and host attractions. People's needs are assessed in some areas of product promotion through the development process Benur (2015).

The theory assumes that tourism is a dynamic change from a traditional tourist destination to a modern one. In promoting the market, customers are influenced by the relationship between promoting the offered product and attracting tourism. Tourism development stimulates the growth of tourist attractiveness by increasing features such as structures. Promotion of tourism is possible through process changes in destination areas through road construction, natural features of the lake, land slopes and features. Trading with quality management remains outside the

service. Innovation in tourism promotion is increasing through information technology in tourism destinations Ramjit (2018).

The theory is limited to brand loyalty throughout the tourism development process. The attractiveness of customers can be imagined and poured into inviting tourist areas. It is also assumed that the tourist's choice is to travel to the attraction area, so attractive areas can be developed through tourism promotion activities in integrated customer-oriented areas in geographic resorts Jazmin (2017).

The theory is relevant to tourism promotion because it affects attractions through tourists' perceptions. It explains the tourism concept with customer-centric product development. Tourism promotion has a certain interest in traveling through various tourist activities and staying in a busy place. The theory emphasizes that the promotion of tourism is done through the sustainability of environmental protection and conservation, while minimizing the costs of tourism in cultural diversity. It creates positive and national cohesion in ecotourism tourism innovations.

The destination for tourism development is unique in terms of changes in rural life and social infrastructure. Tourism is a service that enables a country to compete globally due to increased customer attraction. Based on the importance of the theory, tourism industries were happy to modernize the mix of promotions in different tourist destinations with the help of product development. Thus, this theory helps fully and firmly to promote the tourism resources of the region.

### **2.1.2. The Destination Image Theory**

The destination image theory focuses on the perception and image tourists have of a particular destination. It suggests that tourists form mental representations or images of a destination based on various factors, such as personal experiences, word-of-mouth, advertising, and media portrayals. Destination image plays a crucial role in the decision-making process and influences tourists' attitudes, preferences, and intentions to visit a particular place.

According to Baloglu and McCleary (1999), destination image is "the sum of beliefs, ideas, and impressions that a person has of a destination." It encompasses the cognitive, affective, and conative dimensions of tourists' perceptions of a destination. Cognitive dimensions refer to the

rational or knowledge-based aspects, affective dimensions relate to emotional responses and feelings, and conative dimensions involve behavioral intentions and actions.

Destination image theory highlights the importance of destination branding and marketing strategies in shaping and promoting a positive destination image. It suggests that a favorable and desirable image can enhance a destination's competitiveness and attract more tourists.

Therefore, the destination image theory plays a significant role in tourism promotion as it helps tourism marketers understand the perceptions and beliefs tourists hold about a destination. By understanding the destination image, marketers can develop effective promotional strategies to shape and enhance the image of a destination, attract more tourists, and influence their decision-making process.

### **2.1.3. The Push-Pull Theory**

The push-pull theory is a well-known framework in tourism studies that has been widely discussed and applied in the field of tourism promotion. It was first introduced by Dann in 1977 in his paper titled "Anomie, Ego-Enhancement, and Tourism". Since then, the push-pull theory has been expanded and refined by various researchers in the tourism field.

The push-pull theory is a widely recognized framework in tourism studies that aims to understand the motivations and decision-making processes of tourists. It identifies the factors that "push" tourists away from their place of residence and the factors that "pull" them towards a particular destination.

According to the push-pull theory, push factors refer to the internal or external factors that create a desire or need for individuals to travel. These factors can include seeking relaxation, escaping routine, pursuing adventure, experiencing new cultures, or seeking personal growth. Push factors represent the reasons why individuals feel compelled to leave their current location and embark on a trip.

On the other hand, pull factors are the attractions and features of a destination that invite tourists to visit. These factors can include natural beauty, cultural heritage, historical sites, unique experiences, recreational activities, events, or specific services. Pull factors act as the motivations that draw tourists towards a particular destination.

The push-pull theory suggests that the interplay between these push and pull factors influences tourists' decision-making. Individuals evaluate and compare the push factors that motivate them to travel with the pull factors that attract them to a specific destination. The balance between these factors ultimately determines their travel decisions.

The role of the push-pull theory in tourism promotion is for Understanding Tourist Motivations, for Developing Effective Marketing Strategies, for Segmenting the Market, for Assessing Destination Competitiveness and for Informing Destination Development. The Researchers and scholars in the field of tourism studies have explored its applications and implications in various contexts, including destination marketing and promotion. Therefore, this theory helps abundantly and definitely to promote the tourism resources of the region.

## **2.2. Empirical Literature Review**

This topic deals with the history of tourism and its relationship with the media, its economic benefits and the influence of the media in promoting tourism resources. It highlights the media and its important influence on our thinking, especially in the promotion of tourism resources.

### **2.2.1. Concepts of Tourism**

Tourism experiences, such as transportation, lodging and food, shopping, entertainment and hospitality, are provided by a variety of businesses, services and industries under the umbrella of tourism (UNWTO, 2018).

People who travel for leisure, business, or professional reasons to nations or locations outside of their everyday surroundings are engaging in tourism, a social, cultural, and economic phenomenon. These individuals are referred to as visitors (who may be migrants, tourists, or foreign nationals), and the term tourism describes their activities, some of which are associated with travel-related expenses (UNWTO, 2008).

According to Mathieson and Wall (1982), tourism is defined as "the brief travel of individuals to locations other than their customary places of employment and habitation, the activities they engage in while there, and the amenities that meet their needs."

According to Macintosh and Goeldner (1986), tourism is the culmination of all the events and connections that arise from the interactions between travellers, businesses, host governments,

and host communities in the process of drawing in and accommodating tourists and other visitors.

According to Croes and Vanegas (2008), one of the most significant economic sectors in the world is tourism, primarily because it fosters cross-cultural understanding and knowledge. Travelling temporarily to places where one does not intend to live permanently is not the only definition of tourism. Geographical, economic, environmental, social, cultural, and political factors are all included in tourism. Due to their interdependence, the tourism industry's influence, and stakeholder interests, these aspects are closely related to the tourism sector (Kauffmann, 2008), Cardiff Tourism Society and the Worldwide Network of Tourism Experts (AIEST), (1981).

Travelling outside of one's home environment to engage in particular activities that have been carefully chosen is known as tourism. Spending the night away from home is a possibility or not when travelling Camillerl (2019).

In 1976, Matkaiuitto (later Matkaiuitto) proposed that tourism is the temporary short-term movement of people to destinations that are not where they live or work. Thus, tourism includes the movement of people for any purpose, including day trips and excursions (Cooper, 2008; Holloway and Taylor, 2006). Furthermore, as declared by the UN World Tourism Organization in 1991, tourism encompasses the actions of individuals who travel and remain away from their typical surroundings for up to a year in a row for leisure, business, or other reasons Camillerl, (2019). Because of this, the tourism industry is so dynamic and merciless that it must constantly adjust to the needs of its clients while emphasizing their pleasure, safety, and business satisfaction. Hence, tourism is a complex and multifaceted phenomenon that encompasses a wide range of experiences, services, and interactions. As a crucial economic sector, tourism's continued growth and evolution will require a deep understanding of its various components and their interdependencies, allowing the industry to meet the changing demands of modern travelers.

### **2.2.2. Tourism in the World**

Tourism has been studied extensively throughout history, with major works such as Friedlander's (1965) comprehensive examination of life and manners in the early Roman Empire, Lindsay

(1965), Balsdon's (1969), D'Arms (1970), and Casson (1974) being the main sources. Parks (1954) and Hunt's (1984) studies provide insights into travel between England and Rome from Anglo-Saxon times to the early sixteenth century. The Grand Tour era of the seventeenth and eighteenth centuries has also been studied, with Mead providing a comprehensive view of the eighteenth century as undertaken by the English.

Historians and geographers have paid attention to the evolution of tourism in specific localities, particularly the development of spas and seaside resorts in Britain. The development of resorts in nineteenth century Britain reflected the varying influences of patrician landowners, middle-class businessmen, and evolving local government. Pimlott's (1947) work is a landmark in the field, covering the growth of spas and seaside resorts, Grand Tour and nineteenth-century travel in Europe, working-class leisure and tourism, and government legislation for holidays.

British historiography has seen a significant shift in leisure history over the past fifteen years, with tourism often being incorporated into the broader field of leisure. However, the focus on leisure has often been tied closely to class, with working class leisure seen as an expression of cultural identity under attack from middle class authority. Studies have tended to focus on large-scale leisure forms, neglecting small-scale, informal practices. The continuity of earlier leisure forms has also been underestimated.

Bailey's review (1989) highlights two important themes in British leisure historiography: a broad chronology of changes in leisure, especially in the nineteenth century, and a debate over the main contributing factors to these changes. These themes underpin attempts to understand the evolution of tourism, but they have not yet penetrated tourism research.

Working class leisure underwent profound changes in the late eighteenth and early nineteenth centuries, with its transformation into tourism in the late nineteenth century. This has implications for ideas on the evolution of tourism, where "mass follows class" is often adopted. Leisure history has been mainly concerned with issues of agency, structure, class, and relationships, with the state and local government playing a significant role cited in Geoffrey Wall (1991).

According to Ford (2020), International organizations have a long history, with the oldest surviving intergovernmental organization being the Central Commission for the Navigation of the Rhine (CCNR). In the 19th century, international congresses focused on political and peace matters, while global unions offered a practical institutional structure for global collaboration. The French-Hispanic-Portuguese Federation formed in 1911 to promote tourism and disseminate propaganda. British church minister Thomas Cook founded organized tourism in 1863, planning a tour of Switzerland. The recognition of tourism as an industry was recognized in 1925 when the Dutch National Tourist Office invited the world's first international tourism congress.

The Netherlands' role in international trade led to the formation of the International Official Tourism Propaganda Organization (IUOTPO). The tourism industry was attractive due to its uniqueness, landscapes, and artistic values, as well as the entry of women into salaried positions. To grow, three factors were crucial: people's knowledge of other nations, the obligation to acquire the visiting nation's currency, and the need to acquire the visiting nation's currency. This long-standing development of tourism organizations demonstrates the importance of industry for a nation's socioeconomic development.

In terms of employment creation and foreign revenue, tourism is currently one of the biggest and most significant economic sectors worldwide (UNDP, 2011). UNWTO (2019) reports that there were 1.4 billion foreign visitors globally in 2018, up from 1,326 million in 2017. In a similar vein, global tourism receipts from destinations raised to USD 1.7 trillion in 2017 from USD 1.34 trillion. According to UNWTO (2019), the industry now makes up 29% of all services exported worldwide and 7% of all exports; tourism also contributes roughly 10% of the world's GDP and jobs (World Travel Tourism Council, 2019). Therefore, the study of tourism has a rich and multifaceted history, with important insights and themes emerging from various disciplines. As the industry continues to grow in significance, a deeper understanding of its evolution and societal impacts will be crucial for shaping its future development.

### **2.2.3. Tourism in Africa**

Simultaneous with the nineteenth-century colonization of the continent came to Africa; it is the emergence of tourism. Early development occurred in Egypt, Morocco, Tunisia, Kenya, South Africa, Swaziland, and Zambia, primarily in response to the demands of travellers from Europe and North America. Africa was associated with ideas of orientalism in the Maghreb, the creation of "the native," and imperial exploration and expansion. The limited car ownership of the white "European" elite up until the 1950s was a major factor in the growth of tourism; however, automobile clubs founded in the early 20th century continued to promote the unreliable road networks Pirie (2013).

With the growth of aviation networks from European colonial centers of power starting in the 1930s, air travel started to play a significant role in the expansion of tourism (Pirie 2009). Nonetheless, air travel is still seen as a significant barrier to the growth of African tourism. Exorbitant airfares and inadequate, risky, and inconvenient scheduled and charter services are prevalent issues in numerous nations.

Following the independence of Kenya, Tanzania, and later Morocco and Tunisia in the 1950s, tourism came to be seen as a "passport to development," with nature tourism playing a significant role. The tourism industry in South Africa experienced significant growth in the 1990s, rising by 94% between 1990 and 2002. This trend persisted into the 21st century, thanks to mega-events and an increase in convention-focused business travel.

In Botswana, Kenya, South Africa, Tanzania, and Zambia, safari is still the main draw for tourists, and trans-frontier wildlife tourism is predicted to be a profitable venture (Hottola 2009). Conversely, island tourism has also experienced consistent growth above average in nations such as Cape Verde (27%), Reunion (12%), and Seychelles (11%). According to UNWTO (2011), 31% of foreign visitors in 2009 were from Europe, 43% were from Africa, and 4% were from the Americas.

South Africa, the resorts of Egypt and Tunisia, Casablanca, Addis Ababa, Nairobi, and Lagos are the primary entry points. Similar to how they are at the national and regional levels in many nations, road and rail networks are insufficient at the continental level. There are not enough port facilities. Some African nations have seen far less investment in tourism infrastructure, despite the fact that significant international events like the FIFA World Cup football tournament have fueled development in South Africa. Only a few locations see a large concentration of tourists: Almost half of all foreign arrivals are contributed by South Africa (29%) and Morocco (22%). 52.4 million tourists visited the area in 2012, nearly twice as many as in 2000. According to the most recent UNWTO forecast, arrivals will rise from 85 million in 2020 to 134 million in 2030. The tourism sector accounts for one in eleven jobs. Africa only contributes 5% of global tourism and 3% of receipts, totaling US\$ 1 billion (a figure that has more than tripled since 2000), despite the continent's recent positive development. 2012 saw an increase in the overall GDP contribution to 9% and the employment share to 7.1% (WTTC 2013). Since the Arab Spring of 2011, tourism in North Africa, one of the most significant regions on the continent (accounting for 33% of all international arrivals), has significantly decreased. In the region, Tunisia has suffered the most, losing 31% of its foreign visitor base between 2010 and 2011.

Makhtar Diop, Vice President, Africa Region, The World Bank Group, proposed that in order for African governments and the private sector to become globally competitive, they should collaborate on the development, marketing, and funding of tourism infrastructure. Governments must also improve infrastructure, energy, transportation, and other critical services in order to boost tourism and promote more inclusive growth and better living conditions. Iain, Hannah, Louise, Eneida (2014). Thus, the development of tourism in Africa has been a complex and multifaceted process, shaped by colonial legacies, infrastructure challenges, and political upheaval. While the continent has seen significant growth in tourism in recent decades, there remains much potential for further development and investment to make Africa a more globally competitive tourism destination.

#### **2.2.4. Tourism in Ethiopia**

Travel grew at an average annual rate of 12% from 1965, when the first development plan was announced, until 1974, when it was identified as a sector with potential for economic growth. Ethiopia saw 63,833 tourist arrivals annually on average during the four years between 1970 and 1973, bringing in an average of \$10.2 million in revenue. During that time, the average annual growth rates were 18.2 and 13%. Due to unfavorable conditions brought on by the war, recurrent subsidence, strained political and diplomatic relations with provinces that produced tourists, and restrictions on entry and travel, tourism drastically declined during the 17-year Derg rule.

According to intelligence reports, the country received an average of 80,246 tourists and 23.2 million US dollars annually between 1989 and 1992. During those years, there was an average annual growth of 2.1 percent for arrivals and 6.1 percent for revenues. The fundamental resources brought in after 1991 to support the nation's social and economic development also produced an environment that was conducive to the growth of tourism within the nation. Between 2005 and 2008, there were 324,664 tourist arrivals on average annually, bringing in \$167 million in revenue. The industry report states that turnover was 19% and annual growth of tourists was 21% for four years in a row. Ethiopia saw an average increase in foreign visitor numbers of 5.6% between 1990 and 2000 and 15.4% between 2000 and 2008, per a recent UNWTO analysis. In fact, there has been a positive trend in recent years according to the average growth indicators. Nonetheless, despite having a wealth of historical, cultural, and natural attractions, Ethiopia's level of development is extremely low, as evidenced by the fact that it only accounted for 0.7% of the tourist flows among seventeen East African countries in 2007 ( MoCT, 2009).

Ethiopia's natural beauty, rich culture, and long history make for an enduring draw. Ethiopia is a country of contrasts and extremes, with an impressive array of tourism options. It boasts remote and wild areas as well as breathtaking alpine scenery, such as the Semien Mountains National Park, which reaches a peak of 4,261 meters at Ras Dashen, and the Danakil Basin, which is the lowest and most scorching place on Earth at 121 meters below sea level. The latter features a lunar-like landscape with intriguing fumarole sculptures. According to MoCT (2009), it was the birthplace of humanity, the place where people first began to walk upright. Among our renowned ancestors were Ardi (4.4 million years old), Salam (3.5 million years old), and Lucy (3.4 million years old), the oldest known Ethiopian in prehistory and lighter archaeology.

Ethiopia is ancient it dates back more than 3,000 years, according to history. One of the greatest civilizations in antiquity, the Axum Empire is credited with leaving the Axum Stele's grand secret behind. Lalibela experienced a great religious civilization in the late middle Ages, as evidenced by the churches hewn out of the enormous monolithic rock, which stand testament to both great architectural skill and faith. Ethiopia is home to one of the four remaining ancient Islamic cities in the world, Harar (Jugol), a 1,000-year-old fortress. The Gondar castles from the 17th century bear witness to the same ancestry. Together with the Tiya Stele in the Lower Omo and Middle Awash archaeological valleys in central Ethiopia, the Konso cultural landscapes may represent one of the last remaining examples of prehistoric agriculture and environmental preservation.

Ethiopia has numerous national parks that provide unparalleled opportunities for adventure travel in Africa, as well as preserving the country's biodiversity and wildlife in their natural habitats. Ethiopia is an ethnically diverse nation. Living together in harmony are more than 80 different peoples and nationalities, each with their own distinct languages, customs, and cultures. Ethiopia boasts more UNESCO World Heritage Sites than any other African nation, owing to this reason. Ethiopia currently has twelve world literary and manuscript heritage sites, nine historical heritage sites, four spiritual heritage sites, and the Meskel Festival (Finding of the True Cross), Timket (Epiphany), Sidama People's New Year Festival known as "Feche Chambalala," and the Oromo people's "Geda system" (UNESCO, 2022). Therefore, Ethiopia offers a plethora of attractions, including both tangible and intangible world heritage sites, as well as other distinctive qualities.

### **2.2.5. Tourism in Amhara Region**

The totality of traveller services and amenities, lodging, transportation, and attractions makes up tourism (UNWTO, 2018). Among these components, attraction serves as the cornerstone for all tourism-related endeavors. A major factor in attracting tourism investment is the Amhara region's abundance of natural and cultural tourism resources. For instance, Lake Tana, which is close to the region's capital of Bahir Dar, is essential for tourism-related investment. This draws in investors interested in purchasing homes and resorts (ANRSCT, 2018). There are very few resorts in the Lake Tana region that provide some degree of lodging, including Dessiet Lodge, Grand Resort, Blue Nile Resort, and Kuriftu Resorts. This is an additional investment made in the travel and hospitality industry. Furthermore, as the Government Tourism Office (TB 2, July 2019), religious tourism is highly prevalent in Amharan cultural areas. Gondar and Lalibela are well-liked pilgrimage sites that are perfect for travellers (Meskel, 2016; Wondirad and Ewnetu, 2018). It appears that the locals frequently make pilgrimages to these sites of worship, Y. kebeta (2021).

Furthermore, the Amhara region has several world heritage sites and a vast unexplored tourism potential; however, both the number of tourists visiting the region and the industry's yearly revenue are extremely low (Meskele, 2016; Meskele et al., 2016). Research in this area has revealed obstacles like inadequate marketing strategies, insufficient human resources and capacity, a weak institutional and legal framework, issues with industry quality and standards, inadequate infrastructure for tourism and support, and disorganized and disjointed tourism planning and development in Ethiopia at both the national and regional levels (United Nations Economic Commission for Africa, 2015; Nafbek, 2017; Teshome and Demissie, 2018).

However, according to Endalkachew Teshome, Solomon Lingerih, Woreta, Ashenafi Tafesse, Meskele (2018), the main challenges facing Amhara Regional State's destinations are related to community participation, community organizations, benefit sharing mechanisms, community tourism knowledge, financing for tourism development, destination facilities and services, organizational structure, infrastructure development, and improperly studied stakeholder coordination.

In assumption, the Amhara region has significant tourism potential, with a wealth of natural and cultural attractions, including the iconic Lake Tana and important religious sites. However, the region faces numerous challenges that hamper the growth and development of its tourism industry. Addressing these challenges through strategic planning, infrastructure development, capacity building, and effective stakeholder coordination will be crucial for unlocking the full potential of tourism in the Amhara region and contributing to its overall economic and social development.

#### **2.2.6. Impacts of Tourism on the Residents**

The interactions between visitors and locals, which have an impact on the latter's quality of life, are heavily influenced by tourism. Conflict situations can arise from communication when two groups are made aware of their differences. Tourism has an impact on the environment that is both beneficial and detrimental, affecting the economy, society, and culture. In a perfect world, tourism would promote environmental awareness, social cohesion, and economic success. However, depending on the society in which they are examined, the outcomes of these factors may yield more drawbacks. Even within the same society, individuals should assess or understand sociocultural influences in different ways. To put forth a model that takes into consideration community concerns, relationships within the community, ecological attitudes, population use of tourism resources, local economic status, benefits and harms, and perceptions of costs and benefits in the local economy in order to determine support for tourism development. Improved interactions between visitors and hosts are essential because, according to Ferreira and Castro (2021), locals view tourists as valuable due to their economic clout, while tourists view locals as instruments to further their own objectives. Therefore, the tourism industry has an impact on the environment and society, according Ferreira and Castro (2021), but it should be managed carefully to reduce any negative effects on locals. So, the tourism industry has a significant impact on the environment and society, and it must be managed carefully to minimize any negative effects on local communities. By adopting a comprehensive model that addresses community concerns and promotes more harmonious interactions between visitors and hosts, the tourism industry can strive to achieve a balance between economic, social, and environmental considerations, ultimately benefiting all stakeholders involved.

### **2.2.6.1. Economic Impacts of Tourism**

One of the economic sectors with the fastest growth is tourism. The new motto for alternative economic development is tourism. The idea of tourism has already been tried out and successfully integrated into the nation's alternative development. Tourism is expected to contribute roughly 10% of the world economy to GDP by 2014, according to the World Tourism Council (Nilanjan, RayDillip, Kumar, DasSomnath, Chaudhuri, 2014). In terms of employment creation and foreign revenue, tourism is currently one of the biggest and most significant economic sectors worldwide (UNDP, 2011). UNWTO (2019) reports that there were 1.4 billion foreign visitors globally in 2018, up from 1,326 million in 2017. In a similar vein, global tourism receipts from destinations raised to USD 1.7 trillion in 2017 from USD 1.34 trillion.

According to UNWTO (2019), the industry now makes up 29% of all services exported worldwide and 7% of all exports; tourism also contributes roughly 10% of the world's GDP and jobs (World Travel Tourism Council, 2019). Developing nations have a promising share of those enormous hospitality and tourism revenues, despite their small percentage when compared to the world's developed destinations. These revenues are crucial to them as a source of foreign exchange. For instance, tourism is fast rising to prominence in Ethiopia and is a major factor in the nation's social, cultural, and economic development MoCT, (2011).

Compared to the global growth rate of 3.9% and the African growth rate of 9.4%, Ethiopia's travel and tourism economy grew by an astounding 48.6% in 2018, making it the fastest-growing country in the world. The national economy benefited \$7.4 billion from travel and tourism in 2018. Currently, the industry makes up 9.4% of Ethiopia's overall GDP. 2.2 million Jobs, or 8.3 percent of all jobs, were supported by Ethiopia's industry (WTTC, 2019). The tourism industry is influenced by numerous sectors, making it a multifaceted and multiagency puzzle. Legislation and legal frameworks, in addition to strategies that can readily alter each government's mandate, ensure the need for political coherence and long-term strategic approaches. Therefore, Laws are especially crucial for fostering efficient governance and policy strategies that aid in bridging sectorial divides Democracy Development Institute (2017). The government's involvement in tourism is crucial. In African nations, the government's job is to make sure that tourism is used as a tool for economic development and transformation Ismet and Abuhjeeleh, (2016), as stated by Meskele and Weldesenbet (2022), Ferreira and Castro (2021). As a result, Tourism is one of the fastest-growing economic sectors, contributing significantly to global GDP, employment, and foreign exchange for developing nations. Governments, particularly in Africa, need to prioritize tourism as a tool for economic development and transformation, supported by effective governance and strategic policy frameworks.

### **2.2.6.2. Socio-Cultural Impact of Tourism**

The population is also impacted sociocultural by tourism because of the direct or indirect coexistence of visitors. The habits, customs, social life, values, and beliefs of non-citizens within a particular society have an impact on these effects. Positive sociocultural effects include interaction with visitors, population skill development, pride and belonging promotion, modernizing lifestyles, and local culture preservation. Time-space constraints, spontaneity, and imbalance define the interactions between visitors and residents.

New social and cultural opportunities as well as the stress and anxiety of change can be brought about by relationships. The enhancement of cultural identity, the preservation of historical legacy, and the improvement of residents' quality of life are all positive effects. Prostitution, increased drug and alcohol use, crime, violence, and delinquency are examples of negative effects. The volume and type of tourism, traveller isolation, the reason for a brief visit, language and communication skills, the value of hospitality economically, local involvement in the economy, and the sense of patriotism are some of the factors that affect the nature of the relationship between tourists and visitors.

Tourism contributes to the economic and sociocultural development of developing nations. However, there are also negative aspects to tourism that include cultural deterioration, conflicts between new and old lifestyles, language erosion in the area, danger of encouraging risky behavior, loss of identity and place-specific values, social stress, crime, prostitution, and sex tourism, Castro and Ferreira (2021). Thus, Tourism has significant sociocultural impacts, both positive and negative, on the host population. Positive impacts include cultural exchange, skill development, pride, and preservation of local culture. Negative impacts include cultural deterioration, lifestyle conflicts, language erosion, risk-taking behaviors, and loss of identity, social stress, and issues like crime, prostitution, and sex tourism. The nature of these impacts depends on factors like the volume and type of tourism, interactions between tourists and residents, and the host community's involvement in tourism activities.

### **2.2.6.3. Environmental Impact of Tourism**

Travel has its own effects on the environment. Organizations like the OECD and WTO have been concentrating on how tourism affects the environment since the 1980s. Studies reveal that the costs and benefits of tourism are viewed from a sustainable development perspective, making sustainable development a crucial concept in tourism planning and development. Urban tourism management promotes ecotourism and the principles of urban planning by incentivizing environmentally conscious behavior. But it's still imperative to address the problems with sustainable development. A choice must be made in order to develop and maintain urban tourism, keeping environmental and economic interests in balance. It is necessary to consider adverse environmental effects, such as the deterioration of ecosystems and the depletion of natural resources. Through increasing public awareness, tourism can enhance environmental management and planning; however, unfavorable effects are still a minor worry Ferreira and Castro (2021). So, Tourism has significant environmental impacts, both positive and negative. While tourism can promote sustainable practices like ecotourism and environmentally-conscious urban planning, it also leads to environmental degradation, ecosystem deterioration, and resource depletion. Addressing these adverse environmental effects is crucial for sustainable tourism development, requiring a balance between economic interests and environmental protection. Increasing public awareness and improving environmental management and planning can help mitigate the negative environmental impacts of tourism.

### **2.2.7. Promotion**

According to Borden (1984), it is the process of determining the most effective way to connect a product with a target market and persuade people to purchase it through sales promotion, advertising, personal selling, public relations, and direct marketing Lovelock, Patterson, and Walker (1998). A communication program plays three key roles in marketing strategies: it informs and counsels target customers, persuades them of the advantages of a specific product, and inspires them to act at a designated time, Lovelock and Wright (2002). Advertising, sales promotion, personal selling, and other promotional activities can all affect how a customer feels, thinks, and behaves when making a purchase. According to Munusamy and Hoo (2008), marketers should create communications that: (1) convey consistent messaging about their products; and (2) appear in media that consumers in their target market are likely to use. Promotion is a sales tactic; communication (advertising) is essential for any marketing program to succeed. Because it informs, counsels, and persuades the target market, promotion is crucial. It instructs and guides the user on how to use the product and get a beneficial outcome at a specific time. Individual sellers, as well as media outlets like the press, radio, television, and internet, can all announce new products.

One way to inform and draw in potential customers is through promotion. In a limited sense, sales promotion is the application of particular strategies, which set it apart from advertising and share the common traits listed below.

Promotion is the term used to describe a group of marketing strategies, marketing activities, and communication forms intended to boost sales through drawing in customers and drawing attention to sales presentations, information, beliefs, education, and retention, Manufacturing and Production Company.

The role of sales promotion lies in the complex content of the concept of sales promotion, which reveals the fact that the general goal is to influence people's behavior in such a way that the sales volumes of each manufacturer's goods increase. Therefore, sales promotion has several economic and social functions that highlight its usefulness, such as:

- providing information to both buyer and seller
- Neutralization of unfavorable information spread mainly through rumors;

- increasing demand, which is a direct goal
- curb fluctuations in demand, especially for seasonal products
- Differentiation of products, especially brands
- remind loyal consumers about the benefits of the products
- Opposite competitors
- influence decision-makers at board level
- influence public behavior
- Creation of images
- justifying the prices of goods and services
- raising public awareness of new products and services

Ultimately, the role of promotion lies in its ability to influence people's behaviour and increase sales volumes for manufacturers, making it an essential element of a successful marketing strategy.

#### **2.2.8. Tourism Promotion**

Development of tourism proceeds in the same manner as development of advertising. The use of hot water becomes a new industrial problem at the end of the 19th century, and the hotel industry is the first to publish official documents on the subject. A few years later, renowned publications on the travel and tourism sector, as well as studies on the phenomenon, its definition, and assessment, are released. Since tourism grows stronger with time and plays a bigger role in society, it becomes a more significant economic pillar while also becoming a more complex industry with impacts for other industries. Thus, it can be said that even though these initiatives aren't considered to be related to tourism or sales promotion, promoting the travel and tourism sector and its associated industries is a long-standing human and civilizational phenomenon. Thus, we discuss "business" in the context of tourism as something that has been done since the dawn of humankind. Humans are naturally drawn to the tourism industry and its promotion. Today, more than ever, tourism promotion is a crucial tool for achieving positive economic outcomes due to its intricate nature. The intricate process of promoting the tourism sector has created numerous development-influencing factors over time. Craftsmanship, the division of labour, the industrial revolution, and excess inventory are the general factors affecting the development of promotional activities, according to Baker (2006) in his article Marketing- An Introductory Text. Even though the author specifically mentions them as influencing factors for

sales promotions, they eventually take on a role model role and have an impact on the growth of tourism-related activities.

Since ancient times, the craft industry has played a significant role in the growth of tourism. In addition, the tourism sector contributes significantly to the income generated by handicrafts in developing nations Kamala and Roostika (2018), as reported by Diana and Forbidden (2023). Accordingly, there is a complementary relationship between the two domains, and in the tourism industry, tourism and sales promotion go hand in hand.

### **2.2.9. Tourism Promotion Strategies**

Tourism promotion strategies vary depending on the goals, target audience, and resources of a destination. According to Pike, (2004), here are some commonly used strategies in tourism promotion:

- a. **Advertising and Marketing Campaigns:** Destinations often use advertising and marketing campaigns to create awareness and promote their attractions. These campaigns can include print ads, television commercials, digital marketing, social media campaigns, and more. They aim to attract tourists by highlighting the unique features and experiences of the destination.
- b. **Public Relations and Media Relations:** Building relationships with journalists and media outlets can help generate positive media coverage for a destination. Press releases, media familiarization trips, and press conferences are some techniques used in public relations to promote tourism.
- c. **Digital Marketing and Social Media:** With the rise of the internet and social media platforms, destinations have embraced digital marketing to reach a wider audience. They use websites, search engine optimization (SEO), online travel agencies (OTAs), and social media platforms to engage with potential tourists and showcase their offerings.
- d. **Partnerships and Collaborations:** Collaborating with airlines, travel agencies, hotels, and local businesses can help destinations expand their reach and offer attractive packages to potential tourists. Such partnerships can include joint marketing campaigns, discounted travel packages, or special promotions.

e. Events and Festivals: Hosting or sponsoring events and festivals can attract tourists and showcase a destination's culture, traditions, and entertainment options. These events can range from music festivals and sports events to cultural celebrations and culinary fairs.

f. Destination Branding: Developing a strong and distinctive brand identity is crucial for tourism promotion. It involves creating a unique image and positioning the destination in the minds of potential tourists. This can be achieved through the use of logos, slogans, and consistent messaging that reflects the destination's key attributes and value proposition.

g. Tourism Packages and Special Offers: Offering attractive travel packages, discounts, and special offers can incentivize tourists to choose a particular destination. These packages may include bundled accommodations, transportation, and activities, providing convenience and cost savings for travelers.

h. Niche Marketing: Targeting specific market segments or niche markets can be an effective way to promote tourism. By catering to the specific interests and preferences of these segments, destinations can attract tourists seeking unique experiences, such as adventure tourism, eco-tourism, cultural tourism, or culinary tourism.

i. Influencer Marketing: Collaborating with influencers and content creators who have a significant following on social media platforms can help generate buzz and promote tourism. Influencers can create engaging content featuring the destination, sharing their personal experiences and recommendations with their audience.

j. Sustainable Tourism Promotion: With growing concerns about environmental sustainability, destinations are increasingly focusing on promoting responsible and sustainable tourism practices. This includes highlighting eco-friendly accommodations, conservation initiatives, and promoting activities that minimize the negative impact on the environment and local communities.

Hence, the wide range of tourism promotion strategies available allows destinations to effectively reach and engage their target markets, ultimately attracting more visitors and driving economic growth. By selecting and implementing the most appropriate strategies based on their

unique circumstances, destinations can enhance their visibility, strengthen their brand, and provide compelling reasons for tourists to choose them as their travel destination of choice.

### **2.2.10. Tourism Promotion Challenges**

Here are some common challenges faced in tourism promotion, along with their respective scholars:

a. **Competition and Saturation:** The tourism industry is highly competitive, and destinations often face challenges in differentiating themselves and standing out among numerous competitors, Crouch and Ritchie (1999).

b. **Limited Resources and Budgets:** Tourism promotion requires financial resources, and destinations with limited budgets may struggle to allocate sufficient funds for effective marketing campaigns and initiatives, Morrison (2013).

c. **Seasonality and Fluctuating Demand:** Many destinations experience seasonality in tourism demand, with peak seasons and periods of low visitor numbers. Managing promotional efforts to address fluctuating demand can be challenging, Papatheodorou (2005).

d. **Negative Perceptions and Image Issues:** Destinations may face negative perceptions or image issues due to factors such as safety concerns, political instability, or environmental issues. Overcoming these negative perceptions can be a significant challenge in tourism promotion, Gartner (1994).

e. **Changing Consumer Behavior and Technology:** The rise of digital technology and online platforms has transformed consumer behavior and the way people access and consume travel information. Adapting to these changes and effectively utilizing digital channels can be challenging for tourism promotion, Buhalis (2003).

f. **The lack of infrastructure and services:** The lack of infrastructure and services presents a significant challenge in tourism promotion. Insufficient or inadequate infrastructure and services can hinder a destination's ability to attract and accommodate tourists effectively, Hall and Page (2014).

g. **Political instability and safety concerns:** Political instability and safety concerns pose significant challenges in tourism promotion. When a destination experiences political instability,

conflicts, or safety issues, it can deter tourists and impact tourism promotion efforts, Hall, Timothy, and Duval (2012).

Therefore, to address these challenges, destinations must develop and implement comprehensive and adaptable tourism promotion strategies. This may involve diversifying promotional channels, investing in infrastructure and services, addressing negative perceptions, and fostering partnerships and collaborations within the industry. By proactively addressing these challenges, destinations can enhance their competitiveness, increase visitor numbers, and ultimately drive economic growth and development through tourism.

### **2.2.11. Media and Tourism**

The influence of the media and all walks of life is spreading more and more, especially when it comes to social interaction, culture and education. The persuasive power of the media has been linked to significant changes in the attitudes and behaviors of key players in the local, national and international tourism industry to promote peace, security and sustainability. An important factor in bringing tourism destinations to life is the media. Significant and historical changes would follow from tourism and benefits to the country, as well as social, cultural, political, economic and environmental aspects Kumar, (2014).

The media and the travel and tourism industry are both part of the service sector. Both work well together. Tourism accounts for 25 percent and 80 percent of media revenue. Mass media and tourism is participatory communication. The media is seen as a tourism intermediary between local and international communities in reaching from producers of tourism products to consumers. Thus, there are complex and important relationships between media and tourism. Media exposure is important to the travel industry because most people planning a vacation do not know the destination personally. A crisis or severe news can seriously affect tourism Kumar, (2014).

Also, Nedelea (2018) stated that the media plays a key role in establishing emerging tourism destinations, as most travel decisions are related to media channels. Mass media is a form of communication and advertising that is used in various forms including advertising, marketing, public relations and entertainment. The tourism industry uses mass media to inform the public about its offerings and project information to a wider audience and geographic area. Tourism is the fastest growing economy in the world, with the number of international travelers exceeding one billion in 2015. Media plays a key role in putting the emerging destinations of Eastern

Europe and Central Asia on the global tourism map, contributing to the growth of local economies.

Encourages consumers and; fantasy and make them choose a vacation; the media uses quiet scenes such as family interaction, interaction with the host country and people, and the emotions of experts. The media also uses myths and paradise to attract tourists and; the desire to go on vacation, like the Robinson myth and the myth of the ethnologist. These ads emphasize the wild and isolated nature of the featured locations and offer the opportunity to meet local residents. Therefore, according to researchers, media and tourism are inseparable for the development of the tourism industry. The media plays an important role in bringing tourism products to visitors through an offer or promotion.

### **2.2.12. Types of Media**

According to Faraj, Arrage, and Chible (2021) named three main types of media and four of their importance in their research.

a. Prints can include books, newspapers, magazines, journals, etc. Borja, (2018). Some of these types of media may be printed daily, weekly or even monthly, not to mention that it is an important source of information because it provides detailed messages to readers BBAMANTRA, (2019).

b. Broadcast media can be illustrated and summarized in two parts: radio and television. Broadcast media help spread news faster than printed materials and reach a wider audience Ross, (2020).

c. New media, which includes the Internet, online stores, e-book, etc. Borja,(2018). This new type of media can be referred to as digital media, it is the future of media, spreading news is simple and easy, but sometimes fake news can be misleading Ross, (2020). If we see the importance of media, media can influence people in different ways. Mass media can provide a number of tasks to its audience, including:

- Media can help change people's minds: This means that media can play an important role in providing more information about a topic in many different ways. This can happen either through broadcast, print media or also through social and online media. Sometimes a change would be better if important information is given to the public.

- Closer and smaller world: Internet has evolved to reach the world. News has become available all over the world, as the speed of information transmission has facilitated communication and rapprochement between people.
- Mass media as a marketing tool: industries used media to market their products or goods because it helps people to get information about the products and creates interest to try to buy them. As a result, the media as a whole has been transformed into a good marketing tool for promoting consumer products Iblasi, Bader, & Al-Qreini, (2016).
- Communication between people and government: Mass media is the most important way to tell people about the country in which they live. Through the media, the government transmits all the information about the state of the country to the community, so it illustrates everything about the government by sending the news to the public Goodluck, (2015). So the mass media have different socio-cultural tasks to achieve people's desires.

Here is the rewritten text with a conclusion:

In conclusion, the different types of media, both traditional and digital, play a significant role in shaping public opinion, facilitating global communication, marketing products, and serving as a link between the government and the people. As the media landscape continues to evolve, it is important for stakeholders to leverage the strengths and mitigate the potential drawbacks of each media type to maximize its positive impact on society.

### **2.2.13. Broadcast Media**

The study focused on evaluating broadcast media, especially television, to provide direct contact. Television is a relatively new medium compared to radio and print media and is currently growing in popularity. Television (television) is a form of communication used to transmit moving color images and sometimes sounds to viewers. It has become an everyday household item and is also used by businesses and institutions for advertising, entertainment and news. Since the 1950s, television has become the most important means of opinion formation in Western countries, when society is tired of television. In the 1960s, the widespread use of color television and the availability of media such as videocassettes, laserdiscs, DVDs, and high-definition discs allowed viewers to watch recorded material on television. Online TV services are on the rise these days, with services such as BBC iPlayer, Hulu and Netflix streaming content to your TV screen over the internet. In 2009, about 78% of households worldwide owned at least one television, and 87% of televisions sold were LCD color televisions. Television shows are

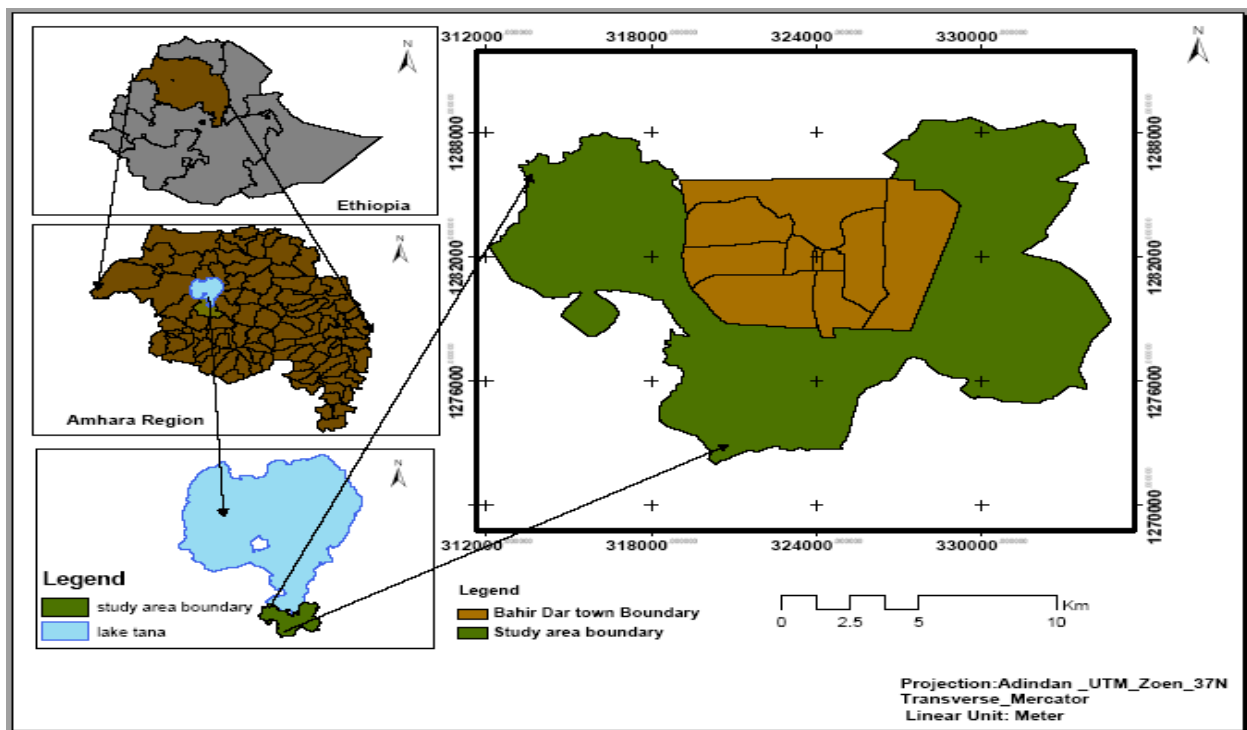
usually broadcast in two ways: original broadcast or broadcast. Broadcast syndication also includes second release in countries of first release and international use that may not be controlled by the original producer. Most subscription services are supported by advertisements, Roij (2015). The use of television as a means of communication is a relatively new phenomenon in the history of mass communication. Therefore, television programs including AMECO "Gesteta" tourism program are vitals in tourism resources promotion.

# CHAPTER THREE

## 3. RESEARCH METHODOLOGY

### 3.1. Description of the Study Area

This study focused on the assessment of the “Getseta” tourism program practice in tourism promotion, "Getseta" is a Sunday tourism program that airs from 9:00 to 10:00 p.m. in AMECO with the goal of promoting the tourism industry by highlighting Amhara tourism resources. The Amhara Culture and Tourism Bureau also produces another tourism program called "Dink Mider," but the researcher only selected AMECO's "Getseta" tourism programs due to the study focus. The study conducted in Bahir Dar city and the Lake Tana Iseland Tana kirkos Monastery which is one of the popular tourist destinations and promoted by AMECO.



Source: [www.researchgate.net](http://www.researchgate.net)

### 3.2. Research Design

Research design refers to the overall plan or structure that guides the process of conducting research. It outlines the steps, procedures, and methods that will be used to collect and analyze data to address the research question or objective.

As indicated by Creswell, (2017), exploratory research design is a type of research design that aims to explore a relatively unexplored topic or gain preliminary insights into a research problem. It is often used when there is limited existing knowledge or literature on a subject and seeks to generate new ideas, theories, or hypotheses. Exploratory research typically involves qualitative data collection and analysis methods such as interviews, focus groups, and observations. It provides an in-depth explanation of various research designs, including exploratory research design.

Thus, the researcher used exploratory research design in the assessment of "Getseta" tourism program practices to promote tourism resources at Amhara Media Corporation. And also it helps describe facts and characteristics systematically and accurately for the population or area of interest, providing accurate representations of individuals, and situations, or groups.

As stated above, the main purpose of this study is to assess the practices of the Getseta tourism program to promote tourism resources in "Amhara Media Corporation. To implement the objectives of the study, exploratory research design employed to gather information for this study and document analysis on the AMECO tourism program.

### **3.3. Research Approach**

The research approach refers to the major strategy or plan that guides the entire research process, including the methods and techniques used to collect and analyze data. The choice of research approach depends on the nature of the research question, the available resources, and the desired outcomes of the study. There are two primary research approaches: quantitative and qualitative.

In this study, the researcher will employ both quantitative and qualitative research methods; quantitative method was only used to express demographic characteristics like the amount of documents reviewed, interviewers, focus group members, gender and age, qualitative research method to examine how people make sense of their real-life experiences, analyzing their understanding of social science. Additionally, qualitative research is concerned with understanding and interpreting social phenomena from the perspective of the participants. It emphasizes exploring meanings, experiences, and context. Qualitative research involves collecting and analyzing non-numerical data, such as interviews, observations, and textual

sources. It often employs inductive reasoning, thematic analysis, and rich descriptions. The aim is to generate in-depth, context-specific insights rather than produce generalizable results. Cropley (2023) also say that the data that result are referred to as “narratives” (e.g., remarks in an interview, statements in a written text, but also videos, even works of art).

Therefore, the researcher utilized mostly qualitative research approach, to analyse in depth interviews, focus group discussion and documents (video recordings) in detail by focusing on words, themes, symbols, ideas, and other issues using the “Getseta” tourism program in the AMECO archives.

### **3.4. Types and Source of Data**

#### **3.4.1. Types of Data**

In this research, the researcher used qualitative data. Qualitative data consists of non-numerical, descriptive information that captures the richness and complexity of human experiences, perspectives, and behaviors. This type of data is collected through methods such as interviews, observations, focus groups, or analysis of texts and documents. Qualitative data is typically in the form of transcripts, field notes, or narratives. Therefore, this study used qualitative data.

#### **3.4.2. Source of Data**

In a qualitative research approach, there are various sources of data that researchers can utilize to gather information and insights. The researcher used primary and secondary data as data sources.

- a. **Primary Data:** Primary data refers to data collected specifically for the research study at hand. It can be collected through methods such as surveys, interviews, observations, experiments, or Focus Group Discussion. Researchers directly interact with participants or the research subject to obtain primary data. The researcher used interviews and Focus Group Discussion for primary Data from journalists of AMECO, Amhara culture and tourism bureau, tourists, Experts who works in ministry of tourism in tourism promotion Department, tour and travel agency managers.
- b. **Secondary Data:** Secondary data refers to data that has been collected by someone else for a different purpose but is utilized by researchers for their own study. Secondary data can be obtained from sources such as government reports, academic journals, books, databases,

organizational records, or online repositories. Researchers analyze and interpret existing data to answer their research questions. The reserachers used AMECO Getseta tourism program records for secondary data source.

Those data sources are important for the researcher to consider the relevance, quality, and reliability of the data sources.

### **3.5. Sampling Design**

#### **3.5.1. Stratified Random Sampling**

Stratified random sampling is a sampling technique that combines elements of stratified sampling and random sampling. Sometimes called proportional or quota random sampling, it involves dividing the population into distinct subgroups, or strata, based on certain characteristics and then randomly selecting samples from each stratum.

The opportunity to split the population into smaller groups, or strata, based on shared characteristics is provided by the stratified random sampling technique. According to the size of the stratum relative to the population, a random sample is drawn from each stratum at random Bankier, (1998). Thus, the researcher conducted a document analysis on five selected tourism programs from 35 Avalable programs that have five different issues (culture, history, heritages, religion, and nature) in the "Getseta" tourism program broadcasted from 2021 to 2023 in AMECO by using stratified random sampling techniques, the videos from the tourism programs used for analysis and making the research more manageable.

### **3.5.2. Purposive Sampling**

The researcher used purposive sampling (also known as appraisal, selective, or subjective sampling). This sampling technique gives the right to select members of the population to participate in the study at will. As a type of non-probability sampling, the purposive sampling technique requires the competence and reliability of the informant, whose selection is critical to the quality of the data, collected Battaglia, (2008). To this end, in-depth interviews conducted with director of AMECO, “Getseta” tourism program producers and editorial journalists of AMECO because they are the only journalists in the program, tour and travel agency managers who live in the town, tourists who are visiting Tana Kirkos Monastery it’s one of the know tourist destination, which is promoted by AMECO and also Experts who works in ministry of tourism in tourism promotion Department. For focus group discussion the researcher used experts of the tourism development directorate in the Amhara culture and tourism bureau. Deliberately select participants who possessed through tourism and its concepts and their experiences relevant to the research objectives to gain rich, in-depth insights from information-rich cases and purposive sampling is commonly used in qualitative research to ensure the sample represents diverse perspectives on the phenomenon of interest. Therefore, the researcher used a purposive sampling technique to select 15 informants from different perspectives to study the case, 9 for individuals in-depth interview 6 for FGD to be the research managable, 1 femal the rest are mens whose age are 23 to 42 years. The respondents selected from related jobs to the study. The interview and focus group discussion conducted at their own organization and at the public park.

### **3.6. Data Collection Instrument**

The researcher used to gather the needed data from the tourism programs through document analysis individual in-depth interviews and focus group discussion.

#### **3.6.1. Document Analysis**

Document analysis is one of data analysis technique. In this study the researcher investigate Getseta tourism program practices in tourism resources promotion. Five tourism programs selected for the study. The set of methods and techniques used to explain, understand and interpret the objects and conditions being studied to change qualitative data are called qualitative data analysis (QDA). To examine how language and images are presented, combined and used in media discourse, an interpretive approach is used in document review Poindexter and McCombs, (2000). Thus, anything that can be represented by words, images, symbols, concepts, themes or other verbal or non-verbal messages found in media texts. The research concerns introduction, the content, the production quality, branding, viewer engagement, inspirational value and the conclusion that can be presented in media texts.

#### **3.6.2. Individual In-depth Interview**

In an in-depth interview, the interviewees are nine, director of AMECO, "Getseta" tourism program producer and editorial journalists of AMECO, tour and travel agency managers, tourists and from ministry of tourism promotion experts. In-depth interviews add much to qualitative analysis by providing the researcher with different perspectives. In addition, in-depth interviews are a form of qualitative research interviewing in which the interviewer is expected to have a clear list of questions or specific topics to cover, often referred to as an interview guide Bryman, (2004).

Therefore, to conduct individual in-depth interviews, the researcher followed these steps: Design an interview guide with open-ended questions that stimulates Recruit participants with relevant knowledge or experiences. Obtain informed consent from each participant. Conduct the interview in a comfortable, private setting. Record and document the interview with participant consent.

### **3.6.3. Focus Group Discussion**

In Focus Groups discussion involve gathering a small group of individuals typically (6-10) who share similar characteristics or experiences. The researcher facilitates a group discussion where participants can express their views, share experiences, and interact with one another. Focus groups are useful for capturing diverse perspectives and generating rich data through group dynamics.

Thus, experts of the tourism development directorate in the Amhara culture and tourism bureau, the host of the "Dink Mider" tourism program because they are a client of AMECO by using their air time. The researcher used them to focus group discussion to capture diverse perspectives and rich ideas through group dynamics.

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

The procedure for data analysis and interpretation will be developing according to the data collection procedure, since the present study uses a qualitative methodology. To reinforce this idea, qualitative data analysis is carried out during the cycle along with data collection, interpretation and report writing Creswell, (2009). To obtain the necessary information about "Getseta" tourism programs, the researcher used document analysis, individual in-depth interviews and Focus Group Discussion. Therefore, through document review interviews and Focus Group Discussion, the data presented and analysed using thematic and content analysis techniques, to identify and extract key themes from qualitative data, to examine and interpret the content or meaning of various forms of visual materials respectively. These include several steps data preparation, coding, categorization, interpretation, triangulation, and reporting. Coding involves systematically identifying and labeling relevant data segments using software or manual methods, the researcher used manual method. Categorization involves categorizing data into broader themes or categories, looking for patterns and connections. Interpretation involves analyzing the categorized data to generate meaningful interpretations, considering theoretical frameworks. Triangulation involves using multiple sources of data or involving other researchers to ensure consistency. Revising coding and interpretations based on new insights. Finally, reporting the findings involves a comprehensive research report or academic paper.

### **3.8. Ethical Consideration**

The researcher followed ethical guidelines and protect the rights and well-being of participants. Key ethical considerations include obtaining informed consent, maintaining confidentiality and anonymity, respecting privacy, respecting autonomy, balancing benefits and harm, being culturally sensitive, maintaining transparency and honesty, seeking ethical review and approval from relevant committees, and accurately reporting findings. These considerations ensure those participants' rights, dignity, and well-being is upheld, contributing to the trustworthiness and credibility of the research findings. Researcher should also ensure that participants have the opportunity to withdraw from the study at any time and that their voices and perspectives are represented accurately and respectfully in the research report by following to those ethical considerations.

## **CHAPTER FOUR**

### **4. DATA PRESENTATION, ANALYSIS AND DISCUSSIONS**

#### **4.1. Demographic Characteristics and Response Rate of Respondents**

In this chapter, a qualitative study is conducted to evaluate the practices of Amhara Media Corporation's "Gesteta" tourism programs in promoting tourism resources in the Amhara region. The study employed methods such as Document Analysis, Individual In-depth Interviews, and Focus Group Discussions.

Tourism is a multifaceted industry that encompasses numerous elements. Depicting the entirety of the tourism sector has proven to be a challenging task for media outlets. However, the media plays a crucial role in promoting tourism, not only within a specific country but also on a global scale. Therefore, AMECO has been trying to promote the Amhara region tourism resources on its Getseta tourism programs. Therefore, AMECO's Getseta tourism program Journalists, tour & travel Managers, Tourists who visited one of the popular destinations, tourism promotion Experts of Ministry of Tourism, experts of tourism development Directorate of Amhara culture and Tourism bureau and transmitted program videos are the part of the study to get primary and secondary data. Thus, they have highlighted the practices of AMECO's Getseta tourism program based on the objectives of the study as follows.

**4.1.1. Table: 1 Demographic Characteristic and Response Rate of Respondents**

| <b>Code</b> | <b>Responsibility</b>  | <b>Sex</b> | <b>Age</b> | <b>status of interviewees</b>                     |
|-------------|--|------------|------------|---|
| J1          | Director of AMECO  | M          | 38         | MA in Foklore                                     |
| J2          | Getseta tourism program producer   | M          | 33         | BA in Journalism                                  |
| J3          | Getseta tourism program editor   | M          | 39         | BA in Journalism                                  |
| M1          | Manager of Bahih Dar tour and travel association & mass Ethiopian tour Owner | M          | 41         | BA in civil engineer                              |
| M2          | Manager of Tankua tour & travel Agency & Tour and Travel oprater             | M          | 41         | MA in social antropology                          |
| T1          | 4 <sup>th</sup> year student in Economics                                    | M          | 23         | 4 <sup>th</sup> year student BA in economics      |
| T2          | Construction Finishing Expert  | M          | 29         | BA in accounting                                  |
| P1          | National Tourism promotion senior Expert                                     | M          | 35         | MBA in Managemet                                  |
| P2          | Head of International Tourism promotion Desk                                 | M          | 36         | MA in tourism Management                          |
| B1          | Tourism Development Director   | M          | 40         | MA in history & Educational Management & planning |
| B2          | Tourism Marketing expert   | M          | 40         | MA in Marketing Management                        |
| B3          | Tourist Information Expert   | F          | 42         | BA in Management                                  |
| B4          | Tourism Service & Product Development expert                                 | M          | 40         | MA in tourism Management                          |
| B5          | Tourism Service & Product Development expert                                 | M          | 33         | MA in antropology                                 |
| B6          | Tourism Marketing expert   | M          | 38         | MA in Heritage & Musium Management                |

**4.1.2. Table: 2 Five Selected Getseta Tourism Programs for Analysis**

| No | Tourism program Which is entitled in “Getseta”   | Archive Date | content type | Place of destination |
|----|--|--------------|--------------|----------------------|
| 1  | የስልጣን በሮች (The gates of civilization)            | Mar 3, 2021  | History      | Shiwa                |
| 2  | ሚስጥራዊ ደሴት (Secret Island)                        | Jun 18, 2022 | Religion     | Tana Gongar          |
| 3  | የነሐሴ ውበቶች (Bueties of Augest)                    | Aug 21,2022  | Culture      | Wollo                |
| 4  | ጭቁ ድንቅ የተፈጥሮ ማማ (Chokie wonderful natural tower) | Feb 2, 2023  | Nature       | Gojjam               |
| 5  | የስጋት ቀናት ( Risk Days)                            | July 7, 2022 | Heritegy     | Wollo                |

Source: AMECO Documentation, (2024)

**4.1.2.1. The Gates of Civilization (የስልጣን በሮች)**

The documentary program titled "Gates of Civilization" is a 59-minute and 42-second exploration of Emperor Menelik II's upbringing in Angollela, his birthplace, and his contributions to spreading civilization when the palace shifted from Ankober to Entoto, Addis Ababa during his reign in Ethiopia. The program draws on the expertise of historians and historical records to present a comprehensive account of this significant period.

However, the program lacks an introduction to the Getseta tourism program and fails to provide an explanation of its purpose. It immediately delves into the story of Emperor Menelik II without establishing a connection to the broader tourism initiative. Additionally, the role of AMECO in promoting tourism resources is not disclosed, leaving viewers uninformed about the organization's involvement.

In terms of content and information, the program effectively showcases the history of Emperor Menelik II and his impact on the development of civilization in Ethiopia. Through essays and the testimony of historians, it highlights the significance of these historical events and their influence on the empowerment of the Ethiopian people. The program covers various destinations, including Ankober Palace, Addis Ababa Entoto Palace, the train station, and Taitu Hotel. However, it falls short in providing information about the available services and fails to explain the specific benefits that tourists can enjoy when visiting these locations, other than mentioning their historical background.

The production quality of the program is decent, with good narration, but there are some audio cuts that disrupt the flow of the narrative. The program relies on images rather than video footage, which limits its visual impact.

In terms of inspirational value, while the documentary program presents Emperor Menelik II's story in a unique format, it may not necessarily motivate viewers to visit the destinations showcased. Most of these locations are already accessible through different means, and the program does not provide additional incentives for tourists to visit. Furthermore, although the program features numerous destinations, it lacks information about available services, special offerings, and whether the sites are open for visits.

Viewer engagement is limited in this program, as it does not specify the use of any social media platforms, making it difficult to assess its accessibility. There is no system in place for viewers to provide feedback, ask questions, or share their experiences. However, the program does include discussions with historians such as Dr. Zemenwork Yohannes from Debre Berhan University and Dr. Ahmed Hasan, an associate professor at the Ethiopian Institute of Research, as well as contributions from a museum expert from Ankober Palace and the head of culture and tourism of the North Shewa Zone.

In terms of branding, the program effectively presents historical evidence and offers valuable insights into Ethiopia's history. However, it lacks clear branding and fails to incorporate the Getseta tagline into its presentation.

The conclusion of the program is concise, summarizing the main ideas discussed. However, it does not mention the results of the promotion efforts or provide recommendations for improving future Getseta programs.

In general, while "Gates of Civilization" provides an informative account of Emperor Menelik II's contributions, the researcher observed several areas that could be improved. These include introducing the Getseta tourism program and its purpose, providing more comprehensive information about available services and benefits for tourists, addressing production quality issues, enhancing inspirational values & viewer engagement through Digital marketing & social media platforms, and incorporating clearer branding.

#### **4.1.2.2. Mysterious Island (ሚስጥራዊው ደሴት)**

The Getseta program titled "Mysterious Island" focuses on the inauguration of the renovated Tana Kirkos Monastery Church, an ancient resting place believed to be associated with the Holy Family and other Known saint like King Menelik I, High Priest Azarias, saint Yarid, Abun Selama kesatie Birhan the first bishop of Ethopia. Situated on one of the 37 islands in Lake Tana, this secretive and historic monastery has been a cornerstone of the Orthodox Tewahedo faith for over 3,000 years. The program, which runs for 49 minutes and 37 seconds, aims to showcase the monastery's rich history and the remnants of both the Old and New Testaments.

However, the program lacks a proper introduction to the tourism program and its objectives. AMECO, the organization responsible for promoting tourism resources in the region, fails to disclose its role and the services it offers. This absence of information hampers the program's ability to provide a comprehensive context for viewers.

In terms of content and information, the program draws on insights from resource owners and monks to offer current and accurate details about one of the oldest and most popular tourist destinations in the region. However, it overlooks the opportunity to explain the specific benefits and experiences that tourists can expect when visiting this unique destination.

The production quality of the program is subpar, with only a sound clip being presented. The visuals and narration do not meet high standards, as there are audio cuts and a lack of video footage. This compromises the overall viewing experience and detracts from the program's effectiveness.

In terms of inspirational value, the documentary successfully captivates the audience and motivates tourists to visit the location by presenting the attractions in a compelling manner. However, it falls short in explaining the spiritual and physical blessings that visitors can receive by coming to the monastery.

The program's engagement with viewers is limited, as it does not specify the use of any social media platforms, making it challenging to assess its accessibility. Moreover, there is no system in place for viewers to provide feedback, ask questions, or share their experiences. While the program includes interviews with the owners of the tourism resource, the monastery's leader, and two bishops responsible for the museum, it lacks broader viewer engagement. On a positive note, the program features the testimony of Henok Seum, a producer from Travel Ethiopia tourism program, which adds credibility to the presentation.

In terms of branding, the program effectively creates a positive impression and brand for the attraction. However, it fails to align itself with the Getseta program, despite its name.

The conclusion of the program is clear and concise, summarizing the main ideas discussed. However, it does not mention the results of the promotion efforts or provide any strategies or suggestions for improving future Getseta programs.

Overall, while the "Mysterious Island" Getseta program highlights the renovated Tana Kirkos Monastery Church, the researcher also saw several areas that could be improved. These include like the previous program the introduction and provision of information about the tourism program, addressing production quality issues, explaining the specific benefits for tourists, enhancing viewer engagement through Digital marketing & social media platforms, and aligning the program with the Getseta initiative.

#### **4.1.2.3. Beauties of August (የነሐሴ ውብቶች)**

The Beauties of August documentary program explores the religious and cultural traditions of Lasta, Lalibala, and Raya Kobo in the Amhara region. Specifically, it focuses on the celebration of Ashendye, Shadaya, and Solel, which are girls' games held in mid-August as part of the Ascension of the Holy Virgin Mary. The program has a runtime of 1 hour, 13 minutes, and 20 seconds.

However, the program lacks a proper introduction that would provide information about the Getseta tourism program and its purpose. It fails to explain the role of AMECO in promoting tourism resources. The content mainly consists of testimonials from girls, mothers, and cultural experts who have experienced or researched these traditional games. While the program attempts to shed light on the historical origins and current status of the culture in all three locations, it fails to provide details about available tourist services or the benefits and experiences that visitors can expect from participating in the traditional games.

In terms of production quality, the program falls short. Issues such as delayed sound, uncoordinated visuals, and poor image composition detract from the overall viewing experience. Although the narration is decent, the technical problems undermine its effectiveness.

When it comes to the program's inspirational value, it fails to captivate the audience or contribute significantly to tourism development. The program lacks specific offerings or sales promotions; instead, it merely presents a general history of the traditional girls' games.

The program also lacks clarity regarding its accessibility to viewers. It does not specify which social media platforms it uses, making it difficult to gauge its reach. Additionally, there is no system in place for viewers to provide feedback, ask questions, or share their experiences. However, the program does feature insights from researchers, field experts, and mothers who have experienced the games.

In terms of branding, the program does not explicitly state its association with Getseta tourism. While it attempts to showcase the cultural value in a positive light, it falls short of creating a strong destination brand.

To conclude, the program provides a summary of its main issues and describes the outcome of its promotional efforts. However, the researcher identifies lacks recommendations, lack of strategies or suggestions for improving the Getseta tourism program, lack of production quality like sound cuts, lack of comprehensive information, lack of viewer engagement, and lack of clear brand identity. It would benefit from addressing the shortcomings.

#### **4.1.2.4. Chokie Wonderful Natural Tower (ጭቆ ድንቅ የተፈጥሮ ማማ)**

The documentary program titled "Chokie Wonder Natural Monument" explores a chain of mountains located 4,100 meters above sea level found in East and West Gojjam. This natural monument serves as the source of 273 springs and 59 rivers, contributing to 10-15 percent of the water content of the Blue Nile River. With duration of 1 hour, 8 minutes, and 50 seconds, the program features testimonials from academics, highlighting the significance of the 558-hectare area and an additional 6,000-hectare area as a natural tower that plays a crucial role in maintaining air balance and rainfall in the country. The program sheds light on the opportunities and challenges faced by researchers and tourists who visit this remarkable site.

However, the program lacks a clear introduction that explicitly discusses the Getseta tourism program and its purpose. Additionally, it fails to provide background information on AMECO's role in promoting tourism resources, leaving viewers uninformed about the organization's involvement.

In terms of content and information, the program offers accurate and up-to-date details about the tourism resources associated with the Chokie Wonder Natural Monument. It presents the various destinations, experiences, and activities available within the tower. However, it falls short in providing comprehensive information about the services that accompany these offerings. While it reports on the benefits and experiences that both tourists and researchers can expect when visiting this tourism resource, it does not provide a detailed breakdown of the available services.

The production quality of the program can be considered satisfactory, with a good combination of sound and images. Although there is no video footage, the quality of the pictures and narration is commendable. However, some informal language is used at times, which could be improved.

In terms of inspirational value, the program has the potential to motivate tourists to visit the Chokie Wonder Natural Monument. It effectively markets the unique attractions to both tourists and researchers. However, it falls short in disclosing the specific services that are available to visitors.

Viewer engagement is limited in this program, as it does not specify the use of any social media platforms to interact with viewers. Consequently, it is challenging to determine the accessibility of the Getseta program. There is no system in place for viewers to provide feedback, ask questions, or share their experiences. Nevertheless, the program incorporates testimonials from field experts, academics, and local village elders, who add depth and credibility to the information presented.

In terms of branding, the program successfully conveys the significance and accessibility of the Chokie Wonder Natural Monument. However, it lacks an independent program account and fails to establish a distinct program identity.

The conclusion of the program delivers a clear and effective summary of the main ideas discussed. It also presents the results of the promotion efforts. However, it neglects to provide recommendations and suggestions for the Getseta tourism program in terms of promoting this valuable resource.

In conclusion, while the "Chokie Wonder Natural Monument" documentary program offers valuable insights into this remarkable site, similarly there are areas that could be improved by researcher observations. These include providing a clear introduction to the Getseta tourism program and its purpose, offering comprehensive information about available services, refining production quality, enhancing viewer engagement through digital & social media platforms, establishing a distinct program identity, and presenting recommendations for the Getseta tourism program.

#### **4.1.2.5. Risk Days (የስጋት ቀናት)**

The program titled "Danger Days" focuses on the 11 Rock Hewun churches of Lalibela, built over 850 years ago by King St. Lalibela and designated as a World Heritage site by UNESCO. This thought-provoking documentary has a runtime of 55 minutes and 34 seconds.

However, the program lacks a clear introduction that provides information about the Getseta tourism program and its purpose. It immediately delves into describing the situation of the heritage without establishing the context. Furthermore, it fails to offer background information on AMECO's role in promoting tourism resources, leaving viewers unaware of the organization's involvement.

In terms of content and information, the program effectively conveys accurate and up-to-date details about the Lalibela Rock Hewun churches. It explores the current state of these historical sites, highlighting the experiences, efforts, relationships, and services associated with them. The program aims to raise awareness about the condition of the heritage and the imminent threat of destruction. It emphasizes that the repair and preservation of these churches benefit both the country and tourists.

The production quality of the program is generally good, especially in terms of image presentation. However, it lacks video footage and the narration is interrupted, with noticeable informal language, which detracts from the overall quality of the narration.

In terms of inspirational value, the Lalibela Rock Hewun Church holds global recognition, and the program effectively portrays the alarming concern over its potential collapse. This sense of urgency and danger engages viewers, evoking emotions of concern and frustration. The program effectively highlights the problems faced by all the churches in Lalibela and the future threats they may encounter.

Viewer engagement is limited in this program, as it does not specify the use of any social media platforms. Consequently, it is challenging to determine the accessibility of the Getseta program. There is no system in place for viewers to provide feedback, ask questions, or share their experiences. However, the program includes perspectives from various stakeholders, such as the church owners, monastery administrators, priests, and tour guides, who offer their insights and experiences regarding the state of the heritage and its changes over time.

In terms of branding, the program effectively prompts all concerned parties to contemplate the serious risk of heritage destruction. It creates a positive attitude and identity surrounding the preservation of these historical sites. However, it lacks a distinct brand identity, despite being well-known globally.

The conclusion of the program provides a clear and effective summary of the main ideas discussed. It also presents the results of the promotion efforts. However, it falls short in providing recommendations, suggestions, and promotion strategies to enhance the Getseta tourism program in terms of promoting this valuable resource.

In general, the "Danger Days" program offers valuable insights into the Lalibela Rock Hewun churches. However, there are areas for improvement identified by the researcher. These include providing a clear introduction to the Getseta tourism program and its purpose, offering recommendations and suggestions for promoting the resource, refining the production quality with smoother narration, incorporating viewer engagement through digital & social media platforms, and establishing a distinct brand identity for the program.

Overall, the researcher highlights areas for improvement in the five "Getseta" tourism program. These include the programs utilized only one strategy they can use others strategies like viewer engagement through digital marketing and social media and, providing clearer information and purpose in the introduction, offering comprehensive information about services and benefits, incorporating recommendations and opinions in the conclusion, and establishing a distinct brand identity for the program, improving production quality and narration, enhancing feedback mechanisms also enhancing inspirational values to improve the perception of users or viewres & highlighting specific benefits and services in tourist destinations to overcome challenges.

### 4.1.3. Responses' of Interviewees and FGD

4.1.3.1. Table: 3 Views of AMECO's Journalists on "Getseta"

| No | Responsibility of AMECO Journalist | Code No |
|----|------------------------------------|---------|
| 1  | Director of AMECO                  | Code J1 |
| 2  | Getseta tourism program producer   | Code J2 |
| 3  | Getseta tourism program editor     | Code J3 |

Source: AMECO Journalists, (2024)

Based on respondents, the "Getseta" tourism program utilizes few strategies to promote tourism resources in the Amhara region. The respondents, Code J1, Code J2 and Code J3, mention attending events to providing live broadcast coverage, and physically visiting the destinations of tourism resources as key strategies employed by the program.

According to, Code J1 and Code J2 since the establishment of AMECO, the "Getseta" tourism program has played a significant role in introducing the social, economic, political, cultural, and natural aspects of the Amhara region to the people. The program aims to build the image of the region and promote its tourism resources. To achieve this, the program utilizes strategies such as attending events for providing live broadcast coverage, and physically being present at the destinations of the tourism resources.

Since the establishment of AMECO, for a long time, to introduce the region's social, economic, political, cultural and natural gifts to the people, especially to build the image of the Amhara region and to promote its tourism resources for economic advantage, the "Getseta" tourism program is one of the most important programs, and it has been doing many works and is still working. The strategies we use to promote the region's tourism resources are by attending events for providing live broadcast coverage, and being physically present at the destination of the tourism resource (Code J1).

Similarly, Code J3 states that the "Getseta" tourism program is designed to promote well-known cultural, religious, and historical tourism resources of the Amara region, as well as new tourist destinations. The strategy employed to promote tourism involves attending events and visiting tourist destinations. The program aims to highlight the cultural values associated with the region's culture.

When the Getseta tourism program ID was created, it is a program designed to promote the well-known cultural, religions and historical tourism resources of the Amara region and to promote new tourist destinations. The Strategy employed to promote the tourism by attending the event and visiting the tourist destination, we will promote the cultural values behind the culture (Code J3).

In summary according to Code J1, Code J2 and Code J3, the "Getseta" tourism program utilizes strategies such as attending events, providing live broadcast coverage, and physically visiting tourist destinations to promote the social, economic, political, cultural, and natural gifts of the Amhara region. It is aligning with one of Pike (2004) strategy of tourism promotion "Hosting or sponsoring events and festivals can attract tourists and showcase a destination's culture, traditions, and entertainment options."

Regarding the perception of the viewers or users of the "Getseta" tourism program, the respondent Code J2 believes the "Getseta" tourism program effectively showcases the region's tourism attractions through narrative interpretation and visual presentation. However, he acknowledges not all attractions are covered and notes positive feedback from viewers and users, with resource owners seeking improvement suggestions and media outlets seeking information.

In my opinion, The Getseta program effectively showcases the region's tourism attractions through narrative interpretation and visual presentation. However, it may not cover all attractions. Viewers' opinions are positive, with resource owners providing suggestions post-airing. However, information may be taken from individuals and media outlets (Code J2).

Similarly, Code J3 believes the program effectively showcases the region's tourism attractions through narrative interpretation and visual presentation. Property owners also contribute to the program's creation. Feedback from viewers and users indicates its acceptability. The program promotes new tourist destinations like Merkorios, Awi, Gish Nile Horse Gugs, Baptism in Ararti, and Abaghiorgis the Gascha Monastery.

In general, the respondents have a positive perception of the "Getseta" program's narrative interpretation techniques and visual presentation. They believe that the program effectively showcases the tourism attractions of the region. Code J2 mentions receiving positive feedback

from viewers and users, including suggestions for improvement from owners of the resources. Code J3 also highlights positive feedback from viewers, indicating the program's acceptability and its influence on tourists' desire to visit the region, this aligns with Dann (1977), The push-pull theory is a widely recognized framework in tourism studies that aims to understand the motivations and decision-making processes of tourists.

In order to challenges, Code J1, Code J2 and Code J3 mentions several challenges were faced by the "Getseta" tourism program in promoting tourism resources. One significant challenge was the failure to utilize digital marketing and social media platforms in a timely manner. The program's content was only recently uploaded on YouTube, indicating a lack of accessibility to the target audience (Code J2). Additionally, the program did not engage effectively with viewers or the target audience, as many people in the country do not follow the media or the program (Code J3).

we did not use digital marketing and social media to engage the program with the target audience, and I do not think that we succeeded in making the program accessible to all audiences, because there are many people of our country who do not follow our media or the program, even if there was facebook platform at that time (Code J3).

Another set of challenges revolved around the lack of infrastructure and service providers at tourist attractions, as well as a lack of identification and knowledge about the resources, absence of experts in the field. The tourism resources in the region are numerous, but not all attractions were adequately covered, the absence of experts in the field and the absence of infrastructure and service providers around the resources posed additional obstacles. Political crises, lack of peace, and the impact of COVID-19 aggravated the challenges faced by the program (Code J1, J2 & J3).

Among the challenges we faced while doing the work of promoting the tourism resources of the "Getseta" tourism program, lack of infrastructure and service providers from the attraction, lack of identification and knowledge of the resources, the tourism resources in the region are many, not reaching all the attractions, an expert in the field, absence in every district, lack of infrastructure and service providers around the resources, political

crisis, lack of peace, war, especially the impact of covid before the war in the north(Code J2).

Concerning cooperation and coordination between the "Getseta" program and stakeholders, Code J2 and code J3 expresses there is no cooperation and coordination between the "Getseta" program and stakeholders such as local communities, tourism businesses, or government agencies some times they worked with tourism bureau experts. They carry out the work with their own plans and budgets. However, they believe that if coordination and cooperation were possible, it would lead to solving the problems they faced and promoting the region's tourism resources more effectively.

In conclusion, the respondents highlight several challenges faced by the "Getseta" tourism program in promoting tourism resources. These challenges include the lack of utilization of digital marketing and social media, which aligns with Pike's (2004) strategy that emphasizes the importance of leveraging online platforms to reach a wider audience. The lack of infrastructure and service providers at attractions, as supported by Hall and Page (2014), poses another obstacle to effective tourism promotion. Additionally, there is limited knowledge and identification of resources, as well as inadequate coverage of all attractions in the region. Lack of coordination and cooperation between the program and stakeholders is also noted. Both respondents express the belief that enhanced collaboration and cooperation would be more effective in addressing these challenges and promoting the tourism resources of the region.

**4.1.3.2. Table: 4. Views of Tour & Travel Managers on “Getseta”**

| No | Responsibility of Tour & Travel Agency Managers                              | Code No |
|----|--|---------|
| 1  | Manager of Bahih Dar tour and travel association & mass Ethiopian tour Owner | Code M1 |
| 2  | Manager of Tankua tour & travel agency & Tour and Travel oprater             | Code M2 |

Source: Tour & Travel Mnagers, (2024)

Regarding the strategies utilized by the "Getseta" tourism program to promote tourism resources of Amhara region, according to Code M1, the Amhara Media Corporation appears unaware of "Getseta" tourism program and its specific promotion strategies, but familiar with other programs like Travel Ethiopia and Abay 365. “I am not familiar with the specific promotion strategies employed by Amhara Media Corporation's "Getseta" tourism program, but I am

familiar with other tourism promotion programs like Travel Ethiopia and Abay 365, I think the program is not popular (Code M1)”.

Code M2 also expresses a lack of familiarity with the Amhara Media Corporation's "Getseta" tourism program. He perceives it as a government propaganda channel but admit to not following the program closely enough to be aware of the strategies utilized for promoting tourism resources in the Amhara region. “I am not familiar with the Amhara media Corporation's "Getseta" tourism program, but I believe it is a propaganda channel of the government. I don't follow the program, so I don't know the strategies used to promote tourism resources in the Amhara region (Code M2)”.

However, it is important to note that these statements are based on the perspectives of Code M1 and Code M2, and they might not reflect the complete understanding or accurate information about the "Getseta" program strategy used, due too un familiar ness for the program.

About the perception of viewers or users of the "Getseta" tourism program, Code M1 expresses the opinion that he does not believe the "Getseta" program effectively generates interest or inquiries from travelers who may visit the Amhara region. According to his statement, tourists they encounter typically come through platforms like Trip Advisors rather than being influenced by the program itself. He emphasizes that his personal opinion based on his observations “In my opinion, I don't think that the "Getseta" program is effective in generating interest and explorations from travelers who may travel to the Amhara region, because the tourists we visit come through Trip Advisors and not after hearing about their program (Code M1)”.

Code M2 also shares a similar view based on his own experience and opinion. He believes that the "Getseta" tourism program is ineffective in generating interest and inquiries from potential travelers to the Amhara region. He asserts that his clients have never mentioned the program, and they themselves do not follow it closely. Additionally, Code M2 suggests that the program functions more as a channel for government propaganda rather than actively contributing to the development of the tourism sector. “In my opinion and experience, I don't think that the "Getseta" program is effective in generating interest and inquiries from travelers who may travel to the Amara region, because the tourists we visit come through trip advisors and not after hearing about their program (Code M2)”.

Furthermore, Code M1 mentions that their clients have never provided feedback or mentioned anything about the content, form, or presentation of the "Getseta" tourism program. He also notes that he personally does not watch the program, because of other Sunday entertainment programs, such as football and popular TV shows, which he considers to be more compelling. "My clients have never told me anything about the "Getseta" tourism program and I can't express my opinion because I don't follow the program and I don't think it will affect the tourists (Code M1)".

Similarly, Code M2 states that their customers are not aware of the program's Getseta, and there is no feedback or discussion regarding its content, format, or presentation. He believes that other media outlets offer superior Sunday entertainment programs, further suggesting a lack of interest or engagement with the "Getseta" program. And he thinks the institution itself is not working for the development of the tourism sector, but rather a channel of government propaganda.

My clients have never told me anything about the program and I don't follow the program, so I can't say that this is our view on the program, but as I mentioned above, I think that the institution itself is not working for the development of the tourism sector, but rather a channel of government propaganda Code M2.

Both Code M1 and Code M2 provide insights into the perception of viewers or users of the "Getseta" tourism program, highlighting a perceived lack of effectiveness in generating interest and inquiries from potential travelers. They also suggest alternative sources of information and better Sunday entertainment that seem to be more popular among their respective clients and customers.

My clients have never told me about the content, form and presentation of the tourism program and I don't watch it both because there are better Sunday entertainment programs like football and other popular TV shows (Code M1).

Overall, Code M1 and Code M2's offer their perspectives on the perceived lack of effectiveness of the "Getseta" tourism program in generating interest and inquiries from potential travelers. They also point out alternative sources of information and entertainment that appear to be more popular among their respective clients and customers. Therefore they do not have positive perception to the program and also the media overall they looked as government propaganda machine.

Centred on the challenges, Code M1 and Code M2 state that they have no information about any increase in tourist inquiries or registrations related to the Amhara region through the promotion of the "Getseta" program. They mention that neither the tourists nor they have any relationship with the institution. However, they have heard reports from the culture and Tourism bureau indicating an increase in visitors.

Both, Code M1 and Code M2 also mention that he has no cooperation or relationship with the "Getseta" tourism program or the media in promoting the region's tourism resources. He emphasize that since tourism requires the cooperation and collaboration of all concerned parties, such cooperation and communication should be strengthened.

In terms of effectively promoting tourism resources, Code M1 states that even though he has not followed the "Getseta" tourism program, he can describe some of the problems faced. He mentions the lack of understanding of the benefits of tourism among officials and experts, as well as the presence of inexperienced professionals. He also highlights the lack of coordination, branding, and utilization of digital marketing and social media platforms. Additionally, he notes that other more engaging programs are shown during the same time opening, which can divert attention and viewership.

Even though I have not followed the "Getseta" tourism program, I can describe the problems faced in terms of effectively promoting the general tourism resources, such as the existence of an official and expert who does not understand the benefits of tourism, and the presence of experts who do not have knowledge in the field. It is possible to mention the lack of coordination, lack of branding, lack of use of digital marketing and social media, as other better programs are shown at the time of transmission (Code M1).

Similarly, Code M2 mentions that he has not followed the "Getseta" tourism program but can describe the main challenges faced in promoting tourism resources. He point out the lack of expansion and the need for improvement in destination services, using the example of limited access to water at the blue Nile Falls. He also highlights the lack of branding and underutilization of digital marketing and social media platforms.

Although I have not followed the "Getseta" tourism program, I can describe the main challenges faced in terms of effectively promoting tourism resources and the general

problems of the sector. It can be mentioned that the lack of expansion, the services of the destination areas are not as good as we have introduced, for example, when we take tourists to visit the Smoky Nile Falls, the access to water is limited, which creates de-promotion, and the lack of branding, and the lack of use of digital marketing and social media (Code M2).

Both respondents emphasize the importance of collaboration and coordination in the tourism sector. Code M1 states that tourism is a collaborative sector that benefits everyone, and a program like "Getseta" should collaborate with local communities, businesses, and government agencies. However, he mentions that they have no connection or cooperation with the institution or the program. Likewise, Code M2 emphasizes the need for a coordinated approach to cooperation with local communities, businesses, and government agencies. He highlights the lack of coordination that currently exists and mentions that neither the media nor other relevant parties have been able to work with them.

In conclusion, Code M1 and Code M2 identify various challenges faced by the "Getseta" tourism program in promoting tourism resources. These challenges align with the inappropriate use of Pike's (2004) tourism promotion strategy. The issues include a lack of information regarding tourist inquiries and registrations, insufficient cooperation or relationship with the program or the media, and a need for stronger collaboration, coordination, branding, and utilization of digital platforms. Both respondents emphasize the importance of collaborating with local communities, businesses, and government agencies, but they also express that such cooperation is currently lacking.

**4.1.3.3. Table: 5. Views of Tourists on “Getseta”**

| No | Responsibility of Tourists  | Code No |
|----|---|---------|
| 1  | 4 <sup>th</sup> year student in Debertabor University Department of Economics | Code T1 |
| 2  | Construction Finishing Expert who has degree in Accounting                    | Code T2 |

Source: Tourists, (2024)

Regarding the strategies utilized by the "Getseta" tourism program to promote tourism resources, Code T1 states that he visited the Amhara region but was not familiar with the "Getseta" tourism program. He had the opportunity to see tourist attractions broadcasted by AMECO once or twice, but he can not recall their exact feelings at that time. As a result, he cannot estimate the

effectiveness of the program in showcasing the tourism resources and attractions of the Amhara region. He also mentions that his decision to visit the region was influenced by a spiritual travel program organized by the congregation, rather than being a follower of the AMECO program.

When I visited the Amhara region, without familiarity with the "Getseta" tourism program, but I had the opportunity to see the tourist attractions broadcasted by AMECO once or twice, and I had a good feeling at the time that I can't remember now. I cannot estimate its effectiveness and did not consider it influencing my decision to visit the region. I visited the region due to a spiritual travel program organized by a congregation (Code T1).

Similarly, Code T2 mentions that he visited the Amhara region but did not follow the "Getseta" tourism program or any other AMECO programs now a day. He states that the program did not have any effect on his decision to visit the region. Instead, he came to the place as a result of a spiritual travel program organized by the congregation, it is unrelated to AMECO "When I visited the Amhara region, I did not follow the "Getseta" tourism program or other AMECO programs since few years, unsure of its effectiveness in showcasing Amhara region's tourism resources and attractions. I visited the area for a spiritual travel program (Code T2)."

In summary, both respondents Code T1 and Code T2 visited the Amhara region but did not follow the "Getseta" tourism program or other AMECO programs consistently. They were unable to assess the effectiveness of the program in showcasing the tourism resources and attractions of the region. Their decision to visit the region was influenced by other factors, such as a spiritual travel program organized by the congregation, rather than the AMECO program.

Regarding the perceptions the "Getseta" tourism program, Code T1 is skeptical about the "Getseta" tourism program's effectiveness in showcasing Amhara region's tourism resources. He believes it did not influence his decision to visit the region and is uncertain about its content. While the program may help find new destinations, he believes some attractions, like the historical Giorgis cave, may not have been widely introduced.

Similarly, Code T2 states that he did not follow the "Getseta" program and, therefore, cannot imagine its effectiveness in showcasing the tourism resources and attractions of the Amhara region. He expresses uncertainty about the program's content and their feelings towards it.

However, He believes that as a tourism promotion program, it could be useful and helpful in finding new destinations, activities, and services.

Since I don't follow the "Getseta" program, I can't imagine the effectiveness of the "Getseta" program in promoting tourism in the Amhara region. I visited the area for a spiritual travel program, not the AMECO program. I believe the program could be useful in discovering new destinations, activities, and services (Code T2).

To conclude, both respondents Code T1 and Code T2 did not consistently follow the "Getseta" program and, therefore, cannot assess its effectiveness or describe its contents. They mention being influenced by other factors in their decision to visit the Amhara region. While Code T1 liked the narrative of a tourism resource program they saw in the media, they feel that certain attractions may not have been widely introduced. Code T2 believes that as a tourism promotion program, "Getseta" could be useful in discovering new destinations, activities, and services.

Concerning the challenges faced by the "Getseta" tourism program in promoting tourism resources, Code T1 discusses the challenges faced by the "Getseta" tourism program in promoting tourism resources, including accessing information due to school schedules and family restrictions. He believes cooperation with local communities, businesses, and government agencies are crucial for successful tourism promotion.

Among the challenges I faced in accessing or using the information provided by the "Getseta" program, due to school and better Sunday entertainment media. I believe collaboration with local communities, businesses, and government agencies are essential for successful tourism promotion and I suggest adding new tourist destinations, such as historical sites, to increase efficiency (Code T1).

Similarly, Code T2 states that the speaker encountered challenges in accessing or using the information provided by the "Getseta" program because he were not interested in following the media programs in general. He emphasizes the importance of working in coordination, cooperation, and participation with local communities, businesses, or government agencies to successfully promote tourism resources and services. He believes that all tourism resources available in the region should be promoted equally.

Challenges I encountered is I was not able to follow AMECO's Getseta program because I was not interested in following the media programs. I believe that, the importance of coordination with local communities, businesses, and government agencies for successful promotion of tourism resources and services (Code T2).

In conclusion, both respondents, Code T1 and Code T2, encountered challenges related to accessing and utilizing the information provided by the "Getseta" program during data gathering in the destination. Code T1 mentioned conflicts in scheduling and personal entertainment preferences as obstacles, while Code T2 expressed a lack of interest in AMECO's programs overall. Additionally, Gartner (1994) highlights that destinations may face negative perceptions or image issues due to factors such as safety concerns, political instability, or environmental problems. Overcoming these negative perceptions poses a significant challenge in tourism promotion. Both respondents emphasized the importance of cooperation and engagement with local communities, businesses, and government agencies for successful tourism promotion. Code T1 suggested the inclusion of new tourist destinations, particularly historical places, in the program. On the other hand, Code T2 emphasized the equal promotion of all tourism resources within the region.

**4.1.3.4. Table: 6 Views of MoT Experts on “Getseta”**

| No | Responsibility of MoT Experts                | Code No |
|----|--|---------|
| 1  | National Tourism promotion senior Expert     | Code P1 |
| 2  | Head of International Tourism promotion Desk | Code P2 |

Source: MoT experts, (2024)

The strategies utilized by the "Getseta" tourism program to promote tourism resources; Code P1 acknowledges the importance of the "Getseta" tourism program in promoting tourism resources at the national level. He mentions that the Ministry of Tourism is actively involved in carrying out various activities to fulfill this purpose. However, he clarify that there is no direct involvement or collaboration with the Amhara Media Corporation's Getseta tourism program. Instead, they only invite the media for media coverage when needed. The speaker also mentions that other successful tourism promotion programs, such as the Travel Ethiopia tourism program, utilize strategies like digital marketing & social media, events, and destination branding.

The Ministry of Tourism has a very important role to promote tourism resources at the national level through various activities, including media, exhibitions, bazaars, and events considering economic and social benefits. Other successful programs like Travel Ethiopia use digital marketing, social media, events, and destination branding. The Getseta aims to build the region's appearance and create a good view. However, the promotion of tourist attractions in the Amhara region is not coordinated (Code P1).

Similarly, Code P2 mentions that although the speaker works on international tourism promotion, he recognizes the high importance of promoting tourism resources at the national level. He states that the Ministry of Tourism is one of the main working units involved in promoting tourism resources both within the country and abroad. Like in Code P1, he clarifies that there is no direct relationship with the Amhara Media Corporation's Getseta tourism program, and the program is invited for media coverage as needed. The speaker highlights various strategies used by successful tourism promotion programs, including digital marketing & social media, international media, events, and destination branding.

Although I work on international tourism promotion, The Ministry of Tourism promotes tourism resources domestically and internationally to support the economy, create job opportunities, and introduce attractions. Key strategies include digital marketing, social media, print media, exhibitions, bazaars, and events. The alignment between the objectives of the tourism program and the Ministry's goals is crucial (Code P2).

Both respondents (Code P1 and Code P2) mention the key strategies used by the Ministry of Tourism to promote tourism resources, such as media, exhibitions, bazaars, and events. They also emphasize the importance of digital marketing & social media in promoting tourism and mention the role of destination branding. They express a belief that the tourism program aims to build the image of the region, create a positive perception, and contribute to the economic and social benefits of the sector. While Code P1 feels that the promotion of tourist attractions in the Amhara region may lack coordination, Code P2 aligns the objectives of the getseta tourism program with the goals of promoting tourism resources at the national level.

In addition, both respondents (Code P1 and Code P2) mention the importance of media in promoting tourism resources. The program utilizes media coverage and invites media teams when they require coverage. The Ministry of Tourism also employs media strategies, including

digital marketing & social media and print media, to promote tourism resources at the national and international levels.

As Ministry of Tourism, (Code P1 and Code P2) highlights the use of exhibitions, bazaars, and events as strategies to promote tourism resources. These platforms provide opportunities to showcase destinations, engage with visitors, and create awareness about the country's tourism offerings.

Further more, both respondents (Code P1 and Code P2) mention the use of destination branding and marketing campaigns to promote tourism resources. Successful tourism promotion programs are observed to employ destination branding, digital marketing & social media, advertising, and continuous promotion to attract visitors and create a positive image of the region fore example travel Ethiopia and National Geography.

Among the key strategies used by the Ministry of Tourism to promote the country's tourism resources are digital marketing & social media in various languages, print media, exhibitions, bazaars and events (Code P2).

Additionally, although they did not follow the Getseta tourism program both respondents (Code P1 and Code P2) mention that the tourism program aims to intended to build the image of the region and create a good view of the region and to promote the tourist attractions in the Amhara region. But the ministry focused the economic and social benefits of the sector to support the country's economy and create job opportunities by bringing in foreign currency, whether it is at the international or national level, to introduce the tourist attractions to the local visitors, even if it lacks coordination.

Overall, the strategies utilized by the Ministry of Tourism's include media engagement, exhibitions, bazaars, events, destination branding, marketing campaigns, and the consideration of economic and social benefits. The alignment between the program's objectives and the Ministry of Tourism's goals is emphasized, highlighting the intention to build a positive image of the region, support the economy, and introduce tourist attractions to both local and international visitors, it aling with Pike, (2004) tourism promotion strategies.

Regarding the perception of viewers or users of the "Getseta" tourism program, both Code P1 and Code P2 mentions that there is no direct involvement or collaboration with the Amhara Media Corporation's Getseta tourism program. They clarify that the program is only invited when they require media coverage for their work. They admit unfamiliarness with the "Getseta" tourism program and cannot express their satisfaction or opinion because they did not follow the program.

Moreover, both respondents (Code P1 and Code P2) indicate a lack of familiarity with the "Getseta" tourism program. They did not follow the program and, therefore, cannot express their satisfaction or provide an opinion about it due to unpopular program. They mention that the program is only invited for media coverage when needed, but they do not have direct involvement or relationship with it.

Both respondents Code P1 and Code P2 indicate a lack of familiarity with the "Getseta" tourism program. They did not follow the program and, therefore, cannot express their satisfaction or provide an opinion about it. They mention that the program is only invited for media coverage when needed, but they do not have direct involvement or relationship with it.

Concerning the challenges faced by the "Getseta" tourism program in promoting tourism resources, Code P1 state that he cannot identify the challenges faced by the "Getseta" tourism program since they did not follow the program. However, based on his experience, he mentions several obstacles to promoting tourism. These include the lack of societal awareness and participation in tourism, insufficient education in the field, inadequate infrastructure and service providers in destinations, limited knowledge of digital technology, and the lack of security and peace in the country.

I can't know the problems they faced because I didn't follow the program, but from our experience, for example, the society's lack of consciousness about tourism to participate, lack of education in the field, lack of infrastructure and service providers in the destinations, lack of digital technology knowledge, and the lack of security and peace in the country are obstacles to promote tourism (Code P1).

Similarly, Code P2 expresses that he cannot know the challenges faced by the Getseta tourism program because he did not follow it. However, based on his experience, he mentions various

obstacles to promoting tourism. These include the lack of educated professionals in the field, insufficient information about tourism resources, language-related issues, entry barriers such as the absence of modern technologies like drone cameras, lack of commitment and coordination, inadequate infrastructure and service providers in destinations, limited knowledge of digital technology, and the lack of security and peace in the country.

I can't know the problems they face because I didn't follow the tourism program, but from our experience, for example, the tourism program faces challenges such as lack of educated professionals, limited information about resources, language barriers, entry barriers, lack of commitment, coordination, infrastructure, and service providers, as well as security and peace issues in the country (Code P2).

Generally, both respondents, Code P1 and Code P2, acknowledge their limited knowledge of the specific challenges faced by the "Getseta" tourism program. However, based on their general experience, they identify common obstacles to promoting tourism. These obstacles include societal awareness gaps, inadequate utilization of digital technology, lack of coordination (inappropriate use of Pike's tourism promotion strategy), peace and security concerns (as highlighted by Hall, Timothy, & Duval, (2012), and insufficient infrastructure (as emphasized by Hall, & Page, (2014).

**4.1.3.5. Table: 7. View of Experts of Culture & Tourism Bureau of Amhara on “Getseta”**

| No | Responsibility of Amhara culture and tourism bureau experts(FGD) | Code No |
|----|--|---------|
| 1  | Tourism Development Director                                     | B1      |
| 2  | Tourism Marketing expert   | B2      |
| 3  | Tourist Information Expert                                       | B3      |
| 4  | Tourism Service & Product Development expert                     | B4      |
| 5  | Tourism Service & Product Development expert                     | B5      |
| 6  | Tourism Marketing expert   | B6      |

Source: Amhara culture and tourism bureau experts, (2024)

Regarding the strategies utilized by the "Getseta" tourism program to promote tourism resources, According to the group members, they expressed that their promotion strategy was weak and that among the strategies they employed, main focus was on attending events and showcasing field

resources. They unanimously stated that there were limitations from effectively promoting the sector in the desired manner.

Code B4 also states that the "Getseta" tourism program promotes tourism resources by attending festivals and attractions, but the "Getseta" program itself is not clearly defined. The participant expresses doubt about the effectiveness of these strategies alone in reaching the target audience and promoting tourism.

When we look at the key strategies used by the "Getseta" tourism program to promote tourism resources, we can see that they promote tourism resources by attending festivals and attractions. But the "Getseta" program itself is not clearly defined. Since they do not use other than the mentioned promotion strategies, I do not think that these strategies alone are effective in reaching the target audience and promoting tourism (Code B4).

In addition, Code B2 asserts that the key strategies used by the program are weak and not effective in reaching the target audience and promoting tourism. The member also criticizes the "Dink Mider" & "Getseta" program for its ineffectiveness in reaching the target audience.

The key strategies used by the "Getseta" tourism program to promote tourism resources are very weak. I don't think these strategies are effective in reaching the target audience and promoting tourism. Even the "Getseta" program, "Dink Mider" also, is not an effective program and has failed to reach the target audience (Code B2).

In general, all participants express skepticism regarding the effectiveness of the strategies used by the "Getseta" tourism program to promote tourism resources. They point out the program's shortcomings, such as the limited use of digital media, an unclear thematic program, and weak strategies. They believe that these strategies alone are insufficient to reach the target audience and effectively promote tourism. These concerns align with some of Pike's (2004) tourism promotion strategies, indicating the need for alternative strategies that are contextually appropriate.

About perceptions of viewers or users of the "Getseta" tourism program, all participants criticized the over all production quality of the program. Code B4 criticizes the "Getseta" program for its lack of focus on promoting tourism resources, ambiguous historical content, data acquisition issues, and a focus on seasonality, leading to controversy and criticism of the program's image and content.

The "Getseta" program's promotion of tourism resources is lacking in quality and content. It presents ambiguous issues, particularly historical content, and often destroys the program's image to build an image. The program also emphasizes seasonality and lacks ideas, focusing on festivals and events (Code B4).

Code B5 also expresses dissatisfaction with the overall quality and content of the "Getseta" program in terms of promoting tourism resources. The program is described as uninteresting and unattractive, serving as a supplement to other programs and driven by political interests. The text also highlights issues with picture and sound quality.

Additionally, Code B2 states that the "Getseta" program is of low quality and does not effectively promote all the tourism resources of the region. He suggests that the program becomes boring due to its repetitive focus on limited places, and it questions whether the program can be considered a true tourism program.

Similarly, Code B6 assesses the overall quality and content of the "Getseta" program as not being attractive to the audience. The program is criticized for not extensively showcasing new destinations and lacking debatable reports. "In terms of the overall quality and content of the "Getseta" tourism program in terms of promoting tourism resources, the program is not an Attractive audience-based recording. They don't offer new destinations extensively, and they don't have debatable reports (Code B6)."

Further more, Code B1 points out that the audio and video quality of the Getseta program is very low, based on the speaker's own assessment. "In terms of the overall quality and content of the Getseta program in terms of promoting tourism resources, the audio and video quality of the program is very low, as I checked (Code B1)."

In conclusion, all participants expressed negative feedback on the quality and content of the "Getseta" program for promoting tourism resources. Criticisms included self-centeredness, ambiguous presentation, political interests, poor audio and video quality, lack of attractive content, repetitive focus on limited places, and shortcomings in documentation and narrative. These perceptions align with Bolan and William's (2008) assertion that image is crucial in shaping consumer views of tourist destinations, with production quality playing a significant role in creating a positive impression in viewers' minds.

In relation to challenges of the "Getseta" tourism program, all participants mention their own view. Code B5 states that the main challenges include a gap in tourism promotion knowledge during the program's presentation, lack of recording and composition personalized to the target audience, inconvenient transmission time, failure to utilize digital marketing and social media, lack of cooperation and used outdated technology. The absence of a drone camera and frequency notice, along with financial and income problems, are also observed.

When I look at the main challenges faced by the "Getseta" tourism program in effectively promoting tourism resources, the "Getseta" tourism program faces challenges in effectively promoting tourism resources, including a lack of knowledge, lack of target audience recording, unsuitable transmission times, insufficient digital marketing, and outdated technology. Additionally, the program lacks frequency notice and considers supplementing efforts (Code B5).

In addition, Code B4 identifies challenges including problems in selecting a slogan, lack of a consistent motto and branding, promotion without destination development, the absence of service hotels in Dek Iseland, excessive focus on festivals, financial issues, and problems with access. Furthermore, there are challenges in selecting attractions that are not associated with tourism, lack of inclusivity in the program, and weak marketing efforts.

Further more, Code B6 points out challenges such as infrastructure problems, inconvenient transmission time, absence of cooperation or partner organizations, limitations in language use only targeting believers, poor image and sound quality, budgetary constraints, and lack of income. Additionally, the program tends to visit existing destinations rather than exploring new attractions.

The main challenges faced by the "Getseta" tourism program in effectively promoting tourism resources are infrastructure problems, inconvenient time of transmission, non-existence of cooperation or partner organization, language limitation is transmitted only by believers, lack of image and sound quality, and lack of budget and income. They do not go to new attractions; they often visit existing destinations (Code B6).

More over, Code B2 also, mentions challenges such as an excessive number of interviews, failure to use digital marketing and social media, lack of brand recognition and audience

awareness, lack of coordination in work, insufficient attention to tourism promotion goals, infrastructure problems, and lack of accommodation services, peace-related issues, budgetary and material constraints, weak marketing efforts, and absence of branding.

Regarding the main challenges faced by The "Getseta" tourism program faces challenges in effectively promoting tourism resources, including excessive interviews, ineffective use of digital marketing and social media, lack of branding, and insufficient budget and material. Infrastructure issues, peace issues, and a lack of budget hinder the program's visibility and effectiveness. These issues hinder the sector's widespread promotion (Code B2).

Lastly, Code B3 indicates challenges such as the lack of information organization, failure to recognize tourism resources, limited collaborative work, absence of outsourcing, lack of language variety, audio and visual coordination problems, inadequate use of digital marketing and social media, and budgetary constraints.

In conclusion, FGD members identified several challenges faced by the "Getseta" tourism program in effectively promoting tourism resources. These challenges include infrastructure problems, as highlighted by Hall and Page (2014), which can hinder a destination's ability to attract and accommodate tourists due to insufficient or inadequate infrastructure and services. Budgetary constraints, as mentioned by Morrison (2013), also pose a challenge as destinations with limited budgets may struggle to allocate sufficient funds for effective marketing campaigns. Political instability and safety concerns, supported by Hall, Timothy, and Duval (2012), can deter tourists and impact tourism promotion efforts. Additionally, the program faces challenges related to inappropriate usage of Pike, (2004) tourism strategies, such as language limitations, gaps in tourism promotion knowledge, inadequate utilization of technology and digital media, lack of branding and recognition, excessive focus on festivals, weak marketing strategies, lack of organization and coordination, and insufficient use of digital marketing and social media.

## **4.2. Findings and Discussions of the study**

### **4.2.1. Findings of the study**

Regarding the strategies utilized by the "Getseta" tourism program in promoting tourism resources the following findings are identified:

The "Getseta" tourism program has employed little strategies in promoting the tourism resources of the region. The program has focused on attending events related to the social, economic, political, cultural, and natural aspects of the Amhara region, providing live broadcast coverage to highlight the unique offerings. Additionally, the program has emphasized a physical presence at the tourist destinations, showcasing the cultural, religious, historical, and natural attractions.

However, the researcher has identified several gaps in the program's approach. Firstly, the program lacks a significant digital marketing and social media presence, which is crucial in the current digital landscape to reach and engage a wider audience. Secondly, the program appears to have limited collaboration and partnerships with key stakeholders, such as local authorities, tourism operators, and community representatives.

Furthermore, the program does not seem to have a comprehensive advertising and media campaign to raise awareness and promote the Getseta tourism program. Additionally, there is a lack of public relations and media relations efforts. Another area of concern is the absence of a clear destination branding strategy for the Amhara region.

The researcher also reveals issues with the content and presentation of the program. The introduction of the five programs lacks clear information about the tourism program and its purpose, and the content is often described in general terms, with some programs failing to mention other services, benefits, and experiences available for tourists. While the image presentation is good, the lack of video footage, sound cuts and the need for improved narration are noted. Additionally, the use of informal language in some episodes can be misleading.

Lastly, the program lacks engagement with the audience through digital and social media platforms, making it difficult to determine the accessibility of the content and the ability for viewers to provide feedback, ask questions, or share their experiences. The content of the programs also does not provide recommendations or opinions related to the Getseta tourism program, which could be valuable for potential visitors.

According to the document review, interviews, and focus group discussions, the "Getseta" tourism program has received both positive and negative perceptions from participants.

On the positive side, the program is perceived to have the potential to be useful in discovering new destinations within the Amhara region. However, the program also faces several negative perceptions. There is a lack of awareness and feedback from viewers or users, indicating that the program may not be effectively reaching and engaging its target audience. Some participants perceive the program as a government propaganda channel rather than a dedicated tourism promotion effort.

Additionally, the program is seen as facing competition from other entertainment programs and may not be considered as appealing or engaging by some viewers. The program also has limited awareness, viewership, and influence on decision-making, suggesting that it may not be effectively reaching and persuading potential visitors.

Concerns have also been raised about the quality and content of the program, including issues related to historical content, political opinions, data acquisition, and controversial content. Some participants find the program uninteresting and lacking in attractiveness.

Furthermore, the program is criticized for not effectively promoting all tourism resources in the region, instead focusing on limited places and lacking comprehensive documentation and knowledge.

While the content in all five programs has the potential to fascinate viewers and encourage them to follow the program, specific benefits and services in tourist resource destinations, particularly in programs like "Mysterious Island," "Beauties of August," and "Gates of Civilization," are not consistently provided.

The "Getseta" tourism program in the Amhara region faces a multitude of challenges in effectively promoting its tourism resources.

Firstly, the program is hindered by a lack of infrastructure and services at tourist attractions, such as insufficient roads, unreliable electricity, and limited logistical and service facilities. Furthermore, the program is constrained by budget and financial limitations, as insufficient resources restrict its ability to undertake comprehensive promotion efforts and fulfill its goals.

The program also faces challenges in utilizing modern technologies, such as drone cameras, which could be used to showcase destinations and offer immersive experiences for potential visitors. External factors, such as political crises, lack of peace, and the impact of war in the northern region, also significantly affect the program's tourism promotion efforts and create obstacles in attracting visitors to the area.

Additionally, the program struggles with a lack of cooperation and coordination between itself and key stakeholders, including local communities, businesses, and government agencies. Other challenges include limited accessibility and scheduling conflicts, which make it difficult for the target audience to access or use the program's information, as well as incomplete coverage of tourism resources, with some lesser-known or emerging destinations being overlooked.

The program also faces challenges in ensuring fairness and balance in its coverage, as some areas or attractions may receive more attention than others, leading to an unequitable promotion of the region's tourism resources. Also, the program is hindered by a knowledge gap and a lack of strategic planning.

Finally, there is a general lack of awareness and understanding among the target audience regarding the importance of tourism and its potential benefits, as well as the presence of officials and experts without sufficient knowledge in the field.

#### **4.2.2. Discussions of the study**

In assessing the strategies employed by the "Getseta" tourism program in promoting tourism resources, various findings have been identified based on the objectives of the study and insights from Pike, (2004) tourism promotion strategy.

One strategy employed by the program is attending events for live broadcast coverage. By participating in events related to the region's social, economic, political, cultural, and natural gifts, the program showcases tourism resources and creates awareness among the audience. This strategy aligns with Pike's suggestion of utilizing events to promote tourism. Events provide a platform to engage with the community, highlight local attractions, and generate interest in visiting the region.

Another strategy is the physical presence of the program at tourist destinations. By physically visiting and exploring the destinations, the program aims to highlight their cultural, religious, historical, and natural aspects. This strategy emphasizes the importance of on-site experiences and firsthand encounters with the tourism resources. Pike, (2004) suggests the significance of showcasing destinations, and the program's physical presence aligns with this strategy.

However, the analysis also reveals several gaps and areas for improvement. One such gap is the lack of digital marketing and social media usage. In today's digital age, leveraging online platforms and social media can significantly enhance tourism promotion efforts and reach a wider audience.

Additionally, the program lacks collaboration and partnerships with relevant stakeholders in the tourism industry. Collaborating with local businesses, tourism organizations, and other relevant entities can amplify the impact of the promotion and create a more holistic approach to destination promotion.

Furthermore, there is a lack of advertising and media campaigns to further raise awareness and generate interest in the tourism resources. These campaigns can help reach a larger audience and create a lasting impression.

The program also lacks a focus on public relations and media relations, which are crucial in building relationships with journalists, influencers, and media outlets. Developing a strong network and positive media coverage can contribute to the overall success of the promotion.

Moreover, the absence of destination branding is evident. Destination branding plays a vital role in creating a distinct and memorable image for a place, making it more appealing to potential tourists. Incorporating appropriate branding strategies can enhance the program's effectiveness in attracting visitors.

Regarding the content and information provided by the program, there is a need for more detailed and comprehensive information about the destinations and the various services, benefits, and experiences available for tourists. This would enable viewers to make informed decisions and have a clearer understanding of what each destination has to offer.

In addition, while the image presentation in the programs is generally good, there is room for improvement in terms of video footage and narration. Incorporating more visually engaging and high-quality footage, as well as refining the narration style, can enhance the overall production quality and captivate the audience more effectively.

Lastly, the absence of program recommendations and opinions related to the "Getseta" tourism programs' content poses tasks. Providing recommendations and opinions can add value to the program, guide viewers in their tourism decisions, and contribute to its effectiveness.

In conclusion, the assessment of the "Getseta" tourism program's strategies in promoting tourism resources reveals little strength and more areas for improvement. Addressing the identified gaps, such as digital marketing, collaboration, advertising, public relations, and destination branding, can contribute to a more effective and impactful promotion. Additionally, enhancing the content and production quality can further enhance the program's ability to engage and inspire potential tourists.

There are both positive and negative perceptions of viewers or users of the "Getseta" tourism program by the Amhara Media Corporation.

Positive perceptions include the program's potential to be useful in discovering new destinations in the Amhara region. This aligns with the Development theory, which emphasizes the

importance of promoting and exploring new resources for development. The program's ability to showcase new destinations can attract visitors and contribute to the region's tourism industry.

Negative perceptions revolve around the lack of awareness and feedback among viewers or users. This aligns with the push-pull theory, as inadequate information and communication can act as restrictions for potential tourists. The program's limited awareness and viewership indicate a need for improved promotion and communication strategies to reach a wider audience.

The program is also perceived by some as a government propaganda channel rather than a dedicated tourism promotion effort. This perception raises concerns about the program's credibility and its ability to generate genuine interest in tourism. It highlights the importance of maintaining an independent and unbiased image in promoting tourism resources, as emphasized by the destination image theory.

Competition from other entertainment programs is seen as a challenge for the program, potentially affecting its appeal and engagement. This aligns with the push-pull theory, which acknowledges the influence of alternative entertainment options in shaping tourists' decisions. To overcome this challenge, the program needs to differentiate itself and provide unique and attractive content that stands out from other programs.

The limited awareness, viewership, and influence on decision-making indicate a need for enhanced promotional efforts. The Development theory suggests that effective promotion requires reaching a wide audience, influencing decision-making, and generating interest in tourism resources. Improving awareness and viewership is crucial for the program's success in promoting the Amhara region as a tourist destination.

Concerns about the quality and content of the program, including historical content, political opinions, data acquisition, and controversial content, highlight the importance of maintaining a balanced and accurate representation of tourism resources. The destination image theory emphasizes the significance of portraying a positive and authentic image to attract tourists.

Some participants find the program uninteresting and lacking attractiveness. This perception underscores the need for engaging and charming content to capture viewers' attention and

maintain their interest. The program should utilize storytelling techniques, visuals, and immersive experiences to enhance its appeal.

Criticism regarding the program's limited coverage of tourism resources, focusing on specific places, and lacking comprehensive documentation and knowledge reflects the challenges in resource allocation and management. The Development theory emphasizes the importance of comprehensive coverage and utilization of available resources for effective promotion.

The absence of specific benefits and services in tourist resource destinations, as well as the lack of a system for viewers to give feedback, ask questions, or share experiences, indicate a need for improved engagement and interaction with the audience. The program should provide relevant information, facilitate dialogue, and encourage viewer participation to enhance their experience and involvement.

To conclude, the perception of viewers or users of the "Getseta" tourism program includes both positive and negative aspects. Positive perceptions highlight the program's potential in discovering new destinations, while negative perceptions turn around issues such as lack of awareness, competition from other programs, limited viewership, and concerns about content quality.

The Amhara Media Corporation's "Getseta" tourism program faces various challenges in effectively promoting tourism resources in the region. One of the primary challenges is insufficient infrastructure and services at tourist attractions hinder the program's promotion efforts. This aligns with the concept of development theory, which emphasizes the importance of adequate infrastructure for tourism development. Insufficient road networks, electricity, logistics, and service facilities limit the program's ability to effectively promote tourism resources and provide satisfactory visitor experiences.

Another significant challenge is Eexternal factors like political crises, lack of peace, and the impact of war affecting tourism promotion efforts align with the concept of push factors in the push-pull theory. These factors create obstacles in attracting visitors and undermine the perception of safety, discouraging potential tourists from visiting the region.

The program also faces limited use of modern technologies, such as drone cameras, in showcasing destinations and providing immersive experiences aligns with the concept of

technological advancements in the push-pull theory. Utilizing advanced technologies can attract potential visitors by offering unique and captivating experiences.

Furthermore, the lack of cooperation and coordination among stakeholders, including local communities, businesses, and government agencies, hinders the program's effectiveness in addressing challenges and promoting tourism resources. This aligns with the concept of collaboration and cooperation in the development theory, which emphasizes the importance of involving various stakeholders in tourism development.

Additionally, Difficulties in accessing program information due to limited accessibility and scheduling conflicts pose challenges in reaching and engaging the target audience. This aligns with the concept of accessibility in the destination image theory, which highlights the importance of easy access to information for potential visitors.

Likewise, the incomplete coverage of tourism resources, including lesser-known or emerging destinations, aligns with the concept of resource availability in the push-pull theory. Ensuring comprehensive coverage of all tourism resources is crucial for attracting a diverse range of tourists.

Moreover, the challenges in ensuring fairness and balance in the program's coverage, with some areas or attractions receiving more attention while others are overlooked, align with the concept of destination image in the destination image theory. Equitable promotion helps in diversifying the flow of tourists and maximizing the region's tourism potential.

The knowledge gap and lack of strategic planning also hinder effective promotion efforts. This aligns with the concept of strategic planning in the works of Hall, Timothy, Duval, Page, and Morrison. Having a comprehensive understanding of tourism promotion knowledge and developing a strategic plan are crucial for successful promotional activities.

Budget and financial constraints also restrict the program's promotional activities, aligning with the concept of resource limitations in the development theory. Insufficient budget and material resources hinder the program's capacity to effectively promote tourism resources and fulfill its goals. Adequate financial support is essential for implementing comprehensive and impactful promotional campaigns.

In conclusion, the challenges faced by the "Getseta" tourism program in promoting tourism resources align with various concepts from the development theory, push-pull theory, destination image theory, and the works of Hall, Timothy, & Duval, (2012), Hall, & Page, 2014), and Morrison (2013).

## CHAPTER FIVE

### 5. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

#### 5.1. Summary of Findings

The objective of this study was to assess the practices of the Amhara Media Corporation's "Getseta" tourism program in promoting tourism resources. The research aimed to examine the strategies employed by the program, understand the perception of viewers or users, and identify the challenges faced in promoting tourism resources. The researcher employed exploratory research design and used both quantitative and qualitative research methods, Quantitative method only used to express demographic characteristics like the amount of documents reviewed, the number of interviewees and focus group members, gender and age with an exploratory research design to approach the stated problem. To find out the available data, three qualitative data instruments, document analysis, key informant in-depth interviews and FGD, were employed. The data were presented and analyzed using thematic and content analysis techniques.

The findings of the study, based on key informant indocument analysis, depth interviews and FGD, confirmed that regarding the strategies utilized by the "Getseta" tourism program revealed that the program employs two main approaches, attends events and festivals and physically visits tourist destinations. However, the analysis also identified several gaps in the program's strategies. These include a lack of digital marketing and social media usage, limited collaboration and partnership, insufficient advertising and media campaigns, inadequate public relations and media relations, absence of destination branding, unclear information in program introductions, general descriptions of content without mentioning additional services and experiences for tourists, and the need for improvement in production quality, viewer engagement, and feedback mechanisms.

In addition, the perception of viewers or users of the "Getseta" tourism program was found to be a mix of positive and negative opinions. Positive perceptions included the program's potential for discovering new destinations in the Amhara region. However, negative perceptions included a lack of awareness and feedback among viewers or users, the program being perceived as a government propaganda channel rather than a dedicated tourism promotion effort, competition

from other entertainment programs, limited awareness, viewership, and influence on decision-making, concerns about the quality and content of the program, and a perceived lack of attractiveness.

Furthermore, the study also identified several challenges faced by the "Getseta" tourism program in its efforts to promote tourism resources. These challenges include insufficient infrastructure and services at tourist attractions, budget constraints, political and security concerns, additionally, there is limitation / gaps like, limited use of modern technologies, lack of cooperation and coordination with stakeholders, limited accessibility and scheduling conflicts, incomplete coverage and unequal promotion of tourism resources, knowledge gaps and lack of strategic planning, and a lack of awareness and education among the target audience.

In general, the study highlighted the strategies, perceptions, and challenges related to the Amhara Media Corporation's "Getseta" tourism program. The identified gaps and challenges suggest areas for improvement in order to enhance the program's effectiveness in promoting tourism resources in the Amhara region. Addressing these issues can contribute to a more comprehensive and successful tourism promotion effort.

## **5.2. Conclusions**

The study on Amhara Media Corporation's "Getseta" tourism program identified several findings in strategies, perceptions, and challenges related to the promotion of tourism resources. The program utilizes little strategies such as attending events for live broadcast coverage and physically visiting tourist destinations. However, there are gaps in the program's strategies, including the lack of digital marketing, collaboration, advertising, public relations, and destination branding. The program's introduction and content descriptions also lack clarity and fail to mention additional services and experiences for tourists.

The perception of viewers or users of the "Getseta" tourism program varied. Some perceived the program positively, recognizing its potential in discovering new destinations. However, negative perceptions included a lack of awareness and feedback, considering the program as government propaganda, competition from other entertainment programs, limited influence on decision-making, concerns about content quality, and a perceived lack of attractiveness. The program was

also criticized for not effectively promoting all tourism resources in the region and lacking comprehensive documentation and knowledge.

The "Getseta" tourism program faces various challenges in promoting tourism resources. These include insufficient infrastructure and services at tourist attractions, budget constraints, limited use of modern technologies, political and security concerns, lack of cooperation and coordination with stakeholders, limited accessibility and scheduling conflicts, incomplete coverage and unequal promotion of resources, knowledge gaps, lack of strategic planning, and a lack of awareness and education among the target audience.

The findings of this study highlight the need for improvements in the strategies employed by the "Getseta" tourism program, addressing the perception gaps, and overcoming the challenges faced.

### **5.3. Recommendations**

Based on the findings of the study regarding the strategy, perception and challenges faced by the Amhara Media Corporation's "Getseta" tourism program, the following recommendations are proposed to enhance its effectiveness in promoting tourism resources:

- i. The "Getseta" tourism program producers should enhance its online presence by utilizing digital marketing strategies and leveraging social media platforms.
- ii. The program producers should seek partnerships with relevant stakeholders such as local communities, businesses, Tour and Travel Agencies and government agencies.
- iii. The program producers should develop comprehensive advertising media campaigns and media and public relations to reach a wider audience and to create awareness.
- iv. The program producers should develop a strong and distinct destination brand for the Amhara region with the collaboration of Tour and Travel Agencies, Culture and tourism bureau and other stakeholders.
- v. The program producer's and AMECO management should address the negative perceptions and concerns raised by viewers or users.
- vi. The Ministry of Tourism, Culture and Tourism Bureau and stakeholders should improve infrastructure and services at tourist attractions.

- vii. The program producers and stakeholder should develop a comprehensive strategic plan for tourism promotion in the region.
- viii. AMECO management should facilitate utilizing different foreign languages like English, French, Arabic and even Chinese because potential tourists come from different countries.

By implementing these recommendations, the "Getseta" tourism program can enhance its effectiveness in promoting tourism resources, attract more visitors to the Amhara region, and contribute to the sustainable growth of the tourism industry.

#### **5.4. Future Research Direction**

While this study has shed light on the strategy, perception and challenges faced by the Amhara Media Corporation's "Getseta" tourism program, there are several avenues for future research that can further enhance our understanding and contribute to the program's effectiveness. The following little future research directions are suggested by the researcher.

1. Stakeholder Engagement: Explore strategies for improving stakeholder engagement and collaboration within the tourism sector.
2. Technology Adoption: Examine the adoption and utilization of emerging technologies within the "Getseta" tourism program.
3. Marketing Strategies: Analyze and refine the marketing strategies employed by the program.

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## Annexes

### I. List of Informants

### II. In-depth interviewees from AMECO, Tour & travel agency managers, Tourists who were visited Tana Kirkos Monastery and MoT

| Code No | Profession   | Sex | Age | Interviewed on | status of interviewees                       |
|---------|--|-----|-----|----------------|--|
| J1      | Director of AMECO  | M   | 38  | Feb 19/2024    | MA in Foklore                                |
| J2      | Getseta tourism program producer   | M   | 33  | Feb 17/2024    | BA in Journalism                             |
| J3      | Getseta tourism program editor   | M   | 39  | Feb 19/2024    | BA in Journalism                             |
| M1      | Manager of Bahih Dar tour and travel association & mass Ethiopian tour Owner | M   | 41  | Feb 19/2024    | BA in civil engineer                         |
| M2      | Manager of Tankua tour & travel Agency & Tour and Travel oprater             | M   | 41  | Feb 19/2024    | MA in social antropology                     |
| T1      | 4 <sup>th</sup> year student in Economics                                    | M   | 23  | Feb 27/2024    | 4 <sup>th</sup> year student BA in economics |
| T2      | Construction Finishing Expert  | M   | 29  | Feb 27/2024    | BA in accounting                             |
| P1      | National Tourism promotion senior Expert                                     | M   | 35  | Mar 11/2024    | MBA in Managemet                             |
| P2      | Head of International Tourism promotion Desk                                 | M   | 36  | Mar 11/2024    | MA in tourism Management                     |

### III. Focus Group Discussion members from Culture and Tourism Bureau of Amhara.

| Code No | Short Discription                            | Sex | Age | FGD on      | Status of FGD members                             |
|---------|--|-----|-----|-------------|---|
| B1      | Tourism Development Director                 | M   | 40  | Feb 16/2024 | MA in history & Educational Management & planning |
| B2      | Tourism Marketing expert                     | M   | 40  |             | MA in Marketing Management                        |
| B3      | Tourist Information Expert                   | F   | 42  |             | BA in Management                                  |
| B4      | Tourism Service & Product Development expert | M   | 40  |             | MA in tourism Management                          |
| B5      | Tourism Service & Product Development expert | M   | 33  |             | MA in antropology                                 |
| B6      | Tourism Marketing expert                     | M   | 38  |             | MA in Heritage & Musium Management                |

#### IV. Focus Group Discussion members from the Culture and Tourism Bureau of Amhara Photo



Source: on field survey, 2024

#### V. Interview Questions For Journalists working in AMECO particularly in Getseta Tourism program.



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Department of Development Communication and Media Studies

I am Waleling Belayneh Temene, a graduate (MA) student at ECSU, and I am currently conducting research for a graduate thesis titled Assessment of Amhara Media Corporation Practices in Tourism Promotion: Getseta in focus. Therefore, the purpose of this interview questionnaire is to gather information about tourism promotion. The result of the study is to fulfill the partial requirement of the thesis for the Department of Development Communication and Media Studies. Therefore, I would like to assure you that the information you provide is of great importance and will be kept confidential and used only for the purpose of the study. In general, I would like to express my respect for your willingness to conduct the interview.

1. What strategies have you utilized in the "Getseta" tourism program to promote tourism resources in the Amhara region?
2. In your opinion, how effective are the storytelling techniques and visual presentation of the program in showcasing the region's tourism attractions?

3. Have you noticed any specific multimedia platforms or channels used by the program to engage with the target audience? If so, how successful are they in reaching and engaging of Getseta program audiences?
4. Based on your interactions with viewers or users, what is the perception of the viewers or users about "Getseta" tourism program? Has it influenced their interest or decision to visit the Amhara region?
5. What challenges, if any, do you think the "Getseta" tourism program faces in promoting tourism resources effectively?
6. Are there any limitations or areas for improvement that you have identified in the program's content or format?
7. Have you noticed any collaboration or engagement between the "Getseta" program and stakeholders such as local communities, tourism businesses, or government agencies? How impactful are these collaborations in promoting tourism resources?
8. Does the "Getseta" program demonstrate adaptation and innovation in response to changing market trends and traveler preferences? Are there any notable examples of how the program has evolved over time?
9. Based on your expertise, what recommendations would you offer to enhance the effectiveness of the "Getseta" tourism program in promoting tourism resources?

#### VI. Interview questions for promotion experts working in Ministry of Tourism



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1. Can you provide an overview of the role of the Ministry of Tourism in promoting tourism at a national level?
2. Have you had any interaction or collaboration with the "Getseta" tourism program by the Amhara Media Corporation? If yes, what is your assessment of their strategies in promoting tourism resources?
3. What are the key strategies employed by the Ministry of Tourism to promote tourism resources within the country?

4. Based on your experience, what are the effective promotional strategies used by other successful tourism programs or initiatives?
5. How would you assess the alignment between the objectives of the "Getseta" tourism program and the goals of the Ministry of Tourism in promoting tourism resources?
6. What is your perception about the "Getseta" tourism program? Have you satisfied or not?
7. In your opinion, what are the strengths of the "Getseta" tourism program in promoting tourism resources, considering its alignment with the Ministry's objectives?
8. What challenges, if any, have you observed the "Getseta" tourism program facing in promoting tourism resources? Are there any specific areas that need improvement?
9. Are there any specific recommendations or areas of support that the Ministry of Tourism can provide to enhance the effectiveness of the "Getseta" tourism program?

VII. Interview Questions for tourists who are visiting tourist sites Tana Kirkos Monastery passed through Bahir Dar



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I am Waleling Belayneh Temene, a graduate (MA) student at ECSU, and I am currently conducting research for a graduate thesis titled Assessment of Amhara Media Corporation Practices in Tourism Promotion: Getseta in focus. Therefore, the purpose of this interview questionnaire is to gather information about tourism promotion. The result of the study is to fulfill the partial requirement of the thesis for the Department of Development Communication and Media Studies. Therefore, I would like to assure you that the information you provide is of great importance and will be kept confidential and used only for the purpose of the study. In general, I would to first express my respect for your willingness to conduct the interview.

1. Have you come across the "Getseta" tourism program during your visit to the Amhara region? If yes, how did you become aware of it, and what were your initial impressions?
2. In your opinion, how effective is the "Getseta" program in showcasing the tourism resources and attractions of the Amhara region?
3. Did the "Getseta" program influence your decision to visit the Amhara region? If so, in what ways did it inspire or impact your travel plans?
4. How the programs capture the unique features, culture, and experiences of the Amhara region? Did it align with your expectations and interests as a tourist?
5. What specific aspects of the "Getseta" program appealed to you the most? Was it the content, visuals, storytelling, or any other elements?
6. Did you find the "Getseta" program to be informative and helpful in discovering new destinations, activities, or services in the Amhara region?

7. Were there any challenges you experienced in accessing or utilizing the information provided by the "Getseta" program?
8. How important do you think collaboration and engagement with local communities, businesses, or government agencies are in successful tourism promotion? Did you observe any such collaboration through the "Getseta" program?
9. What improvements or additions would you suggest for the "Getseta" program to enhance its effectiveness in promoting tourism resources in the Amhara region?
10. Overall, based on your experience and perception, what impact do you think the "Getseta" program has on the promotion and development of tourism in the Amhara region?

VIII. Interview Questions for tour and travel agencies managers who works in Bahir Dar



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I am Waleling Belayneh Temene, a graduate (MA) student at ECSU, and I am currently conducting research for a graduate thesis titled Assessment of Amhara Media Corporation Practices in Tourism Promotion: Getseta in focus. Therefore, the purpose of this interview questionnaire is to gather information about tourism promotion. The result of the study is to fulfill the partial requirement of the thesis for the Department of Development Communication and Media Studies. Therefore, I would like to assure you that the information you provide is of great importance and will be kept confidential and used only for the purpose of the study. In general, I would like to express my respect for your willingness to conduct the interview.

1. Are you familiar with the "Getseta" tourism program by the Amhara Media Corporation? If yes, how would you describe the strategies utilized by the program to promote tourism resources in the Amhara region?
2. In your experience, how effective has the "Getseta" program been in generating interest and inquiries from potential travelers to the Amhara region?
3. Have you perceived an increase in the number of inquiries or bookings related to the Amhara region as a result of the "Getseta" program's promotion efforts? If you listened information from the tourists or from the bureau.
4. What is your perception about the "Getseta" program based on your clients? Has it influenced their decision to choose the Amhara region as a tourist destination?
5. Have you collaborated with the "Getseta" program or its team in promoting tourism resources? How would you assess the effectiveness of this collaboration?
6. In your opinion, what are the main challenges faced by the "Getseta" program in promoting tourism resources effectively? Are there any specific challenges related to the Amhara region's tourism industry that you have observed?

7. Based on your interactions with clients, what are their feedback and impressions of the content, format, and presentation of the "Getseta" program?
8. How important do you think it is for a tourism promotion program like "Getseta" to collaborate with local communities, businesses, and government agencies? Have you observed any such collaboration through the program?
9. What impact, if any, do you think the "Getseta" program has had on the tourism development and growth in the Amhara region? Have you heard any positive outcomes, such as increased tourist arrivals or economic benefits from AMECO or Amhara culture and Tourism bureau?
10. Based on your expertise in the tour and travel industry, what recommendations would you offer to enhance the effectiveness of the "Getseta" tourism program in promoting tourism resources and addressing the challenges it faces?

IX. Guiding questions for Focus Group Discussion to Amhara Culture and Tourism bureau particularly for Tourism Development experts



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I am Waleling Belayneh Temene, a graduate (MA) student at ECSU, and I am currently conducting research for a graduate thesis titled Assessment of Amhara Media Corporation Practices in Tourism Promotion: Getseta in focus. Therefore, the purpose of this FGD questionnaire is to gather information about tourism promotion. The result of the study is to fulfill the partial requirement of the thesis for the Department of Development Communication and Media Studies. Therefore, I would like to assure you that the information you provide is of great importance and will be kept confidential and used only for the purpose of the study. In general, I would like to express my respect for your willingness to conduct the group discussion.

1. Strategy Assessment:

- a. In your opinion, what are the key strategies employed by the "Getseta" tourism program to promote tourism resources?
- b. How effective do you think these strategies are in reaching the target audience and promoting tourism?

2. Perception and Impact:

- a. How do you perceive the overall quality and content of the "Getseta" program in terms of promoting tourism resources?
- b. Based on your expertise, do you think the program effectively showcases the unique features and attractions of the Amhara region?
- c. Can you provide examples of positive impacts or success stories resulting from the program's promotion efforts?

### 3. Challenges and Constraints:

- a. From your perspective, what are the main challenges faced by the "Getseta" tourism program in promoting tourism resources effectively?
- b. Are there any specific constraints, such as budget limitations or resource constraints that hinder the program's promotional efforts?

### 4. Evaluation and Recommendations:

- a. In your expert opinion, what improvements or changes would you suggest enhancing the impact and effectiveness of the "Getseta" tourism program?
- b. Are there any additional strategies or approaches that you believe could be beneficial in promoting tourism resources within the Amhara region?

## X. Getseta program video's review checklists

### 1. Introduction:

- Does the documentary clearly introduce the "Getseta" tourism program and its goals?
- Does it provide background information on the Amhara Media Corporation and its role in promoting tourism resources?

### 2. Content and Information:

- Is the program providing accurate and up-to-date information about tourism resources in the Amhara region?
- Does the program cover a diverse range of destinations, accommodations, activities and experiences within the region?
- Does it highlight the benefits and experiences that tourists can expect when visiting these resources?

### 3. Production Quality:

- Is the overall production quality of the program visually appealing and engaging?
- Is the narration clear, engaging, and well-paced?
- Are the video footage, images, and narration of high quality?

### 4. Inspirational Value:

- Does the program inspire viewers to visit the Amhara region and explore its tourism resources?
- Does it effectively highlight the unique selling points and attractions of the region?

### 5. Viewer Engagement:

- Does the program encourage viewer engagement and interaction, such as through social media platforms or dedicated websites? Are there opportunities for viewers to provide feedback, ask questions, or share their own experiences?
- Does the program incorporate viewer testimonials or stories to enhance engagement?

#### 6. Branding:

- How do viewers perceive the "Getseta" program and its impact on the image and reputation of the Amhara region?
- Does the program contribute to positive destination branding and positioning?

#### 7. Conclusion:

- Does the program provide a concise and effective conclusion, summarizing the key points and outcomes of the promotion?
- Does it offer recommendations or suggestions for improving the "Getseta" tourism program and its promotion strategies?