



Hawassa University

College of Law and Governance

School of Governance and Development Studies

MA Thesis on:

**CONTRIBUTION OF HISTORICAL HERITAGES FOR IMAGE BUILDING: REVIEWING
THE ETHIOPIAN EXPERIENCE**

By: Belete Sisay Tekie

A thesis submitted to Hawassa University School of Governance and Development Studies for the partial fulfillment of the requirements of the Master of Arts degree in International Relations and Diplomacy

Advisor's Name: FekedeTerefe (PhD)

Co-advisor: Awol Ali (MA)

Hawassa, Ethiopia

July, 2020

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HAWASSA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
SCHOOL OF GOVERNANCE AND DEVELOPMENT STUDIES

ADVISORS' APPROVAL SHEET

This is to certify that this thesis entitled “**Contribution of Historical Heritages for Image Building: Reviewing the Ethiopian experience**” Submitted in partial fulfillment of the requirements for the award of Master of Arts in International Relations and Diplomatic studies to the College of Law and Governance Studies, Hawassa University, through the School of Governance and Development Studies done by Mr. Belete Sisay, ID No GPIRdR/0002/11 is a genuine work carried out by him under our guidance. The matter embodied in this thesis has not been submitted earlier for the award of any degree or diploma to any University the best of our knowledge and belief.

_____	_____	_____
Name of Major Advisor	Signature	Date

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Statement of Certification

We, the undersigned, members of the board of Examiners of the final open defense by Mr. **Belete Sisay**, ID No GPIRdR/0002/11 have read and evaluated his thesis entitled “Contribution of Historical Heritages for Image Building: Reviewing the Ethiopian experience and examined the candidate. This is, therefore to certify that the thesis has been accepted in partial fulfillment of the requirements for the degree masters of art in International Relations and Diplomacy.

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DECLARATION

The thesis undersigned, I declare that this is my own original work and has not been presented in this or any other university, and all sources of materials used in this research has been fully acknowledged.

Name: Belete Sisay

Signature_____ Date_____

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Abstract

Tourism infrastructure is the basis of tourism development and utilization of existing destination resources. So, the main purpose of this study was to assess the “Contribution of Historical Heritages for Image Building: Reviewing the Ethiopian experience. The design of the study was descriptive and has employed qualitative research approaches. The data collection instruments were interview and document analysis. Interview was conducted with Ministry of Culture and Tourism, Ministry of Foreign Affairs, Heritage Study and Conservation Bureau, office of tourism Ethiopia, Ethiopian tour operator association and from various private tour operators by using purposive sampling technique. Thematic data analysis was used by linking interview results with document analysis. The finding of the study shows tourism industry in general, historical heritages in particular have crucial role for image building, branding, economic development and expansion of investment, poverty and unemployment reduction. Even though, tourism industry is the backbone for socio-economic development of the country, in Ethiopia tourism development is at infant stage. Utilization of historical heritages for image building, branding, image managements and for other socio-economic development is weak. The finding also shows the challenges that hinder to enhance image building, branding and image management via historical heritages. This includes internal and external challenges. Internally, there is lack of infrastructure such as transportation, internet, water supplication, electricity and lack of quality services like hotel, restaurants, entertainment services, bus, access to clean toilets, absence of peace and security and lack of awareness in the community. Externally, Ethiopia’s image on the international scene is widely associated with draught, famine and war and the Horn of Africa seen as a region of instability and hub of terrorism. So, the finding recommends that the government must fulfill various infrastructures and quality services in the destination sites, stakeholders should develop the habits of working together and cooperation to foster tourism industry and Ethiopian government should realize the existence of peace and security in different parts of the region. In general, even if the country has many tangible heritages its performance of branding, image building and using it for economic development is found at low level.

Key words: Branding, Ethiopia, Historical Heritage, Image Building, Image Management, Tourism.

Abbreviation

AU- African Union

DMO- Destination Management Organization

ECA- Economic Commission for Africa

FBO- Faith Based Organization

FDI- Foreign Direct Investment

GNI- Gross National Income

ICOMOS-International Council on Monuments and Sites

NGOSs- Non Governmental Organizations

FDRE- Federal Democratic Republic of Ethiopia

TDI-Tourist Destination Image

UK – United Kingdom

UNESCO- United Nation Economic, Science and Culture Organization

TICAD- Tokyo International Conference on African Development

PR- Public Relation

MoCT- Ministry of Culture and Tourism

MoFA- Ministry of Foreign Affairs

NB- Nation Brand

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CHAPTER ONE

1.1. Background of the Study

Historical Heritage is a key player in the visitor attraction sector with heritage visitor attractions representing an 'integral component of the tourism product in many countries (Leasketal, 2002). Heritage is a universal process by which humans maintain connections with our pasts, assert our similarities with and differences from one another, and tell our children and other young people what we think is important and deserves to be part of the future. Heritage is a powerful source of practical suggestions on what to wear, what to eat, how to behave. Clothes, foods, stories, songs, and the patterned actions of the people around you influence your values and preferences (Leasketal, 2002).

According to Ethiopia National and Region Cultural Heritages Proclamation No. 839/2014 "Cultural and historical heritage" means anything tangible or intangible which is the product of creativity and labor of man in the prehistory and history time that describes and witnesses to the evolution of nature and which has a major value in its scientific, historical, cultural, artistic, and handcraft content. (UNESCO, 1972)Article 1.1 Cultural heritage defined as monuments, architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are an outstanding universal value from the point of view of history, art or science.

Heritage is a specialized form of culture or the representative form of the culture that has stood the test of the time in the shape of monuments, art forms, forts, palaces, temples, shrines besides the oral traditions, in the form of folklore, ballads, marriage songs capturing the people's flight of imagination (Hampton, 2005). It can be argued that heritage is the only form of culture that survives the test of the times and reaches from generation to generation as the living proof of people's journey in the process of human evolution (Aasetal, 2005).

Broadly speaking, when narrowed down to the basics, heritage is classified as tangible and intangible. Tangible heritage involves the built heritage in the form of ancient structures besides the archaeological sites that have been excavated. Paintings, sculptures, coins; manuscripts, including the underwater ruins are the examples of the tangible heritage. Intangible heritage includes oral traditions, performing arts; a ritual that comes down from generation to generation

and are found in the expression of the communities in their group and social behavior (Crooke, 2010).

(Anholt, 2003) Has affirmed that if there is political will of the government and if it has sound policies that really support and encourage export and investment, a consistent, imaginative and well managed national brand strategy can make a real difference for the long-term economic wellbeing of the country. Therefore, Nation branding is the modern example of soft power and for emerging nations the only power they can wield is soft power or nation branding (Anholt, 2003).

Ethiopia has above 12 cultural, historical and natural heritages registered by UNESCO as the world heritage and suited potential tourism development. These whole tourists potential make Ethiopia the first and richest nation in Africa. The magnificent material iconographies of Ethiopian culture were relayed to the visitor through the timeless architectural wonders of Axum's stelae, Lalibela rock hewn churches, Gondar's Castles, Harare's medieval walled city and archeological sites that traced the origin of homo-sapiens to the Rift valley where the skeletal remains of Dinkinesh (Lucy) and Selam were discovered (Yimer, 2016).

According to Mulate (2015), the Ethiopian history and culture heritage encompasses: In the context of the cultures of the peoples of the various nations, nationalities, and peoples of Ethiopia, this definition could be used to incorporate their varied social, economic, political, administrative, moral, religious and psychological conditions. The languages, history, oral tradition, housing, instruments of production, food preparation, eating habits, customs, ornamentation, aesthetic values and appreciation, beliefs and religious practices are also components of their cultures. Ethiopia has immense tourism potential these are natural, cultural and historical. Ethiopia has 12 Cultural; Historical and Natural Heritages registered by UNESCO as the world heritage and suited potential tourism development. These whole tourists potential make Ethiopia the first and richest nation in Africa (Yabibal, 2010).

Even though Ethiopia has various resources, heritages and history, and never been colonized by European's its recent image is suffering from drought, famine, war and poverty that occurred in the country (Japanese Embassy in Ethiopia, 2007). The linkage and partnership among stake holders in promoting Ethiopia as a tourist destination is not yet explored properly (Van Beurden, 2004).

1.2 Statement of the Problem

Heritage can be explained as the process of inherited ownership (Pearce and Susan, 2000).

According to Malá (2002), historical heritage consists cultural and historical monuments like castles, palaces, popular architecture buildings and other cultural historical objects; and Cultural establishments such as museums, galleries, Cultural events, theatre performances, festivals, folklore and popular celebrations.

As scholars suggest that cultural heritages play a significance role to enhance the mutual and smooth interaction of the communities. For instance, in the late 1980's, Joseph Nye, an American political scientist, defined the term 'Soft Power' as an ability of a State to influence others to do what it wants without force or coercion. The United Nations Educational, Scientific and Cultural Organization (UNESCO) defines culture as "a form of soft power that strives to foster the exchange of views and ideas, promote knowledge of other cultures, and build bridges between communities" (Culture Sector Knowledge Management, 2016). It, ultimately, pursues to enhance a positive vision of cultural diversity, highlighting it as a source of innovation, dialogue and peace. Culture has been previously defined as one of the tools used to control or influence other countries in the neo-colonialism theory (Molag, 2014).

Therefore, Ethiopia is the cradle of humankind, the place where the famous more than 3.5 million years old human remains known as "Lucy" was discovered. The capital city, Addis Ababa is also the seat of the African Union (AU), and the United Nations Economic Commission for Africa (ECA). Several other international organizations have also their headquarters and branch offices in the capital (World Bank, 2006).

Ethiopia is the only African country never to have been colonized. It has its own Gees alphabet and follows the Julian calendar which consists of 13 months, 12 month of 30 days each and one month of only 5 days (six in leap years). The Danakil Depression, a true desert which dips to 116 meter below sea level, frequently experiences temperatures greater than 50 degree centigrade. The Meskel Festival, Fiche Chamballala and Gada System also registered as intangible cultural heritages. The victory of Adwa also considered the first victory of African over a European colonial power, but it is not disclosed enough as a unique feature (World Bank, 2006).

Cultural and historical resources represent heritage of last eras of social development and it includes socially recognized material and cultural wealth kept by society for maintenance of social and ethnic identity and also for transfer to the succeeding generations.

According to Ismagilova et al. (2015), Historical and cultural potential of the country is one of the main factors for tourism, because, It is important means for involvement of tourists as acquaintance to historical and cultural heritage is a strongest incentive tourist motive, cultural and historical heritages are an important asset of the modern cities which can make profit and significantly influence their economic development and It creates favorable image of the region, "branding" of historical and cultural heritage which is used as the effective tool of the adoption of leadership on the tourist arena.

According to Joseph Nye American social scientist (1994), Soft power is making people want to do what you want them to do and a country may obtain the outcomes it wants in the world because other countries want to follow it, admiring its values, emulating its example, aspiring to its level of prosperity and openness. From the above literature, soft powers like public and cultural diplomacy, branding countries by using products, music, sport, tourism and historical monuments are very crucial to influence and attract countries without the use of hard power.

According to Simon Anholt (2003), Nation branding is the modern example of soft power and for emerging nations the only power they can wield is soft power or nation branding. Anholt supports the idea of Nye because he focused on nation branding and image management through promotion and it is part of soft power.

Nevertheless, Ethiopia has a long history, and never been colonized by outside powers, the home and owner of various natural and cultural heritages. But, there is also the negative image and perception that perceived by the international community. The World Bank (2006) presented a relation between the poor image of Ethiopia and travel behavior. Ethiopia's image in the international arena has been one of the darkest since 1974 revolution. "There is a widely held perception of Ethiopia that equates it with famine" (Shanka & Frost, 1999). The European countries perceived Ethiopia as a country of poverty, starvation, backwardness, drought, famine and floods is one of the main impediments to promoting Ethiopia as a tourism destination, and therefore, image strategy will play a crucial role for the country" (Japanese Embassy in Ethiopia

2007). Therefore, we are unable to change our negative image and bad perception by using such historical and cultural heritages through promotion and image management because of low level of branding and promoting our historical, cultural and natural tourist destinations.

Scholars conducted research on the area of nation branding and image management. For instance, *The Case for Nation Branding as an Investment Promotion Methodology for African Nations: A Literature-Based Perspective*, (Matiza, 2014). It focused on branding on attraction of foreign direct investment. *Ethiopia towards a Strategy for Pro-Poor Tourism Development* by (Bank, 2006), *Re- imaging Ethiopia through Destination Branding* by (Mulugeta, 2016), *Branding Ethiopia: Opportunities and Challenges* by (GETU, 2010), *Promoting Ethiopia as a tourist destination* by (Deresse, 2018), the strategic communication of government communication affairs office for country branding (Abdu, 2018). The above mentioned researchers were emphasized on branding Ethiopia through tangible and intangible heritages and through natural resources. *Digital Diplomacy for Image Building and Nation Branding: The Ethiopian Context* by (Hibamo, 2017), *Nation Branding in the 21 first centuries A Conceptual Approach* (Andrei Anca-Georgiana, 2017).

Even though the above researchers conducted studies in the area of nation branding and image management, but none of them had attempted specifically to assess the factors that affect the potentials of Ethiopian historical heritages for image building and the Ethiopian experience of branding and image management. In one hand, Ethiopia is the owner of many cultural and historical heritages; on the other hand the image of the country is connected with poverty, backwardness and war. So, the researcher wants to conduct research on Ethiopian historical heritage as a way of image building and management. And this study tries to fill the gap of knowledge in relation to historical heritage serve as image building.

1.3 Objective of the Study

1.3.1 General Objective

The general objective of this research is to assess the Contribution of Historical Heritages for Image Building: Reviewing the Ethiopian experience.

1.3.2. Specific Objective

The specific objective of this research is mentioned as follows:

- To discuss the contributions of historical heritage for image building about Ethiopia.
- To discuss the Ethiopian nation branding and promotion strategy using historical heritages.
- To assess the achievements made by the government on branding and image building through historical heritages.
- To identify the main challenges of image building and management by using the existing tangible historical heritages in Ethiopia.

1.4. Research Question

1. What are the contributions of historical heritages for Ethiopian image building?
2. What are the nation branding policy and experience of promotion which the Ethiopian government has?
3. What are the achievements of branding and image building made by the Ethiopian government through using historical heritage?
4. What are the basic challenges to achieve image building and management in Ethiopia?

1.5. Scope of the Study

Geographically, this study is mainly underlined on the Ethiopian historical heritages which are found in different parts of the country. Conceptually, our country Ethiopia is the museum of tangible and intangible natural, historical and cultural heritages that immensely attracting the tourists. But this study was concentrated on the tangible Ethiopian historical heritages. Because, the researcher gives emphasis on the tangible historical heritages like hewn church of Lalibela, obelisk of Gonder, Shake Hussen Cave, Tia Carved standing stone, Konso Traditional Settlements, Monument of Aksum, and a wall of Harar are registered by UNESCO and the international community knows as well. Finally, this study has prioritized these heritages as an

opportunity to image building and management, branding and advertising the country by using these attractive heritage tourist destinations to the international community.

1.6. Limitation of the Study

When the research is conducted the researcher faced some challenges. Among the challenges that the researchers faced: lack of literature, busyness of interviewees, financial and transportation constraints, accessibility of data and shortage of time to interview all the stakeholders involved directly or indirectly in tourism sectors.

1.7. Significance of the Study

The finding of this study would have advantages for the government and the people at large. Firstly, this research would enable the community to enhance their awareness and knowledge and it gives clues about the historical heritage as an indispensable tool for image building, branding and image management. Secondly, the study would have great contribution for policy makers and the ministry of tourism as a means to formulate the relevant policies towards the mechanisms of branding and image management through heritage advertisement. Thirdly, the study would be crucial for other researchers in order to conduct further study based on the given recommendations.

1.8. Organization of the Study

This thesis consist five chapters. In the first chapter, background of the study, a statement of the problems, objectives of the study, research question, the significance of the study, the scope of the study included. The second chapter discuss about literature review such as nation branding, brand management and other supportive theories. The third chapter includes research approach, research design, and data collection instruments, sampling techniques, data analysis technique and others. The fourth chapter is data analysis and interpretation. Finally, conclusion and recommendation are included in the fifth chapter.

1.9 Operational Definition of terms

Historical heritage: historical heritage means the heritage that is created and owned by a given country

Brand: means a name, a concept, word, symbol, design, figure and composition of all which help to identify, introduce goods and services.

Branding: it is the process of promoting and naming tourism services by identifying it with a particular brand.

Image: Image is an evaluative (e.g. 'Good/bad', 'true/false') and multi-dimensional construct.

Image building: refers the art of building, creating and bringing positive image and attitude towards the given product and service and the image reflected at individual, group, organizational, government and country level.

Image management: is the process of controlling and sustaining the existing positive images and outlooks towards the country.

CHAPTER TWO

2. Literature Review

This chapter deals about the related literature review which written by the scholars that support this study. The points which included in this chapter are list as follows. Conceptual framework of heritages, Models of Branding Management, review of empirical studies, The Notion of nation branding and Image Building, images of Ethiopia in the international community, The contextual description of Ethiopia, historical heritages of Ethiopia and tourism industry, role of heritage in a modern society, brand and branding, concepts of country image and image management, exemplary countries, Exemplary Countries on heritage-centered development trends and challenges of branding and image building in tourism.

2.1 Conceptual Framework of Heritage

According to the Ethiopia National and Region Cultural Heritages Proclamation No. 839/2014 "Cultural heritage" means anything tangible or intangible which is the product of creativity and labor of man in the prehistory and history time that describes and witnesses to the evolution of nature and which has a major value in its scientific, historical, cultural, artistic, and handcraft content.

Historical and Cultural heritage includes the material aspects of culture sites, buildings, landscapes, monuments, and objects – as well as the non-material aspects, which are embodied in social practices, community life, values, beliefs and expressive forms such as language, arts, handicrafts, music and dance. Representative of many contemporary definitions, define cultural heritage as “the contemporary purposes of the past” or “that part of the past which we select in the present for contemporary purposes, be they economic, cultural, political or social.” The concept of heritage is evolving as a result of and according to the changing attitudes, needs and demands people convey in regards to heritage, simultaneously shifting its focus along three interrelated axes: from monuments to people, from objects to functions and consequently from preservation to sustainable use and development (TolinaLoulanski, 2006).

The historical and cultural heritage plays huge role in the development of internal tourism. During all history of mankind people exchanged cultural experience, ideas, values and goods through art, trade and migrations. Cultural self-expression of people always causes interest. The

objects visited by tourists, promote their spiritual enrichment and outlook expansion LenarSafiullin et al, (2015).

Historical and cultural potential of the country is one of the main factors of tourism, because It is important means for involvement of tourists as acquaintance to historical and cultural heritage is a strongest incentive tourist motive; Objects of cultural and historical heritage are an important asset of the modern cities which can make profit and significantly influence their economic development; It is has great importance in the social sphere, leveling seasonal fluctuations and evenly distributing tourist streams on the territory; It creates favorable image of the region, "branding" of historical and cultural heritage which is used as the effective tool of the adoption of leadership on the tourist arena. And at last, the cultural and historical centers not only bring in incomes to the region, but give local population the grounds to be proud of the unique heritage and give opportunities to share it with tourists LenarSafiullin et al, (2015).

There is an increasing awareness of culture, arts, festivals, heritage sites natural and cultural, and Folklore and cultural tourism has been at the center of the tourism industry in Europe and now other countries are approaching to develop their own activities Cultural tourism is a tourism product by itself and can have high contributions to regional economic development. Development implies the design, marketing and promotion of new cultural and heritage tourism products and activities while creating a safe and user-friendly atmosphere for visitors and local communities (LenarSafiullin et al, (2015).

The term cultural tourism encompasses historical sites, arts and craft fairs and festivals, museums of all kinds, the performing arts and the visual arts and other heritage sites which tourists enjoy to visit in pursuit of cultural experiences (Tighe, 1985). Heritage tourism as a synonymous of cultural tourism is an experiential tourism related to visiting preferred landscape, historic sites, buildings or monuments and seeking an encounter, involvement and stimulation with nature or feeling part of the history of a place (Hall &Zeppel, 1990).

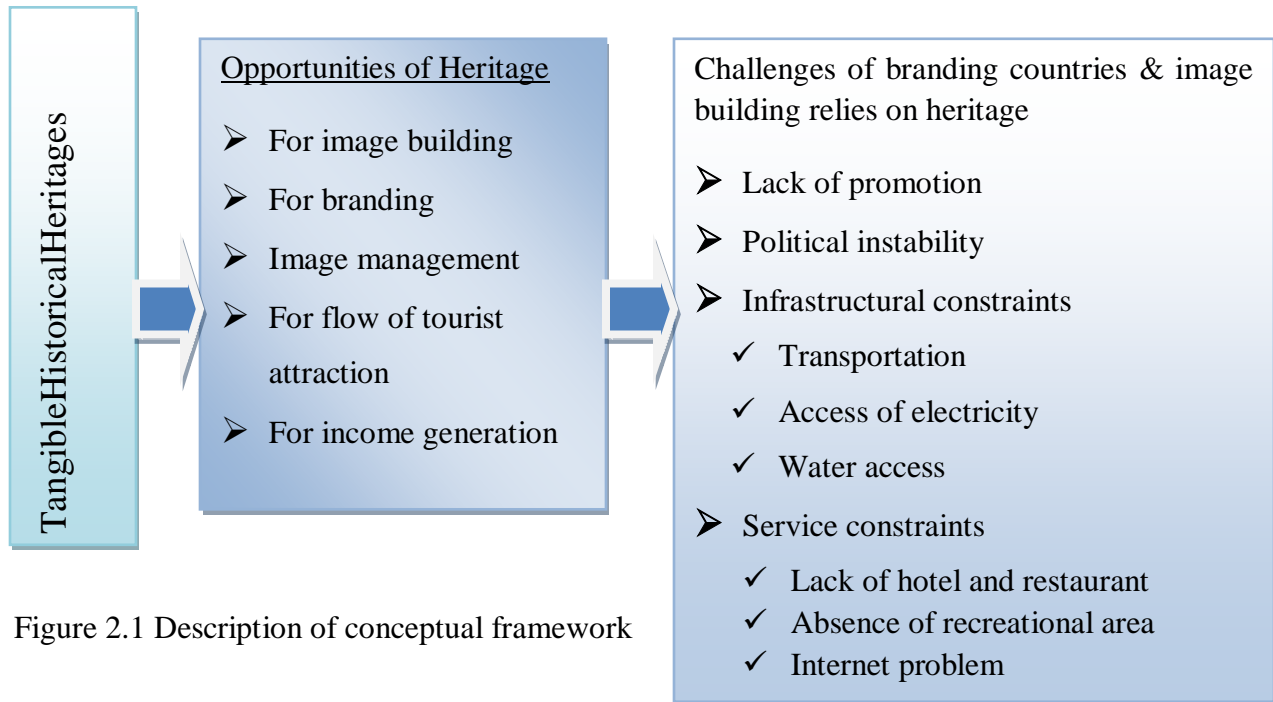


Figure 2.1 Description of conceptual framework

2.2 Notions of Nation Brand and Image Building

The twin concepts of image building and nation branding, as interrelated as they are the foundational ideas that theoretically and practically drive the field of public diplomacy. Principally embedded in the pioneering works of two British proponents, Anholt and Olins and the theoretical narratives of marketing nation brand, could be defined as “the application of corporate marketing concepts and techniques to countries, in the interests of enhancing their reputation in international relations” (Kerr and Wiseman, 2013).

In the words of (Anholt, 2010):

“Nations may have brands – in the sense that they have reputations, and those reputations are every bit as important to their progress and prosperity in the modern world as brand images are to corporations and their products, but the idea that it is possible to ‘do branding’ to a country (or to a city or region) in the same way that companies ‘do branding’ to their products, is both vain and foolish.”

The term nation branding was first devised in 1996 by Simon Anholt. At its embryonic stage the idea of NB was predicated on the simplistic claim “that the reputations of countries function like the brand images of companies and that they are equally critical to the progress and prosperity of

those countries” (Anholt, 2008). Gradually, through various studies and theoretical as well as practical considerations, Anholt has come up with another term to refer to this notion and he called it competitive identity. Subtly assimilating the concept of *NB* as conceived in the field of marketing into the field of diplomacy in general and PD with its miscellaneous genres Anholt has brought about a pragmatically necessary disciplinary domestication. While adamantly declaring his cautious yet tactical preference for his recent competitive identity over nation branding, Anholt in his 2007 pioneering work *Competitive Identity: The New Brand Management for Nations, Cities and Regions* argues that the former “has more to do with national identity and the politics and economics of competitiveness than with branding as it is usually understood” (Anholt, 2007). Regardless, the usage of the concept in this study, as a study in 21st century diplomacy and statecraft would in the form of the definition provided in the latter, which is an extrapolation of the former.

In conclusion, NB could be defined and understood as “campaigns carried out by governments in an attempt to raise the profile, improve the standing, enhance knowledge about or generate admiration for their country by foreign audiences” (Anholt, 2007) in the form of comprehensive institutional initiatives by crafting a sustainable yet dynamic strategy of what Michael Kunczik called “image management and image cultivation” (Kunczik, 1997) that is geared towards enhancing a country’s soft power potentials. It could also mean a consistent and all-embracing national brand strategy which determines the most realistic, most competitive and most compelling strategic vision for the country, and ensures that this vision is supported, reinforced, and enriched by every act of communication between the country and the rest of the world.

Recently, Country Branding is increasingly becoming a hot topic as countries are competing to appeal to investors, visitors, expatriates and exports. As global forces of change composed of rapid technological changes, global competition and intergovernmental power shifts are becoming the order of the day; places are required to proactively design strategies to ensure a better economic destiny for themselves. Countries have engaged in branding themselves to set right their image in the global arena which suffers from stereotypes of some sort either from their past or the region they are found (Florek and Conejo, 2007).

A country's or a nation's brand generally refers to the common images, perceptions and associations people have about that nation. Therefore, country branding or nation branding is an important instrument used by countries to create, change or promote a distinct self-image and

international reputation and to serve the country's interests in a positive and effective way (Maria, 2015).

The American Association of Marketing defines a brand as

“a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 2006).

Anholt, (2003), states that countries/ places in many ways behave like brands. Place branding as defined by Anholt (2004) and quoted by Kerr (2005) is stated as:

“The practice of applying brand strategy and other marketing techniques and disciplines to the economic, social, political and cultural development of cities, regions and countries.”

The Country Branding motives are also strengthened by Papadopoulos (2004) which states that there are four objectives of Country Branding: Enhance exports, Protect local businesses from foreign competition, Attract/retain factors of development, and Position the place for advantage domestically and internationally in socio-economic and political terms.

2.3 Role of Heritage in a Modern Society

Not only meanings of heritage have been extending, but also approaches to it have been widening from simple preservation of monuments, to conservation and regeneration of ensembles and areas, and finally to a heritage product, which can be used for economic benefits (Ashworth, 1994). Often heritage is seen as a product that can be consumed. It is of course understandable that such a product is being conserved and preserved in order to exploit it for long-term tourism purposes, which also carries certain disadvantages with it. Conservation and preservation freeze heritage and its values in time, whereas before it was a developing, changing entity. Nevertheless, heritage tourism can also be beneficial to a place. The region and local economy can profit through indirect cash flow. Hence, in recent years heritage tourism has been seen as a tool for sustainable development (Graham, 2007). In heritage, as a product, heritage interpretation plays an important role by becoming an object of paid for activities, where interpretive activities provide an add-on value to a heritage site for which a tourist is eager to pay, be it a guided tour or an audio guide.

Graham refers to heritage as “a knowledge that constitutes both economic and cultural capital” (2007). Heritage is of course used for economic purposes, in order to promote tourism, economic development and urban regeneration, as indicated earlier. However, heritage is also knowledge, a cultural product and political resource. It can be interpreted in different ways depending on whose interests are more vocal and what political powers have to be protected. As such heritage is time-specific and its meanings can be altered and re-interpreted (Graham, 2007). Therefore, heritage is not always connected with positive notions. Howard warns that heritage often benefits some and disadvantages others, thus often becoming nationalistic, elitist and backward-looking: “so long as heritage can be used for profit, or to produce group pride or identity, or to subjugate or exclude someone else, then someone is going to use it”. Graham also underlines that heritage does not engage directly with the study of the past. Instead it is concerned with the ways in which very selective material artifacts, mythologies, memories and traditions become resources for the present. The contents, interpretations and representations of the resource are selected according to the demands of the present (ibid).

The use of heritage for political reasons is not automatically a negative thing and a source for conflict. It also helps to strengthen the local and national identity by enhancing the self-esteem of the local people, as well as becoming an important factor in individual and social well-being and people’s quality of life (Smith et al; 2009). Moreover, heritage helps in maintaining a sense of place, which goes beyond a physical or geographical sense of belonging, and is concerned with placement of individuals within social space:

That is, heritage is a process through which individuals and collectives negotiate their social position and ‘place’ within particular societies. At an international level, nation states use heritage to negotiate their sense of ‘place’ in relation to each other (Smith et al; 2009).

According to Loulanski, (2006), in the new developmental context, heritage is recognized as both engine and catalyst of socio-economic development. Have suggested a theoretical framework, based on three main economic dimensions of heritage to explain its developmental role. First, they identify heritage as “an economic sector in itself” often referred to as “the heritage industry” “using resources, producing products, and generating returns in profits, [incomes] and jobs.” Second, it is also considered “one element in economic development alongside others, frequently exercising a catalytic or integrating role in development projects” due to its capacity to attract economic activities and accommodate economic functions. Finally,

it is looked upon as “an instrument in the management of economies at various spatial scales from the international to the local, as for example in the creation and promotion of place images for dominant economic purposes.

Branding has become a powerful force. Brand means name, term, symbol, sign, design, as well as a combination of all these elements which help to designate the product and thereby differentiating it from the competition. (Kotler and Keller, 2008), It is necessary to differentiate between brand and branding. Brand is made by long-term, persistent, patient and diligent work including careful planning and (potentially large) long-lasting investment. A strong brand needs good and positive branding, in other words the strategic management process, which includes the designing and implementing of a marketing program and activity how to build, measure and lead the value of the brand,(ibid). This process has four key stages: (Berman and Evans, 1995) the first stage is the creation of awareness among potential customers, the second stage includes the recognition from future users, and the third stage includes the decision whether it comes to preference of a brand or not. It will result in either the acceptance or rejection of the brand, the fourth stage means loyalty of the accepted brand from the users of the product.

Brand is of paramount importance for tourist destination. Branding is the process by which tourist organizations try to create the desired perception of being a tourist destination, as a specific product and encourage the awareness of consumers to a country as a tourist destination. It is a process by which a country is separated and it individualizes its offer compared to offers from competitive countries. Strong association is needed between the destination and a brand personality. Destination branding is about packaging and marketing a set of images to promote a particular destination (Murphy et al, 2007)

The theory of “competitive identity” arises from the way in which country images are naturally formed. By accident more often than by design, most countries engage with the outside world, and so create their images, through six basic areas of activity: 1. their tourism promotion, as well as people’s first-hand experience of visiting the country as tourists or business travelers. 2. Their exported products and services, which act as powerful ambassadors for each country and region when their place of origin is explicit. 3. The policy decisions of the country’s government, whether it is foreign policy which directly affects the “audience”, or domestic policy reported in the international media. 4. To business audiences, the way the country solicits inward investment, and recruitment of foreign entrepreneurs, workers, researchers and students. 5.

through cultural exchange, cultural exports and sport. 6. The people of the country themselves: politicians, media and sports stars as well as the population in general; how they behave when abroad and how they treat visitors to their country (Anholt, 2010).

According to Anholt, (2009) culture is more expressive communicator of national (or destination) image than the commercial brands, adding that it is possible 'to boo' commercial brand of a destination, but not its culture. Therefore, Anholt, (2009) argues that culture can often play a key role in the transformation of current image of country into something more useful. It is a necessary component to image of any place to become really satisfactory, especially in countries that suffer the consequences that their image is to a large degree or completely based on tourism.

2.4 Brand and Branding

A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization Tanya Sammut, (2015).

Successful branding tips will make up a unique and recognizable destination among the growing competition in the international tourism market. In addition to the visual content (logo, symbol, design, and color.) and advertisements in the form of a catchy slogan, the brand of a tourist destination should be layered to evoke “promise” to a guest’s unforgettable moments and authentic tourist experience as an essence of travel and accommodation. The meaning and definition of core branding can determine any sublime competitive and recognizable identity (as the backbone of the tourism brand), which will be presented in an appropriate manner along with all key tourism resources and attractions including (Knapp and Sherwin; 2005). the historical tourist resources and attractions, newly an specifically built tourist resources and attractions, imitating factors and resources, destination management, touristic challenges and attractions in the environment.

Attitudes have a direct impact on Brand image and are widely defined in research, making the concept abstract to reach a total understanding of. Nevertheless, brand attitudes are most frequent said to be consumers overall evaluation of a brand. And seen as a silent perspective of benefits and attributes (Keller, 1993). Benefits are the values consumers connect with the product or service and more specific what types of needs the product or service fulfill for the customer.

Product or service benefits could for example be of functional, experiential or symbolic benefits (Ibid).

Individuals perceive the Brand image differently since they individually interpret the message based on their life experiences and specific characteristics as human beings. According to and is it impossible to affect an image since it is created in the mind of the consumer, which does not enable the opportunity to influence the perception of a brand. However, according to it may be possible to affect the Brand image since brand associations could be manipulated in order to create the desirable image.

Establishing a positive Brand image requires the establishment of a strong, favorable and unique association to the brand. When Brand images are strong, they can be used to enhance a person's self-image, appeal stakeholder, and influence customers' purchase decisions, which in order has an impact on the corporation's financial revenue (Munoz, 2004). Interaction with a brand can also affect consumers' overall attitudes to the brand where for example individuals can feel a sense of belonging by consuming or buying a certain product. For instance, even if a customer does not belong to the elite class, they can feel a sense of belonging just by wearing a suit from Armani (Graeff, 1996). Products and brands can therefore be perceived to have symbolic meaning, which is part of the environment symbolized by the individual.

2.5 Concepts of Country Image and Image Management

A country's image is influenced by its historical background, geographical location, cultural activity, political situations, art, music, sport activities living style and other features (Morgan et al, 2004), For-example Scandinavians are popular for skies, when one think of Fashion the first cities comes to mind are Paris or Milan ,Greece for the great history and Brazil for their football. For example, the influence of American (popular) culture which is manifested primarily through music and film industry had great credit for creation of a strong brand of United States, and this is best described by Anholt, (2009).

According to McInnis and price (1987), the image is seen by psychologists as a unique way of information processing and recording in the memory, and its measurement is considered by (Ernest, 1985), as bringing real benefits to increase sales; he considers that in analyzing and evaluating the image needs to take into account several factors, such as individual traits,

characteristics and/or emotional and functional benefits, not just the overall image of an object/person.

According to Wunenburger (2004), the image is defined as a "concrete representation, sensitive to a material or ideal object, present or absent from the perceptual point of view, which allows it to be recognized, known and understood." Generally, the image refers to a superficial build of an object, but is often seen as an indicator of the reputation of a place or object. In preparations for the existing literature research, it has been found that there isn't a self-contained area to investigate the image of a country/nation, but (Mayo and Jarvis, 1981) believe that the image is perpetuated when it comes to marketing and/or branding of a location.

(Papadopoulos and Heslop, 1993) considers that the image of an object arises from perceptions that people hold. As they differ from individual to individual, the image that each has in relation to a particular object will be also, in turn, different. According to (Kunczik, 1997) "the image of a nation is formed by a highly complex communication process involving diverse information sources. Those who create the most powerful images are international television and radio, newspapers and magazines, cultural exchange programs, commercials, books, news services. Add to this education and travelling, i.e. the degree of personal experience related to certain foreign cultures that also has an important role in building an image".

Moreover, (Morgan, 2003), highlights the undeniable importance that needs to be given to the images of places/destinations/countries, as it transposes in the minds of potential tourists representing the area in question and thus provides the necessary impetus to visit it.

Country image is an overall image that is constituted by variables like peculiar products, economic and political development, historical events and relationships, traditions, level of industrialization and of technological development (Bannister and Saunders 1978).

Image means mental interpretation of a country's inhabitants, products, culture and national symbols (Verlegh and Steenkamp, 1999).

The creation of a unique and prestigious image of certain tourist destination is a strong tool for expansion of its tourism, extension of its season resulting in an increase in the average spending per visitor. Creating a respectable and modern destination brand, or tourist brands, and affirmation and evolution of its competitive identity and external reputation, all represent the

important tool of strategic destination management. The branding of tourism has primarily been aimed at its further dynamic development which should result in an economic upswing.

Today, marketing managers who are faced with the task of branding certain places are making great efforts to create a unique image for their destination. They define the concept of “destination image” as the sum total of the impressions and opinions of people about a place. The image of a place comes from its geographical position, history, art and music, famous citizens and other characteristics (Kotleretal; 1993).

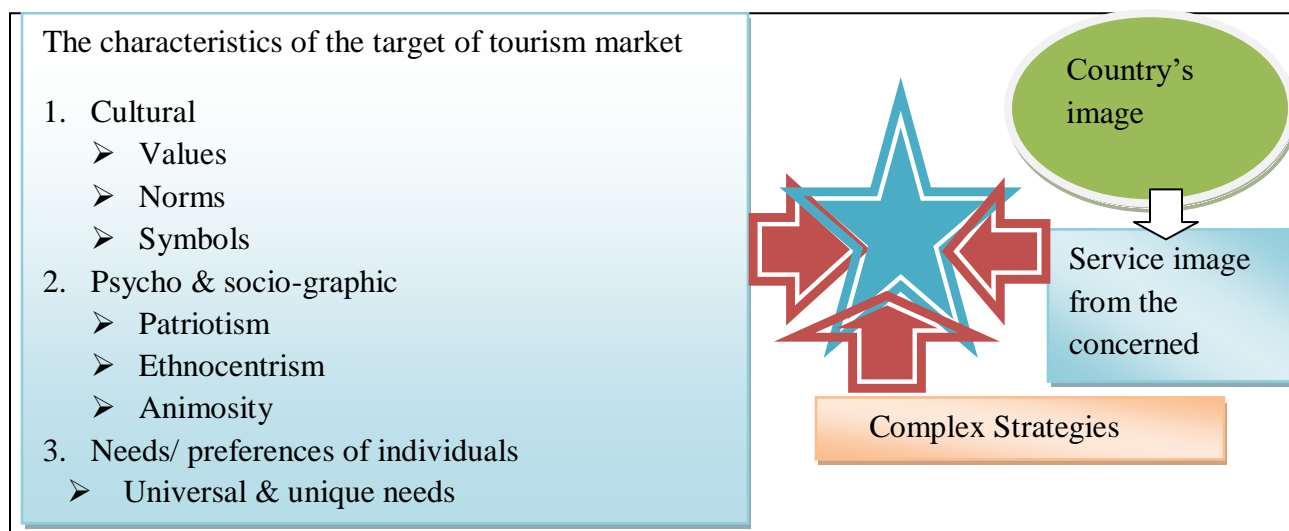


Figure 2.2 The moment of image' creation, Source: adapted Iversen et al. (2001)

2.6 Review of Empirical Studies

Tourism is one of the largest and rapidly growing industries in the world. According to the World Tourism Organization UNWTO (2007), there were 846 million international tourist arrivals in 2006 only, which showed an increase of 5.4% over the previous year. However, the developed world is taking the lion's share of the market with Europe, North America and East Asia claiming 76.3% the international tourists in the same year.

According to Szondi (2007), country branding is used in order to: distance the countries from the old (economic and/or political) system which existed before transition, To change negative or false stereotypes or reinforce some positive stereotypes associated with the country and its people, position the country as the reliable and eligible member of the new system, the transition is aiming for, or that of an international community, support and justify this ‘move’ and demonstrate that these countries are worthy of the center nations’ support, Country branding can boost self-confidence and can be an expression of being proud of the achievements of transitions.

It is important for the countries to have a prestigious and competing international image in front of other countries. Differently said, it all has to do with the term reputation. For example, the Netherlands is a country with a relatively positive reputation because of the good living standards, great social system, and no corruption. As Anholt argues, “there are doors open, trust, and respect for the countries that have acquired a positive reputation on the global stage. Places with a reputation for being poor, backward, dangerous or corrupt find that everything they or their citizens try to achieve outside their own neighborhood is harder, and the burden is always on their side to prove that they don’t conform to the national stereotype” (Anholt, 2010).

According to Mulugeta (2016), As the name of a country is negatively seen due to certain unpleasant incidents, re-imaging is obviously important and Ethiopia is affected by early derogatory histories which force the modern readers and viewers conception to be shaped by stories of wars and natural disasters including famine crisis that highly affect the destination brands especially the re-imaging effort. On this regard, Ethiopia was analyzed from the context of the tourists and some concerned organization so as to identify the possibility of re-imaging the country by using destination branding practices. He conducted research on re-imaging Ethiopia through destination branding. He included natural, historical and cultural heritages.

As Getu (2010), Studied on the title of branding Ethiopia: opportunities and challenges, Recently, Country Branding is increasingly becoming a hot topic as countries are competing to appeal to investors, visitors, expatriates and exports. As global forces of change composed of rapid technological changes, global competition and intergovernmental power shifts are becoming the order of the day; places are required to proactively design strategies to ensure a better economic destiny for themselves. Countries have engaged in branding themselves to set right their image in the global arena which suffers from stereotypes of some sort either from their past or the region they are found.

Accordingly, Ethiopia even though having various resources, heritages and glorious history, its recent image is suffering from the near past images of drought, famine, war and poverty that occurred in the country. In order to come out of poverty, the country needs to rebrand itself as the current negative image it has will affect the way it does business with other countries, affecting Foreign Direct Investment (FDI) coming to the country, tourist inflow, attracting capable entrepreneurs and export of products originating from the country.

As Dereje (2018), conducted research on the title of Cultural Diplomacy as an Instrument of Communication in Image Building: the Case of Ethiopia, Cultural diplomacy plays an indispensable role in image building. These days, countries are using cultural diplomacy as an integral part of their diplomatic activities ever than before. It is being considered as an important aspect to cooperate, to create mutual understanding, to build trust, and ultimately to bring change in the economic, social, and political aspects.

Cristina-Maria is one of the scholars who conducted research on country branding in a multicultural world, the case of Romania in 2015. According to Cristina Country branding or nation branding refers to the common images, perceptions and associations people have about a country or a nation. Therefore this concept can be an important tool used by countries to create, change or promote a distinct self-image and to gain international reputation. A country's brand is strongly related to its image, both the self-image created and transmitted by its citizens and the image projected and interpreted by foreigners. At present in the context of globalization the strategy of positioning a country in front of the other "world players" has a key role in the international arena for commercial, economic and political purposes.

(Ismagilova et al; 2015), working research on Heritage as an alternative driver for sustainable development and economic recovery in South East Europe. According to the researcher, the historical and cultural heritage plays huge role in development of internal tourism. For many Russian regions use of historical and cultural heritage becomes one of real opportunities of economic, social and cultural recovery. Objects of historical and cultural heritage, being an important asset of the cities, make profit and significantly influence their economic development. These all researchers express the advantages of historical and cultural heritages for branding and image management of the countries.

2.7 Models of Branding Management

2.7.1 Simon Anholt's Nation Brand Model

According to Anholt's theory (Anholt, 2007), the nation image is created through the cumulative effect of communication via "six natural channels" Together, these areas form the Nation Brand Hexagon which Anholt has illustrated by the following model:

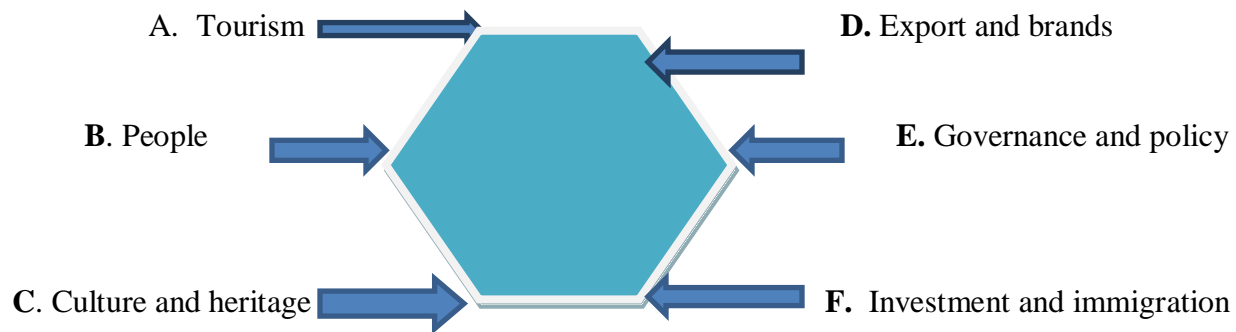


Figure 2.3 Anholt's hexagonal model

Tourism: Tourism is often the most visibly promoted and loudest voice in branding a nation, as most tourist boards and many other public institutions spend lots of money on 'selling' the country around the world (Anholt,2007).

Culture and Heritage: In this point the hexagon measures the perceptions of a country's cultural exchange, activities and exports: The appreciation of or intention to consume its popular, more commercial cultural products and activities (as e.g. music, art, literature, design, famous film-makers etc.) and the perception of a nation's sporting prowess can influence a nation's reputation immensely, (Anholt,2007).

Governance and Policy: Here, respondents are asked to rank countries according to how competently and fairly they are governed, how much they respect the human rights of their own citizens, how far they trust them to make responsible decisions which uphold international peace and security, what their international contribution is to the environment and poverty reduction and policy decisions a country's government makes both foreign as well as domestic policy.

Investment and Immigration: This point of the hexagon looks at the 'business-to-business' aspect of the nation brand, asking respondents about their personal willingness to live and work in each country for a substantial period, and their views on which country would be the most suitable location for setting up an overseas branch of their company. Inward investments, which mean the recruitment of foreign talents and students and the expansion of foreign companies into the own country do also belong to this sector, (Anholt,2007).

Export and Brands: In this point of the hexagon, consumers are asked about their level of satisfaction with products and services produced in each country, and also about their perceptions of each country's contribution to progress in science and technology. Export brands

often can be seen as “ambassadors” of each country’s image abroad (e.g. Mercedes as the brand of Germany or Sony for Japan), (Anholt,2007).

People: is representing the ‘human capital’ of each country, that shows how welcoming the people of a country are perceived to be, how their mentality is valued and whether they are the kind of people that respondents would choose to have as a close personal friend, (Anholt,2007).

2.8 Exemplary Countries on Heritage-Centered Development Trends

The integration of cultural heritage in socio-economic development by referring to evidence from policies and practices internationally. Examples include urban and rural, local and national settings, from both industrialized and developing countries. The foregoing discussion drew attention to the significance of material and non-material aspects of culture. To be brief and comprehensible, the following discussion is constrained to tangible heritage (Loulanski, 2006).

England: Heritage has been getting higher on the public agenda in recent decades and significant changes in thinking with regard to heritage have occurred, especially in reconsidering heritage’s role in economic and social life. Consider recent work in England: Comprehensive reports aiming to inform policy and its implementation have recently emerged, illustrating the increasing interest and awareness in the subject of culture. *The Power of Place, The Future of the Historic Environment* set out a new government agenda for the future of cultural heritage in England. Its key message is to identify the historic environment as an important asset contributing to people’s quality of life. Recently, efforts have been focused on collecting information and investigating the value of the historic environment to the economy. Products of this work include reports published by English Heritage (the governmental executive agency responsible for heritage): *The Heritage Dividend*, as well as the annually updated *The State of the Historic Environment*(2002). A whole section in the latter is devoted to the economic dimension of heritage, discussing its various contributions to sustainable development, environmental regeneration, tourism development, employment generation (Loulanski, 2006).

Canada: In Canada, The vice-chair of the Canada Council of the Arts, in a recently released article entitled *The Arts and Culture as New Engines of Economic and Social Development* estimates the contribution of cultural industries in Canada to be \$26 billion (Cdn). He points to arts and culture as “incredible vectors of creativity, the principal driver of economic

and social growth.” He argues for a new cultural approach that could unlock the potential of culture, expanding its reach and allowing imaginative and promising links between education and culture, between health and culture, between citizenship and culture, and between economic development and culture. Another report released in 2006 and titled *The Lazarus Effect Explores the economics of heritage development in Ontario*. It identifies the presence of a healthy and growing business in heritage development, providing evidence that preservation of built heritage can be economically competitive.

The calculations, based on a sample of 23 projects, reveal that heritage development projects prove slightly more expensive than new developments but are usually rewarding developers with a higher rate of return on investment. However, lack of awareness of the heritage potential is still widespread on many levels: within communities, municipalities, planning authorities and political circles. The report re-emphasizes that heritage considerations are not attempts to freeze urban change but only to direct it in constructive and rational ways. It advises municipalities to adopt coherent policies that promote building reuse as an integral part of their smart growth strategies and to seek closer cooperation with heritage-minded and creative developers.

Australia: Along similar lines, the Sustainability Strategy of Western Australia reads: Heritage conservation does not stand in isolation, but is inseparably linked with economic development, tourism, urban ‘livability’, reduction of waste, and the social cohesion of communities. It is a major asset in promoting goals in these related areas, and it helps provide the ‘glue’ that holds them together. (Government of Western Australia 2003).

The strategy outlines various social and economic benefits of heritage conservation: better understanding of society and its development; enhanced continuity, familiarity and beauty of the local environment; attracting people and investments; improving urban amenity and livability; tourism development; proportionate growth of jobs; better local expenditure-retention in regional areas; and economic diversification, cost and energy efficiency in building practices.

Japan: In Japan, there are also examples where heritage conservation and urban redevelopment have been successfully integrated, especially in middle and small sized Japanese towns. Illustrates the trend, referring to the case of Nagaahma, located in Shiga Prefecture. This small town of 50,000 inhabitants was built as early as the 16th century, but like other towns during the 1980s, it stagnated and went into economic decline. In 1988, a public-private co-operation project was initiated to reverse the decline by rehabilitating cultural heritage and encouraging a

particular cultural industry. The preservation of a building from the Meiji era (1868-1912), originally constructed as the Kurokabe bank and scheduled for demolition in 1987, triggered an ambitious project. The town council together with private companies set up a new kind of third-sector enterprise – Kurokabe Inc. – as a joint venture with capital of 40 million yen from the city government and 90 million yen from eight regional companies. Its goal was to encourage economic activity in businesses other than pre-existing industries and further promote the image of Nagahama city. Both traditional and modern crafts of glassware were used as the basis of the town's development strategy. Old houses in the vicinity were renovated and became shops, restaurants and galleries. At present, the town's central square comprises around thirty buildings, mostly converted from old structures such as warehouses, and merchant houses.

Europe: After significant developments in the international arena took place – where the role of culture in achieving sustainability and development was recognized and reflected in development policies – broad-scale national and regional endeavors became possible in Europe. One such seminal event was the Intergovernmental Conference on Cultural Policies for Development held in Stockholm in 1998, where the 150 represented countries agreed to make cultural policy one of the key components of their endogenous and sustainable development (UNESCO 1998). In this way, a path was created for integrative policies on regional and local levels in both urban and rural settings.

Awakening to the potential of culture in development is not only a modern phenomenon, having its roots well back in the past. In the course of time, in different countries around the world, culture has been increasingly dependent upon governments, but governments have also been increasingly dependent upon culture as an essential element within economic development strategies at many scales (Graham *et al.* 2000). In urban Europe, incomes from visitors attracted by historic and other cultural interests and values have been an important part of the economy and development of great historic, artistic, educational and cultural centers for centuries. Well-known examples include Florence, Venice, Rome and Naples in Italy; Madrid and Seville in Spain; Paris in France; Cologne, Bonn,

Munich, Nuremberg and Dresden in Germany; Vienna and Salzburg in Austria; Amsterdam and The Hague in the Netherlands; and Brussels, Antwerp and Bruges in Belgium. European cities are host to some of the world's most ambitious current development programs led by cultural heritage initiatives that are seen in Athens, London, St. Petersburg, Vilnius, Istanbul, Quito,

Sana'a, Tunis, Salvador, Havana, Mexico and elsewhere. A major success in cultural heritage use that led to economic and social regeneration is the historic center of Prague, unique in Europe for being spared direct war damage.

Furthermore, initiatives of this kind are observed in cities and towns that have never been typical tourist attractions. One such example is the city of Bradford in England, which in the past had been dominated by the textile industry.

Over 25 years ago the City Council decided that, particularly with its traditional woolen industry in steep decline, Bradford could not compete with more affluent parts of the country in terms of economic and social development. It started establishing a distinctive market niche and chose culture both historic and contemporary as the focus of its modern-day development (Boylan, 1995) in an attempt to create a new image for the city to replace the old one of “dark, satanic mills.” Most recently, the city became one of the contenders for 2008 European Capital of Culture and gained international attention and acclaim for its bold vision for regenerating the city center. Boylan also notes that close parallels to this case can be found in many other European countries, particularly in areas of urban decline following the closure or major down-sizing of traditional urban industries, as, for example, in part of the Ruhr valley in Germany and the coalfield areas of the France-Belgium border. Another example comes from Grainger Town in Newcastle-upon-Tyne, where public sector funding for the purposes of conservation was used as leverage for private sector money, creating 1,900 jobs, 522 new homes and 70 restored old buildings (Pendlebury, 2002). Plenty of examples in Eastern Europe similarly illustrate the increasing symbolic significance attributed to cultural heritage perceived as an expression of identity and a constitutive element of society in local and national development policies (Weber 1995). During recent turbulence and transitions, these countries which are re-inventing and re-evaluating their traditional values and identities – have searched for a more stable marker to shape new development and have found it in their more distant heritage.

CHAPTER THREE

3. Contextual Description of Ethiopia

As described by an article on the website of the Ministry of Culture and Tourism of Ethiopia entitled “Ethiopia a Tourist Paradise” (www.tourismethiopia.com), Ethiopia is a Country with the ancient “Abyssinian” civilization of 3000 years of age. Despite its ancient civilization, its untapped natural resources and diversity of culture, Ethiopia is still unknown to the majority of the world population and is one of the poorest nations on the face of the earth. Ethiopia is found in the eastern part of Africa (to be specific in the Horn of Africa) between latitudes of 3^o and 18^o. Despite its location of being in the tropics, the climate of Ethiopia is pleasant and agreeable (year-round usually ranging between 15^oC and 25^oC in many places), owing to its highlands, unlike other countries in the tropics (GETU, 2010). Ethiopia is the land of record breaking long distance athletes such as Abebe Bikila, Haile Gebre Selassie, Kenenisa Bekele among the males; Derartu Tulu, Meseret Defar and Tirunesh Dibaba among the females to mention the few. The archeological findings of the ancient Homo-Sapiens (the skeletons named “Lucy” and “Ardi”) have made Ethiopia to be considered as the origin of mankind. This gave the nick-name the “Cradle of Mankind” to Ethiopia (GETU, 2010).

Ethiopia has unique natural, cultural and historic tourism assets: UNESCO recognizes seven world heritage sites (as many as Egypt): Axum’s obelisks, the monolithic churches of Lalibala, Gondar's castles, the Omo Valley, Hadar (where the skeleton of Lucy was discovered), Tia's carved standing stones, and the Semien National Park. However, neglect of these assets and their relative (to for example Mt. Kilimanjaro, the Masai Mara or the Pyramids) lack of exposure to tourism markets, provide significant challenges for Ethiopia in attempting to carve out market share in the region and optimize on the “rents” obtainable from these assets.

The physical features of the country are remarkable. They incorporate high plateaux, long mountain ranges, lofty peaks, deep gorges, the largest cave in Africa (Sof Omar), the lowest depression on Earth (Dallol), the Great Rift Valley, savannah land, tropical forests, deserts, beautiful lakes, including Lake Tana the source of the Blue Nile, rivers, spectacular waterfalls, and volcanic hot springs.

The current top tourist sites include: The historic route main towns -- Axum, Gondar, Lalibela, Bahir Dar area (Blue Nile Falls, monasteries); Easily accessible national parks -- Awash, Bale

Mountains, Shala Abijata and Nechisar, The major sites in Addis include: Entoto Mariam Orthodox Church with museum; National Museum; Ethnological museum at Addis Ababa University; Cathedral Church; Africa Hall; Merkato Market; and Addis Ababa Museum (Getu, 2010).

The major sites within a day trip-length include: The Blue Nile Gorge and the Blue Nile River; The Abuna Tekle Haimanot or Debrelibanos Monastery established in the 13th century; Adadi Mariam Rock Hewn Church built in the 12th century by King Lalibela. It is found in the middle of farming areas; Tiya Stelae where there are 36 stelae or obelisks; Wonchi Lake, a crater lake found 32 kilometers west of Ambo town with good scenery; Addis Alem Mariam Church, a strangely decorated church originally built as a palace before Addis Ababa become a capital city of Ethiopia; Nazareth. There are the weekend resorts Sodere with hot path and lake Langano, lake Abayata and lake Shala with beautiful scenery; Debrezeit. There are five crater lakes with good scenery. Bird watching can be conducted, as there are many different species of birds (Getu, 2010).

In fact, Ethiopia is mentioned more than 50 times in the Holy Bible. It is believed by Ethiopians and suspected by many others that the lost Ark of the Covenant (upon which the Ten Commandments of God are believed to be written according to the Christian religion) is in Ethiopia, at Axum in the church of St. Mary of Zion as mentioned in the controversial international bestseller book entitled “The sign and The seal” by Graham Hancock (1993). It is also claimed by the Ethiopian Orthodox Church that part of the cross upon which Jesus Christ was crucified is found in the Church of St. Mary at Ambassel. It is also stated in the Holy Bible that the Garden of Eden used to be watered by four rivers one of which is the river Nile originating from Ethiopia (GETU, 2010).

Ethiopia is termed as “the water tower of Africa” for it is endowed with many rivers. Many tributaries of the Nile originate from Ethiopia and 86% of the water of the Nile is supplied by the rivers originating from Ethiopia. Many of these rivers have magnificent water-falls which makes them a good tourist attraction sites and hold a good potential (estimated to be capable of generating 45,000 MW) for a “green” source of electric power generation. The “13 months of Sunshine” in Ethiopia is also another source of green energy along with the available geothermal energy sources and abundant wind (ibid).

Ethiopia's unique continual usage of the Coptic "Julian calendar" also known as "Ethiopic Calendar or Enochian Calendar" with its 13 months (12 months of 30 days and 1 month of 5 days or 6 days in leap year) and being the only African Country with its own Alphabet holds an interesting situation to be studied if promoted to people interested in human culture and history.

Owing to its being not colonized (except the five years "occupation" by the Italians) and its support for the freedom of many African countries, Ethiopia is perceived as the "Symbol of Black Freedom". As a result, its tri-color flag of Green-Yellow-Red have been adopted by many African countries to be taken as their new flag (with rearrangements, identifying symbols and marks) and the colors have been termed as the "pan-African colors"(ibid).

The Rastas, as some times nick-named, have been given vast area of land to live in Ethiopia. As a result, there is a "Ras-Tafarian" community living some 250kms south of the Capital- Addis Ababa in a place known as Kuyera just before the town of Shashamane. This shows the welcoming nature of Ethiopians, who have accommodated the Jamaicans as far from the Caribbean like they have done it in the past for the Armenians, Jews and the first Muslim refugees (GETU, 2010).

The Country is ranking fifth among the world exporters of coffee and produces one of the preferred variety—"Coffee Arabica" which fetches huge sums of profit for Starbucks which used and exploited the concept of branding. "Yirgachefe coffee" (Yirgachefe being one place of coffee Arabica source in Ethiopia) is one of the brands which is used by Starbucks which had taken the company into confrontation and series of negotiations with the Ethiopian government (GETU, 2010).

Despite these resources and heritages which could have helped in boosting the country's image in the world arena, and which could have made it one of the preferred tourist destinations and attractive place for Foreign Direct Investment (FDI), it still remains paradoxically one of the poorest nations on the face of the earth. Lack of Country Branding exercise might have contributed its fair share for this paradoxical poverty, while the country is endowed with many natural & cultural resources and historical & archeological heritages (GETU, 2010).

3.1. Image of Ethiopia in the International Community

An image of a country is one of the determinants of travel behavior. The World Bank (2006) presented a relation between the poor image of Ethiopia and travel behavior. The World Bank is

stating that only 10% of 400 Africa focused UK and European tour operators are selling Ethiopian tourism products partly due to its poor image. So, Ethiopia as a tourism destination seems to be contested because of the prevailing image causing an obstacle for a growing number of international tourist arrivals.

Ethiopia's image in the international arena has been one of the darkest since 1974 revolution. "There is a widely held perception of Ethiopia that equates it with famine". This widely held perception comes even more clear when the Japanese government presented a feasibility study about Ethiopian tourism development, stating: "The negative image of Ethiopia as a country of poverty, war, starvation, drought and famine is one of the main impediments to promote Ethiopia as a tourism destination and therefore, image strategy will play a crucial role for the industry" (Japanese Embassy in Ethiopia 2007).

The development of a tourism market only can follow when the obstacle of the poor image is removed first (Shanka& Frost, 1999, World Bank 2006). Ethiopia has a poor image abroad, while tourists who have visited Ethiopia the image is changed or improved. Ethiopia has to conduct a more realistic and sophisticated marketing strategy abroad, in order to change its image among potential tourists as well as the general public in Western countries. Since the first disaster became known around the world in the 1980's, the image seems to be more fixed. Structural improvements in the image could mean an essential input to tourism development. As such, it is determining and challenging current tourist flows to Ethiopia.

The image of Ethiopia might averse many tourists to travel to Ethiopia, many western NGO's and foundations did come after this poor image and/or constructed one. Ethiopia seems to be a playground of international development cooperation seeing all kinds of projects founded and/or funded by the international donor community. "Ethiopia is one of the biggest aid recipients in Africa since many decades and continues to be so" says the weekly newspaper The Guardian (01-12- 2007:10). This money flow from the international donor community brings billions of Euros to Ethiopia. In the period 2000-2006 official foreign financial aid is more than three times bigger than the total value of foreign direct investments (De Vries, 2008). Financial aid need to be justified by messages and images, internally and publicly. Keeping the image of an underdeveloped country alive sustains subsidies and financial support from the home countries of NGO's and foundations. Those images are related to the images which potential international

tourists do have in mind. International media is strongly linked to the international community in Ethiopia, mostly working for international NGO's.

3.2. Historical Heritages of Ethiopia and Tourism Industry

The Ethiopian tourism industry can be roughly divided into three important tourist zones. Firstly, the historic northern route. Secondly, the far south where pastoralist communities form tourist attractions. Finally Addis Ababa, the capital, providing qualified tourism services and the central place for international arrival and departure. Ethiopia's principal driver for tourism is the rich culture and history (World Bank, 2006). This has its origin in 1929 when the Italian scholar Rossini (Abbink, 2000) called Ethiopia 'un museo di popoli', in his book L'Abissinia. This museum of peoples and cultures can be found in the northern and southern route. The average itinerary of international tourists and their operators show destinations in the north and far south (Observations, 2007). Nature tourism can be identified as a third segment of Ethiopia's tourism market after culture and history tourism. The Ethiopian tourism strategy consists of six pillars, a) human resource development, b) infrastructure development, c) image strategy, d) service improvement, e) strengthening information and management capacity, and f) domestic tourism promotion. (Japanese Embassy, 2007).

3.3. Challenges of Branding and Image Building in Tourism

The modern concept of Ethiopian tourism was introduced around 1960s by man known as Habte Selassie Tafesse 'who normally referred as "the man who invented tourism in Ethiopia" he created national tourism slogan which is "Thirteen months of sunshine" in referring uniqueness of Ethiopian calendar has Thirteen months and the conducive weather of the country this slogan used widely and believed to provoke the imagination of visitors. The first tourism office was established in 1962, it was during this time the tourism potential drew the attention of the imperial government authorities. This leads for establishment of Ethiopian tourism organization and building of a lot of hotels of chains in different part of the country.

However, encouraging movement has been made by imperial regime to expand the tourism capability of the country. During 1974 for two decades under the military regime the industry was suffering from various adverse effects such as prolonged civil war, restrictions on entry and free movement of tourists (World Bank, 2006). At this stage the tourism sector forgotten and the development has been very slow. Though, tourism introduced since then not shown enough

attention to improve tourism industry from the government side due to many factors and shortcomings dragged backward the tourism industry in Ethiopia. But recently the government seemed to figure out that tourism industry can play essential role in growing the economy (Walle, 2010).

(Kotler and Gertner, 2002), Ethiopia's tourism has been hugely affected by the media publicity and stereotype, as result, many people tend to think still Ethiopia is unstable and difficult place for them to imagine as a destination place to visit.

CHAPTER FOUR

4. Research Methodology

Research methodology refers to a coherent set of rules and procedures that are used to investigate a problem within the framework of philosophical approaches (Kitchen and Tate, 2000). In the same vein, a research methodology includes the tools and techniques of data gathering and analysis (Mikkelesen, 2005). According to Burns and Grove (2011), research methodology is defined as the total strategy, from the identification of the problem, to the final plans for data gathering and analysis (Burns & Grove, 2001).

4.1 . Research Design and Approach

Research design is defined as the clearly defined structures within which the study is implemented (Burns & Grove, 2001). The researcher employed the descriptive research design. Because it enables the researcher to describes the existing (reality) situation of historical heritage opportunities for image building, branding and image management. It aimed to identify and explain a problem of a given subject, ending with proposing recommendations for improvements. Descriptive design also intends to answer questions regarding who, what, where and how questions.

In this study, the researcher were employed the qualitative research approach. Qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors and description of things (Berg, 2007). According to Kothari, (2004), a qualitative research is concerned with a qualitative phenomenon, i.e., phenomenon relating to or involving quality or kind. Similarly, Dawson, (2009) discusses that qualitative research explores attitudes; behavior and experiences. Problems which cannot be easily counted and quantified are suited to qualitative studies. Indeed, branding and image management through heritage may not be suited to be counted and measured by quantities. Qualitative research is chosen in order to understand about the roles of Ethiopian historical heritage as an opportunity to image building, and to get reliable information about the importance of branding and image management. Due to this, Qualitative research were an appropriate approach to express and elaborate the overall issues in words than numerical terms easily.

4.2. Research Methods

According to Kothari (1995), research method determines how relevance evidence can be collected with reasonable expense; time, money and other resources (Kothari, 1995). It also decides the type and nature of the research and elements of research plan including; participants of the research, their level of involvement and means of gathering data (Yalew, 2006). Therefore, the methods adopted by this study such as data type and sources, sampling techniques and procedures as well as methods and instruments of data collection that have employed are discussed under the following sub-headings.

4.2.1. Data types and Sources

The types of data that have been employed in this research are qualitative type of data. These qualitative data were collected from both primary and secondary sources of data. Primary data is new data that has not been analyzed or interpreted before, for example, original data collected from participants during interviews, whereas, secondary data is data retrieved from existing sources, i.e. data that has been already analyzed and interpreted. Primary data collection serves the purpose of added value and credibility to the research (Hofstee, 2006, Myers, 2009).

Thus, the primary data were collected via interviewing with key informants. The interview was semi-structured in its form and face to face in its type; and throughout the research, different related literature has been reviewed and information is gathered to support ideas or claims. Hence, secondary sources such as books, articles, newspaper reports, journals, conference proceedings, radio and television broadcasts, reports, multimedia sources and the Internet were employed in this study. Reviewing different related literature provides the foundation for one's research. It also confirms the credentials of the researcher, the theory base of the research, and the context and significance of the research. Qualitative researches are designed in such ways so they help to gain deeper information from stakeholders by using several observation and communication techniques. The amount of respondents is usually much smaller than in quantitative research, but the contact with them lasts longer. By applying structured and semi structured way.

4.2.2. Sampling Technique and procedures

Given the nature of the study topic, purposive sampling technique was used for this study. Purposive sampling is a technique used by researchers where participants are deliberately chosen because of their suitability in advancing the purpose of the research (Rule et al., 2011).

According to Burns (2001), the sampling criteria are the characteristics essential to the membership of the target population. These criteria are the characteristics that delimit the population of interest. In this study, the researcher applied the purposive sampling techniques. This enables the researcher to get access to reliable information about issues properly. It also allows the researcher to reach out knowledgeable respondents who are working in the study area. Purposive sampling is used in situations in which an expert uses judgment in selecting cases with a specific purpose in mind (Lawrence, 2007). Purposive sampling is appropriate in three situations. First, a researcher uses it to select unique cases that are especially informative. Second, a researcher may use purposive sampling to select members of a difficult-to reach, specialized population (Lawrence, 2007). Another situation for purposive sampling occurs when a researcher wants to identify particular types of cases for in-depth investigation. The purpose is less to generalize to a larger population than it is to gain a deeper understanding of the types (Lawrence, 2007). The respondents will expect to have sufficient information and knowledge about the issue. So the researcher were prepared some general and constructive open ended interview questions for those intentionally selected respondents in order to acquire sufficient information about the Ethiopian historical heritage, its branding and image building. Accordingly, the researcher selected 16 respondents as follows. 4 interviewees from Ministry of Culture and Tourism, 3 from Ministry of Foreign affairs, 2 from Ethiopia heritage study and conservation bureau, 5 respondents were selected purposefully from private tour organizations based on their efficiency, 1 respondent selected from Tourism Ethiopia Office and 1 participant from Ethiopia tourism association office.

4.2.3. Methods and Instruments of Data Collection

In-depth interview and document review were the methods of data collection that the researcher used in this study. Most often, qualitative researchers rely quite extensively on in-depth interviewing. Kahn (1957) describes interviewing as “a conversation with a purpose”. In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation (Boyce & Neale, 2016). Therefore, the researcher have used semi-structured and open-ended in-depth interview in order to acquire detailed information about the issue under study. In a semi structured interview the interviewer has the freedom to probe the interviewee to elaborate on an original response or to follow a line of inquiry introduced by the interviewee. The open ended nature of the questions also provides opportunities for both interviewer and interviewee to discuss on the issue in more detail so that it helps to acquire ample information.

4.2.3.1. In-Depth Interview

In-depth interviews are personal interviews between an interviewer and a respondent, lasting between 30-60 minutes (Bryman and Bell, 2007). According to Christensen, (2001), it is a powerful method to gather useful and important information about a product/service or to get insight into a decision-making process. In-depth interviews allow the researcher to ask follow-up questions and get deeper insight into the business and their procedures (Bryman and Bell, 2007). Further suggest that in-depth interviews are the best method for probing personal values, opinions, beliefs, attitudes and hidden issues. In-depth interviews are one of the main methods of data collection used in qualitative research (Burgess, 1982a). So the researcher used the semi-structured interview and the interviewer prepared an open ended question for the respondents.

4.2.3.2. Document Analysis

On the basis of their providers, documents can be categorized as written vs. audiovisual documents, published vs. unpublished documents, public vs. secret documents, institutional vs. internal documents, current vs. retrospective documents. For this study purpose, the researcher reviewed and analyzed various documents to obtain full of meaning and understanding about the issue under study. The documents also used to establish the strengths and weaknesses and

integrated them into the monograph so as to enforce discussions on the study findings. Therefore, the researcher used document analysis before, during and after the interview. The researcher used documents which were previously used by other researchers. Document analysis involves the study of existing documents, either to understand their substantive content or to illuminate deeper meanings which may be revealed by their style and coverage. These may be public documents like media reports, government papers or publicity materials; procedural documents like minutes of meetings, formal letters or financial accounts; or personal documents like diaries, letters or photographs. Document analysis is particularly useful where the history of events or experiences has relevance, in studies where written communications may be central to the inquiry (for example, organizational research, studies of public awareness or information) and where 'private' as well as 'public' accounts are needed. Document sources may also be needed when situations or events cannot be investigated by direct observation or questioning (Hamersley and Atkinson, 1995). It was in this spirit that the researcher employed document analysis as tool complementing in-depth interview for generating data.

4.3. Methods of Data Analysis

The data gathered by using in-depth interviews were analyzed by using the thematic data analysis technique. Formalizing the same ideas can simplify the interpretation of the research. According to Braun & Clarke (2006) thematic analysis is a method for identifying, analyzing, and reporting patterns (themes) within the data.

The researcher organized the data separately and creates themes to come detail in line with the objectives of the study. To achieve this, all the recorded data from in-depth interviews and the key informant interviews, first the data was transcribe into written text and then translate into English language to understand in a clear manner. In the second step repetitive reading of all the transcription were put into practice in order to grasp and state the general idea, and to develop codes. In the third step the researcher was developed categories along with the content of the interview, which is important to avoid repetition of ideas. Fourth the researchers generated themes and merge themes of similar ideas to achieve the objectives of the study. A separate file folder was used to categorize ideas. Fifth, the researcher took the relevant document analysis and create theme in order to link with the primary data. Finally, the overall interview data was

analyzed together and the research was completed by writing the description of the text and interpretation of meanings. Direct quotes were also used to provide images for readers.

4.4. Ethical Consideration

In any research activity ethical consideration is mandatory and the researchers should be obliged to follow research ethics. Without the informed consent and full interest of the respondent the researcher's cannot request question, record voice, and cannot take a picture. Informed consent is a critical concept in ethical considerations. It involves ensuring that potential participants have a clear understanding of the purpose of the study, the funder, the organization or individuals conducting it, how the data will be used, and what participation will mean for them, (Jane Lew is 2003). Therefore, Permissions were requested from any research participants and research stakeholders. Participants were inform and asked to participate voluntarily. The participants will have the right to interrupt the interview process at any time when they feel discomfort so that they had the right to self-determination. Personal information and sensitive issues were keep in secret. In order to ensure confidentiality of the information, the audio records was handle with utmost care and it is not transfer and use for other purpose other than the research objective. Pseudonym was used to protect the anonymity of participant and the study had no harm with any potential participant.

CHAPTER FIVE

5. Data Analysis and Discussion of Results

In this chapter, an attempt has been made to offer detailed presentations and discussions of the data collected through interview from the interviewees conducted with 16 respondents those are working on different institutions and at different job types and careers. The institutions which the respondents are working includes:- Ministry of Culture and Tourism, Ministry of Foreign Affairs, Tour operators, Ethiopia's tourist association and Ethiopia's historical studies and conservation bureau. Finally document analysis also discussed in detail and the researcher has made an attempt to link both the interview and documents. The rationale behind this study was to identify the roles of Ethiopian historical heritage for branding and image building in one hand, challenges of branding and image management of Ethiopia through historical heritage on the other hand.

Based on the research questions framed this study aimed at addressing the pertinent issues related to

- The significant roles of historical heritage to portraying Ethiopia's positive image.
- The policies and strategies of the government on branding Ethiopia through heritages.
- Governments branding achievement, promotion and experience sharing by using historical heritage as an opportunity.
- The key challenges which hinder the government to create good image and make effective promotion of the country.

Accordingly, the findings of the analysis of data from the interviews and literature review are organized in to 3 major thematic areas followed by a revealing and reflexive conclusion. During the interview sessions, the questions were posed to the respondents in a spirit of establishing rapport with them, encouraging them to be more open. Priority was also given to the natural ideal flow of the respondents rather than strictly adhere to the sequential flow of the research questions drawn and this has encouraged the respondents to respond the questions freely.

5.1. Characteristics of Interviewed Respondents

The primary and important data gathering instrument was interview made with different respondents drawn from different government offices and private institutions. The detail is mentioned in the following table.

4.1 Interview respondent

Interviewees	Categories of interviewees	Number of interviewed individuals=16
Respondents from Government office	Ministry of Culture and Tourism	4
	Ministry of Foreign Affairs	3
	Heritage Studies and Conservation Bureau	2
	Tourism Ethiopia Office	1
	Total	10
Respondents from Tour operators	Licensed Tour Operator	5
	Tour Operator Association	1
	Total	6

5.2. Roles of Historical Heritage for Branding and Image Building

Based on the research question the researcher have been asking questions for various respondents from different stakeholders. The first institution that responded the interview question was Ethiopian Ministry of Culture and Tourism. As the researcher lists the respondent selection criteria from the methodology part four participants were selected from this institution. Each respondent's response also mentioned as follows:

Our country Ethiopia is known by historical, cultural and natural heritages. We have 9 historical tangible heritages which are registered by UNESCO. In Africa, Ethiopia is the first country by registering their tangible historical heritages in the United Nation Economic, science and cultural organization. These heritages are not the only heritage of Ethiopia rather it is the heritage of international community. These historical heritages

are playing a significance role in the outside countries by announcing and creating positive image of Ethiopia for a long period of time (MoCT1, Interviewee, Adis Ababa, 18, Feb 2020).

In similar vein, the image of a tourist destination according to Kotler and Gertner, (2002) is the sum of all believes and impressions held by consumers about a particular place. Therefore, as it can be understood from the respondents view any countries attraction comes from a variety of sources, including and going beyond any of the following: natural resources, economic standing, language and culture, education, healthcare, geographic location.

From these, it is possible to understand that any country can obtain their positive image from variety of things. Some countries are endowed by ample natural resources, unique products economic standings and geographical locations and the other also reached by historical heritages, cultures, and education and health care activities. So from this point of view it can be concluded that heritages have a pivotal role to foster the countries reputation and level of acceptance.

These historical heritages directly indicates that Ethiopia as an origin of civilization in Africa as well as in the world. These historical heritages are very ancient which are founded in different corner of Ethiopia. These heritages are expressing our identity. Our ancient tourist destination can show and convince how much Ethiopia is the ancient civilized country and when the tourists visiting Ethiopia's cultural and historical heritages, they are amazed more by these attractive, beautiful and miracle cultural heritages (MoCT2, Interviewee Adis Ababa, 18, Feb 2020).

In similar expression, every country has an image, whether or not the country consciously manages this image (brand) and these images are activated by simply mentioning the name of a country, thereby influencing the purchasing, travelling, and investing and relocation decisions of consumers Kotler& Gartner, (2002). Ethiopia considers two important ideas at the same time with regard to tourism: as means to improve the country's image in the world, and to increase its foreign exchange earnings. In Ethiopia, tourism is one of the focal sectors of the five year development plan (PASDEP, 2005-2010).

Tourist destination also plays a crucial role for source of knowledge. The communities can learn from these historically constructed heritages. When Ethiopians build their historical heritages there were no well-equipped materials and technologies, but they used their traditional arts and instruments which indicates how much the ancient community of Ethiopia was very creative and innovative. Our historical heritages has a great contribution to bring positive image and proud of the country. It changes the negative perception of the external communities, because they perceived Ethiopia as a backward country, suffered by poverty, civil war and starvation. Even though the attention of the government about the promotion and conservation of historical heritages is weak, but heritages have a powerful potential to create good images of the country. In addition to this, historical heritages have a big capacity to attract the foreigners in to the country. This shows that heritages are one of the soft power diplomacy in order to create smooth relationship of the country, (MoCT3, Interviewee, Adis Ababa, 18, Feb, 2020).

From the previous discussion the researcher have understood that tourism destination can serves as source of knowledge and skill for the community and it enhances and builds the good reputation and images of the country.

Beyond image building, historical and cultural heritages have a great contribution to enhance the country's economic development. Today countries give an attention for eco-tourism development; because, tourism destination is one of the key source of income generation. From this tourism industry the communities, government, and the individuals shared the benefit. Sometimes foreigners come to Ethiopia to visit tourist destinations, but after observation the tourists change their idea from tourist to investor. The guests may be attracted by natural resources and they may come to invest their capital in different region of the country. This investment interaction also creates other spill-over effects by conducting marital interaction with Ethiopians (MoCT3, Interviewee, Adis Ababa, 18, Feb 2020).

From these, we can understand that heritages have a big role for countries economic development, it further attracts the investment engagements, promotes foreign exchange of the country. So the increasment of foreign exchange and investment flows will strengthen the GDP of the country.

Historical heritage as a tourism site has a number of advantages for the community as well as the country at large. Well attractive tourism industry makes a country to be unique and competent in economic, social and cultural development. In Africa, there are some countries which are giving attention for tourism industry by promoting their tourism destination through media, for instance, Kenya, South Africa, Tanzania and Egypt are some of the well-known countries by doing a lot of things to advertise their tourist attractions (TEHE, Interviewee, Adis Ababa, 20 Feb 2020). Nowadays, tourism becomes to smokeless industry. So, different cultural, historical and natural heritages play a big contribution by protecting the environment from different pollutions. When countries make more promotion on their unique cultural and historical heritages the international communities come to visit and know their countries culture, way of life, uniqueness and hospitality. This activity creates conducive environment for development and their international acceptance and recognition becomes to enhance.

From the above response the researchers can conclude historical heritages beyond image building and economic development; it has a crucial role for environmental protection and socio cultural cooperation between countries.

Other responses regarding to the roles of tangible historical and cultural heritage, many countries used their tangible and intangible heritages as an engine for socio-economic development, job creation and they serve as a means of establishing better life. Egyptians can be a good example by using their Pyramids as a means of income generation and image buildings, but, the Egypt government gave high concentration for tourism industry and they make a strong promotion or advertisement through media and by using modern technological advancement (MoCT4, Interviewee, Adis Ababa, 18, Feb, 2020). From the above point of view we can say that tourism is serving as a means of job creation and unemployment reduction.

Correspondingly, Branding can be described as the process of creating an image which is able to engage the hearts and minds of customers (Pitt et al, 2007). With this in mind George, (2011) describes a Tourist Destination Image (TDI) as the net result of personal beliefs, ideas, feelings or impressions that exist of a tourist destination and goes on to determine that all destinations have images based on their geography, standard of living, climate and natural attractions.

In Ethiopia there are many tangible and intangible cultural, historical and natural heritages in different parts of the country. Most of the heritage is registered by the United

Nation Economic, Science, and Cultural Organizations. Besides, the UNESCO registered heritage there are also many unregistered and unknown attractive historical heritages. Even though the country is the place and owner of several attractive tourist sites but so far Ethiopia is known by poverty and a country with a high level of graduated unemployment (MoCT4, Interviewee, Adis Ababa, 18, Feb, 2020).

From the above explanation what the researcher's understood that tourism industry or ecotourism is a powerful instrument to address the multiple problem of the country and unemployment can be minimized by tourism sectors. In addition to poverty and unemployment reduction and socioeconomic development, our historical and cultural heritages takes the lion share by promoting and announcing Ethiopia at international level. That means heritages are the backbone to sale and expose the countries positive image in the abroad. When the neighboring countries visit Ethiopia their negative perception that they have becomes to change. Tourism destination also creates another positive spillover effects or opportunities for the government and the society, because the visitors attracted by the existing access of natural resources and they wants to engage on different investment activities. The investment engagement also opens another chance for the communities.

Ministry of Foreign Affair is one of the selected governmental institutions which the three respondents were involved. Regarding the roles of heritage, their response is described as follows:

In terms of tangible historical heritage Ethiopia is the leading country in Africa by registering these heritages in UNESCO and the country is also the land of origin. Our heritages are our identity because all cultural and historical heritages reflect the communities' psychological makeup, way of life, art, history, socio-economic and cultural background of the society. So the entire tangible and intangible historical and cultural heritages are the source of civilization and the manifestation of the peoples of Ethiopia. Our heritages are very crucial and vital tools for the development of image building and image management. Image determines the countries, governments, companies and individual's success and failure. So heritages like the Monolithic hewn church of Lalibela, Obelisk of Gonder, Sof Omar Cave, Monument of Aksum, Tiya

Carved stand stone, Palace of Dire Shak Husen and others can build the Ethiopians good image in the external countries (MoFA1, Interviewee, Adis Ababa, 24, Feb 2020).

As the above interviewee express cultural area is smooth area” meaning that culture is not politically sensitive and it is free from context of politics. Culture is also one of important soft power that today countries used as a fashion. Recently countries attract in to soft power diplomacy through communication and negotiation.

Historical heritages play an important role by branding the countries in the external world. Different countries may be used different mechanisms to promote their countries, for instance citizens advertise their countries through product, service, cultures, histories, arts, music’s, movies and other mechanisms. Cultural exchange is very helpful things to strengthen the neighboring countries multiple cooperation. Countries send their cultural ambassadors, artists and athletes to enhance people to people interaction and communication. This people to people cooperation brings cultural exchanges, sharing of skills, knowledge and innovations. The cultural exchange of the country leads to trade interaction of the people, investment linkage, experience sharing on technology and other aspects (MoFA2, Interviewee, Adis Ababa, 24, Feb 2020).

Historical heritages are the representatives of the peoples of Ethiopia. These heritages develop the people’s day to day linkage and togetherness. So beyond image building and image management our heritage opens the pave for culture of respect and habits of working together. In addition to this heritages are one of the sources of money. From tourism industry everybody shares benefit like governments, hotel owners, restaurants, tour operators, drivers, lodges, and all service delivery communities live in the destination area are among the beneficiary. So it has socio-economic and cultural roles (MoFA3 Interviewee, Adis Ababa, 24, Feb 2020).

Interview with the respondents working at Ethiopia Heritage Studies and Conservation Bureau. From this institution the researcher selected two participants.

Even though Ethiopia is the place of many heritages but some of the heritage is damaged by different factors. These heritages have big role by branding and advertising Ethiopia in the international level. Countries build their good image through their cultures, heritages, products, services and resources. So Ethiopia also used the tangible and intangible heritages for image building and management. The international community can draws the positive picture about

Ethiopia; because, heritage is the soundless ambassadors and representatives for the Ethiopian community. As the participant expressed tourism must have mainly four key components. These are: tourists, destinations, service, facilities and peace (HSCB1 Interviewee, 20/ Feb 2020).

From the above point of view the researcher concluded that heritages are directly representing the particular countries and they are soundless representative and ambassador of the people. Because tourism destination is the symbol of the community and they express the good image of the people.

According to the HSCB1, Ethiopian heritages can be categorized in to three. These are: Historical heritages, Natural heritages and Cultural heritages.

Standing from the above points he mentioned the roles of historical heritages in to four.

5.2.1. Socio-Cultural Roles

One of the key roles of historical heritage is creating community cooperation and experience sharing internally as well as externally. When we see the internal advantage our tangible and intangible heritages have a big potential by linking and coordinating the peoples living in different regional states. The Nine regional states can share their culture, habit, custom, indigenous knowledge and way of life and it enhances the domestic tourist flows from one region to other region. The domestic cooperation by itself fosters national unity and feelings of patriotism in the entire community. According to the respondent why not the Ethiopian nation nationalities develop habit of domestic visiting in each region?Externally, heritages have undeniable big roles by developing cultural exchange between the countries (HSCB1 Interviewee, 20/ Feb 2020).

5.2.2. Economic Roles

The primary aims of nation branding are that of attracting business tourists and leisure visitors, stimulating FDI and/or facilitating export marketing (Dinnie, 2008).

Country Branding holds a potential opportunity to bring economic benefit to Ethiopia (Anholt 2002). In Ethiopia economic advantage is one of the roles of tourism industry. The economic impacts of tourism can be divided into three types: balance of payment effects, income effects and the employment effects. The movement of tourist and attractive historical heritages open a

good opportunity for the expansion of foreign direct investment, because, beside the visiting activity guests make an investigation whether the country has an ample resource or not and they attempts to check the countries domestic political situations. After that the tourists decide to invest their capital in Ethiopia in various investment engagements. Many communities get benefits from tourism sectors. For instance, the Ethiopian airline is the first beneficiary by acquiring large amount of money from tourists. Government, tour operator, hotel owners, guides and other service givers get financial advantage from this heritage (HSCB1 Interviewee, 20/ Feb 2020).

5.2.3. Historical Roles

When the tourists come in to Ethiopia they can understand our history in clear manner. They know what Ethiopia is? The foreigners get detail information about the ancient civilization of Ethiopia and they get real information of about the victory of Adwa (HSCB1 Interview, 20/ Feb 2020).

5.2.4. Image Building Roles

Image building is the other roles of historical heritage because; when the tourists observe our tangible and intangible cultural and historical heritages their positive perception becomes to develop. Because, most of the international community knows Ethiopia by poverty, backwardness and famine. So after observation their negative image changed by positive images (HSCB1 Interview, 20/ Feb 2020).

Bellosso (2010) expands on these aims of nation branding to include; aiding in the recovery of a nation's international credibility and investor trust; stimulating international partnerships like attracting aid or FDI; helping eliminate misconceptions, wrong perceptions or stereotypes; helping change perceptions with a change in government, or after a conflict; and changing specific scenarios or problems of having a negative impact on a country's image and reputation against actual reality.

From the above participants responses the researcher understand that tourism have socio-cultural role, political and image building roles throughout the world.

The ancient heritage by itself is the manifestations of the country and historical heritage can brand and promote the countries at the international level. Not only promoting the places and

country's but also it has great advantage by building and creating positive image of the country as well as the societies (TEHE Interview, Adis Ababa, 20, Feb 2020).

In addition to the above study participants, the researcher has been conducting interview with five tour operators. These are mentioned as follows. National Tour Operation, Traditional Tour Operation, Greenland Tour Operation, Ardi Tour Operation, Timeless Tour Operation. Their response is discussed as follows:

Our historical heritages serves as an evidence for the ancient civilization of Ethiopia and these all tangible and intangible historical and cultural heritages shows and can be witnessed how much Ethiopia is a powerful and great country in terms of civilization. For example the church of Lalibela and monument of Axum is a good example for Ethiopia as the owner of ancient civilization. In addition to this, historical heritage can create good image of the countries by minimizing the negative perceptions of the external countries (NTO Interview, Adis Ababa, 19, Feb 2020.)

According to the guide of Traditional Tour Operation, our historical heritages have a big role for countries and institutions as source of income generation. The visitors expend their money for different purposes, for instance they used bus service, restaurants, hotels and other routine services. So tourism industry have a great potential for socio-economic and cultural development of the country not only this but also it brings good images of the country (TTO1 Interview, Adis Ababa, 18, Feb 2020).

Ethiopia is the place of various historical, cultural and natural heritages. These heritages play a crucial role by creating building good image of the country. Historical heritages also serve for the job creation and poverty reduction (GLTO Interview, Adis Ababa, 25, Feb 2020).

Historical heritage is very important tools for countries economic development. Eco-tourism is the second economic tools for Ethiopian economic development next to agriculture. The second things that they similarly expressed eco-tourism is one way of searching solution for reduction of unemployment and poverty. Many countries struggle poverty by using their tourism industry successfully and effectively. As the interviewees said historical heritage beyond source of income generation, it helps the people by creating the country's positive image in the external countries (ATO and TTO2 Interview, Adis Ababa, 24, Feb 2020).

Finally, the researcher has been interviewing some question for Ethiopian tourism operation association experts about the roles of historical heritage. Our heritage serves as by reducing poverty, unemployment, for way of better life, for image building and branding of the country's (ETOAH interview, Adis Ababa, 27, Feb 2020).

5.3. Ethiopia's Branding Strategy and Experience through Heritage

The Ethiopian government formulates a policy to brand the country and to enhance their recognition by using their miraculous historical heritages. Regarding this concept study participants were participate by giving their response.

(According to the interviewee of MoCT1, which were held in 18, Feb 2020), we have the two separate policies. These are tourism policy in hand, cultural policy on the other hand. So the government used these historical heritages as a good opportunity for various purposes by designing policies and strategies. Especially the Ministry of Culture and Tourism is the nearest stakeholder to take responsibilities by announcing and conserving heritages for the international community through different mechanisms. As the participant describe, even though the policy is exist but the practical implementation of branding and promotion is weak and below expectation. The government generally, Ministry of Culture particularly, has a mandate to keep the heritages as well as selling our attractive heritages in the outside community.

From the above explanation the researcher can be conclude that even though the policy is exist but it does not implement in to practical manners. Even the policy does not explain more about promotion, branding and image building through heritages. Ethiopia is ranked first from the continent of Africa by registering tangible historical heritages in the United Nation Economic, science, and Cultural organizations. However, she takes the rank but in terms of implementing the tourism policy and strategy is very weak because our neighboring countries like Kenya, South Africa, Tanzania and Egypt doing more and better than Ethiopia. (MoCT1 interview, Adis Ababa, 18 Feb 2020).

Regarding the experience of Ethiopia from other model countries way of branding, system of foreign attraction and mode of promotion, we send our cultural ambassadors, Ethiopian culture teams in England, Norway, Eritrea, Sudan, Nigeria, south Africa and other country's to make smooth relationship with neighboring countries and in order to invite them in our country Ethiopia (MoCT4 interview, Adis Ababa, 18, Feb 2020).

The Ethiopian government have a proclamation that specifically explains about promotion of heritages and branding the country but the practical implementation of the policy is weak and not effective (MoFA1 interview, Adis Ababa, 24, Feb 2020).

The policies and strategies of Ethiopian branding and promotion of historical heritages is not interpreted properly and without fallacious. Regarding the experience sharing we have been took experience from Kenya because they are very strong in terms of heritage conservation. We are doing with Uganda, South Africa, and Sudan by cultural exchange. And we shared our best experience for other country peoples, especially the Ethiopian airline shows for passengers the Ethiopian attractive places and heritages by screening (MoFA2 interview, Adis Ababa, 24, Feb 2020).

There are national and international policies, strategies and conventions regarding the protection and conservation of tangible and intangible cultural and historical heritages. For instance, 1972 UNESCO's convention of heritage conservation and 2003 convention of intangible heritage protection. The national and international conventions play a significance role to protect, conserve and sustain the historical heritage for the coming new generation. conserving our historical heritage is the duty of all community, so in order to protect the entire heritages first we have to registering both tangible and intangible heritages, second, conducting research around heritages, third, organizing heritages by building museum, the fourth keeping heritages from illegal movement and lootings. Conserving heritages before damaging or prevention mechanism and repairmen should be applied as he expressed (HSCB2, interview, Adis Ababa 20, Feb 2020).

Ethiopia has tourism policy which was written in 2009. This policy describes about the multiple roles of heritage, promotion of destinations, and image building. This policy also elaborates the heritages conservation and prevention. Even though the government has policy but it lacks practical implementation because the practical implementation brings fruit in many aspects (TEHE, interview, Adis Ababa, 20 Feb, 2020).

5.4. Achievements of Branding and Image Building via Heritages

The image of nations as brands is a central concept in several research fields namely Country of Origin (COO), Public Diplomacy, and Destination/Place Branding, with the resultant proposition

being, that the image of a country has a marked effect on the actions and activities of individuals, that is, global political leaders, investors and consumers,(Avraham&Ketter, 2008).

Branding and image management are the two things which are interchangeable one to the other. When the governments make a strong brand, it can manage the countries positive image. Different countries used various branding mechanism and image management system to develop the positive perception of their countries. Today, branding competition becomes to increase in order to develop their countries economic and political capacity. So the researcher have been conducting interview with different stakeholders to know the Ethiopian achievement of branding and image building through the existing tangible cultural and historical heritages. Their response also discussed as follows:

The potential of the Ethiopian government to promote the heritages and create good image in the sights of international community is very limited. The former Prime Minister Haile Mariam dessalegn gave high emphasis for tourism industry, however, up to now there are no well-organized brand ambassadors to reimage Ethiopia as an appealing tourist's destination but there has been still an effort in fragmented manner by the athletes, artistes and Diasporas. The current Country Brand image of Ethiopia is based on stereotypical images of the past and the geographic region (Wanjiru, 2006).

In Ethiopia, because of the absence for long of a clear policy that would lay the direction for the cooperation and coordination that should exist among the government, the private sector, the community at tourist attraction sites, the general public and other stakeholders, it has not been possible for the country to derive full benefits from the sector, and development has remained uncoordinated and unsustainable (MoFA1 interview, Adis Ababa, 24, Feb 2020).

The governments has limited capacity to identify the damaged heritages, gap of promotional activity and lack of skill manpower and potential in order to conserve and repair the damaged heritages (MoCT2 interview, Adis Ababa, 18, Feb 2020).

The negative image of Ethiopia is persistent; there is an urgent need to develop and project a competitive and unique country image through the development of a research-based branding and marketing strategy, created through close collaboration with the private sector and cultural sector stakeholders. Marketing and destination branding is currently not receiving enough attention(World Bank, 2012).

The famous historic route linking Axum, Lalibela, Gondar, DebreDamo, and Bahr Dar, Dire Sheik Hussen Cave, Sofumer cave, Harar wall, Tiaya carved stone, Conso Cultural landscape became the clarion call for all Ethiopia visitors. In spite of these and other efforts, the tourism infrastructure of the country was underdeveloped and rudimentary in comparison with such neighboring countries as Kenya, Tanzania and Uganda (K. Mariam, 2015).

The government used these heritages for image building through their ambassadors, consul offices and by using cultural attaches. Besides, economic diplomacy our ambassadors and diplomats carried out their vision and mission in order to draw the Ethiopian good image by preparing various bazaars, festivals, conferences, exhibitions and meetings. Besides to ambassadors, diplomats and cultural attaches our government used various mechanism of promotion achievements like using social medias, websites, online videos, cultural ambassadors, artists has a big role by promoting and selling the Ethiopian good image for the international communities. ((MoCT4 interview, Adis Ababa, 18, Feb 2020).

The role of the cultural sector and cultural policies is critical. Ethiopia has very few cultural sector exports and weak ancillary services (culture and entertainment services or products) that undermine the value of the tourism experience in Ethiopia. Competitive ancillary services can play a critical role in enriching the tourism experience, as well as increasing tourists' average stay and expenditure. Finally, supporting the cultural sector is vital for changing external perceptions about Ethiopia and building a unique and rich country image (World Bank, 2012).

From the above point of view the researcher conclude that even if the government used several mechanisms to promote their countries through their heritages but there are also many implementation problems, due to financial constraint and lack of required skill man power.

Therefore, as far as branding is very crucial tools to strengthening their country multiple competitions, using systematic way of branding promotion mechanism is compulsory. According to Marazza, (2007) sets eight golden rules that each country should observe in order to have a powerful brand. The eight golden rules are: focusing on the brand; differentiation which is the key in highly competitive situations; the brand's unique and relevant proposition should be central and mandatory in all brand expressions; stereotypes and clichés should be avoided; the destination brand's identity and related promotional activities should not lead to offensive or misleading interpretations by any country, religion, or culture; simplicity and

flexibility enhance the impact of the destination brand; the brand's logo and identity should conform to a set of rules. These rules should be easy to apply and adaptable to circumstances; building a destination brand is an ongoing process. It requires feedback and an open attitude from all stakeholders.

In Ethiopia, the participation of local communities in co-management models of tourism assets is very limited, at best, and legal provisions to guide and regulate local community participation are non-existent (MoCT1, Adis Ababa, 18, Feb 2020).

In Ethiopia focus of attention for heritages protection and effective promotion is low. We have to working more by linking our heritages with innovation. Our achievement is not as such sufficient. Branding the country as a tourist destination requires clear communication of value, vision and mission by those employed in National touristic organizations, to the local population and tourists. The destination becomes only a brand if it is filled with high values. Brand is more than the product or service because it implies trust. Using international media like CNN, Al Jazeera, BBC for discovery is mandatory but the government did not invite them because of high costs. Specially, Ethiopian airline must take the lion share of promoting Ethiopia, by preparing exhibition, brochures, videos and music's that express Ethiopian culture and background. Besides social media, we can use tour operators, merchants, athletes, beauty contests and prominent persons to sale our attractive culture and to attract foreigners. But, so far our achievement is very slow. Our neighboring countries like Kenya and Egypt goes beyond the expectation and their achievement is good. For instance the Egyptians beyond image building, they used their pyramid to cover their country annual budgets (MoCT1, Adis Ababa, 18, Feb 2020).

From the above point of view we can understand that, in the current global world having a strong, well known and competitive branding is mandatory. Any country known by their unique name of branding, when countries brand their product, tourism service, and innovation they paid a big dedication. Therefore, the branding achievements of Ethiopia are weak because of the absence of government attention and the lack of political commitment.

Regarding the above idea governments as well as companies should be following various mechanism of country branding strategy. According to William Davidson Institute's Research Associates identify five steps necessary to implement a good country-branding strategy (2009).

These five steps are: Understanding the current state of the nation's Brand, Identify the factors that affect the nation's brand, Developing a strategic plan, Implementing nation-branding strategy, Tracking process to evaluate the progress and the success of the campaign.

Our country's achievement of heritage promotion from competent neighboring countries, we exist at lower level because of lack commitment in different stakeholders. In order to achieve a desirable competitive advantage in the international tourist market, the destinations should build and establish strong and expressive identities, which will differentiate them from their possible competitors. In doing so the measure of destination branding is seen through the accomplished tourist experience, and satisfaction of the guest, who wants to have new inspiration, authenticity, leisure, entertainment, experience a different environment and a change from their everyday life.

The fulfillment of such demands allows tourists to connect, more directly and emotionally with a particular destination, through which they will become its best promoters and ambassadors. If the destination is recognized through a strong and compelling brand, then it is much easier to successfully sell its tourist product (as a combination of individual services) and more effectively attract potential tourists and direct foreign investments. The existence of a clear and prestigious image, charm and "spirit" of a certain tourist destination will be a main factor affecting the final decision where people will travel, and where they will spend their vacation and money.

In general, Ethiopia's tourism sector is found under the conditions indicated above. Overcoming the serious observable shortcomings of the industry by coordinating and utilizing the capacities of the principal stakeholders to lead the development of tourism on a sustainable basis is therefore the focus of direction at the moment.

5.5. Challenges of Branding and Image Building through heritages

Africa is considered to have a significant competitive advantage as a tourist region (Lwegaba, 2013) and there is no doubt that tourism affords African countries considerable socio-economic opportunities given the continent's abundance in both natural and cultural resources (TICAD, 2009). However, as the TICAD (2009) report on tourism in Africa found, the continent's share of the global tourism market is very small, lagging behind the global average. The report goes on to identify the continent's perceived poor safety, security and health situation and this impacts negatively on the continent's potential as a tourist region and results in the often poor brand credibility and confusing image of African nations.

A strong and unique image is the essence of destination positioning for its ability to differentiate a destination from competitors to get into the consumers' minds, which simplify information continuously (Buhalis, 2000).

From the above literature the researcher understood that, even though the continent is rich in terms of various natural resources, cultures and historical heritages but their achievement of tourism industry is exist at infant stage. According to the writer the main reason that tourism service is weak in Africa is that the proliferation of ethnic conflict, terrorism and political instability.

As we know obviously having good image is very crucial and it opens several opportunities for countries as well as organizational developments. Image determines the company profit as well as its failures. Countries international acceptance and power is highly influenced by the level of branding, image building and management. Countries used different mechanism of building good image, for instance, cultural heritages, historical monuments, arts, handicrafts, products, services, sport festivals and religions are among the instrument to brand the countries. So Ethiopia is the cradle of mankind, the place of tangible and intangible historical heritages and various nation nationalities live together peacefully. For instance Hewn church of Lalibela, obelisk of Gonder, Monument of Aksum, Fiche Chambelala, Erecha, Meskel Festival, Palace of Dire Sheik Hussen, Tias carve stand stone, Semien Mountain, Lake Tana, River of Abay, and different national parks are exist in Ethiopia. These all mentioned historical, cultural and natural heritages have a strong power to change Ethiopians good image. Even though Ethiopia is the owner of several amazing and attractive historical sites, but their level of promotion and image building achievement is not as such fruitful. As different respondents respond, there are many challenges which hinder to use these heritages for branding and image management. The image of a place is created by many indirect factors, such as museums, shopping malls, sport facilities, exhibitions.

On the contrary the negative image of Ethiopia as a country of poverty, starvation, drought and floods, 1974 revolutions is one of the main impediments to promoting Ethiopia as a tourism destination and therefore, image strategy will play a crucial role for the industry" (Japanese Embassy in Ethiopia 2007)

According to the FDRE, Ministry of Culture and Tourism policy (2009), in Ethiopia there are two factors which affect the proper implementations of tourism industry. These are domestic and external challenges.

5.5.1. Domestic Challenges

A look at the concrete situation of the sector at present reveals a number of challenges confronting the sector. According to MoCT (2009), the fundamental limitations of the sector are presented below, grouped under two main headings:

A. Limitations in Basic Supply to the Growth of the Sector

The current situation, relating to short falls in basic tourism supply in terms of destination development, products and services offered, and expansion of infrastructure and tourist facilities is reviewed as follows:

Although the country possesses vast potential in varied historical, cultural and natural attractions, this has not been adequately protected, developed and used as tourist attraction. There is a serious shortage in number and type of tourist facilities at existing and potential tourist destinations and vicinities; moreover, the quality of service is poor and unsatisfactory to tourists. Interpretations of tourist attractions are not based on credible facts and knowledge; they are not consistent; and their presentation is disorganized. Handicrafts, other local creative products, performing arts and entertainment services, which could have helped to lengthen the stay and increase the length of stay visitors at every destination, are not offered in sufficient variety, quantity and quality (MoCT, 2009).

Many constraints are challenged the effective implementation of branding and image building through historical heritages. Among these lack of infrastructure is the major problem in Ethiopia. Tourism industry without infrastructure is meaningless. When we say infrastructure, road, access of transport, water, access of electricity, toilet, hotels and bed rooms, organized traditional recreational areas, internet access and others must be fulfilled. But in Ethiopia these all mentioned services are limited in the destination area. Unless the government and the entire stakeholders give an attention for this tourism service, the number of tourists becomes to decrease and at the same time our image building also becomes decline (MoCT2 interview, Addis Ababa, 18, Feb 2020).

B. Limitations in Implementation Capacity of the Sector

With respect to competence of trained human resources, operating system, and institutional Capacity that the sector demands, the following weaknesses are observable:

Human resources already deployed in the sector and those needed for new deployment are limited in terms of type, number and quality. There is a shortage of highly trained and moderately trained manpower that is crucial to the development of the sector. Branding and market positioning based on timely studies are not in use. There are capacity limitations among tourism stakeholders, and mutual support and coordination of efforts among them have not been strengthened (MoCT, 2009).

There are multiple factors that affecting the country's image building through heritages. The first obstacle is political instability. Political upheaval disturbs the healthy conditions of tourism industry, tourism industry or destination sites highly require peace and safe atmosphere for visitors. Even though the heritage is very attractive but, without peace foreigners cannot meet here. Ethnic conflict, loose of man life in different area, the closed of the big roads by itself affects the tourism sector. Because of this the tourists becomes to decrease from time to time, and the countries lost huge amount of money. The visitors did not feel comfort and they frustrate, this condition affects the image of the country (MoCT1 interview, Adis Ababa, 18, Feb 2020).

Berman (2003) believes that destination 'crisis' is often a result of negative external factors, which then interrupt on the marketability and appeal of the destination. This holds true for most African tourist destinations and the media according to the United Nations Economic Commission on Africa (UNECA, 2007) are the main spreaders of the negative identity of the African region. George (2011) also acknowledges the significant role of the media in creating the negative global image of Africa both as a continent and tourist destination. With particular reference to Southern Africa, George (2011) attributes the perception of the region as a politically unstable and tourist-related crime 'hot spot' too often exaggerated and ignorant media coverage.

Lack of skilled man power is one of the serious problems in Ethiopia. The existence of competent and educated man power is mandatory to express things in the right way and they can define and narrating the heritages without misinterpretation of the history. Skilled human resource have unique role to design logical policy and strategy, vision and mission of the tourism sector. Our tourism industry needs technology but lack of modern technology is the other

obstacles that challenge the tourism development. Modern technology enables us to advertise our heritages easily and on time. Financial capacity is the other constraint to promote our heritages at international level. To promote various heritages and to prepare documentary films the international media like Al Jazeera, CNN, BBC, CGTN and other Medias are needed but the payment is high. Finally they mentioned leadership problem, political commitment, team working between the concerned institutions are among the challenges (interview with MoCT3 interview, Adis Ababa, 18, Feb 2020).

The first constraint is the structural problems of the federal and regional industry sector. That means there is teamwork problem between regional and federal tourism bureau about heritage conservation and branding and image building. The second budget constraints, to implement the process of image building, image management and branding sufficient budget is mandatory. The third hindrance is also lack of attention from the government for the heritage protection and promotion and lack of qualified human resource and lack of political commitment are among the problems that hindering the overall activities of image building through our heritages. The fourth challenge is security constraints. Peace is everything for all human beings and their day to day activities. Peace and stability is the bench mark for multidirectional development of the country that means social, economic, political and cultural development is unthinkable without the existence of peace. So because of these mentioned constraints we cannot use these heritages as a means of poverty reduction and source of income generation. Due to this our tourist flow is gradually declined in these three consecutive years because of security problem (HSCB1 interview, Adis Ababa, 20, Feb 2020).

Lack of awareness in the community, especially around tourist destination area is another impediment. The peoples are not well aware about the benefits of the heritage, they may be frustrate and believe that the visitors bring unusual things in their area. And the community sometimes believes that the foreigners have huge amount of birr, so they beg and hassle to get birr from visitors. The practical implementations of the policy are the other gap (MoFA1, interview, Adis Ababa, 24, Feb 2020).

According to MoFA2, the main challenge that hindering announcing the country through heritage promotion is that lack of team work between the concerned bodies. For instance, Ministry of Foreign Affairs, Ministry of Tourism and Culture, Heritage Study and Conservation

Bureau, Tourism Ethiopia, Private Tour Operators, Ambassadors and Diplomats, Prominent Persons, Athletes, Musicians and Artists must be collaborate and working together in order to advertise and promote Ethiopia through tangible and intangible historical and cultural heritages. When the above mentioned stakeholders are working collaboratively our country image becomes to change and the foreigner's negative perception will be scratch. Infrastructure is the key for tourism development but in Ethiopia the absence of quality infrastructural activity in the tourism destination is the key problems. For instance the roads which connecting the capital city and the tour destination area is not constructed in well manner. Quality services like hotels, clear water supplications, electricity access and recreational area is not sufficiently occurred, this situation creates depression in the visitors.

The current ethnic conflicts of Ethiopia is highly affects the image building activity of Ethiopia by using their attractive destinations. Absence of peace and security in different regional states reduced the number of domestic and international visitors. Tourism without safe environment is entirely impossible and it affects the national development in general personal development in particular. For instance, the USA embassy in Addis Ababa announces and temporary restrictions that the American citizen travel in to Somali regional states, in Amhara regional states Gonder, in different parts of the Oromia regional states. This domestic ethnic conflict and political unrest gradually affects our country image and hospitality problem also affects the country image because the foreigners perceived as a beggar and hasselor. Therefore, this action exposes our negative sides and it erodes our dignity (MoFA3 interview, Adis Ababa, 24, Feb 2020).

Kotler and Gertner (2002) warn that the entrainment industry and the media play considerable role in TDI formation since both industries influence and shape the perceptions of places in the minds of their audiences. Such is the case for Africa, whose negative associations with socio-economic ills such as AIDS (Botswana, South Africa, Swaziland); political unrest (Kenya, Arab-spring Egypt), human rights violations (Uganda's anti-gay bill); racial and ethnic conflict (Apartheid South Africa, Rwandan Genocide); economic turmoil (Zimbabwe); poverty (Somalia, Ethiopia); and violent crime (South Africa, Nigeria's conflict with Boko Haram); all of which the media has repeatedly and strongly associated with certain locations. These images manifest into stereotypes, which are extreme simplifications of the reality of potential tourism destinations (Kotler&Gertner, 2002; Matiza& Oni, 2014).

Tourism Ethiopia is one of the government institution they working on the area of all tangible and intangible tourism heritages, they make promotion and brand their country through naturally gifted resources and cultural heritages. previously they was ratified the Ethiopian brand name by saying Ethiopia the sunshine of thirteen month but currently the institution changes this brand name in to the land of origin (TEHE, interview, Adis Ababa, 20, Feb 2020).

There are many challenges which hindering to successfully achieving the promotion and branding activity by using heritages. Among these constraints the first one is the government is unable to change the existing policy and strategy from theory to practice. The ministries of culture and tourism have formulated policy regarding the tourism and heritages of Ethiopia. The second impediment is the problem of absence of required skilled man power. Recruiting and employing the right experts at the right place and the right time maximizes the profit of the organization. But most of the workers in tourism industry are working without their profession. The third, budget constraint is also the other challenges. Budget is the backbone for tourism industry for advertisement. We need the national and international medias to promote and sales our attractive cultures and heritages in the abroad, but using international media is so costly. The fourth challenge is issue of peace. Peace, tourism, development and flow of tourists are interchangeable one to the other. Peace by itself attracts the different country visitors in to our destination sites without hesitation. When the numbers of tourists increase our sources of income also increase together.

Fifth, lack of infrastructure is the main bottleneck problems. Access of electricity, water, toilet, entertainment area, safe road, access of quality bus and others are the main obstacle for tourism industry. Sixth, the public-private partnership cooperation and teamwork is becomes to a serious problem for the enhancement of tourism promotion. Government institutions, private tour operators, prominent persons who are engaged on tourism industry should be work hand in hand. All stakeholders must be given priority for their country image building and they must be exposing the Ethiopian miracle cultures in to the external communities. The government must establish the comprehensive and inclusive work activity in the society and awareness creation must be developing (TEHE, interview, Adis Ababa, 20, Feb 2020).

The challenges that using historical heritages as an opportunity for image building and image management. Our institution used several tools to promote Ethiopia by their wonder historical

heritages. Media, website, and people to people interaction are the pillar one. The first challenge is charging the foreigners high level of money because, the peoples perceived that the foreigners have large amount of money. The low level of infrastructure, people's lack of awareness, lack of services like lodge, hotel and other entertainment area, security problem are among the challenges (NTO, interview, Adis Ababa, 19, Feb 2020).

According to NTO tourism industry must be fulfilled the following five elements or (5A's)

Attraction, accessibility, accommodation, activity and amenities. Therefore, the improper implementations of five (A's) as challenges for the development of countries tourism industry and image building. Tourism stakeholders must give an attention to avoid the previously mentioned challenges. Concerned bodies such as government institutions like (Tourism Ethiopia, Ministry of Culture and Tourism, Ministry of Foreign Affair, Heritage Study and Conservation Bureau), Travel agencies, Communities, Guides, Individuals should give care for the development of Ethiopia's tourism industry (NTO, interview, Adis Ababa, 19, Feb 2020).

According to A. Kauffmann, (2008), National security issues determine the vulnerability of the tourism industry. Concerns are related to political instabilities and disasters. Experiences in neighboring country Kenya in the beginning of 2008 are obvious. Due to internal and widespread political conflicts the tourism industry in Kenya broke down.

Even though Ethiopia is rich in tourism, culture and history but there are many challenges to advert and brand more these heritages. Among the obstacle lack of linkage between one private tour organization with the other tour organization, government with private tour operators, hotel owners and many more other travel agencies. Problem of security, lack of full service in the destination area, hassling or begging and cheating are among the challenges. As the tour operator said taking pictures are one of the most typical habits of tourists. It causes problematic situations because of a misunderstanding of perceptions, especially in rural areas. They took pictures of poor situations in the region. They explained that as a result of exposing those pictures money and solutions for their problems would come, commonly known as fund-raising and development projects (TTO2 interview, Adis Ababa, 18, Feb 2020). According to TTO2 there are concerned bodies to solve these mentioned constraints. Ministry of Culture and Tourism must take the lion share to address the listed problems. The other is also travel agencies and communities have a great responsibility to address the multiple impediments.

A. Kauffmann, (2008), cheating, begging, throwing stones and asking for financial supports are mentioned by international tourists in Ethiopia.

The Ministry of Tourism and Culture (MoCT) has been making efforts to change Ethiopia's image by running a boost of booths at international tourism fairs, exhibitions, and by using the media. As the Foreign affair minister said, the diaspora Ethiopians:living abroad could play a significant role in changing the country's image by taking part in the ongoing economic development endeavors.

Absence of leadership commitment in the tourism industry is the pillar challenges in Ethiopia and the practical implementation of the policy is also another obstacle. Absence of cooperation, habit of working together, absence of qualified journalists on this area and others retard for the development of tourism and image building. According to Ardi tour operators five cognitive destination image factors can affect the tourism industry, it including, social opportunities and attractions, Natural and cultural amenities, Accommodations, transportation, and infrastructure, Food and friendly people, bars and evening entertainment (ATO interview, Adis Ababa, 24, Feb 2020).

All in all, regarding the domestic challenges of tourism development, the response of the study participants and the discussion of the document analysis which is reflected by scholars are highly link. The entire study participant mentioned many challenges such as lack of full services and infrastructures, absence of skilled manpower's, political unrest, and lack of leadership commitment is among the listed constraints. In similar idea scholars like A. Kauffmann, (2008), support the assumptions of the above interviewees. According to him cheating, begging, throwing stones and asking for financial support, political instability is mentioned by international tourists in Ethiopia.

5.5.2. External Challenges Affecting Branding and Image Building

The World Bank (2006) presented a relation between the poor image of Ethiopia and travel behavior. The World Bank is stating that only 10% of 400 Africa focused UK and European tour operators are selling Ethiopian tourism products partly due to its poor image.

According to MoCT (2009), the main challenges are the followings:

Ethiopia's image on the international scene is widely associated with draught, famine and war and the Horn of Africa in seen as a region of instability and terrorism.

The literature written by the Ministry of Culture and Tourism (2009), suggests that the international community perceived Ethiopia as a country known by backwardness, poverty, draught, famine and war. They consider and drawing a picture east Africa is entirely the station of terrorism and politically unstable region. These bad picture was highly affects the horn of Africa economic, socio-cultural and political development generally, Ethiopian image development particularly. So the researcher can be conclude that the above mentioned domestic and external challenges are negatively affects the Ethiopian branding and image building through their tangible historical and cultural heritages. Media and aid-agencies affect the Country Brand of Ethiopia (Gilmore 2002).

While Ethiopia's diverse physical and cultural resources provide excellent opportunities for the development of tourism, such challenges as poor image abroad, poor marketing and promotion, lack of well-developed tourist related infrastructure and services; lack of knowledge about tourism, low level of human capacity both at managerial and operational levels, nonobligatory nature of legislation; concentration of institutional capacity at the capital city, Addis Ababa; contradictory rules, regulations and expectations at national, regional and local levels as critical challenges facing Ethiopian tourism (Mariam, 2015).

5.6. Participant Stakeholders on Branding and Image Building

In the current global world, branding is becomes to a fashion in order to build countries as well as companies good image on the sight of others. Today, countries are competing each other on the political and economic development issues. So, in order to win the competition the effective utilization of tourism industry is a good alternative to attract the visitors and investors of the international communities. As the American social science scholar Nye said that culture is one of the pillar instrument of soft power diplomacy which attracting and influencing the people cooperatively and peacefully rather than forcefully. In similar mood, Simon Anholt is also the other scholar that suggested and emphasized on branding countries and products are play a great contribution to increase multiple benefits by identifying their quality and uniqueness from others. Therefore, in addition to products, any countries may be used their tourism destinations as a means of attraction and image buildings.

Strategic partnership with and direct involvement by the private sector is essential, as well as a parallel and complementary domestic campaign to raise tourism awareness. Similarly, it will be crucial that higher-level Ethiopian officials and future brand champions embrace a proactive attitude to counterbalance negative images when natural disasters occur or when major events make international headlines and obscure the communication of Ethiopia's vibrant offerings (World Bank, 2012).

The Government of the Federal Democratic Republic of Ethiopia, therefore, appreciating the problems of the sector and giving special attention to the matter, and recognizing the necessity of creating a strong government organ to lead the sector, has established the Ministry of Culture and Tourism under Proclamation Number 471/2005, enacted to redefine the powers and duties of the organs of the Federal Government. In order to consolidate the fragmented activities and ensure coordination of efforts being made by government, the private sector, communities at the tourism destinations and civic organizations, and to create conducive environment for these entities to be able to discharge their respective responsibilities appropriately, it has become necessary to issue such an enabling policy and strategy.

From the above literature the researcher understood that making a strong brand requires the active involvement of the whole communities. Even though, there are an identified experts who are engaging on country branding and promotion but, the issue of creating image building is not left lonely for them. The individuals, scholars, artists, athletes, merchants, activists, groups, civic societies and political parties should be act as an ambassador for their home lands. The issue of image building through their historical tourist destination should be the duty of all peoples. Without the cooperation of the community the government cannot realize the image building activities of the country.

According to MoCT (2009), the main stakeholders in the development of the sector act in unison in the spirit of cooperation and partnership is of strategic value in ensuring that synergistic results are obtained; and this is possible only when each stakeholder fully understands its responsibilities and plays its role. Based on these premises, the major responsibilities and roles of each of the main stakeholder groups have been defined hereunder; similarly the chief responsibilities and roles of the public at large have been identified below in order to enable the public to perform its part. The stakeholders are mentioned as follows:

5.6.1. Government Organs

This group, which includes organs of the federal and regional governments and local administrations, is charged with the responsibility to perform the following major tasks in the Implementation of the policy:

To create conducive environment for national and local tourism development and to put to use the enabling environment, to indicate the directions of the national and local tourism development and spearhead the development, to expand, improve and lead the development of infrastructural networks essential to tourism development, to successively build the implementation capacity of development participants at each level, to coordinate the capacities and efforts of the main participants in development at each level and to create collaboration and provide leadership, to participate in investment when private investment is not forthcoming to fill investment gaps, to capably coordinate and lead vigorous marketing and promotion activities and enhance the positive image of the country, to ensure the psychological and physical well-being of visitors and the security of their properties and to coordinate and lead the bodies involved in maintaining safety and security, in collaboration with local communities to develop, maintain, protect and manage existing and new attractions falling their jurisdictions, to ensure that tourism development activities are in line within sustainable environmental and social safety, and to act speedily when and where safety problems occur, to provide appropriate incentives to participants in the development of the sector, and to monitor the implementation of the incentives, to formulate and issue suitable standards in the areas of service delivery and professional education and training and to regulate the application of the standards.

In general, the responsibilities for monitoring, coordinating, integrating and leading the activities of those bodies with roles in the implementation of this policy for tourism development and the primary responsibility for monitoring and evaluating the actual implementation of this policy and the taking of corrective measures fall on the Federal Ministry of Culture and Tourism (MoCT, 2009).

5.6.2. Investors

Because investors participating in the country's tourism development are engines that drive the industry, they have the following major responsibilities in the development of the sector:

To participate in the forefront in the establishment of facilities and the provision of quality tourism services in types and capacities required, to participate as leaders in the establishment and development of micro, small, medium-scale and big enterprises and service giving institutions, to create and promote a culture of entrepreneurship that is essential for the growth of the sector, to participate as leaders in the effort to set up educational and training centers of the type, number and quality required for producing professionals in various fields to actively involved in the formulation and implementation of appropriate standards in the areas of services delivery and education and training, to involve in the expansion of infrastructure needed in the localities of major tourist destinations, to regularly enhance the capabilities, skills and ethical standards of professionals and other workforce employed in the establishment they own and manage, to take part in marketing and promotional activities and to contribute their share in the endeavor to build a positive image of the country. to participate in the development, protection, preservation and management of attractions found in every area of the country. to participate in sectorial associations, organizations, and coalitions as well as similar national and international organizations for mutual support and to promote its rights and interests (MoCT, 2009).

5.6.3. Local Communities at Tourist Attractions

In the development of tourist attractions, products and services to collaborate with the bodies administering the resources as owners, and by conserving and protecting these resources with a sense of ownership, to become direct participants in and beneficiaries from the tourism development of the locality, to provide appropriate care to guests visiting the local attractions and to extend to them hospitality in accordance with local customs, and to ensure peace and security in the locality, recognizing that visitors to attractions are customers, to supply and ensure the provision of handicrafts, and artistic products and services which are based on visitors demand and aimed at satisfying their requirement as to quality and quantity, to protect local cultural and social values as well as the natural environment from negative influences of tourism, and to take corrective measures rapidly when negative impacts occur (MoCT, 2009).

5.6.4. Civil Societies

According to ministry of culture and tourism policy civic societies has a big role to cooperate with government bodies, investors and local communities that have leading responsibilities in the country's tourism development and to participate in the development and management of the attractions in order to ensure that benefits are realized, to undertake successively capacity-building activities for the various varies parties engaged in the development of the sector, to extend support to other stakeholders operating in the sector with respect to information, techniques, finance, advocacy, coordination (MoCT, 2009).

5.6.5. The General Public

The government general has multiple roles to strengthen the culture of touring either as individuals or as tour groups and participate in domestic tourism in order to know and appreciate the attractions of the country, to actively involved in the development activities of the country's tourism and partake in the benefits, to build a positive image of the country by extending to visitors traditional hospitality, to protect and preserve with a sense of ownership the heritage and other resources used for tourism development (MoCT, 2009).

The government as a big stakeholder must be give great attention for the tourism industry. Tourism industry like industrial park does not required a huge amount of expenditure but it needs the strong political commitments, fulfillment of infrastructures and services. For instance, in Middle East, countries like Qatar have not many tangible and intangible historical heritages but they are known by tourism industry. They have three natural resources or (3S's) these are (Sun, Sand and Sea). By using these three S's they expand a lot of tourism destinations in order to attract the international tourists. Most of their annual budget is covered the money which is collected from tourism services. This implies how much the commitment of different stakeholders is crucial for the development of tourism sectors? Various concerned entities like communities Ministry of Culture and Tourism, diaspora communities, private institutions, civic societies, tour operators, Hotel and restaurant owners and international organizations like UNESCO must be work collaboratively and in the spirits of teamwork (MoCT2 interview, Adis Ababa, 18, Feb 2020).

In addition to the above stakeholders Ethiopian airlines, heritage study professionals, tourism Ethiopia, heritage study and conservation experts, Ministry of Foreign Affairs, National and

International Medias, regional and zonal tourism offices, faith based organizations (FBO), bus owners are the very indispensable entities to advertise their country's through their unique historical heritages by using different promotional mechanisms (HSCB2 interview, Adis Ababa 20, Feb 2020).

The above response which is collected from various interviewees directly supports the document analysis which was gain from Ministry of Culture and Tourism. So standing from this point of view the researcher can conclude that tourism industry cannot effectively implemented without the teamwork of private-public partnerships. All stakeholders must be work in team in order to build their country's image and to enhance the foreign exchange and growth domestic product of the country.

CHAPTER SIX

6. Conclusion and Recommendation

6.1 Conclusion

Regarding the roles of heritage many ideas were forwarded from respondents. Its role is mainly mentioned under four categories. These are image building roles, economic roles, social roles and historical roles.

The primary roles of any tourism industry generally, historical heritages particularly is that to enhance the good image of the country by inviting the international community. Today countries utilized their heritages for branding and image management purposes. When cultural and historical heritages are advertised in well and organized manner the previous negative image of the country can change. Because having strong brand and image by itself open a great opportunity to enhance countries reputation, proud, and acceptance by others. Many countries used their natural resource, cultural and historical heritages as abridge to attract the foreigners in order to accelerate their countries multiple developments. On the other hand, image building via historical heritages directly correlated with soft power diplomacy. The issue of building good image is determined by the government's commitment and attention to use their heritage successful. The Qatar is a good example by using their resources effectively and the number of visitors is travel in order to spend their vacation times. This shows that how much the government is highly dedicated to utilize the 3S's (Sun, Sea and Sand). In this country the number of visitors has been accelerating from time to time.

Economic role is the other indispensable benefits that we get from tourism industry. Beyond image building, tourism industry brings other positive spillover effects of economic development. Tourism is among the economic and social sectors that are registering rapid growth in the world, and nowadays it has been found to be making its contribution in supporting and accelerating national development. Tourism makes a tremendous contribution serving as a source of foreign exchange, promoting micro and small- scale enterprise, and ensures sustainable development.

In addition to manufacture and agricultural activity tourism is also the backbone for countries economic prosperity. Because, the increment of tourist flows fosters the GDP and foreign exchange levels of the country. Due to the existence of tourist destination the investment engagement may be growth. When the visitors come to Ethiopia, they also observe the

environments, natural resources and man powers. Thus the foreigners change their idea from visitor to investor. For instance, the owner of Horticulture Company in Bahrdar is an example. Having good image is an engine for rapid socio-economic development of the country by attracting the neighboring countries in various work engagement activities. Building positive image via historical heritages by itself creates a favorable environment for the expansion of foreign direct investment.

Utilizing heritages and tourist destinations for image building by itself further strengthening the social interaction and cooperation among and between the international communities. Many tourists conduct marital interaction with Ethiopians and family relationship and parental interaction become increase. Such relationship is the direct results of tourism industry.

As we know obviously unemployment is the common social problem of the community. Therefore, our heritages or tourist destinations play a crucial role by reducing the unemployment level of the country. The government creates many jobs by using such tourism industry and it is a good source of income generation.

Poverty is our grassroots problems that affect the daily living standards of the society. So, the tourism service plays its contribution by mitigating poverty. Especially peoples who are residing around the tourist destinations can highly benefit and they lead their life's by selling various handicrafts, providing hotel and restaurant services. Internally tourism industry is also enhances feeling of cooperation, togetherness and patriotism sentiments among and between nation nationalities and peoples of Ethiopia. All in all tourism industry enables the community through the exchange of knowledge, skill, technology and customs that exist in different countries.

Ethiopia has immense tourism potential: natural, cultural and historical. However, its performance in the sector is one of the lowest in the world. Ethiopian government is striving to achieve the boom of tourism development in the country. But the nature of development is still stagnant or at infant stage due to low implementation capacity of the government.

Ministry of Culture and Tourism has formulated tourism policy and it incorporates about heritage conservation and promotion, even though the policy is exist the practical implementation of branding and promotional activities is weak and low. Low level of attention and follow-up system is low.

The Ethiopian government share some experience from model neighboring countries and the government send their cultural ambassadors in Sudan, England, Norway, Nigeria, South Africa, and recently in Eritrea and other countries. The heritage that we have and the benefits that we get are unbalanced.

Today branding competition is becomes increase to develop countries multidirectional development. The Egypt government used their pyramids to cover the country's annual budget by attracting the tourist in their country. When we see the potential of the Ethiopian government to utilize their historical heritages is too limited. The government has not enough capacity to reconstruct the damaged heritages.

Regarding the challenges that the government faced to utilized their historical heritage for branding and image building can be categorized in to two. These are domestic challenges and external challenges.

The first challenge is the existence of internal political instability throughout the country. Peace is the backbone for everything, without peace and security it is impossible to attract the visitors from different countries. Because of the proliferation of political upheaval rule of law might be broken, freedom of movement also restricted and tourist related crimes also happened. Exaggerated and ignorant media coverage also paves the way to disseminate unexpected bad image throughout the world. The second challenge is the limitation of basic supply and infrastructure in terms of number and quality are the major impediment to the growth of the tourism industry. Shortage of services which is necessary for tourists like roads, air stations in each districts, access of hotel and restaurant, water, bed room, electricity, internet, toilet, organized traditional entertainment area, traditional foods and other facilities are lacking in quality as well as in quantity. The third obstacle is lack of skilled and trained man power and community awareness about the benefits of tourists and image building via historical heritages. Interpretation of tourist attractions is not based on credible facts, skills and knowledge's and they are not consistent and their presentation is disorganized. Most of the workers in the tourism sector including tour guides working without their professional competence. The fourth challenge is absence of teamwork in different stakeholders and financial constraints. Teamwork, mutual support and collaboration efforts among them are compulsory for effective achievements of branding and image building via heritages. Absence of political commitment, leadership constraint, follow-up activities at federal, regional, zonal and woreda level is a serious chain

constraint that affects the tourism industry. Lack of good integration among the government organs, private sectors, local communities and other civic societies has resulted in poor service provision in the country.

On the other side, communities' lack of awareness about the benefits of tourism industry around tourist destination affects the healthy situations of the sector. Residences living around the tourist destinations perceived as tourists have money and they need to get money from tourists. This action leads to begging, hassling, cheating, looting their properties, insulting and showing bad behaviors. The tourists also take the pictures of the poor peoples, the beggar child's and slum tourist areas and they used as a means of fund raising and project development by exposing this image for others. This action creates bad images of the country.

Financial constraints are the last but not the least impediments that hindering the proper implementations of image building and branding through historical heritages. The government must be allocating sufficient budgets for the sector in order to advertise the historical heritages and attracting the foreigners through international and national Medias.

Beyond domestic challenges there are also external challenges that constraining the enhancements of image building and branding Ethiopians by using their cultural, natural and historical heritages. The first one is Ethiopia's image on the international scene is widely associated with draught, famine, war and poverty. The second obstacle is the image of the Horn of Africa seen as a region of instability and hub of terrorism.

In order to address the above mentioned challenges there are many key actors those who are actively involved in the development of tourism industry. Among these actors government, Ministry of Culture and Tourism, Ministry of Foreign affairs, ambassadors and cultural attaches, Tourism Ethiopia, Ethiopian airlines, heritage studies and conservation bureau, tour operators, hotel owners, politicians, media agencies, journalists, diasporas, athletes, musicians, individuals societies, government workers, communities living in the destination sites and other citizens are among the concerned body to conserve their historical heritages used them for image building.

The model that the researcher has been used in the literature review was Simon Anholt hexagonal model. According to Anholthe nation image is created through the cumulative effect of communication via "six natural channels" together. These channels are tourism, culture and heritage, hospitable people, export and branding, investment and immigration, governance and policy. These six pillar elements collaborated together and it gives a strong nation image

building. As the finding of the research indicates that the existence of tourism is very crucial for national development and the tourism industry must have attractive tour destinations, cultural and historical heritages, charming peoples, export products and well brands, and finally attraction of investments. So, the Anholts's hexagonal model is directly fits and corresponding with this research. In the finding the existence of attractive destinations like (historical heritages, cultural heritages and natural resources), hospitable, and ethical peoples, full infrastructures, conflict free areas are mandatory for the expansion of tourism industry. In general the finding is parallel with the Simon Anholt model of branding.

6.2. Recommendation

As per the research findings the following recommendations have been proposed.

For the government bodies: The Federal and Regional governments must be give high attention for the proper implementations of branding and image building through historical heritages. The government must be working collaboratively with different stakeholders by supervising and follow-upping the entire activities of tourism industry. The legislative, executive and judiciary organs of the government at all levels should be given priority for tourism sectors by designing the clear and applicable policies and strategies. The government at large would be takes the lion share by expanding the key infrastructural activities and basic facilities which are crucial for visitors. Peace and security is the pillar for tourism industry so the government should be realized the existing peace and stability. Branding and image building via historical heritages requires sufficient budget, so the government must be allocate sufficient finances in order to promote the tourist destinations by using any means of social media.

For Ministry of Culture and Tourism: Ministry of Culture and Tourism must be employed experts based on their qualification and their educational competences. As a minister office, well trained and skilled man power should be fulfilled and they should be used the modern mechanism of tourism promotion. The office should be used internet websites, brochures, flayers, leaflets, newspapers, national and international Medias, figurative persons like athletes and musicians in order to invite foreigners by disseminating the Ethiopian attractive cultures and historical heritages. The ministry of culture and tourism should be create strong collaboration with the regional, zonal, and woreda level tourism offices and other stakeholders. Ministry of

Culture and Tourism should have their own strong television channels and that must be supported by the whole stakeholders.

For Ministry of Foreign Affairs: The Ministry of Foreign Affairs should be work highly on promotional and image building activities in the neighboring countries by scratching our previous bad international perception. The institution should be appointed the qualified, active and interactive ambassadors, diplomats, cultural attaches, and extra-ordinary based on their merits and careers.

For Tourism Ethiopia: as the government institution tourism Ethiopia has a mandate to the country's brand name. for instance the former brand name of Ethiopia were the sunshine of 13 months but now a day its brand is substituted by land of origin. So the institution should be discovering the country to give the well-known and bold brands to expose the country's positive image for the international communities.

For Tour Operator: Any private as well as government tour operators should have detail knowledge about Ethiopian history and culture, they must be interpreting the history of the country without misinterpretation. Before their financial benefits any tour guides should be given priority for their country's image and they should be show good face, smile, welcoming, hospitality and good compassionate for visitors.

For Hotel and Restaurant Owners. Hotel owners and other service givers should be develop the habit of good hospitality and they should be treating the foreigners by giving quality service with in fair charges. The culture of welcoming and showing charming and delightful activity should be permanently practiced.

For Diaspora Communities: all diaspora communities living in the external world should have narrating the Ethiopian historical background and they must have push and invite them to see Ethiopia and the diasporas should have refusing any bad perceptions about Ethiopia that retarding the dignity, reputation and good images of Ethiopian.

For Private and Government Medias: As an a key actor medias should be disseminate and narrate the Ethiopian natural resource, cultural and historical heritages by preparing documentary films for the international communities. Any media should be avoiding using cultural and historical heritages to achieve the individual political profits. The media agencies must have

given priority for their country image building by avoiding exaggeration and ignorant reports towards Ethiopia.

Heritage Studies and Conservations: The Ethiopian heritage studies and conservations should have conducting research's about the tangible and intangible heritages which is not registered by UNESCO and they should be protected the all movable and immovable heritages from damage and from international heritages trafficking.

For the communities: The entire communities especially peoples living nearby tourist destinations should be accept the awareness which is created by the government about the significance of heritage and tourists. The community should be developing the habit of welcoming and hospitality of the foreigners in order to increase the foreigner's span of time. They should be avoid any bad behavior, begging, hassling, cheating and looting of the visitors property and the people must have expose any tourist related crimes.

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Annex 1: Informed consent forms for interviewees

My name is BeleteSisay I am a post graduate student in International Relations and Diplomacy at Hawassa University. I am conducting a research for my partial fulfillment of Master Degree entitled with “Contribution of Historical heritages for image building: Reviewing the Ethiopian experience”.

Thus, I kindly request your willingness to participate in the in-depth interview of this study. Your response to each question is crucial for my research accomplishment. The participation is solely free from payment and you might not get immediate benefit from it. But I hope that this research will attract the responsible body for intervention. Any information you give for me will be kept confidential. Your name and your profile will not be mentioned on the research paper and you can skip the question which is uncomfortable for you. Additionally, you must have free to ask any question and clarification during the interview. If you do not want to give your response to the question at any time you have a right to withdraw.

Thank you for your collaboration!!!

Belete sisay

Annex 2: Open ended questions for interviewees

1. What are the roles of historical heritages for branding and image building?
2. What are the policies and strategies of government to use historical heritages for branding and image management?
3. What are the experiences of the Ethiopian government in image building by using the existing historical heritages; and how the governments share an experience from the neighboring countries about image building via heritages?
4. Did you tell me the potential of the Ethiopian government on branding and image managements by using heritages?
5. What are the achievements of Ethiopian government on branding country and image management?
6. How the governments utilize historical heritages and tourism destinations for image management?
7. How historical heritages create positive image of the country?
8. How the government made a promotion of brandings to manage the images of the country through historical heritages?
9. What are the key challenges of the government to use the heritages as branding and image building?
10. How to solve these challenges? and
11. Who are the stakeholders?

Annex 3 Characteristics of Interviewed Respondents

Interviews	Categories of interviewees	Number of interviewed individuals =16
Respondents from government office	Ministry of Culture and tourism	4
	Ministry of Foreign Affairs	3
	Ethiopia Heritage Studies and Conservation	2
	Office of Tourism	1
	Total	10
Respondents from tour operators	Licensed tour operators	5
	Ethiopian Tour Operators Association	1
	Total	6

ሀዋሳዩኒቨርስቲ

የአስተዳደርና ልማት ትምህርት ቤት

አለም ዓቀፍና ዲፕሎማሲ ትምህርት ፕሮግራም

ክፍል አንድ፡ ስለሥራ ስራ አሰጣጥ ግልጽ መመሪያ

ስሜ በለጠ እባላለሁ በሀዋሳዩኒቨርስቲ የአስተዳደርና ልማት ትምህርት ቤት ውስጥ በአለማቀፍና ዲፕሎማሲ ትምህርት ፕሮግራም የሁለተኛ ዲግሪ የንግድ እየተከታተልኩ እገኛለሁ። ስለሆነም በዚህ ትምህርት ቤት የመመሪያ ጽሁፍ ጥናቴን ታሪካዊ ቅርሶችን እንደ መልካም እድል በመጠቀም ሀገርን ማስተዋወቅና የሀገርን ገጽታ መገንባት እንዲሁም የኢትዮጵያን ተሞክሮ ማየት በሚል እርዕስ ዙሪያ በመስራት ላይ እገኛለሁ። ለዚህ ጥናት የእርስዎ ተሳትፎና ምላሽ በእጅግ ወሳኝና አስፈላጊ ነው። ስለሆነም በዚህ ጥናት ላይ እርስዎ ተሳታፊ እንዲሆኑ በአክብሮት ተጋብዘዋል። በጥናቴ ለመሳተፍ ፈቃደኛ የሚሆኑ ከሆነ እስከ ሁለት ሰዓት ሊፈጅ የሚችል የገጽ ለገጽ ቃለ-መጠይቅ እንዲሳተፉ ይጠየቃሉ። ስለሆነም በጥናቴ ርዕስ ዙሪያ ያለዎትን የግል እውቀትና ተሞክሮ በግብዓትነት በሙሉ ለመውሰድ ይቻል ዘንድ ከላይ የተሰጡትን ጥያቄዎች በጥሞና በመረዳት እንዲመልሱ በትልቅ አክብሮት እጠይቃለሁ። የተሳታፊዎችን ማንነት በሚስጥር ለመያዝ እንዲቻል በጥናቴ ውስጥ ተሳታፊ የሚሆኑ ሰዎች ትክክለኛ ባልሆኑ ስሞች እንዲወከሉ ይደረጋል።

በቅድሚያ ለትብብርዎ አመሰግናለሁ

ተማሪ በለጠ ሲሳይ

ክፍል ሁለት፤ ለተሳታፊዎች የተዘጋጀ መጠይቅ

1. ሀገርን ለማስተዋወቅና ገጽታን ለመገንባት የታሪካዊ ቦታዎች ሚና ምንድን ነው?
2. መንግስት ታሪካዊ ቅርሶችን በመጠቀም ሀገርን ለማስተዋወቅና የሀገርን ገጽታ ለመጠበቅ የሚጠቀምባቸው ፖሊሲና እስትራቴጅ ምንድን ናቸው?
3. የኢትዮጵያ መንግስት ያሉትን ታሪካዊ ቅርሶች በመጠቀም የሀገርን ገጽታ ለመገንባት ያለው ተሞክሮ ምንድን ነው? ቅርስን ተጠቅሞ ሀገርን ለማስተዋወቅ ከአጎራባች ሀገራት የተወሰደ ተሞክሮ ምን ይመስላል?
4. ታሪካዊ ቅርሶችን በመጠቀም ሀገርን ለማስተዋወቅና ገጽታን ለመጠበቅ የመንግስት አቅም እስከምን ድረስ ነው? ቢብራራ?
5. መንግስት ሀገርን የማስተዋወቅና ገጽታን የመጠበቅ አፈጻጸሙ እንዴት ይታያል?
6. የኢትዮጵያ መንግስት የቱሪዝም መዳረሻ የሆኑ ታሪካዊ ቦታዎችን እንዴት ለገጽታ መጠበቂያ ይጠቀምባቸዋል?
7. ታሪካዊ ቅርሶችና የቱሪዝም መዳረሻዎች የሀገርን አወንታዊ ገጽታ እንዴት ይፈጥራል?
8. መንግስት ታሪካዊ ቅርሶችን በመጠቀም የሀገርን ገጽታ ለመጠበቅ እንዴት ሀገርን ያስተዋወቃል?
9. የሀገርን ዘርፈ ብዙ ቅርስ ተጠቅሞ ለማስተዋወቅና መልካም ገጽታ ለመገንባት እንዳይቻል የሚያደርጉ ችግሮች ምንድን ናቸው?
10. እንዴትስ ይፈታሉ? ችግሩን ለመፍታትስ የባለድርሻ አካላት እነማን ናቸው?