The Effect of Digital Marketing Tools on Promoting Ethiopian Tourism Sector: A Case of Bale Mountain National Park, Bale Zone

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Abstract
The purpose of this study is to analyze the effects of digital marketing tools in promoting Ethiopian tourism in case of bale zone tourism destination specifically on BMNP. Interview and questionnaire were the main data gathering tools. And the target population of the study was the tourists (both foreign and domestic) and 165 respondents were selected with convenience sampling methods. From the mean score value of the tourist's information source, Search engines became the most used information source to come to Ethiopia followed by Social Media. Mobile advertising was found out to be the last preference of the tourists to serve as tourist information source. Bale mountain national park Digital marketing may succeed more if it considers user needs as a top priority by identifying its target group. The destinations must also focus on the demographic differences of the tourists so as to arrange digital promotions that fit to the needs and requirements of these different segments of international tourists. Finally, Digital marketing has no boundaries. Bale mountain national park can use any devices such as smartphones, tablets, laptops, televisions, games, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote the park as a tourist destination.
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1. Introduction
1.1 Background
Tourism industry is globally becoming an increasingly expanding area and is the most important economic catalyst in many countries. Tourism has continued to expand, according to the World Tourism Organization (UNWTO, 2014), now one of the largest and fastest growing economic sectors in the world.

Tourism has the potential to contribute significantly to economic growth and development in Africa (Roselyne, 2010). Despite its positive endowment and good growth in tourism over past decade, it remains a sad fact that Africa's tourism potential is underexploited and underdeveloped.

The growth of digital marketing has had an impact and will continue to impact on tourism industry. It has become an essential tool for managing the business. Understanding the main drivers of tourism that includes geographical diversity, government initiatives, development of customized packages, changing consumer dynamics, easily available finance and benefits of customized packages for the target market are the key towards success in tourism. As a source of instant information, the web/mobile app is the first choice as there are no restrictions or constraints in searching for information. To exercise hold on brand and to create equity, it is important to make consistent presence online. Another significant fact is the ability of digital marketing to address the niche market where customers have specific requirements. With internet it is now possible to cater to specific needs by providing necessary information. With the widespread growth of internet, the world has become a global village. Use of internet by consumers has opened an opportunity for online retailers to communicate about their products/services in a customized fashion. The evolution of digital marketing & its use has significantly impacted businesses to an extent that it has become a certain tool. Travel & Tourism industry is no exception to this fact. Than ever before, people are looking for information available on websites, e-commerce aggregators, online reviews, comments on social media etc. to explore everything starting from planning and executing their tour and travel and Innovation through information technology has created the radical changes in business, for instant, online shopping is more efficient than shopping in a store and digital marketing is more efficient than high cost newspaper, television, and radio advertising (Vibes, 2015).

Digital marketing has generated deep changes in the tourism sector affecting customers as well as suppliers. An analysis of previous trends and opportunities shows that ICT developments, and especially Web have generated a deep change in consumer habits and Expectations. Travelers are more demanding and look for differentiated and personalized Services. Therefore, tourism organizations should collect customer information at each stage of tourism service experience (before, during, and after the trip) and simultaneously provide timely and accurate information, relevant to their customers. And it is affected by this advancement, in terms of

promoting a destination and reaching out potential tourists (Roberta, 2015).

As a result of the emerging of digitalization of the economy, the tourism sectors are facing various challenges and opportunities. The rapid growth in the use of the internet and mobile devices by tourists to select touristic destinations and purchasing a tour packages are initiating tourism organizations to implement latest digital strategies. Adopting digital marketing is becoming mandatories in order to overcome the challenge of how to get the right people, at the right time and place. Moreover, many national tourism Organizations (NTOs) are making digital marketing as the center of their marketing strategies and they are investing significantly to enhance and update their marketing approaches and strategies in line with this cost effective technology (OECD, 2017).

Promoting countries tourism using digital marketing is a crucial promotional tool, according to researchers view, using of digital marketing is important for the growth of tourism industry. Though there is a need to study about the digital based promotion of the tourism sector. Thus, the study is with the view of filling this gap.

1.2 Objectives of the Study
- ✓ To assess the major information sources for tourists to know about the destination.
- ✓ To identify the digital marketing tools that used to promote the destination.
- ✓ To identify the challenges in promoting Tourism using of digital marketing tools.

1.3 Significance of the Study
The world is moving from analog to digital. Enormous data are getting through several electronic devices like mobiles, laptops, desktops; tabs etc. Digital medium is faster, streamlined, cheaper and versatile than face to face interaction. In addition, with the use of digital medium the business performance can be tracked and monitored. This by default requires organizations in digital age to adapt to the ever changing marketing environment by exploring and implementing the potential of digital marketing. Travel & Tourism industry is no exception.

This study would significance as it contributes by showing the current tourism destinations promotion and marketing trends and problems, and in addition to recommending appropriate tourism promotion approaches in the study area which would be helpful for Culture and Tourism Bureaus at different levels. Likewise, the findings of the research are expected to have essential roles for policy formulation and decision making at all levels to have appropriate marketing strategies and I know more about digital marketing tools and tourism. Moreover, the study will be used as a reference for those who will conduct further studies in this area.

2. Literature Review
2.1 Theoretical Review
Tourism industry is considered as one of the major and mainly diverse industries in the world. Beside the machinery and oil industry, this industry as a modern service industry and the means to build connectivity among nations and a variety of peoples in the world have been considered as the significant sectors. Nevertheless countries which are rich in historic, cultural and natural attraction resource give more attention to this industry, because of the lack of marketing; the function of this industry in the developing countries is paler than before (lamso, et al. 2013). Ecotourism is usually considered to be not only nature-based tourism, but also responsible travel to natural areas that conserves the environment and improves the safety of local people. The principle of ecotourism includes minimizing environmental impact, constructing an environmental and cultural responsiveness and admiration, providing constructive experiences for both visitors and hosts, providing direct benefits for protection, provided that financial benefits and empowerment for local people, and raising sensitivity of countries political, environmental, and social weather of to host countries (Utarasakul, Lekprayoon, Pradatsundarasar and Thirakhupt, 2008) The nature of tourism in BMNP is eco-tourism in nature and many stock holders are involved in providing recreational service and promoting eco-tourism in the district. Ecotourism is attractive subdivision of tourism where countries should exert much weight to earn more foreign currencies and create a center of attention for many eco tourists with much concern on caring the environment and improving the well-being of the local people (Ndahimana 2013).

Marketing has no universally accepted definition. This is perhaps due to the fact that marketing is a comprehensive management function. However, the one definition which is universally quoted is by Philip Kotler. Kotler defines the marketing concept as follows: "marketing concept holds that the key to achieving organizational goals consists in determining the needs and wants of target markets and deliver in the desired satisfactions more effectively efficiently than competitors" (Raju, 2009).

Makens et al., (1990) define marketing as to design a product/service combination that provides a real value to targeted customers, motivates purchase, and fulfills genuine customer needs." Tourism marketing is research-based, analytic, goal-oriented, strategic, and directed. In brief, marketing is all those activities in getting goods and services from the producer or supplier to the user (Edgell, David and Makens, 1990).

The key is to have a well-thought-out marketing plan. McIntosh et al., of Tourism Principles, Practices,

Philosophies, stresses the need for a strong orientation toward the consumer as the heart of successful tourism marketing management. In addition, it's important that management thinking be directed toward understanding the tourism product. The emphasis is on destination marketing as the basis for strategic marketing plans in the tourism market (Edgell, David and Makens, 1990).

Marketing comprises all the activities and processes used to bring buyers and sellers together, including creating, distributing, promoting, pricing and innovating ideas to facilitate satisfying exchange relationships in a dynamic environment (Kotler and Armstrong, 2006). To compete in today's tourism marketplace with its increasing global competition, organizations of both, the public and private sectors must know who their customers are and what they want (Stankovic and Dukic, 2009).

Marketing is simply stated as creating and promoting a product (ideas, goods or services) that tend to satisfy a customer's need or desire and is available at a desirable price and place. Modern marketing is a way of doing business, and is based on the "marketing concept" which proffers that businesses and organizations should: (1) design their products/services to meet customer needs and wants; (2) focus on those people most likely to buy their product rather than the entire mass market; and(3) develop marketing efforts that fit into their overall business objectives. By adopting this concept you not only provide your customers with better products, but you will avoid wasting valuable time and money developing and promoting a product or service nobody really wants (Raju, 2009).

For communities that hope to compete for their share of visitors, the marketing of a distinctive culture, attractions or outstanding amenities might be the central theme. Promotion is essentially communication with the goal of changing the behavior of the consumer, specifically to purchase a tourism product such as air travel, hotel accommodations, restaurant meals, tours, or a complete destination package. Understanding where potential buyers are in terms of readiness to buy is important in setting appropriate objectives and developing effective promotional material (Martin, 2002).

2.2 Digital Marketing Tools

Laterally speaking, digital marketing is any type of marketing for products or services that use electronic devices. The reason of emerging of digital marketing is followed by the consumption of electronic devices by majority of the people in the world. It is assumed that digital marketing is all about content marketing and social media. While these exist as types of digital marketing, they are not both encompass what digital marketing is all about. Digital marketing can be done online and offline (Rob, 2017).

Even though both forms of digital marketing are very important for an effective marketing strategy, this paper focus is only on online digital marketing. Types of online digital marketing tools include: Search Engine Optimization (SEO), Search Engine Marketing and Pay-Per-Click Advertising, Social Media Marketing, Content Marketing, affiliate marketing, Website, email Marketing, Inbound Marketing and Mobile Phone Advertising (Rob,2017)

Search Engine Optimization (SEO)

SEO is the most general type of Digital marketing which is used to increase the process of growing the online visibility in non-paid across the search engines. There are various techniques involved in this process ranging from on-site technical analysis and improvement, to blogging, link-building and content creation. Search engine results pages (SERPs) appear to users after they search for a given set of keywords using a search engine like Google or Bing. The higher rank on a SERP for a digital marketing, the more traffic is directed to your site and the more chances of making a passive visitor an active customer. A company's website appear at the top of user's non-paid search results if the website is optimized using SEO ((KVR, 2015).

Website

A website (also written as web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com.

Social Media Marketing

Unlike to what a lot of people think, Social Media Marketing is much more than just publishing on social networks: it also involves having a good strategy, defining some previous objectives, identifying networks where the audience is in order to have presence and be able to target, work out a specific calendar of content for social networks, interact with consumers and measure each action and interaction in real time. Social media is a crucial part of a digital marketing strategy. It allows a marketer to connect with their consumers in a more intimate way. From this interaction, they can gain valuable customer feedback that allows you to improve your customer service, product, or service. Examples of the known social Medias are Facebook, Twitter, Snap chat, and LinkedIn (German, 2015)

Social media are especially important for tourism, which is information-intensive activity. Tourism consumers need information that can help them in the process of travel planning and decision making related to the selection of tourist destinations as well as of different types of tourism products. Personal recommendations

are particularly important in this context, because of the intangibility of tourism products. Social media provide this with the content created by the consumers (consumer-generated content - , and with the comments that can be trusted. Social media has a special significance for the activities of destination marketing organizations (DMO). Destinations marketers can use social media before the travel (to inspire, inform, engage), during the travel (to facilitate at destination) and after the end of the travel (to remember, share and engage).

Search Engine Marketing and Pay-Per-Click Advertising

"Search Engine Marketing, also known as marketing in search engines, is a form of promoting a website in different search engines- like Google, Yahoo or Bing- so that is appears in the first few search results. It's done by paying for advertising positioning in search engines (pay per click -PPC), but this is not only paying to place an ad but includes many other aspects such as the choice of ad slogan, the text that accompanies it, the countries where it is going to appear, the possibility of targeting different audiences, choosing what search terms will appear, selecting key words to maximize results and the investment return obtained for each monetary unit investment to put just a few examples." (Germán, 2015).

Among the search platform Google Ad Words and Bing Ads are the most common paid search platforms. A predetermined amount of search engine charges are paid by a digital marketers to display an advertisement in a number of places on a search engine results page (SERP) generated from specific keywords or phrases. Recently PPC advertising is begun by social media platforms. This is a great system to be an example of how the different types of digital marketing channel into each other to form a complete digital marketing strategy (Rob, 2017).

Content Marketing

The practice of delivering a quality piece of content to users is all about content marketing and enables a marketer to generate sales and leads. This content can live anywhere online. Tweets, a YouTube video, and blogs on a website all comprise content marketing that is why content is called the king of internet. Content marketing is the life of Digital marketing since it is very difficult or impossible to understand it without content marketing. Content Marketing is effective because it can be merging with other types of digital marketing like SEO and Social Media Marketing (Yevgenia, 2016).

Affiliate Marketing

Affiliate marketing refers to the process of paying for conversions, in another words, it is a type of performance based marketing. It is just like hiring a sales person for sales of a company's product or service since the affiliate earns a commission like the hired sales person. There is no upfront cost to affiliate marketing, the company can determine the rate for affiliate marketing and it is only paid for conversions. Affiliate marketing is used by many bloggers or e-commerce websites. The terms and conditions should be discussed a head of a marketers choose to use affiliate marketing. The affiliate represents the company's brand, so marketers want them to carry their brand's message close to the affiliate. There are secondary tier of players in affiliate marketing which includes affiliate management agencies, super-affiliates and specialized third party vendors. A marketer can approach affiliate marketing in two ways: Company can offer an affiliate program to others or it can sign up to be another business's affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company's website (Afrina Y, 2015).

Email Marketing

As blogged by (Susan, 2017) Email marketing allows a company to update its email subscribers on a regular basis about a company. This fosters a relationship unlike any of the other types of digital marketing. A company email updates provide value to its consumer. As a result, a company builds brand trust and brand loyalty. The best email marketing campaigns involve a list of subscribers earned by a company's content and company, not paid for by its company. People who opt-in to a company's email subscription prove more likely to become active buyers. Email marketing is like a Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

Inbound Marketing

Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. While outbound marketing interrupts your audience with content they don't always want, inbound marketing forms connections they are looking for and solves problems they already have.

Marketing Automation

Marketing automation is technology that manages marketing processes and multifunctional campaigns, across multiple channels, automatically. Marketing and sales departments use marketing automation to automate online marketing campaigns and sales activities to both increase revenue and maximize efficiency.

Mobile Phone Advertising

Each of the types of digital advertising can happen on a mobile device. Some types of marketing using a mobile phone do not fit the above types of digital marketing. These include short message advertising which could

prove an asset to local marketing efforts. A digital marketer can prompt your consumers to use short message to receive special offers, coupons, and updates from your company (Cheryl, 2013).

2.3 Characteristics of a Successful Digital Marketing Campaign for the Tourism Industry
- **Quality website**

A quality website today is a prerequisite before establishing a business online. Marketing experts must come up with attractive websites, find a way to attract customers to visit the web site, keep them there for a while and make them frequently come back to their website. For newer or smaller destinations, a website might be the first touch point that someone has with the location. High-quality website is very important. The website content should be concise and the USPs should be clearly visible. A good website should have all the services clearly listed down along with the relevant information. The website must be built in a way that it allows the users to make a purchase without the need of any kind of assistance. It must be updated on a regular basis keeping in view the changing customers' needs and choices. A good website represents the quality the business stands for and thus it should be developed and maintained keeping in mind the functionality of the industry.

The design and appearance of a site are important factors. Content and site features are the other half of the puzzle. Tourists might also be looking for ways to book accommodations or entertainment while they are visiting.
- **Maintaining an Active Social Media Presence**

It is clear that digital marketing is revolutionizing the travel and tourism industry. Social media has already replaced a large area of the traditional communication. For example, if we are planning to travel somewhere, we have a tendency to look at the existing pictures available on internet, reviews post written by people, and other Twitter or posts. Social Media platforms like Facebook, Twitter, LinkedIn, Instagram enable businesses to reach out and talk directly to their users. Presence on these platforms is not just about promoting the latest packages and facilities; it is much more than that. We have reached a new interactive era where travel industries can take advantage of social media networking tools to promote the business at low cost, attracting visitors and generate interest of public. Creating a group on these social media platforms can be inexpensive but regular messaging from the page is required. Generating content to keep profiles active is typically the most time-consuming part of social media. There is no secret that social media influence most of our spending habits. Travel, today, is more a social activity than ever before. Travel companies should take advantage of this constant quest by creating lasting relationships with the travellers. Helping travellers choose a destination and providing them with local information of the destination creates a positive online reputation for the travel company.
- **Creating Original Content**

Content is the essence of digital marketing. Good quality content must add value to the everyday lives of the audiences. Businesses need to ensure that they post relevant content across various platforms at the right time. In the tourism industry, videos and info graphics are an interactive content type to get noticed and engage the users. Due to the fact that tourists first investigate before making a decision about their travel destination, being present on blogs or specialized websites is an opportunity to answer any questions as quickly as possible and influence their decision. The owner should not focus on services only but on visitors' needs, providing the required information. Creating informative and engaging original content is the most effective way to accomplish this. Blog posts, videos are examples of original content that can be used to create resources for visitors.
- **Mobile-Friendly**

Everything that a business does digitally today should be mobile friendly. Majority of online users today access the internet on their mobile phones and this should reflect in every aspect of online marketing considerations. The website, app, updates on social media, emails, SEO or any other aspect of digital marketing, being mobile-friendly is a prerequisite in today's times. Digital consumption today is very different from what it used to be, even a few years ago. The use of mobile devices is on the rise. People use various devices to book their airplane tickets and hotel rooms. In addition, thanks to Wi-Fi with access in hotel rooms and public locations such as tourist attractions, planning a trip on the spot has become fairly easy for travellers. In order to make the traveling process easy for the target audience, many travel professionals, hotel owners, and travel agents have turned to the digital marketing agency.
- **Virtual reality**

Virtual reality has seemed like being the next big thing for long time. VR allows the possibility of giving holidaymakers the chance to 'try before you buy' in a way that has previously been impossible. You try on clothes to see how they look before taking your credit card out, but you have to take a travel companies word for it that their beach resort really does offer 'pristine white beaches'. In future, you'll be able to look around the resort, see your room and check out just how big the pool is.

2.4 Empirical Reviews
As explained by Edward Brooker, Jason Burgess, (2008), the development of digital marketing affected consumers' behavior, in this case tourists purchase decision in good way. This a day, using different digital

marketing tools such as social network sites, blogs or websites, tourists are enabled to reach information quickly and in a great detail. These Various forms of digital marketing offer an option for tourists in their choice of tourist destination. The development of ICTs and particularly the digital media empowered the "new" tourist who is becoming knowledgeable and is seeking exceptional values for money and time. They are less interested in following the crowds in packaged tours and much more keen on pursuing their own preferences and schedules.

Process of changing behavior of the tourists, their preferences and demand undergoes the process of increasing importance of digital marketing as a promotional tool in tourism sector, therefore, becoming an important variable in our research (Singh, 2015). In conclusion, digital marketing has influenced and changed the way how tourists search and buy not only a tour package, but also it refers to related services as well. It influences people's travel planning: where to go, when is the best time to go, what to see, where to eat, what other say about destination and a number of other information about destination are available online (Jason Burgess, 2008).

Social media is "a powerful source for travel planning" and several other studies agree regarding important role of social media and its impact on travel decision (Michaela, 2017) There are a large number of possibilities to market and brand services (and products) through social media. Awareness, proper networking, analysis of your competitors, addressing all issues, brand value, more online visibility and reputation management are some of aspects to deal on social network sites (Singh, 2015).

The study conducted in India –Delhi University concluded that any business, especially destination marketers, to be successful digitally, they require to have quality website, SEO, Email marketing, Presence on social media, content, mobile-friendly. These tools of digital marketing play a very crucial role in promoting a country's tourist destination (Kaur, 2017) For the purpose of this research, the researcher was focused on how these crucial digital marketing tools were utilized. Thompson (2004), in a research entitled, "Usage and effectiveness of online marketing tools among B2C firms in Singapore", investigated the five digital marketing frameworks;

- The first element of the Digital Marketing Framework involves how to attract customers to the firms' digital marketing tools
- After attracting the attention of the customer, the next step of the Digital Marketing Framework is to engage customers
- Once customers have been attracted and engaged, marketers need to retain them, which is the third step to relate back to the customer.

Finally, he has concluded that the utilization of Digital Marketing Framework is useful for examining the effectiveness of various digital marketing tools.

These digital marketing frame work in measuring the effectiveness of digital marketing tools is further discussed by (Munar, 2012) who suggested that, to be successful in digital marketing tools requires the destination marketing organization is to maintain updated and valuable content, learn about consumers through engagement, using feedback , discussion and other interactive media tools and also states that DMOs need to offer information including those of the organization, provide customizable multilingual content to deliver user – friendly web pages (Relate Back) that would foster sustained destination competitiveness.

A research conducted by Theodros, (2012) showed that, tourism-heritages (natural or cultural) have made a huge contribution to the economy of the country, however, lack of promotion of these heritages become a major obstacle that hinder the country from harvesting fruits of the tourism sector. In this case tourism has made a huge contribution to the economy of the country but it needs high promotion.

Additionally, Bayih & Tola, (2017) stated that the promotional and marketing activities of Bale Zone failed to meet their ultimate goal because of the absence and limited nature of promotional practices, budget shortages, lack of attention from stakeholders and critically, a lack of skilled manpower, but the study is fail to addressee the contribution of tourism marketing for the tourism destination sustainability. But the researcher is not specified promotional and digital marketing activities.

Research conducted by Dessie, (2018) stated that role of digital marketing which is must to do innovative promotional practice in building Ethiopia as a tourist destination. To achieve these objectives, any destination marketer should know how to properly utilize the five elements of digital marketing framework in reaching the target group. The risk associated with unsuccessful usage of digital marketing that is particularly highlighted in tourism promotion is the lack of relevant researches. Besides, the researcher was also gone some way to identify the challenges of ETO to capitalize digital marketing in an effective manner. But the researcher is not touched which digital marketing tools are mostly used by tourists, so this study is taking this task as the main objectives to be addressed.

Furthermore, Demie, (2019) was assessed the Factors Affecting Tourism Marketing in the case of Bale Mountain National Park. The findings indicate that poor image creation, lack of proper promotion of tourist attraction, inadequate infrastructure to and inside the destination, problem of safety and security, political risk, and seasonality nature of tourism are factors influencing tourism marketing. But the researcher is not touched

how to promote touristic area digitally, so this study is take this task as the main objectives to be addressed.

Research Gap

With reference to the empirical review in the above, Even if promoting a countries tourist sector using digital marketing tools is a crucial promotional tool, almost no more research was found which focused in Ethiopia, specifically in BMNP. Therefore, this research aims to analyze the digital marketing tools in promoting the place as a tourist destination.

3. Methodology

To attain the study's objective, the researchers used a mixed research approach and an descriptive research design From different methods of descriptive research design the study was utilized survey research design based on the purpose of the study. Moreover, the study also employed cross-sectional type of survey research design in which data is collected at one time for the purpose at hand because the data gather only at one time from the respondents. The target populations of the study were the tourists from both domestic and foreign countries who visited the park and marketing experts of BMNP.

This study employed convenience sampling method, because the researcher selects the closest live persons as respondents. And in convenience sampling, subjects who are readily accessible or available to the researcher are selected. And the researcher estimates the sample size by using a sample size determination formula. Accordingly, the size of sample was 165.

The two main sources of data that the researcher to collected the data namely primary and secondary data. Primary data were collected from respondents of the study using questionnaire and face to face interview and Secondary data are used from webpages.

3.1 Data Collection Procedures

The study was used both quantitative and qualitative data which collected via standardized questionnaires, semi-structured interviews, and review of documents. In order to obtain relevant data like about sources of tourists' information and its tourist destinations, challenges of marketing and promotion and possible solutions and others from sampled respondents, both open and closed-ended questionnaires and some of structured interviews was administered.

3.2 Data presentation and Analysis

As the data type is quantitative and qualitative, different methods were used in analyzing the data. In analyzing quantitative data (information from the questionnaire), Statistical package for Social Science (SPSS vs. 26) was used. The questionnaire comprises items describing various digital marketing tools. For each item, the extent of usage is rate on a five point Like scale ranging from (1) strongly disagree to use to (5) strongly agree to use. And the qualitative data (information from interviews) is described in narrative analysis. For presenting data appropriately the researcher used different types of descriptive data analysis those were frequency, percentage, simple tabulation, cross tabulation, and mean. Finally, based on the result from the analysis part, conclusion and recommendation were forwarded.

4. Result and Discussion

Most of the tourists in this sample were older adults between ages 46 to 60 that consisted 80 (48.5%) of the population. The table illustrated that these age groups are higher in number in visiting area because such group is mainly interested in history, culture and landscape. They want to encounter new places and out-of-the-ordinary experiences that is why they select a country like Ethiopia which is very rich on history, culture and landscape.

Europe and Asia is the main tourist generating regions for the tourist destination under consideration. These regions are among the technologically advanced regions and this is also supported by the interview data which indicated that these regions are high users of the digital marketing.

Most of tourist who come to the destination are aged 46 to 60 that consisted n= 80 which is almost 48.5 % of the population this indicates that high number of middle aged generation was shown on the sample population, their typical purpose was visiting the country and they can be called real tourists. And conference tourism is the second potential areas which attract international visitors to come to BMNP which is 49(29.7%).

One statistical approach for determining equivalence between groups is to use simple analyses of central tendency (Mean). The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement (Bhattacherjee, 2012).

Table 1 Tourists' information source

Tourists' information source	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean
Social media (like Facebook, YouTube , Twitter, LinkedIn)	0(0%)	15(9.1%)	14(8.5%)	55(33.3%)	81(49.1%)	4.22
Search engines (like Google and etc.)	0(0%)	0(0%)	4(2.4%)	67(40.6%)	94(57.0%)	4.55
E-commerce Websites	3(1.8%)	8(4.8%)	59(35.8%)	46(27.9%)	49(29.7%)	3.79
E-mail marketing	3(1.8%)	17(10.3%)	85(51.5%)	43(26.1%)	17(10.3%)	3.33
Content marketing (like blog, e-newsletter etc.)	2(1.5%)	17(10.3%)	64(38.8%)	56(33.9%)	26(15.8%)	3.53
Mobile advertising (SMS)	19(11.5%)	17(10.3%)	75(45.5%)	36(21.8%)	18(10.9%)	3.10

Source: Own survey data (2021)

The major information sources for tourists to know about the destination was met by the survey conducted through questionnaire. The result depicted that Search engines became the most used information source to come to BMNP followed by Social Media. Mobile advertising were found to be the last preference of the tourists to serve as tourist information source during planning their trip. As a result, the destination has failed to boost its digital presence. So as to make it well known the destination must be develop digital marketing tools which can be used to promote the touristic destination. and the majority of the tourists' information sources are directed to search engines followed by social media. The researcher made own observation by checking the Google search engine and social Media like Facebook, and YouTube, the destination have followers but it is not enough.

After the secondary data were obtained, have interviews with marketing experts of the park. These interviews helped the researcher to gather primary data which could not be found in published form moreover the answer is important to research questions about the destination under study.

The roles of experts are law enforcement warden and to coordinate marketing and tourism activities that develop, execute, and monitor marketing program across a variety of channel and analyzing trends to help define the destination marketing strategy and providing advice how to best reach the tourists.

Digital marketing tools which implemented currently by BNMP are: Website, Search engine optimization, E-mail marketing, content marketing and some of mobile advertising, Social media accounts like Facebook, YouTube, and websites and USB which contains a brand information' Ethiopia land of origins' for international trade fairs.

The experts replied in detail on the challenges about using of digital marketing tools, the expert reported as the main challenges are: Lack of manpower to manage the digital marketing tools, Inadequate financial resources to undertake digital marketing campaigns, shortage of budget to conduct digital campaign as planned, Lack of ICT infrastructure. Moreover there is inadequate support from both Ministry of Culture and Tourism and Oromia Culture and Tourism Bureau.

The experts replied that as the website is easily accessible to obtain the information posted and also as the domain name of the website is very simple. However, as shown on Table 4.2.2 & 4.2.3, they disclosed as it does not fulfill some of the digital features and hence difficult to say the site is very friendly, rather better to be labeled as moderate instead.

The experts replied that there is a limitation of resolution of pictures on its social media pages (website, Facebook and YouTube). And the experts stated that they are on the way of preparing interesting videos and attractive images about the destinations.

Most of tourists from Europe 75(45.5%), Asia 55(33.3%) and North America 20(12.2%) continent are using the digital promotion to plan a visit to Ethiopia. The survey result also shows that the majority of the tourists come from these continents.

The response of the experts reviled that the majority and of the tourists who are coming to Ethiopia are middle aged 80(48.5%) and old aged 38(23%) tourists. However, they also responded that there is a growing tendency on the proportion of middle aged tourists visiting the destination. As the survey result shows (Table 4.1.4), almost above 50% of tourists came to Ethiopia for vacation purpose who are called real tourists. Hence, it should properly make use of its resources and should focus more towards the implementation of its integrated marketing communication mix strategy so that it can achieve its objectives.

The study is with overall objective of analyzing digital marketing tools in promoting Ethiopian Tourism in case of BMNP. Consistent with the overall objective it is with specific objectives of identifying the digital marketing tools that promote the destination, assessing the major information sources for tourists to know about the destination and identifying the challenges in promoting Tourism using of digital marketing.

The researcher used questionnaires, and Face to face interview as instruments for data collection. While

Statistical tables were used to categorize and summarize the data, descriptive analyses were used to explain the data collected.

Based on the analysis undertaken by the researcher the following findings were brought out:

✓ From the researcher's own observation and the face to face interview, it was identified that Social media accounts (YouTube, Face book), Website, Search engine optimization, E-mail marketing, content marketing and some of mobile advertising are the digital marketing tools used currently in the study area.

✓ From the mean score value of the descriptive statistics , it was observed as Search engines became the most used information source by tourists to come to the BMNP followed by Social Media. Mobile advertising were found to be the last preference of the tourists to serve as tourist information source to come to the area.

✓ From the data collected through face to face interview the main challenges confronting using of digital marketing tools are: Lack of manpower to manage the digital marketing tools, Inadequate financial resources to undertake digital marketing campaigns, Lack of expertise in the digital marketing field and Lack of ICT infrastructure and inadequate support from both Ministry of Culture and Tourism and Oromia Culture and Tourism Bureau are reported to be the main constraints BMNP has been facing.

5. Conclusion

The study to meet its objectives addressing the raised research questions by employing different analysis techniques. So as to address its objective the research through analyzing different prior studies and theories come up with digital marketing tools that promote tourism industry.

The first point is that Digital Marketing contributes to attract tourists. The result indicated that digital marketing tool which is majorly user friendly (easily accessible website) followed by Websites found the top of any search engines are more in order to attract tourists.

The second points Digital Marketing relates to tourists interest and Participation in digital promotion, after attracting them to the digital promotion, probably to create interactions or process transactions. However, the result of this research identified that BMNP failed in realizing this. The tourists response showed that they can be engaged more if the digital marketing of tourist destination makes use of virtual online communities, websites which provide information in different languages, trip advisory on websites, on time interaction on social media, provide updates on new services, social discussion and digital promotion with lucky draws.

The last point raised for the tourists were to provide their suggestions on features to be presented on digital promotion, the majority of respondents suggestion as the destinations need to Provide linkages to other related & relevant links and if the websites support chat groups. And on contribution of Digital Promotion by a destination marketer the tourist responded that digital promotion Provide me a lot of preferences of different tourist attraction places.

The first specific objective of this research digital marketing tools that promote the destination was met by conducting face to face interview with BMNP marketing experts which are Social media accounts (YouTube, Facebook), Search engine optimization, content marketing and mobile advertising. The research concluded that digital marketing tools used by Bale mountain national park are not to the required level.

In addition, the second specific objective of this study major information sources for tourists to know about the destination was met by the survey conducted through questionnaire. The result depicted that Search engines became the most used information source to come to BMNP followed by Social Media. Mobile advertising were found to be the last preference of the tourists to serve as tourist information source during planning their trip.

In general, the result shows that several digital marketing tools were not extensively adopted by Bale mountain national park. This study pointed some plausible reasons Contributing for this is to be. These are: lack of manpower to manage the digital marketing tools, perception of the decision makers towards the effectiveness of digital marketing ,inadequate financial resources to undertake digital marketing campaigns; lack of ICT infrastructure and inadequate skills and expertise in the digital marketing field.

5.3 Recommendations

Based on the findings of the study and conclusions drawn, the researcher forwarding the following recommendations;

✓ The implementation of the digital marketing strategy requires significant resource investments. Although financial investments are quite minimal, as digital marketing initiatives are cost-effective, human and infrastructure investments have to be substantial. Therefore, it is essential for management to develop the infrastructure and human resources accordingly. To implement, maintain and develop the digital marketing tools in order to attract the tourist, digital marketing tools need to be managed by skilled manpower with

capabilities and knowhow on the digital technology. Such human resources enable proper use of digital marketing tools through continuous delivery, control, and optimization of digital tools and content.

✓ The concerned bodies should raise awareness about the benefits and concept of digital marketing tools and promotion. After establishing relevant digital marketing tools the concerned government body at all levels should intensively promote the destination using all the appropriate digital marketing tools.

✓ The destination (BMNP) must give due emphasis on working towards search engine optimization in order to present its web page on top of search engines. As this research found that search engines are the major sources of information for tourists.

✓ Digital channel in tourism marketing has become essential part of strategy of many destinations marketing in the world. Nowadays, even for small tour companies, there is a very cheap and efficient way to their products or services. Digital marketing has no boundaries. Bale mountain national park can use any device such as smartphones, tablets, laptops, social media, SEO (search engine optimization), videos, e-mail and lot more to promote the park as a tourist destination.

✓ This research found that while the major tourist generating continents are Europe, Asia and North America. The age groups constituting the largest proportions of the tourists are middle and old ages. The destinations must also consider the demographic differences of the tourists so as to arrange digital promotions that fit to the needs and requirements of these different segments of international tourists.

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