

## Original Research

# The implementation of public relations practices in the case of the Amhara region tourism and culture bureau

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## Abstract

This study investigates the operational dynamics of the public relations department within the tourism and culture bureau of the national and regional state of Amhara. Using qualitative research, the study adopted a case study research design. Data was collected based on individual interviews, document analysis, and observations. The study complemented a three-hour interview session with the department's coordinator with document analysis from a website and observational data gathered from the bureau's surroundings. This study employed two-symmetrical communication and relational management theories as theoretical frameworks. Through the analysis of interview responses and scholarly insights, the study underscores the pivotal role of public relations in organizational effectiveness, particularly with regard to tourism promotion and stakeholder relations. The observed practices within the culture and tourism bureau of the Amhara national regional state reveal a robust and strategic approach to public relations management, aligned with established academic perspectives. The analysis highlights the comprehensive strategy of the bureau, focusing on stakeholder engagement, strategic communication, evidence-based decision-making, and commitment to continuous improvement. The data obtained from the document, which is the website of the tourism and culture bureau of the national regional state of Amhara, demonstrated that traditions, cultures, and tourist attractions are depicted differently with clear, concise justification as well as pictures that attract tourists. Furthermore, these public relations department practices position the bureau favorably to achieve its objectives and drive tourism growth within the national regional state of Amhara. The study recommends that the public relations department of the said organization should keep up its task and improve issues like professionalism and interactivity in the age of new media.

**Keywords:** Tourism, Culture, Practice, Public relations

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## Introduction

All disciplines and professions, all governmental as well as non-governmental organizations, whether social, political, or economic institutions cannot survive unless they have strong internal and external public relations departments. Tesfaye mentioned that one of the key elements that determines an organization's competitiveness and improve its reputation among internal and external clients is maintaining effective public relations (2014). As every organization has an internal and external community, it is valuable to have a public relations department even before other supportive departments.

Moreover, Now and then, the constantly evolving needs of the corporate environment, which are affected by external factors such as globalization and technological advancement, become more and more prevalent (Tesfaye, 2018). Additionally, the ultimate outcome of public relations practice lies in applying theories and concepts in a way that helps both the organization that pays the salary and the community that the organization is part of (Allen, 2002). Likewise, the goal of public relations is to bridge the gap in mutual understanding and goodwill between an organization and its constituents by identifying and interpreting the policies and programs of the latte (Banik, 2002).

In terms of work quality, According to Gilaninia et al., (2013), public relations in organizations means helping management achieve organizational goals, believing in transparency affairs, and accountability, respecting citizens' rights, identifying government duties and responsibilities, assigning the right people to the right jobs, having specific strategies, and having the right people criticize and evaluate the organization's programs and practices.

The practice of public relations barely into its second century has never been more powerful or valuable. Indeed, in the latter half of the second decade of the 21st century, most accepted that public relations practice had become one of the most powerful forces in society. In particular, public relations for the government are very important in fostering understanding between the government and the people it serves. It aims to create public support for established policies and programs and guarantee the public's active participation in government initiatives (Solomon, 2000).

According to Solomon (2000), an Ethiopian approach that roughly corresponds to contemporary public relations is thought to have originated in the 1960s. In actuality, the Ministry of Pen's creation in the 1940s was

the catalyst for the development of contemporary public relations as a profession in the nation. At that time, the Pen Ministry oversaw the administration of media institutions such as radio, news agencies, and television programs.

The Ministry of Information and Tourism took over the Ministry's responsibilities in the 1950s after it had been in charge for a while. Its duties included managing media organizations and handling matters pertaining to culture and tourism (Solomon, 2000). The history being as presented above, it is important to study the practice of the public relations department in the culture and tourism office.

According to Seitel(2017) writing media relation, social media interface, planning, counseling, research, publicity, marketing communication, community relation, consumer relation, employee relationship, government relation, investor relationship, special public relation, public affair issue, and crisis communication are the main functions of the public relation department.

Recently, Dziejornu-Norvor (2022), conducted a study entitled “analytic study of the use and influence of social media on public relations in Ghana”; the purpose of this study was to examine how public relations professionals in Ghana use social media and how that use affects public relations practice. According to the study, Ghanaian public relations professionals used social media platforms and were well versed in them. All agreed that social media had a significant impact on how they interacted with their target audiences, changing the way they interacted with them.

In the context of Ethiopia, Tesfaye (2014) has done a study entitled “an evaluation of public relation practice in the case of Wogagen bank”. According to this study, the company's public relations practices are mediocre compared to those of its competitors; the company does not use enough tools to provide information publicly and establish a continuing engagement with the public; the majority of respondents assessed the participation of the company's PR department in social activities as being at an average level. The company's participation in social activities falls short of what is desired.

Tesfaye (2018) also conducted a study entitled “Assessing the practice and challenge of public relations in public relations offices of government universities in Ethiopia”. This study is different as the nature of the research’s target population is different.

Furthermore, (Nurhussein, 2022) conducted a study on the same study area entitled “a study on the practices and challenges of using social media

as a public relations tool: the case of the national regional state culture and tourism bureau of Amhara.” However, this study has focused only on the challenge and practices of using social networks as a public relations tool. Due to the lack of research on the practice of the public relations office of culture and tourism as a country, as well as the Amhara national regional state tourism and culture bureau, this study was conducted to fill all these gaps. This study is aimed to evaluate the practice of the tourism and culture bureau public relations department in the case of the national regional state tourism and culture bureau of Amhara.

This study has three research questions: Q1: What are the activities of the public relations department in the Amhara national regional state bureau of tourism and culture? Q2: What are the tools that the public relations department of Amhara National Regional State Tourism and Culture Office use? Q3: How is Amhara's cultural and tourist tradition portrayed in official materials issued by the public relations department?

## **Theoretical framework**

### **Symmetrical two-way communication**

The symmetrical approach to communication provides a democratic framework for PR professionals to follow and can be both effective and damaging depending on the situation. The general goal of achieving mutual understanding between parties is also more appealing to audiences because no one wants to be controlled (Grunig & Grunig, 1992). This model contends that the public relations practitioner should function as a liaison between the organization and crucial audiences, rather than as a persuader. In this case, practitioners work as negotiators, using communication to ensure that all parties involved gain, not just the business that hires them. The term "symmetrical" refers to the model's attempt to establish a mutually beneficial situation. The two-way symmetrical model is considered the most ethical approach and professionals should seek to adopt it in their daily tactics and strategies (Simpson, 2014).

### **Relationship management theory**

The rise of relationship management as a paradigm for public relations study and practice enables a closer look at what public relations does, including its definition, function and value, as well as the benefits it

provides. Public Relations as Relationship Management promote the view that public relations add value to organizations, publics, and societies through relationships. It examines public-organization relationships in depth and explores strategies for cultivating and maintaining it (Ki et al., 2015).

According to the connection point of public relations, managing organizational-public ties achieves the goal of balancing the interests of organizations and the public. According to (Cutlip et al., 1994), public relations are defined as "the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends" (p.2). The concept of public relations as a management function provides a framework for conducting programs and campaigns within the four-step process of analysis, planning, implementation, and evaluation, as well as a systematic means of determining the return on investment from public relations initiatives, outcome documentation that has been lacking in the practice since its inception (Carl & Botan, 2010) .

## **Methods**

The study utilized a qualitative research approach. According to Creswell (2014), the primary purpose of qualitative research is to understand the individual's thoughts, feelings, opinions and the reasons behind emotion reactions. It is used to gather in-depth data and provides rich insights into a particular topic. Understanding how your audience feels about a specific topic helps you make informed decisions.

Furthermore, Corbin and Strauss (2014) stated that the qualitative approach helps to investigate social phenomena in their natural environments methodically. Moreover, it helps to study aspects of people's lives, individual and/or group behavior, the operation of organizations, and/or factors that shape relationships to produce rich and comprehensive data that provides a comprehensive grasp of the situation (Yin, 2018).

### **Data collection instruments**

Among the qualitative data collection instruments namely, individual or group interviews, observations, and textual or visual analysis from books or videos (Gill et al., 2008) this study employed individual interview, document analysis, and observation.

Another method of data collection instrument in use was observation in the natural setup. Furthermore, document analysis was another data collection instrument utilized by the study to address the research objective. According to Bowen (2009), document analysis involves interpreting documents to provide context and meaning for a topic under evaluation to get insights and develop empirical knowledge (Corbin & Strauss, 2008; Rapley, 2007). The study analyzed documents gained from the website of Amhara national regional state bureau of culture and tourism.

The study only used primary data to conduct this study. Because there are no other, relevant documents available.

### **Sampling technique and sampling size**

Among the various types of sampling techniques in the qualitative research approach, the study used the most popular sampling technique; purposeful sampling assigns participants to groups based on predetermined criteria relevant to a specific study issue. Sample sizes are determined by the goals of the study, the time and resources available, and may or may not be defined before data collection (Guest et al., 2011). Because of this reason, the study decided to use only one person as a data source. According to (Yin, 2014; Schwandt, 2007 and Stake, 1995), interviewing only one respondent can do research. This source has been working as a public relations officer in the Amhara Regional State Tourism and Culture Bureau. The study indicates that no one would be a source to describe the practice of the department at this office because all the public relations practitioners are under his control.

### **Data analysis technique**

The data were analyzed through qualitative content analysis technique. According to (Hsieh & Shannon, 2005), one popular method for qualitative research is content analysis. Currently, content analysis applications demonstrate three different methodologies, not just one: traditional, guided, or summative. All three methods follow the naturalistic paradigm because they were utilized for interpreting meaning from textual material.

### **Data presentation and analysis**

According to the respondent, the public relations department of the Amhara National Regional State bureau of Culture and Tourism, like other

public relations departments, has its own set of activities. As the respondent mentioned:

Image building, promotion, maintaining relationships between the bureau and the public, media relations, research, planning, monitoring, crisis communication, community relations' are the main practices of the public relations department of the government.

The respondent furthered that:

When we say public relations works to build the image of the bureau, the department of public relations builds and maintains the good and positive features of the culture and tourist bureau by utilizing the structure of the department and accessible communication channels.

In response to building good image and corporate identity of the office, the respondent said, 'Like other organizations, this bureau also has its own identities including mission, vision, values and many more. However, unfortunately, it does not have its own logo and motto; instead, the logo and motto of the ministry of culture and tourism is used for the regional logo.



Figure 1: Logo of the region



Figure 2: Motto of the region

After stating the vision, mission, and values of the office that make Amhara the national regional state bureau of culture and tourism, the respondent explained the activities of the public relation department.

The respondent added that:

Another operation of the Public Relations Section of the Cultural and Tourist Bureau, In addition to image building, public relations plays a larger role in promoting natural, cultural and historical tourist attractions, which are found mainly in various parts of the region, for various bodies both inside and outside the country, through new media.

Moreover, the respondent justified the role of the public relations department in maintaining the relationships between the bureau and the public as follows:

The public relations department has a responsibility to sustain and maintain the interactions between the department and the public (internal or external publics) established through image building and promotion. The public relations department's role here is that of a mediator.

Additionally, the respondent described the media relations work of the department for the bureau as follow:

As is well known, the role of public relations is to establish and maintain relationships with various media in order to promote a given organization throughout the country and the world. In this regard, the public relations department of the government. the Amhara national regional state bureau of culture and tourism has relationships with print, broadcast and online media that are found mainly in the region,



particularly with Amhara Media Corporation (Amhara Television, Radio, and Bekur newspaper).

Furthermore, research is the next best thing explained and justified by the respondent:

The public relations department has experience conducting research on historical, cultural, and natural resources to develop and expand tourist attractions. Not only that, we also research the needs of tourists from the general public when they visit the region's cultural, natural, and historical places and tourist attractions; this may include making the environment comfortable and safe, as well as the general public's interest (what people want from the region).

The respondent elaborated on planning in this way:

In the planning process, public relations play a role. For example, the Department of Public Relations of the Amhara National Regional State Bureau of Culture and Tourism performs this theoretical duty; the department plans the actions that will be carried out in the sector in different ways. For example, it forecasts the number of tourists who will visit the region's tourist attractions, as well as the revenue generated by travelers.

Likewise, monitoring is accomplished as follows:

With the Bureau of Culture and Tourism, the department is also responsible for protecting and managing the cultural, natural, and historical tourist assets of the region, which may involve providing protection, renewing resources, and preventing them from being destroyed.

Similarly, the respondent proved that:

The public relations department of the Amhara national regional state bureau of culture and tourism is responsible for establishing and maintaining relationships with internal publics such as employees, as well as external publics such as tourists and societies, in order to foster mutually beneficial relationships. For example, having a relationship with Gondar people helps increase the number of tourist and generate revenue.

Finally, the respondent verified the public relation department roles during crisis.

The public relationship has a strong connection to society and the organization in question. The public relations department of the Amhara national regional state bureau of culture and tourism was better informed about everything related to the environment than the

other departments. During the rehabilitation of Lalibela, the department played a role in informing and making decisions with the management to save tourist attractions. According to the response assessment, the department does not have a crisis team and its focus is on restoring the damaged tourist attraction of the department (post-crisis communication process).

Based on the role that the public relations department has during the crisis, the study asked the respondent a question. How does crisis communication/management perform?

As I mentioned in the actions of public relations practitioners, one of the departments' responsibilities is to assist important constituents during difficult times. In addition, the duties of the Culture and Tourism Bureau include observation, monitoring, and evaluation of historical, cultural, and natural tourist attractions in the region. The public relations division of the agency oversees these activities. By accomplishing these tasks, the department acts as a decision maker in addition to communicating to management the issues that have emerged at the tourist destinations. On the other hand, we generally succeed during and after crises. We still tried to repair the damaged item, but we tried to keep the prices as low as possible. In this regard, they should be engaged in pre-crisis activities. The bureau generally has good experience in providing rapid solutions to challenges. Consider the issues that exist in Lalibela.

### **Communication tools used by the bureau public relations department**

The respondent clearly scrutinizes the tools used by the department of tourism. According to the respondent, the tools are press release; most of the time the public relations department works together with media during celebrations/festivals to promote the tourist attractions in the region.

As the respondent said,

They always give a press release in collaboration with the media to inform tourists and any concerned body. For example, the previous two months were the main seasons because most festivals are observed in December and January. Before these two months, the department gave a press release through Amhara Media Corporation and increased the number of tourists who have visited the region. Ethiopian airlines also broke their historical record by flinging more than 12 times per day to Gondar.

Another tool used by the department is social media; the respondent proved that

By using social media, we create awareness for the public, we promote the organization itself and the cultural, historical and natural tourist attractions of the region, and we also accept comments from followers.

To evaluate whether the response given by the respondent related to the public relation department tools is accurate or not, the study verified the answers by going the social media platforms used by the department of the bureau.

No one can attain and complete the actions and aims of analogous media in the age of new media. In this regard, the respondent said, “the public relations department of the Amhara national regional state bureau of culture and tourism has extensive experience using the Internet (e-PR). The department has a website, email addresses, Twitter accounts, and Facebook pages.

Facebook: this department also has a Facebook page called visit Amhara. This page was created in 2017 and has more than 119, 000 followers. Surprisingly, the study follows this page. Facebook, as we all know, has a large user base and many vital features for its users. The study observed their efforts to enhance the organization's reputation and to circulate Amhara ideals and customs.



Figure 3: Facebook page of the Bureau

An additional tool used by the Amhara National Regional State bureau of Culture and Tourism is banner. According to the respondent, “banner is another communication tool of the bureau.” In order to evaluate whether the answer given by the respondent related with the public relation department tools is accurate or not, the study verified the responses by going through the banners posted in the bureau. Finally, the study came up with the following observation data:



Figure 4: A banner for a promotion



Figure 5: Cultural performance of a region

### **The way RACE is carried out in the public relation department of the Amhara national regional state bureau of culture and tourism**

This question was the next question raised for the respondent and the respondent described how RACE is performing at the public relation department of the Amhara national regional state bureau of Tourism and Culture.

The respondent responded as follows:

R-research: It is evident from the activities of public relations practitioners within the department of culture and tourism bureau that the department has experience conducting research on historical, cultural, and natural resources that will enhance and grow tourist attractions. In addition, we also analyze the needs of tourists from the general public who visit these historical, natural, and cultural sites.

Moreover,

A-action; because no one can reach their goals without a good execution, action is the most critical task in the public relations department. In relation to the public relations section of the cultural and tourist bureau, they believed they were effective in implementing the organization's plan.

C-communication; communication cannot be termed communication if there is no mutual understanding. The respondent proved that their communication is successful:

The department of public relations considered itself a good communicator because, as I mentioned before, the department's community relations and crisis communication activities have a good relationship with both the internal and external public to benefit both the organization and the public. Another factor that contributes to the success of the public relations department's communication is that, during a crisis, they actively discuss with key constituents and make decisions to overcome the organization's problems. For example, the respondent said:

we are trying to save Lalibela from destruction due to the good communication between the public relations department and the management, as well as the management and the federal minister of culture and tourism.

Lastly, according to the respondent:

E-evaluation; for continued success, we must review our accomplishments and difficulties as an organization. The public relations department of the Amhara national regional state's culture and tourism bureau is doing well in evaluating the department's activities monthly, based on the report presented by different departments. The public relations department of this bureau collaborates with the region's communication office, and we present our monthly report to the region's communication department, in addition to the culture and tourism bureau. We continue our work based on our evaluations, emphasizing the positive and positive aspects of their achievements while attempting to correct their errors.

Thus, based on the response of the respondent, the term RACE is being applied in the Amhara National Regional State office of Culture and Tourism's Public Relations Department.

### **The way Amhara's cultural and tourist tradition portrayed in official materials issued by the public relations department.**

From the document gained on the website of the bureau being studied, the study recognized that the Amhara cultural and tourist tradition has been portrayed differently in the official materials issued by the public relations department. The bureau uses website to show culture and tourist tradition of the region by classifying them in section like destination, things to do, tourist facilities, events, news and general information related with the bureau. Accordingly, the study tried to identify things included under each classification and how they portrayed the destination.

Under the destination section, the public relations department tried to show certain areas that should be visited by tourists. These areas include world heritage sites, namely the Semien Mountains National Park, The Rock hewn churches of Lalibela, Fasil Ghebbi- the Camelot of Africa, and Lake Tana Biosphere Reserve. In addition, National Parks and Community Protected Areas like Abune Yoseph Community Conservation Area, The Semien Mountains National Park, Guna Mountain, Choke Mountain, Borena Sayint Worehimeno National Park, Menz Guassa Community Conservation Area, and Alitash National Park. Moreover, Lakes Hot Springs and Water falls like, Lake Zengena, Lake Tirba, Wanzaye Hotspring, Lake Hayq (logo), Blue Nile Falls, Lake Tana Biosphere Reserve.

Furthermore, Religious Sites, Debre Birhane Sellassie, Zoz Amba Gyorgis, Dima Giorgis Monastery, Genete Maryam, Asheton Maryam Monastery, Hayq Estifanos Church, Jema Nigus, Lake Tana Monasteries, Yemrehana Kristos Church, Gishen Maryam, Tedebebe Maryam, Mertule Mariam, and Abune Melketsedeq Monastery. Finally, Historical Landmarks like, Guzara castle, Yisma Nigus, Ayiteyef Adarash (Dining Hall), Maqedela Ridge, Shonke Village, and Ankober lodge.

On the second section, the study proved that the public relations department of the culture and tourist traditions of the regional national state of Amhara has clearly depicted, explained and justified with accurately captured pictures that represent each place, even, religion and traditions. The next section of the website talks about the activities of tourists when they come to region. In this section, the public relations department has mentioned what tourists will do when they visit the previously mentioned sites on its things to do section of the website: among them are: the horseback riding, community tourism, biking, bird watching, and hiking and trekking. This section additional with the previous section shows or persuades tourists to visit the destinations.

On the third section, the website provides tourists about the transportation facilities when they try to travel in the region. Ethiopian's domestic route network is spread all over the country bringing provincial and administrative cities within easy reach of the capital and the region's commercial centers. In the Amhara region, there is a daily flight from Addis Ababa to major tourist cities: Bahir Dar, Gondar, Lalibela and Dessie.

The fourth section of the website focuses on the events observed that could be of interest to the tourists when they visit the region. Merqorios horse galloping, Sebat bet Agew Horse Riding festival, Mewlid,

Ashendeye/Shadey/solel, Meskel/the finding of the true cross/, and Genna (Ethiopian Christmas) are the events found in the region.

Additionally the public relations department provides tourists' with different area; event and festivals that they wish to see and attend. The last two sections, news and about talk about updates and information both about the region and event. Thus, the data obtained from the document, which is the website of the Tourism and Culture Bureau of the National Regional State of Amhara, the study proved that the traditions, cultures and tourist attractions are portrayed differently with clear, concise justification as well as pictures that attracts the tourist.

## Discussion

The discussion has been organized in subtitles for a vivid understanding of the issue under investigation.

Primarily, public relations functions and activities: The respondent's account of the department's operations is consistent with the roles delineated by scholars like Seitel (2017). Media relations, participation in social media, planning, research, crisis communication, and community interactions are some of these responsibilities. Academics stress the importance of these endeavors in establishing and maintaining connections with interested parties and in achieving organizational goals.

Next, image development and promotion: The respondent and the researcher both stress the importance of public relations in these processes. Tesfaye (2014) emphasizes how important it is to maintain good PR in order to improve an organization's standing with both internal and external stakeholders. The proactive strategy recommended by scholars is seen in the respondent's remark of promoting tourism attractions using media and social media platforms.

Media relations and social media use: The focus of the respondent on sustaining connections with different media platforms aligns with the significance that academics attribute to media relations. According to Gilaninia et al. (2013), public relations play a crucial role in building and preserving connections with the media in order to advance organizational messages. Furthermore, the respondent's reference to social media use is consistent with Dziejornu-Norvor's (2022) findings, which emphasized the influence of social media on public relations strategies.

Planning and research: Academics like Allen (2002) stress the value of research in public relations for well-informed strategy creation and decision-making. The remark made by the respondent of studying tourism



sites and assessing the demands of tourists is indicative of the strategic approach that academics support.

**Community and crisis communication:** The focus that academics place on community relations and crisis management is consistent with the respondent's discussion of preserving relationships with internal and external publics as well as participating in crisis communication. Public relations plays a crucial role in promoting mutual understanding between organizations and the public, especially in times of crisis, as Solomon (2000) emphasizes.

**Assessment and Measuring Performance:** This study stresses the importance of evaluating PR initiatives in order to make ongoing improvements. According to academic guidelines, the mention of monthly evaluations and cooperation with other offices for performance assessment demonstrates a dedication to efficacy and accountability.

**Similarly, application of the RACE model:** The respondent showed a strategic approach to public relations management by describing how to apply the RACE model, which stands for Research, Action, Communication and Evaluation. This is in line with the modern methods that academics like Cut lip et al., (1994) support in their book "Effective Public Relations."

Overall, the analysis of the respondent's data alongside insights from scholars underscores the strategic role of public relations in organizational success, particularly in the context of promoting tourism and maintaining positive relationships with stakeholders. The practices observed in the Amhara national regional state culture and tourism bureau reflect a comprehensive and strategic approach to public relations management, in accordance with scholarly recommendations.

## **Conclusions**

In conclusion, a thorough picture of the strategic function and practices of public relations in the culture and tourism bureau of the Amhara national regional state is highlighted by synthesizing the respondent's data with insights from academic literature.

Research, planning, media relations, image development, crisis communication, and community engagement are all critical areas in which the public relations department is instrumental. These roles correspond to modern public relations techniques that academics support. Furthermore, maintaining connections with internal and external stakeholders, such as the media, visitors, and local communities, is a top priority for the bureau.

This emphasis on promoting mutual understanding and goodwill is reflected in the importance of stakeholder engagement.

The Bureau uses social media and traditional media to interact with the public, promote tourist destinations, and spread information. Scholarly studies have demonstrated that this strategic communication technique is in line with current developments in public relations. The dedication of the bureau to well-informed decision making and strategy development is emphasized by the focus on planning and research.

This methodical research-based strategy aligns with academic guidelines for efficient public relations management. The bureau exhibits a proactive strategy for communicating during a crisis, stressing the value of making decisions quickly and working together with important parties. This is consistent with academic guidance on public relations crisis management. The dedication of the bureau to accountability and ongoing improvement is demonstrated by its regular evaluation schedule and cooperation with other offices on performance assessments. This is in line with academic guidelines for assessing PR campaigns and improving the effectiveness of organizations.

Therefore, the culture and tourism bureau's strategic and all-encompassing approach to public relations management is evident and is in line with current practices and academic views. The bureau prioritizes stakeholder participation, strategic communication, research-driven decision-making, and continuous improvement, which puts it in a strong position to accomplish its goals and promote tourism in the Amhara national regional state. Moreover, the data obtained from the document, which is the website of the tourism and culture bureau of the national regional state of Amhara, demonstrated that traditions, cultures, and tourist attractions are depicted differently with clear, concise justification as well as pictures that attract tourists.

### **Limitation of the study**

The limitation of this study was that it did not include other public relations professionals within that organization.

### **Future directions**

Based on the conclusions of this study, the study proposes that other researchers perform comparison studies with other national or worldwide tourism and cultural bureaus as well as studies in areas other than tourism and culture.

## **Declarations**

### **Conflict of interest**

The authors declare that there is no conflict of interest at this level.

### **Data Availability**

The data can be obtained from the main author up on reasonable request.

### **Funding**

The author has not received any funds.

### **Declaration of agreement**

The research mainly accepts a letter from Bahir Dar University: department of journalism and communication in order to fulfill the course requirement for the master's degree in the program of media and communication. Furthermore, we asked the Bureau of Tourism and Culture to conduct this study. Finally, the researcher got the consent of the department.

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