

The Reality of Tourism Promotion in the Sudanese Media (A study on the Qualitative Public in Khartoum State)

Murtada EL-bashir Osman

Dept. of Communication Studies, Faculty of Islamic and Arabic Sciences, Nile Valley University, Sudan

Abstract:

This descriptive study aimed at identifying the concerns of the Sudanese media for promotion of tourism in the country. To attain that, the study seeks to answer a set of questions such as: How far is the awareness and the concern given to the touristic activity as economic and social value? How efficient are the media and communications efforts to promote what existed? How the media performance corresponds with the importance of tourism in Sudan? The study adopted the survey method. Its population represents the three groups in tourism sector in Khartoum State. The sample includes: class sample and selected sample from the institutions. Data is collected by a questionnaire. The study demonstrates that the efficiency of media in promotion of tourism is impeded and weakened by the technical and professional shortcomings of the employees in the field. The study recommends capitalizing the concept of touristic promotion among the employees of the Sudanese media, raising their skills and capabilities besides activation of federal and state touristic awareness.

Keywords: Tourism promotion, survey method, tourism in Sudan