DEBERE BERHAN UNIVERSTY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

FACTORS AFFECTING TOURIST LENGTH OF STAY IN STAR RATED HOTELS IN ADDIS ABABA CITY, ETHIOPIA

By

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A THESIS SUBMITTED TO DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT, COLLEGE OF BUSINESS AND ECONOMICS, DEBRE BERHAN UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS DEGREE IN TOURISM AND HOSPITALITY MANAGEMENT

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CERTIFICATE

DEBRE BERHAN UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

This is to certify that the thesis entitled "Factors Affecting Tourist Length of Stay in Star Rated Hotels in Addis Ababa City, Ethiopia" submitted in partial fulfilment of the requirements for the Master of Arts Degree in Tourism and Hospitality Management is a record of original research carried out by Temesgen Aragie, under my supervision, and no part of the thesis has been submitted for any other degree or diploma.

The assistance and help received during the course of this investigation have been duly acknowledged. Therefore, I recommend that has to be accepted as fulfilling the thesis requirements.

Zemenu Bires (PhD)

_____   _____   ___9/05/2016 E.C

  Name of Advisor   Signature   Date

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Approval Sheet – II

We, the undersigned members of the boarded of the examiners of the final open defence by Temesgen Aragie have read and evaluated his thesis/dissertation entitled "Factors Affecting Tourist Length of Stay in Star Rated Hotels in Addis Ababa City, Ethiopia", and examined the candidate. This is therefore to certify that the thesis has been accepted in partial fulfilment of the requirements for the degree of Master of Arts Degree in Tourism and Hospitality Management.

_____	_____	_____
Name of the Chairperson	Signature	Date
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Name of Internal Examiner	Signature	Date
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Name of External Examiner	Signature	Date

DECLARATION

I, declare that the thesis entitled, "Factors Affecting Tourist Length of Stay in Star Rated Hotels in Addis Ababa City, Ethiopia" is my original work. I have carried out the present study independently with the guidance and support of the research advisor Zemenu Bires (PhD). All sources of materials used for this thesis has been duly acknowledged. Moreover, this study has not been submitted any Degree or Diploma Program in this or any other institution. I, the undersigned, declare that this thesis is my own original work and it has not presented in any other university.

Name: Temesgen Aragie

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Date of Submission January, 2024

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Acronyms

CCTV	Close Circuit Television
DVD	Digital Versatile Disk
LOS	Length of Stay
MMHI	Marketing Matrix Hospitality Index
MOCT	Minister Of Culture and Tourism
PATA	Pacific Asian Travel Association
SPSS	Statistical Package For Social Science
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
VCR	Video Cassette Recorder
WTO	World Tourism Organization
WTP	Willingness to Pay

ABSTRACT

Tourist length of stay is one of the most important factors indicating consumption levels and the contribution of hotel tourism. This study examined the factors affecting international tourists' length of stay hotels in Addis Ababa City. To conduct this study the researcher was employed both descriptive and explanatory research design. The study employed mixed research approach. The study adopted purposive sampling technique to select star rated hotels. The selected star rated hotels are, two five star rated hotels (Sky Light Hotel and Haile Grand Hotel) and one four star rated hotel (Saro Maria Hotel). Both Primary and secondary source of data used. Primary source of data using a close ended self-administer questionnaire were used. Before the main study conducted, a reliability test was carried out to measure the degree of consistencies among the measurement of variables. Data were analyzed through descriptive statistics, Pearson correlation analysis and multiple regression. The findings of the study revealed that core product, tourist facilities, safety and security, price, hygiene and sanitation standards and service quality are the determinants factors of international tourist length of stay at star rated hotels in Addis Ababa City. However, location of the hotel and tour operator itinerary has insignificant relationship with international tourist length of stay at 5% level of significance. Therefore, the hotel tourism sector of Addis Ababa City' should give special emphasis for core product, tourist facilities, safety and security, price, hygiene and sanitation standards and service quality so as to keep and or increase tourist length of stay in Addis Ababa City.

Key Words: *Length of Stay, International Tourist, factors, Addis Ababa City*

CHAPTER ONE

1. INTRODUCTION

1. 1 Background of the Study

According to UNWTO World Tourism Barometer (UNWTO, 2016) international tourist arrivals grew by 4.4% to reach a total of 1,184 million in 2015. It is estimated that around the world some 50 million more tourists (overnight visitors) travelled to international destinations as compared to 2014. By region, Europe, the Americas, Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while Africa, (limited data available) points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one third of arrivals in the region. The international arrivals are increasing by 4% or more every year since the post-crisis year of 2010 and the year 2015 is the 6th consecutive year of above average growth.

The hotel is a "commercial establishment providing, lodging, meals and other guest services" (Bonvin, 2015). The hotel industry has a great deal of diversity in the types of hotels available to guests. These vary from small owner-operated bed and breakfast establishments to exclusive highly rated hotels having a thousand or more rooms (Nayif, 2001). According to UNWTO (2017) report tourism sector in Africa is in an incremental phase. The continent of Africa got an 8% increase with a record 62 million tourist arrivals. In particular, North Africa enjoyed impressive growing by 13%, while in sub-Saharan Africa arrivals rose by 5%. African has numerous attractions with its fantastic cultural, historical and natural tourism resources.

In relation to tourism income length of stay is a variable of special interest for any tourism destination (Barros & Machado, 2010; Martinez & Raya, 2008). More business is generated for the destinations where tourists stay longer as they tend to visit more attractions (Barros and Machado, 2010; Martinez and Raya, 2008). High occupation rates, maximization of profits along with reduction in fixed costs are the biggest advantages for hotels, at destinations where tourists increase their length of stay (Barros & Machado, 2010; Peypoch et al., 2012). According to Fabricius (2007) tourist length of stay is determined by the overall combined activities carried out at the destination. This includes tourism products, attractions, and tourist resources with one at a place which is pivotal for tourist quality experience. According to the survey conducted by PATA (2005) tourist length of stay is icon to the destination overall performance. It revealed that warm and friendly people, comfortable accommodation, beautiful scenery, reasonable price, attractive customs and way of life, good climate, beautiful creations of man, outstanding food, good shopping, exotic environment, historical or families ties, exceptional recreational facilities are most determinants of tourists to stay at a given destination. The length of stay also determines the

number of possible experiences that can be undertaken by the tourists at a destination (Davies and Mangan, 1992; Legoherel, 1998; Saarinen, 2006; Gokovali et al., 2007). It is imperative to know the determinants of length of stay so that marketing policies that promote longer stays, associated with higher occupancy rates and revenue streams can be designed. An enterprise can become ever more valuable given the longer lengths of stay (Alegre and Pou, 2006).

Ethiopia is an ancient country with remarkably rich cultural and natural tourist attractions. A case in point, the country has registered 12 UNESCO World Heritages which is the highest number in Africa. Moreover, our country, Ethiopia, has also tremendous potential to attract tourists from various parts of the world. Ethiopia is a land with a very unique culture and heritage with a history going back thousands of years. It is one of the oldest nations in the world. Ethiopia is the land of the queen of Sheba, home of the Ark of the Covenant, the birth place of coffee and Lucy the world's oldest known almost complete hominids skeleton as well as hospitable and friendly society make the country preferable tourists destination. Ethiopia currently generates about US$3 billion by the end of the stated Ethiopian budget year (MOCT, 2018). The tourism sector to Ethiopia's economy is supported by a steady increase in international arrivals as one of millennium development goal strategy by 2025. International tourist arrivals are forecast to total 815,000, generating expenditure of ETB 63,375.8m, an increase of 4.0% (EWCA, 2015). The average tourist length of stay in Ethiopia is 7-8 days. The length of stay is below the regional averages (Kenya 12.8 days, Tanzania 14.1 days, Uganda 9.7 days). However the numbers of tourist attraction registered in UNESCO is number one in Africa. Hence tourism earning depend not only the arrivals but also the spending and duration of stay at the destination. Thus, tourist length of stay is untouched and it determines the total earning from tourism. In order to have better room occupancy and make more profit, hotels are expected to both understand and satisfy all guests' needs, wants, and alleviate problems (Witchanee, 2001). According to researcher's preliminary interview with few hotel managers and academicians in the sector, hotel developers in Ethiopia undergo construction of commercial hotels is in customarily manner. In Addis Ababa City there is lack of empirical study conducted prior to identify the factors affecting tourist length of stay in star rated hotels. This is the reason why initiate to the researcher to planning with the factors affecting tourist length of stay in star rated hotels in Addis Ababa, Ethiopia. To develop the hotel potential and contribute to socio- economic development of Addis Ababa city, it is necessary to conduct a study with the affecting tourist length of stay in star rated hotels in Addis Ababa, Ethiopia. Therefore, this study was focus on the factors affecting tourist length of stay in star rated hotels in Addis Ababa.

1.2. Statement of the Problem

One of the most important holiday characteristics to be decided when someone plans to take a trip is the length of stay. If its effect on the income to be generated in hotel tourism destinations is considered this variable has received a little attention in literature (Alegre and Pou, 2006). The number of days tourists spent at a particular destination is likely to influence their expenditures and experience to be undertaken by tourists. One simple reason is that lodging and dining expenses account for nearly 40% of aggregated tourist expenditures and yet the number of possible experiences to be undertaken by tourists also depends on their length of stay. As the longer the tourists choose to stay, the more likely they are to become aware of facilities and services at the location where they are staying (Erda & Bertis, 2012).

Tourist length of stay is relevant for the overall destination performance and most tourists" boards seek to find ways of increasing their length of stay (Nowacki, 2009).Antonio and Ana (2011) described that Length of stay is one of the most important decisions made by tourists. The author Antonio and Ana (2011) depicted that tourist length of stay is an important determinant of the overall impact of tourism in a given destination and tourism product consumption depend on the numbers of nights spent in a destination.

The study conducted by Endalkachwe (2018) at semein mountain national park outlined significant of tourist length of stay and impact on the destination's performance. Those tourists spend more nights bring relatively high economic benefits to the local communities who live in and around the national park, because they hire horses/mules and other trekking equipment, and employ porters, scouts, cooks, and local guides. The author Endalkachwe (2018) revealed that due to low tourist experience expected benefits are not generated from the park.

Tannaz (2017) pointed out that socio-demographic characteristics, traveling purpose, tourism product and characteristics of the destination is the basic determinants of tourist length of stay. Similarly, a study by Martinette and Melville (2014) also asserted that socio-demographic variables, economic variables and purpose of visit could be taken in account to decide their length of stay. Moreover, Kazuzuru(2014) investigated that demographic characteristics, trip related characteristics and destination attributes are also considered as significant factors of tourist length of stay. Likewise a study conducted in Madagascar by Nicolas et al., (2012) depicted that economic affluence influences the length of stay of tourists. As per Antonio (2008) determinants of tourist length of stay received little attention in current tourism research. Tourist length of stay practices and guidelines for practitioners are also scare to clarify length of stay related to location of the hotel, accommodation, facilities at a destination, tour guides approach, price of services, hospitable community, safety and security. These terms are rarely identified as potential components of

tourist's length of stay. Thus, conceptual gaps are also observed in terms of identifying and utilizing factors of tourist length of stay together. Given the importance for destinations to have long stay tourism, it is necessary to undertake an in-depth analysis of this variable in order to identify exactly which factors affect the length of stay. Once the factors that affect the length of stay are determined, policy drawing would be possible to strengthen or reduce the length of stay so that economic benefits would be maximized. If little is known about the impacts factors in destination, less will be known about the effectiveness of length of stay strategies. Therefore there is real and immediate need to conduct research in factors of tourist length of stay.

So far few tourism research works have been conducted in Ethiopia. For instance, the role of community empowerment for sustainable tourism development (Alubiel, 2011), ecotourism services and tourism potentials in the Peninsula of Lake Tana (Melse, 2017),the historic route in Ethiopian tourism development (Ashenafi,2016), the role of visitor management tools in enhancing sustainable tourism development (Kebete &Wondirad,2018), conserving the Rock Hewn Churches of Lalibela (Elene ,2010), tourism marketing challenges and new tourism product development potentials(Yechale et al.,2017). However, factors of tourist length of stay research are untouched in the study area despite the importance of this variable for the destination. Therefore, length of stay issues has to be underlined in this area. This is a plausible reason that inspired the researcher to undergo a study about factors affecting international tourists' length of stay in Addis Ababa city using of multiple linear regression model. This study was also attempt to help the hotelier to identify the factors affecting international tourists' length of stay and hoteliers was in a better position to develop tailor made market strategies to cater the target customers and to achieve competitive advantages.

1.3. Objective of the Study

1.3.1. General Objective of the Study

The general objective of this study is to examine the factors affecting international tourists' length of stay hotels in Addis Ababa city.

1.3.2. Specific Objectives of the Study

The specific objectives of this research are to:

1. To assess the current length of stay of foreign tourists in star rated hotels
2. To investigate the relations ship between factors and tourists length of stay
3. To analyze the determinants of tourism length of stay in star rated hotels

1.4. Research Questions

To achieve the objective of this study, the study is conducted the following three research questions which was addressed.

1. What are the average lengths of stay of international visitors in Addis Ababa city?
2. Is there significant relationship between factors and tourists length of stay?
3. What are the determinant factors that determines tourism length of stay in star rated hotels?

1.5. Significance of the study

The finding of this study had the following benefits. For Addis Ababa city it is important to identifying the factors affecting international tourists' length of stay hotels in Addis Ababa and to promoting Addis Ababa for potential tourist market, and it shown the strength and weakness of hotel facilities as tourist length of stay. For culture and tourism office of Addis Ababa, it was used as output for implementing policy. For different industry practitioners especially hotel practitioners, tour operators and travel agency may get an input to improve their operation and attract tourists so as to increase length of stay in hotels. In addition, hotel manager can better understand the factors affecting international tourists' length of stay hotels; it will have a significant impact on average occupancy. So, identifying what tourists consider to increase length of stay in hotels. The findings of this study are believed to provide a useful contribution to the empirical basis needed for proper understanding of the contribution of factors affecting international tourists' length of stay hotels in Addis Ababa city.

1.6. Scope of the study

In order to make the study manageable, it is necessary to define the delimitation of the study. Thus, the study is delimiting through conceptually, methodologically, time and geographically. Conceptuall**y**, the study is focus on examining factors affecting international tourists' length of stay hotels. Methodologically: the study was delimited to descriptive study of research design, correlation and regression analysis of inferential statistics; with qualitative and quantitative research approach. For data collection, both primary and secondary data was used to achieve the objectives. Geographically, the study was carried out in Addis Ababa city. The time scope of the study was conducted in the time range of from June, 2023 to February 2024.

1.7. Organization of the Study

The study was organized into five chapters. The first chapter introduces the background of the study, statement of the problem, research questions, objectives of the research, significance of the study, scope and limitation of the study, and finally the organization of the study. The

second chapter presents a theoretical and empirical review of the related literature. It also consists of the conceptual framework of the study. The third chapter deals with the methodology of the study. The fourth chapter mainly concerns with the analysis of the data collected. The last chapter, which is chapter five, presents the conclusion and the recommendation, drawn from the findings of the data in addition to implications for further research.

1.8. Definition of Key Terms

Hotel: - is a commercial establishment which provides food and lodging accommodation for travelers and tourists.

International tourist: non-residents who visits a country as a destination in different purpose of visit.

Length of stay- means the period of time which tourists spend at a given destination.

Tourist: Someone who visits a tourist site and stay more than 24 hours in a place to be visited

Visitor: Someone who visits a given site and can be tourist or excursionist

Destination: The place set for the end of a journey, or to which something is sent; place or point aimed at.

Heritage: A tradition; something t1hat can be passed down from preceding generations

Culture: The beliefs, values, behavior and material objects that constitute a people's way of life

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Theoretical Literature

The purpose of this section is to review concepts and definition of length of stay. The factors affecting international tourists' that determine tourist length of stay was discussed. The frame work of the study that includes the conceptual frame work was also state.

2.1.1. Concepts and Definition of length of stay

Length of stay means the number of night's tourists spent on the given destination. It is crucial for destination since its impact is pivotal and most tourists" boards seek to find ways of increasing their length of stay (Nowacki, 2009). One of the important variables of a tourist's decision-making process is the length of stay, that (Salmasi et al.,2012) is strongly related to the rest of the variables that form a part of the tourist experience, such as the type of accommodation used at the destination, destination facilities, accessibility of the destination, images of the destination etc., which is further characterized by their interdependence in that decisions are not taken independently of other considerations, and by their subordination, sometimes to barriers such as those related to financial resources, time, family, etc (Dellaert et al, 1998). Antonio and Ana (2011) described that Length of stay is one of the most important decisions made by tourists. It is an important determinant of the overall impact of tourism in a given destination. The number of days that tourists spent at a particular destination is likely to influence their expenditure and possible experiences to be undertaken by tourists. Thrane (2015) argue that an increased length of stay may allow tourists to undertake a larger number of experiences or activities that may affect their overall spending and sense of affiliation. Furthermore, Barroset al (2008) stated that length of stay is one of the most important decisions made by tourists before or while visiting a given destination. In fact, length of stay most likely conditions overall tourists" expenditure and stress imposed on local resources.

So that its relevance goes to the sustainable issues of tourism thus it's useful in forecasting tourists" on-site time and, concomitantly, the stress on local resources caused by tourism activity. Length of stay is essential for analyzing carrying capacity especially at nature-based tourism destinations (Martinette and Melville, 2014). Understanding the determinants of tourist length of stay is important to fully characterize tourism demand and its impact on a given tourist destination (Garcia, 2016). Likewise, Alegre and Pou (2006) described that it is core of tourism management and encompasses various activities. However, attentions are not on the position to reflect its significance. Such lack of attention is problematic for tourist length of stay and experience at a

given destination. Thus, countries of the world ought to focus on determinant factors while developing destination management plans (Thrane, 2015).

2.1.2 Tourist Length of Stay in the World

According to UNWTO (2008) various temporal constraints are known to affect the duration of an entire holiday tour and the length of stay on a destination. These include a limited number of vacation days, having to return at certain times, wanting to spend time in other regions or places, the availability of desired accommodation, necessary travel time from and to a region's exit points, the status of destinations and attractions in the tourists' mind. Additionally, a study conducted in Brazil, business and leisure travelers associated multi-destination trips with short stays in each place (Barros et al, 2008). In the same vein, a study in Madeira found that tourists making short trips have tended to stay at central locations and visit major tourism attractions (Reza & Catia, 2016). Then again, Menezes et al (2008) a research conducted in the Azores has shown that increase in the number of islands visited led to a statistically significant increase in the expected total duration of the stay plus financial constraints and limited budgets may likewise affect length of stay. For instance, a study in the Balearic Islands revealed that high prices at a destination may not necessarily deter tourists but may affect visit durations. Moreover, prices on transport on certain days can affect not only travel timing but also the visitors' length of stay in an area, and also variations in travel motivations have also been found to influence length of stay (Joaquı´n &Llorenc, 2005). Also, a research conducted in Norway found that predictions of adverse weather led to shorter stays in the study region (Tannaz & Oystein,2017).Equally, a study of golf tourists in southern Portugal found that visitor highlighting of expected „good" climate and weather was associated with longer stays (Barros et al, 2010). Additionally, a study in Madeira found that more educated tourists tended to stay longer than those who were less educated (Elisa et al, (2015. In contrast, a survey in the Azores associated a higher level of education with shorter stays (Antonio and Ana, 2011). In comparison, research on seaside destinations in Turkey found no influence of education on length of stay (Ummuhan & Ozan, 2005).

2.1.3 Tourist Length of stay in Africa

A research conducted in Tanzania asserted that trip-related characteristics, their demographic characteristics, their destination attributes, Travel information is from the word of mouth are among the key determinants of length of tourists" stay in the country. This comes from the fact that the longer the stay by tourists the higher the aggregate expenditure (Kazuzuru,2014).Similarly, a study conducted at the Kruger National Park in south Africa length of stay is has paramount importance to any tourism destination because longer stays are positively associated with high total earnings from tourist activities and high bed-occupancy rates (Martinett and Melville, 2014).The

author portray that Combination of socio-demographic and behavioral determinants influences length of stay and it may differ for different regions of a destination. They also described that a regional analysis is advisable and a diversified marketing strategy will be more likely to increase the average length of stay than an undifferentiated mass strategy. Moreover, a study conducted in Madagascar by Nicolas et al., (2012) depicted that Madagascar is the 4th largest island in the world in terms of land area. The development of the tourism is crucial for economic and social interaction. The author Nicolas (2012) stated that economic affluence influences the length of stay of tourists.

2.1.4 Tourist Length of stay in the case of Ethiopia

The study conducted by Endalkachwe (2018) at semein mountain national park outlined significant of tourist LOS and impact on the destination's performance. As far as his study in semein mountain national park is concerned length of stay is an important determinant of overall tourists" expenditure and consumption of local resources as the number of possible experiences that can be undertaken by tourists depends on their length of stay. Those tourists spend more nights bring relatively high economic benefits to the local communities who live in and around the national park, because they hire horses/mules and other trekking equipment, and employ porters, scouts, cooks, and local guides. The length of stay was less than or equal to one day. In this case visitors did not hire horses for both riding and loading their luggage, cooking equipment, tents and other mountain trekking gear because such types of visit generally use four- wheel drive vehicles to cover some of the most the spectacular landscapes and Gelada baboon habitats. Amhara National Regional State has immense potentials for tourism development and the region covers most parts of the historic rout. Due to this reason the region attracts international tourists from all over the world and tourist length of stay has a paramount importance to get expected benefits from tourism. Hence identifying the major factors of tourist length of stay is undoubtedly attracting longer stay tourist.

2.2. Empirical Literature Review

2.2.1. Determinants of tourist length of stay

Tourism does not exist in isolation. It is a composite of activities, services, and industries that deliver a travel experience. Tourism destination is composed of certain attributes. This includes; Location of the Hotel, facilities and amenities, hospitable community/hospitality service, tour guides, accommodation, price, safety that makes the tourist intends to travel and stay to the destination away from home. The destination appeal and quality create favorable condition to tourists to have prolonged stay and experiencing different activities (Charles, 2009).

2.2.1.1. Core products

Ramanathan(2010) further suggests that room quality, cleanliness and food are components of product quality. Room quality is consistently recognized as dissatisfies. Any perception of reduced room quality is likely to be detrimental to guests' intention to stay again in the hotel. The services and facilities offered by a hotel or hotel attributes are those features of products or services that lead consumers to choose one product over others (Lewis, 1983). Locker (2002) in his study of in New Zealand compared what hotel managers and business guests believed were the determinants of accommodation selection. He discovered that business guests rated bathroom and shower quality, standard of bedroom maintenance and comfort of mattress and pillow highly. The hotel core products which influence the customers to come must include the tangible and one such as quality foods, clean rooms, bath or spa.

H1: Core Product has significant relation with tourist length of stay.

2.2.1.2. Location of the Hotel

Hotel location selection is the determination of a geographic site on which to locate a hotel's operations. Selecting a hotel location is an important and a critical decision due to the high cost of relocation and reconfiguration. Proper hotel location not only help to increase market share and profitability but also enhance the convenience of customer lodging as establishing a fine location will shorten the payoff period for fixed capital investments.

According to Market Metrix, (2013) found that on results from the Market Metrix, hospitality Index (MMHI) and includes data from America, European and Asian tourists during 2012 and state that Location is the primary factor that determines hotel choice and the most important factor to business guests as well as older travelers (over 50 years old). The next most important factor in hotel selection is "price" followed by "Past Experience." Tsai et al., (2011) examines differences in the important ratings of hotel selection criteria between Mainland Chinese and foreign individual travelers to Hong Kong. The results indicate that for the Mainland Chinese, hotel's convenience to tourist attractions is most important. In other words, Yusoff & Abdullah (2010) found that in the content of location attribution items, convenient location has highest voted for by Middle East tourists. Shovel, McKercher, Ng, & Birenboim (2011), study on hotel location and tourist activity in cities in Hong Kong. The study revealed hotel's location has a profound impact on tourist movements, with a large share of the total tourist time budget spent in the immediate vicinity of the hotel. TohandAlaoui (1991) examined the hotel selection decisions of members and non- members of frequent guest programs. The results show that convenience of location received the highest ratings.

H₂: Location of the Hotel has significant relation with tourist length of stay.

2.2.1.3. Tourist facilities at a Hotels

Facilities are a necessary aid to the tourist center. Facilities do not usually in themselves attract tourists, but the lack of facilities might cause tourists to avoid a particular destination because tourists need basic facilities. This includes, Accommodations, Recreation facilities(e.g. leisure facilities, horse riding, mountain biking, beach), Nightlife and entertainment activities (e.g. bars, disco, fun, dancing), Banking & financial system, water based activity (e.g. Swimming, Boating, Fishing, Rafting) , Health and medical facilities, Presence of variety accommodation (hotel, resort, apartment, pensions), Food and beverage facilities &service, shopping facility, Transport facilities ,foreign exchange, travel agencies and tour operators, contributing to the quality of a destination (ENAT, 2007).

Moreover, according to World Tourism Organization, (2007) there are the wide range of services and facilities which support the tourists during their visit; includes basic infrastructure such as utilities, public transport, and roads as well as direct services for the tourist and tourist information, recreations facilities, guides, operators and catering and shopping facilities which enables to ensure tourist experience .Equally, Sebastian and Felix (2009) pointed out facilities harmonize and enhance the destination attractiveness. Likewise, Mukhles (2013) described that tourist facilities and services are the component elements located in the destination, which make it possible for visitors to stay and to enjoy in that destination. They include: Accommodation unit: hotels, holiday villages, apartments, villas, campsites, caravan parks, hostels, condominiums, farms, guesthouses. Restaurants, bars and café's: ranging from fast-food through to luxury restaurants. Transport at the destination: taxis, coaches, car rental, cycle hire. Sports/interest activity: ski schools, sailing schools, golf clubs and spectator stadiums, centers for pursuit of arts and crafts and nature studies. Other facilities: language schools, health clubs. Retail outlets: shops, travel agents, souvenirs, camping supplies. Other services: information services, equipment rental, tourism police.

H₃: Tourist facility has significant relationship with tourist length of stay.

2.2.1.4. Price at Hotels

this model attempts to analyze the relationship between attributes of a product or service and its price. This approach has been applied in the estimation of the economic value of various goods and services in tourism and hospitality industry, such as tour prices, hotel room rates, airfare prices, and restaurant prices (Thrane, 2005). Numerous studies have state that hedonic pricing approach to examine the relationship between hotel attribute and price. Their study found that hotel location, the availability of LED TV and the presence of conference facilities have significant effects on both weekday and weekend room rates.

Espinet, et al. (2003) explored different hedonic price effects on holiday hotels and found that there are significant effects on price between four-star hotels and hotels of other star ratings. Monty and Skidmore (2003), using data on price and amenities collected from bed and breakfast accommodations in Southeast Wisconsin, found that location, day of week, and time of year are important determinants of hotel price, but fireplaces, themes, scenic views and room service were not significant determinants.

Customers choose the price they are willing to pay based on the value they receive from a products or service (Mohammed, 2005). Only when the value perceived by the customer matches or exceeds the price do customers execute a purchase (Cross, 1997). Willingness to Pay (WTP) refers to the maximum amount a customer is willing to spend for a product or service (Monroe, 2003) and it is an estimation of the value that an individual assign to a consumption or usage experience in monetary units (Homburg, et al., 2005). It is important for hoteliers to know guests' WTP in estimating demand and designing optimal pricing (Wertenbroch & Ski era, 2002).

H4: Price in the hotel has significant relationship with international tourist length of stay.

2.2.1.5. Service Qualities

Quality customer service is an experience of feeling valued or heard. Sometimes it's an intangible component of why a guest may prefer one tourism or hospitality provider over another. There is something about quality customer service that you often can't put your finger on but you know it's there. And it's a critical factor for tourism success, both as a means of satisfying ever-increasing customer expectations, and as a way to achieve business profitability (Erdly & Kesterson-Townes, 2002). Satisfaction is heavily influenced by service factors such as employee attitude and the pacing and order of services provided. It found that the greater the client satisfaction, the higher the revenues for a given hospitality business, and that service plays a far greater role than price and location in the guest-purchase decision (Cornell Hospitality Research, 2012). According to Masberg and colleagues, "to the customer, only service may distinguish a business from its competition" (Masberg, Chase, & Madlem, 2003, p. 19). While specific customer service jobs require different skills, building an overall customer-oriented organization may better meet customer expectations. One way to ensure quality service may be to encourage tourism and hospitality professionals to acquire industry certifications.

H5: Service quality has significant relationship with tourist length of stay

2.2.1.6. Hygiene and Sanitation Standards

Cleanliness and location are important attributes considered by business guests in making their hotel choice (Mingyang, 2013)). The hoteliers should ensure that cleanliness is of the highest

possible standards, even outside the hotel buildings (Yavas and Babakus, 2005). When examining Middle East tourists' hotel selection attributes in Kuala Lumpur, (Yusoff& Abdullah 2010) found that "cleanliness attributes" is the most hotel selection attributes for Middle Eastern tourists. This was supported by Lockyer (2003) who identified cleanliness as a strong indicator in selection of accommodation; agree with Dolnicar (2002) that most often mentioned was the attribution of cleanliness.

Hygiene and sanitation issue is very crucial issue in the hotel industry, because there are a number of activities which could be performed to achieve the goal of the organization. Not only this if the hotel has good hygiene and sanitation it can reduce the accident which rise suddenly and will create good safety for tourists as well as for staff.

H_6: A hygiene and sanitation standard has significant relationship with length of stay.

2.2.1.7. Safety and Security

Safety and security are important factors to tourists when choosing a destination and when selecting a hotel to stay at. The first aspect tourists consider is to be protected from risks and hazards. Unfortunately, the hotel and tourism industry is highly vulnerable in terms of safety and security threats. These threats are frequently in the forms of crimes, terrorism, natural disasters, health, and man- made hazards (ChanE.and LamD., 2013). This puts increasing pressure on hotel managers and planners to develop more effective measures to stop or limit their negative impacts to protect hotel business and society in general. This emphasizes that hotels should upgrade their safety and security measures and procedures to make them harder targets against threats and hazards. The meaning of the terms safety and security varies considerably depending on the context in which it is being used and the researcher's discipline, leading to potential ambiguities (Chan E.2004).

2.2.1.7.1. Security Measures Adopted by the Hotels

In order to make the guests stay a pleasant and memorable experience, the hotels adopt certain security measures like

Key Card Locks

There should be an efficient key card locking system (Electronic Locking System) which should be directly interfaced with the Property Management System of the hotel so that guest room access can be supervised.

Security Guards

All the hotels should have well trained security personnel not only during the night time but even during the day time and they should be well versed to deal with any sort of emergency situations.

Even the security guards should be well trained with the firefighting equipment. Besides all the above security measures, there should be a check on external, internal, material and people access Control. They should try to anticipate movements of each and every guest whether in house or an outside visitor to the hotel.

Security Cameras / CCTV Cameras

There should be adequate provisions of security cameras / CCTV cameras with digital technology and intelligent access central system in the hotel to check the external and internal premises of the hotel. These cameras should be linked up with the Property management system of the hotel. Even a link is required between cameras and motion detectors, biometric readers like hand key reader or face recognition system etc.

Fire Alarms

Fire now a day has become a very common emergency situation in the hotels. To deal with the emergency of fire, hotels should install smoke detectors and fire alarms in each guest room and corridors to monitor entire complex round the clock. The hotel staff should be well trained with the firefighting equipment and should be told practically on how to use them.

Emergency Power

the hotels should have adequate provision of emergency power in case of electrical outage to provide uninterrupted guest services in the hotel (Chauhan et. al, 2018).

In Room Safes

In room safes should be allocated in each guest room for the guests which can be easily operated using a secret password to keep and secure their valuables. Even the front desk of the hotels should have a safe deposit vault in which the guests can secure their valuables.

Guest Elevators

The guest elevators should be interfaced with the room electronic locking system where the room card key will lead the guests to the floor on which he is staying in the hotel.

H_7: Safety and security in a destination has significant relationship with international tourist length of stay

2.2.1.8. Tour itinerary

According to Poyther (1993) defines, "tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation. "Additionally, Similarly, Saiful (2017) depicted that a tour operator is an organization, firms or a person who is responsible for the actual arrangement of transport and accommodation facilities in any tour or vacations. They are also responsible for operating and providing vacation through

contracting, booking and packaging together of the various components of the tour such as hotel, transportation, meals, guides, optional tours and sometimes flights.

According to Charles (2009) a tour operator is like a service provider, providing the most convenient option for tourists to stay, visit, as well as leave from the city. A tour operator owns a high volume of travel services across carriers, services, and accommodation. In the same vein Cohen (2008) described that Tour operators arrange the tour package and various tourists" activities to provide the best experience to tourists/traveler according to tourist demands. Bear in mind the current study tours operators play a key role in the tourism sector. Tour operators create tourist product, promote them and finally sold them to tourist and organized a tour in the best way to provide best travel experience during a tour in Amhara National Regional State. However, tour operator itinerary is insignificant for international tourist length of stay the region. Due to the fact that most of the time the itinerary is flexible and organized as per the available developed attractions and tourist demand in the region.

H8: Tour operator itinerary has significant relationship with tourist length of stay.

2.3. Conceptual Frame Work

The conceptual framework is proposed based on the studies that have been conducted so far. The proposed conceptual framework has both theoretical and practical implications. The framework can be used as a guideline to create plat forms of determinants that hinder length of stay. It also allows for the testing of the relationships between variables which will then extends the current understanding in length of stay perspectives.
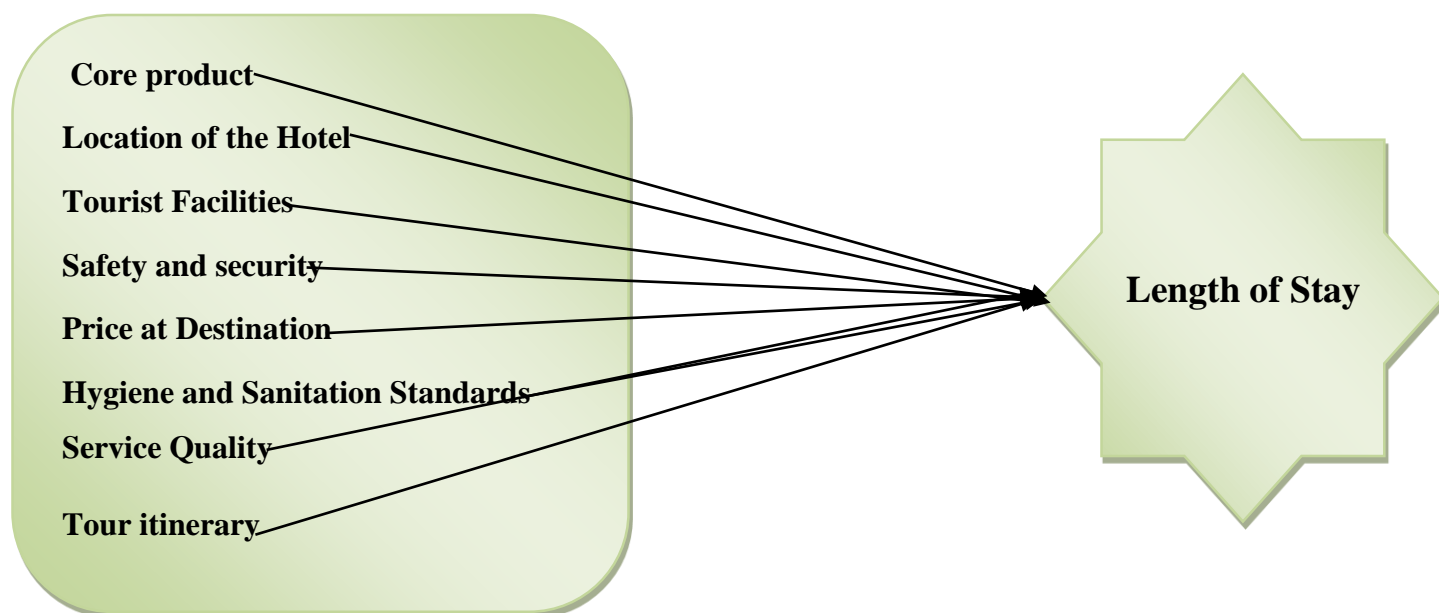
Figure 2.1: Conceptual framework of the study (: Adopted from Fabricius, 2007; Gokovali et al, 2007; Emesong, 2012).

CHAPTER THREE

3. RESEARCH METHODOLOGY

This chapter provides detail explanation on the research methodology that was applied to achieve the research objective and proof the stated hypothesis. It highlights the reasons for selecting descriptive and explanatory methods as the main tool of analysis. Thus the chapter covers research approach and design, sampling technique, method of data collection, method of data analysis, measurement of variables, specifications of the research model, data quality assurance test and ethical consideration applied to conduct the study.

3.1. Research Approach and Design

The study used mixed research approaches. Qualitative method of research approach is study involving analysis of data and information that are descriptive in nature and qualified (Sekaran, 2001). In this study, qualitative method of research approach is used in order to summarize demographic variables variables and the quantitative data was collected from factors affecting international tourists' length of stay and analyzed in order to accomplish the objectives of the study. Qualitative method of research approach is study involving analysis of data and information that are descriptive in nature and qualified (Sekaran, 2001). The mixed-method of research allows exploring relationships between variables in depth (Fraenkel& Norman, 1932). Quantitative research approach was used for analyzing relationship between variables based on theories and hypothesis testing using statistical procedures.

A research design is a master plan that specifies the methods and procedures for collecting analyzing the needed information (Zikmund, et al., 2013). The types of research design appropriate for this study are both explanatory research and descriptive research design. The main objective of this study is to investigate the determinants of international tourist stay and its implication on destination competitiveness of Addis Ababa city. Considering this into account and so as to achieve the study objective, the study employed explanatory (concerned with determining the cause and effect relationships) research design. Explanatory studies are showing the causal relationship between variables (Saunders, Lewis and Thornhill, 2009). The reason behind using explanatory type of research to explain, understand and predict the relationship between variables through statistical tests such as regression and correlation. A cross-sectional survey was employed for a data collection. When cross- sectional survey is used, data can be collected at one point of time not overtime like longitudinal (Creswell, 2009).

3.2. Target Population and Sampling

The target populations of the study are all international tourists visited star rated hotel in Addis Ababa City. In Addis Ababa City, there are about more than 150 star rated hotels.

3.3. Sampling Technique

According to Kumar (2011), the accuracy of the research findings largely depends upon the way that the researcher selects his/her sample. The author also states that the basic objective of any sampling design is to minimize, within the limitation of cost and time, the gap between the values obtained from the sample and those prevalent in the study population. With the application of convenience sampling technique (Kothari, 1990 & Kumar, 2011), the researcher was distribute the survey questionnaire and collected the data from available international tourists in the hotel. And it involves the sample being drawn from that part of the population which is close to hand, and readily available and convenient.

The study adopted purposive sampling technique to select star rated hotels. The selected star rated hotels are, two five star rated hotels (Sky Light Hotel and Haile **G**rand Hotel) and one four star rated hotel (Saro Maria Hotel). The reason for purposive sampling was that more international tourists visited those hotels as compared with other star rated hotels in Addis Ababa city. Accidental sampling techniques, from non-probability sampling method was used by the researcher while collecting the data from international tourists. By nature, international tourists are highly unstable in the hospitality industry. So it is difficult to know their number but can be predicted to know who was there during the period of data gathering. These are the basic reasons why the researcher was used convenience (available) sampling or accident sampling technique.

3.4. Sample Size Determination

since there are many limitations such as time, budget and other factors to include the total population in the study, it is necessary to take sample from the total population under this study. For this purpose, the researcher used best sample size that is not too large sample to be in line with available resource and not too small sample size, which may not represent the total population. According to the annual room occupancy report (2023), obtained directly from each hotel managers on last one year(from December 2022 to November, 2023) average international tourist visited and stayed for at list one night in star rated hotels of those selected star rated were 309,999. By taking this number as a reference the researcher determines the sample size required to distribute survey questionnaires. The total sample size was 400.

The researcher used Yamane' (1967) formula to calculate sample size.

$$n = \frac{N}{1 + N((e))^2}$$

Where n is the sample size, N is the population size, and e is the level of precision. By using this formula at 95% confidence level and 5% level of precision the sample size were obtained as follows:-

$$n = 309{,}999/1 + 309{,}999\ (0.05)^2$$

$$n = 399.484 \sim 400$$

Proportional sample size from each star rated hotels is calculated by using the following formula

$$ni = \frac{n * Ni}{N}$$

Where: ni= sample size for each selected star rated hotels, Ni= the total number of international tourists in each selected star rated hotels, N=the total number of international tourists for selected star rated hotels, n= the total sample size for selected star rated hotels. Accordingly, the table below shows the proportionate sampling for each selected star rated hotels based on the above given formula.

Table 3.1: proportionate sample distribution for each selected star rated hotels

No.	List of selected star rated hotels	Total Number of international tourists from December 2022 to November,2023	sample size proportion for each Hotel
1	Sky Light	115,164	149
2	Haile Grand	113,336	146
3.	Saro Maria	81,499	105
Total		309, 999	400

Source: Field Survey, 2023/24

3.5. Type of data and data Source

This research was used both primary and secondary sources of data. The primary data was obtained from the respondents (international tourists) through survey questionnaire. The secondary data was obtained from hospitality books, hospitality journals articles and written annual hotel occupancy report.

3.6. Data collection Instrument

In this study, the instruments which was used are close ended self-administer questionnaire. Self-administer questionnaire was designed to collect information on different types of factors those affect international tourists length of stay by using Likert five-point rating scale. The Likert scaling technique, thus, assigned a scale value to each of the five responses. The scale was developed as 1=completely unimportant, 2= little important, 3=neutral, 4= important, 5=very important. It is a type of questionnaire that a researcher is developed and distributed to respondents and they read and fill it by themselves. This way the instrument yields a total score for each respondent, which was then measure the respondent's favorableness toward the given point of view (Kothari, 2004). The reason why the researcher was used Likert rating scale: It is relatively easy to construct, considered more reliable because under it respondents answer each statement included in the instrument and each statement in the Likert-type scale, is given an empirical test for discriminating ability. The questionnaire is adopted from different articles (Sebastian and Felix,2009; Tannaz , 2017; Salmasi et al.,2012; Santos et al., 2015; Thrane, 2015; Surya, 2013; Martinette and Melville, 2014; Leiper, 2001; Kazuzuru, 2014. The scale of length of stay was taken from Tannaz, 2017; Thrane, 2015. Accordingly, the researcher identified items measured international tourists length of stay.

3.7. Method of Data Analysis and presentation

the information which was obtained from different sources compile in the way that is easy to manage. And after the data was collected from international tourists through survey questioner, which was edited, coded and classified then entered into Statistical Package for Social Science (SPSS) version 24. Moreover, both qualitative and quantitative methods of data analysis techniques was employed. Analysis of data in this research was done by using descriptive statistical methods like: frequency, mean, standard deviation and inferential statistical methods such as: correlation and regression. The regression analyses were conducted to determine by how much percent the independent variable i.e. determinants explains the dependent variable which is length of stay. Correlation analysis was conducted to test the proposed hypothesis whether there is a positive significant relationship between the independent variable and length of stay.

3.7.1. Model of Specification

The data consists of n observations on a dependent or response variable y and p predictor or explanatory variables, $X_1, X_2, \ldots X_P$ .the relationship between y and $X_1, X_2, \ldots X_P$ is formulated as a linear model.

$$Y = \beta_o + \beta_1 X_1 + \beta_2 X_2 + \ldots\ldots \beta_P X_P + \varepsilon$$

Where $\beta_o, \beta_1, \beta_2 \ldots\ldots B_P$ are parameters referred to as the model regression coefficients (or simply as regression coefficients) and ε is a random disturbance/error

$$Tls = \beta_o + \beta_1 Cp + \beta_2 LOH + \beta_3 Faci + \beta_4 Saf + \beta_5 Tourite + \beta_5 Pri + \beta_6 HaSS + \beta_7 Serqua + \varepsilon$$

The model of this research can be demonstrated as;

Where; Tls = tourist length of Stay

Cp is core product**, LOH** is Location of the Hotel**, Faci** is tourist facility**, Saf** is safety and security

Pri is price at the destination**, HaSS** is Hygiene and Sanitation Standards, **Serqua** is service quality

Tourite is tour operator itinerary

ε is error term

β_0 is the Intercept

$\beta_1, \beta_2, \beta_3 \ldots.. \beta_8$ are coefficient of variables.

3.8. Data Quality Assurance/Test

Before undertaking analyses, data quality tests, such as reliability and validity tests were conducted. The subsequent sections highlight these test briefly

3.8.1. Reliability Test

A reliability analysis was conducted to each variable of the instrument. The reliability of the measures was examined through the calculation of Cronbach's alpha coefficients. To ensure the reliability of the measurement where by a higher value of above 0.6 indicated that the variables were reliable while the values above 0.9 are regarded as most reliable but anything below 0.6 was regarded inconsistent with the reliability scales (George & Mallery, 2003). As indicated in Table 3.2 below, the Cronbach's alpha values for independent variable. Thus, the Cronbachs alpha value shows that all value is greater than 0.9 indicates that variables are most reliable. Thus conclude that the questions regarding the factors that affect international tourist's length of stay are accepted.

Table 3.2: Reliability Test Result

Variables	No. of Items	Alpha
Core Product	6	0.932
Location of the Hotel	5	0.912
Tourist Facilities	5	0.923
Safety and Security	7	0.974
Tour Operator Itinerary	5	0.924
Price	10	0.991
Hygiene and Sanitation Standards	8	0.972
Service Quality	7	0.954

Source: Field Survey, 2023/24

3.8.2. Validity Test

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. The questionnaire was carefully designed and tested with a few members of the population for further improvements. Content validity of the survey questionnaire was validated by professionals and the research advisor. A pilot test used to ensure validity, a pre-test was given to 15 respondents to see if the questionnaire contains anything that was hard to interpret. Thus using Kaiser-Meyer-Olkin Measure of questionnaires sampling method the following results were found.

Table 3.2: Kaiser-Meyer-Olkin Measure for the pilot test

Source: Field Survey, 2023/24

Variables	Kaiser-Meyer-Olkin Measure questionnaire sample test
Core Product	0.832
Location of the Hotel	0.812
Tourist Facilities	0.854
Safety and Security	0.843
Tour Operator Itinerary	0.831
Price	0.954
Hygiene and Sanitation Standards	0.865
Service Quality	0.833

From the above validity test table all values of the values of the variable are above 0.6. It is said to be acceptable measure if the KMO value above 0.6(George & Mallery, 2003).

3.9. Ethical Considerations

This research followed established ethical guidelines for collecting data. Ethical considerations include cultural concerns, legislation and intellectual property rights, anonymity, confidentiality, and procedures for handling information (Jankowski *et al*., 2001). Permission from the administrative authorities and informed consent from the respondent/informant in the study area are vital for conducting research ethically. Before starting the fieldwork, application for research permit was made from the Graduate School of the Debre Berhan University. All respondents were asked for their informed consent to participate in the research after explaining to them what the research addresses and how the information obtained from them is going to be used.

4. DATA PRESENTATION, ANALYSIS AND DISCUSSION

This research aims to examine the factors affecting international tourists' length of stay hotels in Addis Ababa City. This chapter presents descriptive statistics results such as frequency distribution, percentages, minimum, maximum, mean and standard deviation. The diagnosis test results about assumptions of regression analysis were presented. Correlation and linear multiple regression analysis was conducted to know the relationship between variables. Inferences were made from the linear multiple regression model to explain the relationships between the predicted variable length of stay and eight explanatory variables i.e. core product, location of the hotel, tourist facilities, safety and security, tour operator itinerary, price, hygiene and sanitation standards and tourist length of stay.

4.1 Response Rate

A total of 400 questionnaires were distributed and 330 were returned for a response rate of 82.5%. This response rate is considered very good to make conclusions for the study. Mugenda and Mugenda(2008) observed that a 50% response rate is adequate, 60% good and above, while above 70% rated is very good. This collaborates with Bailey's (2010) assertion that a response rate of 50% is adequate, while a response rate greater than 70% is very good. This implies that based on this assertion, the response rate in this case of 82.5% is therefore beyond very good.

4.2. Descriptive Analysis

4.2.1. Demographic Characteristics of Respondents

This descriptive analysis are used to look at the data collected and to describe that information the first part of the questionnaire consists of items about the demographic information of the respondents. It covers the personal data of respondents, such as gender, age, educational level, marital status, origin/nationality, occupation and travel experience to Ethiopia. The results of the demographic characteristics of respondents have been analyzed using descriptive statistics and the values presented below show the frequency and the percentages of respondents that fall in each sub-category for each characteristic. The table below (Table 4.1) depicts the demographic characteristics of international tourists in Addis Ababa City. Accordingly, among the data collected gender wise 64.5% of respondents were males and 34.5% were females. In terms of age, 35(10.6%) of the respondents are at the age of 20-30 years, 112 (33.9%) of the respondents are between the age of 31-40 years, 119(36.1%) of the respondents are between the age of 41-50 years, 35 (10.6%) of the respondents are between the age of 51-60, 29 (8.8%) of the respondents are above the age of 61. This implies that the majority of respondents were adults.

Table 4.1: Summary of Demographic variables of the respondents (N=330)

Items	Category	Frequency	Percent
Gender	Male	213	64.5
	Female	117	35.5
Age	20-30	35	10.6
	31-40	112	33.9
	41-50	119	36.1
	51-60	35	10.6
	Above 61	29	8.8
Education Level	University degree and above	99	30.0
	College graduate	163	49.4
	Secondary school level	61	18.5
	Primary school and below	7	2.1
Marital Status	Single	97	29.4
	Married	212	64.2
	Divorce	11	3.3
	widowed	7	2.1
	Cohabitation	3	0.9
Origin/nationality	Africa	95	28.8
	Europe	112	33.9
	America	80	24.2
	Asia and pacific	18	5.5
	Australia	25	7.6
Occupation	Employed	96	29.1
	Retired	103	31.2
	Self-employed	128	38.8
	un-employed	3	0.9
Travel experience to Ethiopia	First time	224	67.9
	Repeat	106	32.1

Source: Field Survey, 2023/24

The educational background of the respondents' shows that 99(30.0%) of the respondents hold a

University degree and above, 163(49.4%) of the respondents are college graduates, 61 (18.5%) of the respondents completed secondary school and 7(2.1%) completed primary school. Thus, most of the respondents are college graduates. This shows that the majority of the respondents have an ability to understand and fill the questionnaire well. As far as the origin of the respondents is concerned 95(28.8%) are from Africa, 112(33.9%) of the respondents are from Europe, 80(24.2%) of the respondents are from America, 18(5.5%) of the respondents are from Asia and pacific, 25(7.6%) of the respondents from Australia. This shows that majority of the international tourists are from Europe. This tells us Addis Ababa City receives large number of tourists from Europe. The marital status of the respondents shows that 97(29.4%) of the respondents are single, 212(64.2%) of the respondents are married, 11(3.3%) of the respondents are divorced, 7(2.1%) of the respondents are widowed and 3(0.9%) of the respondents are cohabited. Thus, the majority of the respondents are married. The employment status of the respondents shows that 96(29.1%) of the respondents are employed. 103(31.2%) of the respondents are retired and 128(38.8%) of the respondent are self- employed and 3(0.9%) of the respondents are un-employed. Hence, this implies that most of the respondents are self- employed. With regards to the traveling experience of tourists 224(67.9%) of the respondents are first time visit and 106(32.1%) of the respondents are repeat visit.

4.2.2 Descriptive Statistics Results

Descriptive statistics are brief descriptive coefficients that summarize a given data set, which can be either a representation of the entire or a sample of a population. It is mainly about mean score, standard deviation, maximum and minimum results of variables. Interpreting the result of these values was providing an indication of the impact of the independent variable (Pallant, 2005). According to Zaidaton&Bagheri (2009) the mean score below 3.39 was considered as low, the mean score from 3.40 up to 3.79 was considered as moderate and mean score above 3.8 was considers as high.

The following table shows the mean and standard deviation of variables obtained from 330 respondents. The statistical mean refers to the mean or average that is used to derive the central tendency of the data in question. As presented in the above table, the mean of the variables core product, location of the hotel, tourist facilities, safety and security, tour operator itinerary, price, hygiene and sanitation standards and service quality were found to be 3.09, 3.13, 3.22, 3.23, 3.08, 3.19, 3.13 and 3.35 respectively. From the summary of descriptive statistics result, core product, location of the hotel, tourist facilities, safety and security, tour operator itinerary, hygiene and sanitation standards and service quality have lowest average value implies that activities related to this variables provided to international tourists in Addis Ababa City is low. Furthermore, summary of descriptive statistics result depicted that there is moderate length of stay (M=3.65). On the other

hand, Standard deviation is a number used to tell how measurements for a group are spread out from the average (mean), or expected value. A low standard deviation means that most of the numbers are very close to the average and respondents expressed close opinion. A high standard deviation (relative to the mean) means that the numbers are spread out and respondents give variety of opinion. The standard deviation of price in the hotel is 1.02 indicates there were high variations among respondents response. Generally, One can learn from the table that respondents have relatively expressed a fairly close opinion and the mean seem to be a good fit of the data.

Table 4.2: Results of Descriptive Statistics Analysis (N=330)

Variables	Mean	Std. Deviation
Core Product	3.0980	.54832
Location of the Hotel	3.1263	.88877
Tourist Facilities	3.2222	.62909
Safety and Security	3.2276	.61514
Tour Operator Itinerary	3.0838	.79685
Price in the Hotel	3.1947	1.01925
Hygiene and Sanitation Standards	3.1292	.65071
Service Quality	3.3552	.58437
Tourist Length of Stay	3.6538	.71390

Source: Field Survey, 2023/24

4.3. Correlation Analysis

The Correlation analysis is done to examine this relationship between independent variables and dependent variable. Its coefficient is a statistical measure of the strength of a relationship between paired data. In a sample it is denoted by and is by design constrained as;

$$-1 \leq r_s \leq 1$$

Its interpretation is the closer r_s is to +/- 1 the stronger the relationship. Correlation is an effect size so we can verbally describe the strength of the correlation using the following guide for the absolute value of r_s:

- 0.01 - 0.09 "Negligible association"

- 0.10 - 0.29 "low association"

- 0.30 - 0.49 "moderate association"

- 0.50 -0.69 "strong association"

Source: Joe W. Kotrlik, *et.al* (2011)

Table 4.3. Pearson Correlation Matrix (N=330)

		Core Product	Location of the Hotel	Tourist Facilities	Safety and Security	Tour Operator Itinerary	Price	Hygiene and Sanitation	Service Quality	Tourist Length of Stay
Core Product	Pearson Correlation	1	.076	.247**	.348**	.115*	.051	.376**	.224**	.377**
	Sig. (2-tailed)		.168	.000	.000	.036	.356	.000	.000	.000
Location of the Hotel	Pearson Correlation	.076	1	.010	.038	.016	.681	-.005	.119*	-.049
	Sig.(2-tailed)	.168		.860	.488	.779	.000	.928	.030	.374
Tourist Facilities	Pearson Correlation	.247**	.010	1	.157*	.191**	-.162*	.326**	.250**	.360**
	Sig. (2-tailed)	.000	.860		.004	.000	.003	.000	.000	.000
Safety and Security	Pearson Correlation	.348**	.038	.157*	1	.080	.028	.328**	.183*	.430**
	Sig. (2-tailed)	.000	.488	.004		.148	.608	.000	.001	.000
Tour Operator Itinerary	Pearson Correlation	.115*	.016	.191**	.080	1	-.032	.114*	.306**	.150*
	Sig. (2-tailed)	.036	.779	.000	.148		.563	.038	.000	.006
Price	Pearson Correlation	.051	.681**	-.162*	.028	-.032	1	-.133*	.001	-.187*
	Sig.(2-tailed)	.356	.000	.003	.608	.563		.015	.982	.001
Hygiene and Sanitation Standards	Pearson Correlation	.376	-.005	.326**	.328**	.114	-.133	1	.150*	.407**
	Sig. (2-tailed)	.000	.928	.000	.000	.038	.015		.006	.000
Service Quality	Pearson Correlation	.224**	.119*	.250**	.183*	.306**	.001	.150*	1	.269**
	Sig.(2-tailed)	.000	.030	.000	.001	.000	.982	.006		.000
Tourist Length of Stay	Pearson Correlation	**.377**	**.049**	**.360**	**.430**	**.150***	**-.187***	**.407**	**.269**	1
	Sig.(2-tailed)	0.000	.374	.000	.000	.006	.001	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed)

Source: Field Survey, 2023/24

Pearson Correlations results in table 4.3 showed that there is moderate significant positive relationship between independent variables core product($r = 0.377$), tourist facilities($r = 0.360$), safety and security($r = 0.430$) and hygiene and sanitation standards($r = 0.407$) with the dependent

variable tourist length of stay. There is low significant positive association between service quality(r = 0.269) and tour operator itinerary(r = 0.150) with tourist length at 1% level of significance. Price has low significant negative association with tourist length of stay at 1% level of significance

4.4. Diagnosis Test about Assumptions of Regression Analysis

Some tests were conducted in order to ensure the appropriateness of data to assumptions regression analysis. Diagnosis tests are performed aiming to avoid invalid results. The diagnosis tests result revealed that the model has passed all the tests i.e. have no serial correlation, heteroscedasticity, multi-colinarity and non- linearity. It has also fulfilled the assumption of normality.

4.4. 1. Linearity Test

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables. To determine whether the relationship between the dependent variable tourist length of stay and the independent variables core product, location of the hotel, tourist facilities, safety and security, tour operator itinerary, price, hygiene and sanitation standards and service quality is linear; plots of the regression residuals through SPSS V24 software had been used.
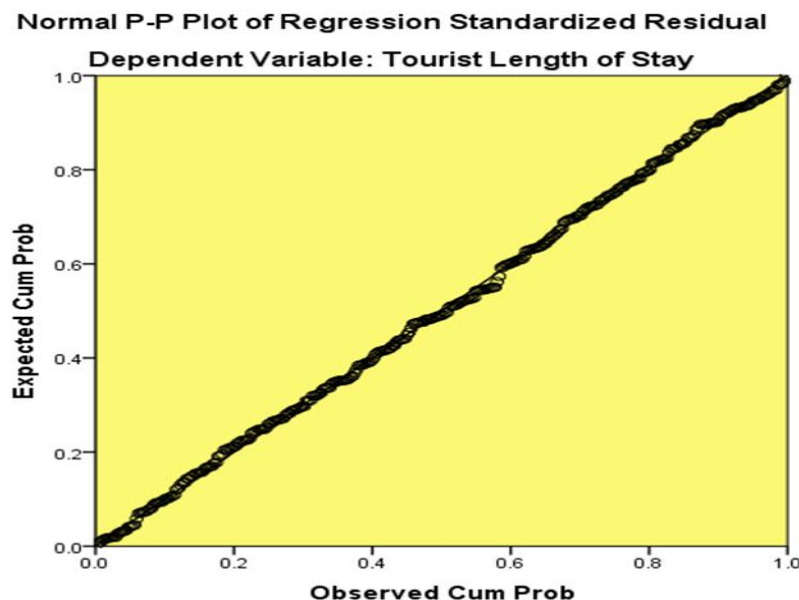
Figure 4.1: Linearity test (Field Survey, 2023/24)

From graph the P-P plot (see Figure 4.1 above) of standardized residuals shows no large difference in the spread of the residuals from left to right. This result suggests the relationship is linear.

4.4.2. Testing Normality

The Central Limit Theorem contends that the data obtained from a sample size of 30 or more should be normally distributed, regardless of the population structure in the study (Ghasemi & Sahediasl, 2012). In this regard, the 330 usable responses recorded for this study exceeded the minimum norm to satisfy the central limit theorem assumption. Multiple regressions require the independent variables to be normally distributed. The linear regression analysis requires all variables to be multivariate normal. This assumption was checked with a histogram chart. As per the classical linear regression models assumptions, the error term should be normally distributed or expected value of the errors terms should be zero ($E(ut) = 0$)
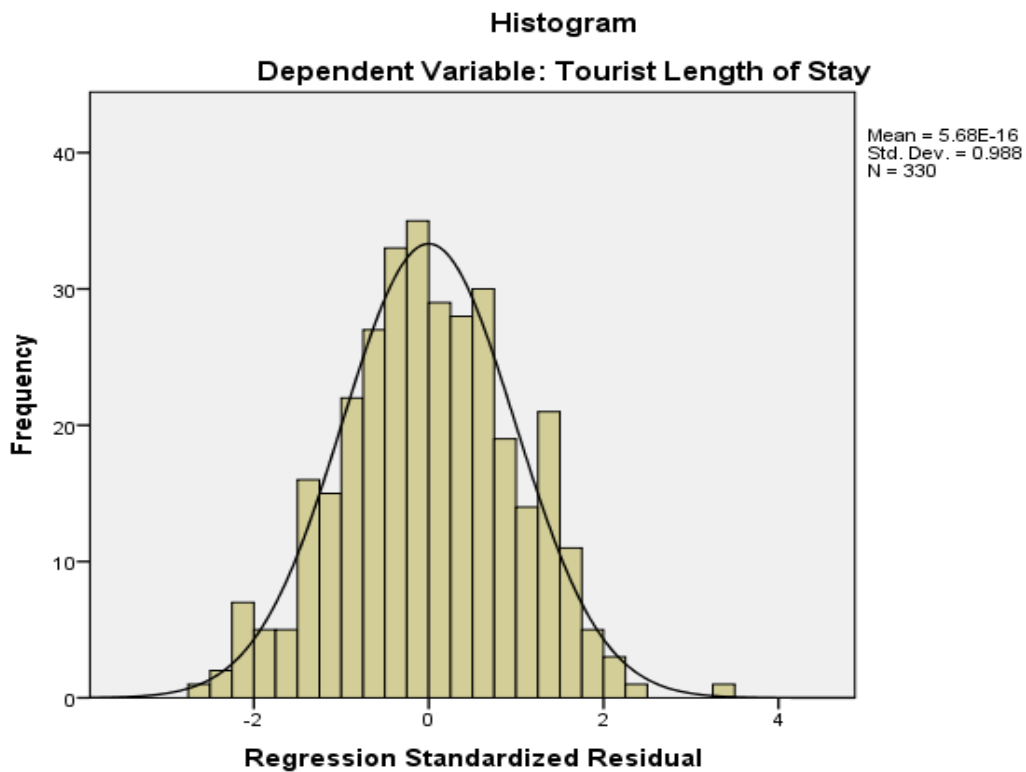
Figure 4.2: Normality test (Field survey, 2023/24)

Figure 4.2 above shows the frequency distribution of the standardized residuals compared to a normal distribution. As you can see, although there are some residuals (e.g., those occurring around 0) that are relatively far away from the curve, many of the residuals are fairly close to 0. Moreover, the histogram is bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed. Thus, no violations of the assumption normally distributed error term.

4.4.3. Test of Multicollinearity

The aim of this test is to analyse whether the independent variables are correlated each other. This test is done by analysing the value of tolerance and variance inflation factor (VIF).

Multicollinearity exists when tolerance value below 0.10 and Variance Inflation factor (VIF) greater than 10 in the correlation matrix are the causes for the Multicollinearity existence(Field, 2009; Adhista, 2015). Tolerance is a statistics used to indicate the variability of the specified independent variable that is not explained by the other independent variables in the model.

Table 4.4: Multicollinearity Test

Independent and control Variables	Collinearity Statistics	
	Tolerance	VIF
Core Product	.765	1.307
Location of the Hotel	.510	1.961
Tourist Facilities	.805	1.242
Safety and Security	.822	1.217
Tour Operator Itinerary	.890	1.123
Price	.492	2.031
Hygiene and Sanitation Standards	.745	1.342
Service Quality	.824	1.213

Source: Field survey, 2023/24

The value of tolerance from all independent variables are more than 0.1 while, the values of VIF are less than 10. It means that all independent variables are not correlated each other and free from multicolinearity. In the same way, multicollinearity exists when there are strong correlations among the predictors and the existence of r value greater than 0.80 (Field, 2009). The multicollinearity test above indicates that there were no multicollinearity problems that alter the analysis of the findings; rather it leads to the acceptance of r value in table 4.3, tolerance and VIF values.

4.4.4. Test of Homoscedasticity

Constant variance (Homoscedasticity)**:** the assumption of multiple linear regressions is error assumption that is error terms should have a constant variance; if this assumption violated; there is a problem of homoscedasticity, which is a problem of data treated before analysis.

The opposite is heteroscedasticity "different scatter", where points are at widely varying distances from the regression line. As figure 4.3 scatterplot shows a violation of this assumption. There is no clear pattern in the distribution. The points are at widely varying distances from the regression line. It is hertroscedasticity as a result reduces the exactness of the estimates in OLS linear regression.
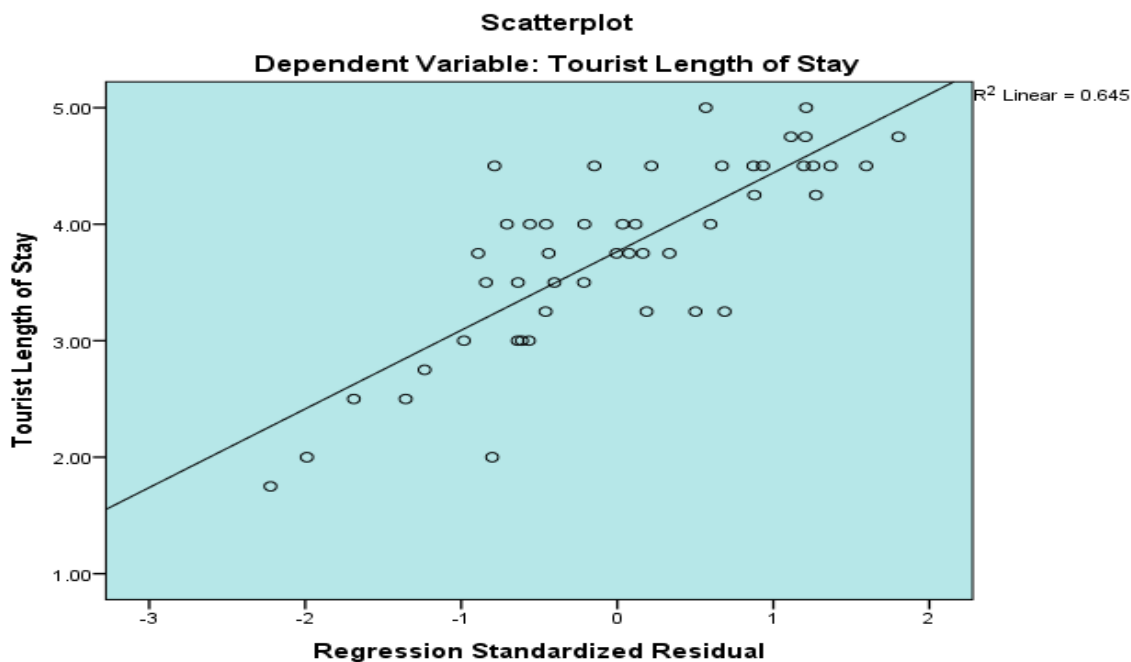
Figure 4.3: Heteroscedasticity Test (Field survey, 2023/24)

As figure 4.3 scatterplot shows a no violation of this assumption. There is no clear pattern in the distribution. The points are at widely varying distances from the regression line. Therefore, there is no Hertroscedasticity problem.

4.4.5. Autocorrelation Test

Linear regression analysis requires that there is little or no autocorrelation in the data. Autocorrelation occurs when the residuals are not independent from each other.

The assumption of non-autocorrelation is plausible in the case of cross-sectional data. Violation of this assumption frequently occurred in the case of time series data. Durbin-Watson statistic is applied to test the assumption that our residuals are uncorrelated. The value of this statistic can fall in between 0 to 4. For this assumption to be met, the DW value needs to be close to 2. From our test, the value of Durbin Watson is about 1.887, it lies between 0<1.887<4(see table 4.5 below). Therefore the data in this research is free from the problem of autocorrelation since the Durbin-Watson statistic is closer to 2.

4.5 Multiple Linear Regression Analysis

Multiple regression analysis is a powerful technique used for predicting the unknown value of a variable from the known value of two or more variables also called the predictors. It is an extension of simple linear regression used to predict the value of a variable based on the value of two or more other variables. The variable to be predicted is called the dependent variable (or sometimes, the outcome, target or criterion variable). The goal of multiple linear regressions (MLR) is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable. In essence, multiple regressions are the extension of ordinary least-squares (OLS) regression that involves more than one explanatory variable.

Table 4.5: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807[a]	.656	.647	2.4562	1.887

Source: Field survey, 2023/24

In the above table 4.5 using the linear regression coefficient of R and the corresponding R^2, we can assess how well the model fits the data for the study. Multiple R is the correlation between the observed value of y and the value of y predicted by the multiple regression models. Therefore large values of the multiple R represent a large correlation between the predicted and observed values of the outcome. In this study the R square statistic tells us the proportion of variance in the independent variable that is accounted for by the dependent variable. Table 4.5 shows that the adjusted R Square value is 64.7%. It means that of the variation in tourist length of stay could be explained by the eight independent variables (core product, location of the hotel, tourist facilities, safety and security, tour operator itinerary, price, hygiene and sanitation standards and service quality) and other unexplored variables may explain the variation in tourist length of stay which accounts for about 35.3%.

Table 4.6: ANOVA Table

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	61.588	8	7.699	23.295	0.000
Residual	106.086	321	0.330		
Total	167.675	329			

Source: Field survey, 2023/24

a. Predictors: (Constant), Cp, Loh, Faci, Saf, Tourite, Pri, HaSS, Serqua

b. Dependent Variable: Tourist Length of Stay

The ANOVA table 4.6 above, demonstrations the overall model adequacy, and this board help us to make sure the above model (on model summary table) is statistically significant predictor of the tourist length of stay since the p value is less than .05 therefore, a significant amount of tourist length of stay influenced by the core product, location of the hotel, tourist facilities, safety and security, tour operator itinerary, price, hygiene and sanitation standards and service quality. Furthermore, it can be concluded as, the overall regression model is significant, $F = 23.295$, $p < .05$, $R^2 = 0.656$ (i.e., the regression model is a good fit of the data well).

Table 4. 7: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.633	.298		2.120	.035
Core Product	.209	.066	.160	3.160	.002
Location of the Hotel	.029	.050	.036	.582	.561
Tourist facilities	.187	.056	.165	3.327	.001
Safety and security	.323	.057	.278	5.683	.000
Tour operator itinerary	.019	.042	.021	.447	.655
Price	-.125	.044	-.179	-2.829	.005
Hygiene and Sanitation Standards	.175	.056	.159	3.096	.002
Service Quality	.130	.060	.106	2.172	.031

Note: ** indicates the regression coefficients are significant at 5% level of significance.

a. Dependent Variable: Tourist Length of Stay

Source: Field survey, 2023/24)

4.5.1. Model Specification and Interpretation of Results

Accordingly, the result of coefficient value of regression analysis indicated that the predictors variables core product ($\beta1$=.209, p-value=0.002), tourist facilities ($\beta3$=.187, p value=0.001), safety and security ($\beta4$=.323, p value=0.000), hygiene and sanitation standards($\beta7$=.175, p value=0.002 and service quality ($\beta8$=.130, p value=0.031) have a positive and significant effect on dependent variable (tourist length of stay) at 5 % level of significance. However, the price ($\beta5$=-.125, p value=0.005) have a negative significant effect on dependent variable (tourist length of stay) at 5 % level of significance. The other predictor variable location of the hotel ($\beta2$=.029, p value=.561) and tour operator itinerary ($\beta5$=.019, p value=0.655) have insignificant positive effect on dependent variable (tourist length of stay) at 5 % level of significance.

Based on the above table finding we can develop the following estimated regression model:

$$Y = \beta_0 + \beta_{i1}X_1 + \beta_{i2}X_2 + \beta_{i3}X_3 + \beta_{i4}X_4 + \beta_{i5}X_5 + \beta_{i5}X_6 + \beta_{i5}X_7$$

Where $\beta0$ is the constant term $\beta i1$, β_{i2},…….. β_{i6} are estimated regression coefficients.

Standardization Regression Equation

Tourist Length of Stay = .633+ .209 (Core Product) + .029 (location of the hotel) + .187 (tourist facilities) +.323 (safety and security) +.019 (tour operator itinerary) -.125 (price) +.175 (hygiene and sanitation standards) +.130 (service quality)

In this study the Constant term, is .633. This implies that the value of tourist length of stay is 0.633 when the Beta value of core product, location of the hotel, tourist facilities, safety and security, tour operator itinerary, price, hygiene and sanitation standards and service quality equal to zero. The Beta value for the seven independent variables implies for each unit increase in the positive effect of core product, location of the hotel, tourist facilities, safety and security, tour operator itinerary, hygiene and sanitation standards and service quality there is Beta value of (.209, .029, .187, .323, .019, .175 and .130 respectively) units increase on tourist length of stay. However, the Beta value for price implies for each unit increase in the positive effect of price there is Beta value of .125 units decrease on tourist length of stay. The insignificance of location of the hotel on tourist length of stay be explained with the fact that considering the area of the study there is no significant difference in location of the hotels, Sky Light Hotel, Haile **G**rand Hotel and Saro Maria Hotel related to service providing. As long as the three hotels provides a standard service there is no significant influence on international tourist length of stay. As long as tour operator itinerary is

mainly relied on the interest of the tour operators, the itinerary developed by the tour operator has insignificant relationship with tourist length of stay in the study area.

4.6. Discussion of Results

This section discusses the findings presented in correlation analysis (table 4.3) and regression analysis (table 4.5 and 4.7) and the results were compared with local and international literature. Here, the regression results obtained from the model were utilized to test the hypotheses developed in chapter Two.

Core Product

As shown in the table 4.3 and table 4.7, the result of correlation analysis and regression analysis revealed that core product had a positive and significant effect on tourist length of stay with values (r = .377, β = .209, p =0.002) at 5 % level of significance. This implies that we accepted (supported) the alternative hypothesis (H_1) stating that core product has significant relation with tourist length of stay. The result of the correlation as shown in the table 4.3 also indicated that there is a moderate significant positive relationship between core product and tourist length of stay ($r = 0.377$). The beta coefficient describes that keeping the other variables constant, a one unit increment in the core product leads to an increase in tourist length of stay by 0.209. This implies the core product increases tourist length of stay. Thus when core product is good, will lead to increase in tourist length of stay. And also this research was agreed with the study made by Girum (2018) According to the research there is positive relation between core product and tourist length of stay. Similarly a study by Locker (2002) in his study of in New Zealand compared what hotel managers and business guests believed were the determinants of length of stay. A study by Ramanathan (2010) further suggests that room quality, cleanliness and food are components of product quality. The services and facilities offered by a hotel or hotel attributes are those features of products or services that lead consumers to choose one product over others (Lewis, 1983).

Location

As shown in the table 4.3 and table 4.7, the location of the hotel on tourist length of stay was found statistically insignificant ($r = 0.049$, $\beta = 0.029$, $p = 0.561$) at 5 % level of significance leading to failed to accept the research hypothesis four (H_2 is not supported). So, we can conclude that location of the hotel is not a determinant influence on tourist length of stay. Therefore, this implies that the result of finding did not support the alternative hypothesis (H_2) stating that location of the hotel has significant relation with tourist length of stay. The result of the correlation coefficient (r

= 0.049) as shown in the table 4.3 also indicated that there is a positive insignificant relationship between location of the hotel and tourist length of stay. This result is contradicted with Shovel, McKercher, Ng, & Birenboim (2011), study on hotel location and tourist activity in cities in Hong Kong. The study revealed hotel's location has a profound impact on tourist movements, with a large share of the total tourist time budget spent in the immediate vicinity of the hotel. In other words, Yusoff & Abdullah (2010) found that in the content of location attribution items, convenient location has highest voted for by Middle East tourists.

Tourist Facility

The other interesting variable included in the above regression coefficient table 4.7, Tourist facility with a coefficient of .187 and p-value =0.001. Since the p-value is below the statistically significant level of 5%, we can conclude that tourist facilities have significant relation with international tourist length of stay. The beta coefficient describes that keeping the other variables constant, a one unit increment in the Tourist facility leads to an increase in tourist length of stay by 0.187. In addition, the coefficient is positive which indicates that Tourist facility has a positive influence tourist length of stay. As result, the finding supported the alternative hypothesis (H$_2$) that tourist facility has significant relationship with tourist length of stay.

The result of the correlation coefficient(r = .360) as shown in the table 4.3 indicated that there is a significant positive moderate association between tourist facility and tourist length of stay. This may be the reason that the tourist facility with it variety and quality hotel, resort, and apartment, traditional houses, pensions banks) are quite obtrusive to foster international tourists length of stay in the study area. This findings is consistent with Raju (2009) indicated that tourism facility is one of the very important parts that determine international tourist length of stay within tourist destinations. In accordance with this, (Ahmed, 2010) noted that spacious facilities and services with variety and quality is a decisive factor in determining tourist length of stay. Hence, tourist length of stay at a destination often leans on the availabilities and quality of tourist facilities (Nicolas et al., 2012). Similar finding by Nicolas et al., (2012) also revealed that tourist length of stay at a destination often leans on the availabilities and quality of tourist facilities.

Safety and Security

The beta value of safety and security is .323 and P<0.05. It shows that any activities that assure safety and security in tourist destinations has a significant relation with tourist length of stay. The beta coefficient describes that keeping the other variables constant, a one unit increment in the

safety and security leads to an increase in tourist length of stay by 0.323. The result of the correlation coefficient(r = .430) as shown in the table 4.3 indicated that there is a significant positive moderate association between safety and security and tourist length of stay. This result of the present study is further reinforced by Kovari (2011) who ascertained that the success or failure of tourism destination depends on being able to provide a safe and secure environment for tourists. As tourist demand safe and secured environment, it is the mandate of tourism destinations to provide an enabling environment for tourists travelling and staying at a particular tourist area (WTO, 2016). A study by Israel (2020) also revealed that Personal safety and security also has strong association (chi-square value= 34.1846, P = 0.000) with the length of tourist staying time. Thus, findings of the present study revealed that safety and security are vital to carry out tourism related activities and determine tourists" length of stay.

Tour operator Itinerary

As shown in the table 4.3 and table 4.7, the impact of tour operator itinerary on tourist length of stay was found statistically insignificant (r = 0.150, β = .019, p = 0.655) at 5 % level of significance leading to failed to accept the research hypothesis four (H$_5$ is not supported). So, we can conclude that tour operator itinerary has not a statistically significance influences on tourist length of stay. Therefore, this implies that the result of finding did not support the alternative hypothesis (H$_5$) stating that tour operator itinerary has positive and significant effect on tourist length of stay. The result of the correlation coefficient (r = 0.150) as shown in the table 4.3 also indicated that there is a positive weak significant relationship between tour operator itinerary and tourist length of stay.

A content analysis was conducted by Negese (2018) for a sample of 50 tour operator itinerary among 400 tour operators base in Addis Ababa mostly organize a tour in the historic rout of Ethiopia (MOCT 2018). As per tour operator's itinerary the package in Addis Ababa City Commonly they organize a tour by combining transportation, accommodation, and meal and entrance fee at a duration of days and it shows that tour operator itinerary bases on the developed and promoted attraction in line with tourist preference. Besides, most tour operators" emphasis on developed attractions by considering tourist preference in the study area (Irawan et al., 2013). Therefore, the researcher is safe to conclude there is insignificant relationship between tour operator itinerary and tourist length of stay.

Price

As the survey result of this study referred the beta coefficient of price is -.125 and P<0.05. In Addis

Ababa city price has significant influence on international tourist length of stay. The beta coefficient describes that keeping the other variables constant, a one unit increment in the price leads to an decrease in tourist length of stay by 0.125.The result of the correlation coefficient(r = -.187) as shown in the table 4.3 indicated that there is a significant negative low association between price and tourist length of stay. In line with this result, Horner and Swarbrooke (2007) mentioned that price is an important aspect of the tourist length of stay. Often international tourists" length of stay and their decision mainly depends on price of products and services. It is also stated that the cost of accommodations, transportation to the destination and within the destination, cost of tour packages and entrance fee have a significant relationship with tourist length of stay (Christie &Crompton, 2001). Likewise, the price of the tourism service and the affordability of tourists during their stay at a hotel affect the length of stay (Jannit & Aeka, 2016). In most instances, when price increases, the tourists" length of stay will decrease. Therefore, the researcher is safe to conclude price has a significant impact on international tourist length of stay in Addis Ababa city.

Hygiene and Sanitation

As shown in the table 4.3 and table 4.7, the result of correlation analysis and regression analysis revealed that a hygiene and sanitation standard had a positive and significant effect on tourist length of stay with values (r = .175, β = .407, p =0.002) at 5 % level of significance. The beta coefficient describes that keeping the other variables constant, a one unit increment in the hygiene and sanitation standard leads to an increase in tourist length of stay by 0.407. The result of the correlation as shown in the table 4.3 also indicated that there is a low significant positive relationship between a hygiene and sanitation standard and tourist length of stay (r = 0.175). A hygiene and sanitation has significant relation with international tourist length of stay in Addis Ababa city. This finding is also consistent with the findings of Yusoff & Abdullah (2010) indicated that hygiene and sanitation is one of the important parts that determine international tourist length of stay.

Service quality

As per the multiple linear regression model result of the current study, the beta value of service quality is .130 and P<0.05. The beta coefficient describes that keeping the other variables constant, a one unit increment in the service quality leads to an increase in tourist length of stay by 0.13. It depicted that service quality has a significant relationship with international tourist length of stay in Addis Ababa city. The result of the correlation as shown in the table 4.3 also indicated that there is a moderate significant positive relationship between service quality and tourist length of stay (r = 0.269). Quality services such as food and beverage, accommodation, facilities, hospitability of local

people and tour guide service in Addis Ababa city also encouraged visitors to experience more and stay longer. This may be the reason that Addis Ababa City is as an emerging tourist destination, pertinent services offered by service providers would be crucial to retain customers for more nights. In line with this, Mukhles (2013) noted that quality services in conjunction with other products in tourism determine tourist length of stay. Moreover a study by Vesna (2015) also revealed that highly satisfied tourists spread positive word-of-mouth and in effect become walking, talking advertisements for providers whose service has pleased them and encourages longer stay.

4.7. Summary of Hypothesis Test Results

The eight hypothesis proposed in this study were tested statistically. Table 4.8 highlights the summary of hypotheses test result. The study's hypothesis testing was made based on β and P values. Hence using those coefficient results, the proposed hypotheses for this study were tested as follows.

Table 4.8: Summary of the Hypothesis Test

Hypothesizes	Uns. Beta	P- value	Test Result
H_1: Core Product has significant relation with tourist length of stay.	.209	.002	Supported
H_2: Location of the Hotel has significant relation with tourist length of stay	.029	.561	Not Supported
H_3: Tourist facility has significant relationship with tourist length of stay	.187	.001	Supported
H_4: Safety and security has significant relationship with tourist length of stay	.323	.000	Supported
H_5: Tour operator itinerary has significant relationship with tourist length of stay	.019	.655	Not Supported
H_6: Price in the hotel has significant relationship with international tourist length of stay	-.125	.005	Supported
H_7: A hygiene and sanitation standard has significant relationship with length of stay	.175	.002	Supported
H_8: Service quality has significant relationship with tourist length of stay	.130	.031	Supported

Source: Field Survey, 2023

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1. Introduction

Addis Ababa City is the first destination in terms of both arrivals and receipt of international tourists (MOCT, 2015). However, Ethiopia in general and Addis Ababa city in particular are experiencing poor tourism performance both in attracting tourist arrivals and receipt of tourism compared to other African countries especially Kenya, Tanzania, Uganda and South Africa. Tourism earning in particular hotels depend not only the arrivals but also the visitors" spending pattern and their length of stay at the hotels. Due to this reason the current study was initiated to examine the factors affecting international tourists' length of stay hotels in Addis Ababa City. In this section conclusions, recommendations based on the research findings and some limitation and implications for future research are presented as follows.

5.2. Conclusion

According to the finding obtained from descriptive analysis result Addis Ababa City receives large number of tourists from Europe. Furthermore, a descriptive statistics result depicted that there is moderate (M=3.65) length of stay. The findings from the correlation analysis result show that there is moderate significant positive relationship between independent variables core product, tourist facilities, safety and security and hygiene and sanitation standards with international tourist length of stay. There is low significant positive association between service quality and tour operator itinerary with tourist length at 1% level of significance. Price in the hotel has significant negative relationship with tourist length of stay at 1% level of significance.

Therefore, from the correlation and regression analyses it can be conclude that core product, tourist facilities, safety and security, price, hygiene and sanitation standards and service quality are the determinants factors of international tourist length of stay at star rated hotels in Addis Ababa City. However, locations of the hotel and tour operator itinerary have insignificant influence on international tourist length of stay at 5% level of significance. The rationale behind to tour operator itinerary is itinerary is prepared as per the available attractions in the City. Tourist facilities like nightlife and entertainment activities, recreation facility, banking and financial system, water based activities, presence of variety accommodation, health and medical facilities, food and beverage facilities, shopping facilities, transport facilities are crucial in determining international tourist length of stay in star rated hotels in Addis Ababa City

The study indicates safety and security plays a key role in the number of nights tourists spent in the City. That is, the tourists who come to Addis Ababa City required safe and secure environment during their duration of stay. Service quality has significant relationship with international tourist length of stay. This includes hospitable community and friendliness of local people, tour guiding service, service quality in accommodation and catering establishment, service quality in attraction site. Another determinant of international tourist length of stay in Addis Ababa City is price. This includes, price of local transport, accommodation charges, food and beverage cost, guiding fee, tour package price, price of local commodities, entrance fee charges. Therefore, transportation, accommodation and other tourism service price is the decisive factor for tourist length of stay decision.

5.3. Recommendations

Based on the study finding the following main recommendations are forwarded:

➲ The study confirms that core product, tourist facilities, safety and security, price, hygiene and sanitation standards and service quality are the determinants factors of international tourist length of stay. As a result, this is a clear signal to Addis Ababa City rated hotels that they cannot ignore these factors so as to keep and or increase tourist length of stay in Addis Ababa

➲ Addis Ababa City Hotels shall often provide authentic food, beverage and room facilities to tourists coming from different corners of the world.

➲ Apart from hotel services, the local government bodies and public institutions provide services like online payment systems and credit card systems that tourists would like to help tourists during their stay in the Hotels. Therefore, it recommended that the provision of the tourist's facilities in line with general facilities and services to satisfy the needs and experience of tourists at Hotels.

➲ Regarding about price, the researcher suggested that all services provided by star rated hotels shall have prices that consider the purchasing power of the tourist.

➲ Safety and security shall get a prime attention in the study area. Thus, to provide a lucrative and safe environment: Addis Ababa City police force, local communities, tourism business operators and destination management bodies ought to work together.

- The hotel industry in Addis Ababa City give pay an attention to have the following safety and security tools and materials for international tourists: Security camera/CCTV, full time security personnel in the hotels premises, Guestroom chain locks/latches, and in-room safe deposit box, Emergency exit, Fire alarm and Pee hole /lens for international tourists' when they are selecting the hotel.

- Hotel hygiene and sanitation such as cleanliness of guest, cleanliness of food and beverage service area, clean lines of hotel's rest room, hotel's dining room, cleanliness of hotel's lobby and cleanliness of hotel's corridor always maintained by creating awareness to clean workers in hotels.

5.4. Limitations of the Study and Implications for Future Research

As similar with other research work the present study has some limitations that are considered.

- First, the study was conducted only four and five star category hotels in Addis Ababa City. It does not consider 1, 2 and 3 star hotels. Future research works shall focus on to conduct further study by including 1, 2 and 3 star rated hotels and how the factors affect the length of stay of tourists shall also be examined.

- Second, this research assessed from the international tourist's perspective in Addis Ababa City. Hence, this research didn't include perceptions from domestic tourists. Future research works shall focus on to conduct further study by including domestic tourists in order to investigate factors that affect the length of stay.

- Third, pertaining to the methodological aspects, this research was used a close ended self-administer questionnaire, future research shall also emphasis on key informant interview and focus group discussion too.

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Appendixes

Appendix 1: Tourist Survey Questionnaire

DEBRE BERHAN UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF TOURISM MANAGEMENT

Dear Respondents,

I am postgraduate student in Debre Berhan University. I am conducting a research entitled: "FACTORS AFFECTING TOURIST LENGTH OF STAY IN STAR RATED HOTELS IN ADDIS ABABA CITY, ETHIOPIA" for the partial fulfillment of Master of Tourism & Hospitality Management. I do appreciate it if you could spare a few minutes in filling my questionnaire and participate in the study that aims to addresses factors affecting tourist length of stay in Star Rated Hotels in Addis Ababa City, Ethiopia. I guarantee that your answers will remain confidential and will be used for academic purpose only. Please note that your answer should reflect your own personal opinion.

If you have any enquire or would like to obtain the result of the research you are kindly advised to communicate the researcher using the following address:

Cell phone: +251 -913-65-99-52

Email: teme3001ara@gmail.com

Thank you for your cooperation!!

Sincerely,

TemesgenAragie

Part One: Respondent's Profile

Instruction: Place a mark (√) in the spaces provided after each question to reflect your answer the most accurately.

1. Nationality: _____

2. Origin: Africa☐Europe☐America☐Asia & pacific☐Australia☐

3. Gender: Male ☐   Female ☐

4. Age (in years): 20-30☐31-40☐41- 50☐51-60☐   above 61☐

5. Educational Level: University degree &above☐College Graduate☐

Secondary school level☐Primary School &below☐

6. Marital status:Single☐Married ☐Divorced☐Widowed☐   Cohabitation ☐

7. Employee status: Employed ☐   Retired ☐ Un-employed☐ Self-employed ☐

8. Travel Experiences to Ethiopia: For first time ☐Repeat☐

Part Two: Factors that determine tourist length of stay

Dear respondents by using the following scale rate please put a tick mark ("✓") in the box for your appropriate answer on each element on the space provided.

How would you judge (evaluate) the level of the following factors in your length of stay decisions in Star Rated Hotels in Addis Ababa City, Ethiopia? Please rate them on a scale "1"=Completely Unimportant, "2"=A little Important,"3"=Neutral,"4"=Important and "5"=Very Important.

Factors that determine tourist length of stay	Completely Unimportant	A little Important	Neutral	Important	Very Important
	1	2	3	4	5
1. Core Product					
1.1 Varieties and quality of menu served in the bar & dining					
1.2 Size and interior of guest bedrooms (floor, windows, ceiling, Furniture, bathroom, separate of smoking areas …etc.)					
1.3 In-room business service (in-room fax machine, printer, computer, data port, high-speed internet access, working desk, good lighting to read/work)					
1.4 In-room entertainment (in- room VCR/DVD, digital TV, in-room Video games accessible to TV, additional TV in bathroom)					
1.5 In room free services (free room-delivered continental breakfast, local telephone calls, newspaper)					
1.6 Availability of onsite souvenir shop.					
2. Location of the Hotel					
2.1 Convenience to access the hotel					

2.2	Proximity to the airport and other transportation centers					
2.3	Proximity to shopping center					
2.4	Comfortable and attractive environmental setting					
2.5	Proximity to down town					
3.	**Tourist facilities**					
3.1	Nightlife and entertainment activities (e.g. bars, disco, fun, dancing) Banking & financial system					
3.2	Banking & financial system					
3.3	Food and beverage facilities &service					
3.4	Easily access of shopping facility					
3.5	Transport facilities					
4.	**Safety and security**					
4.1	Full time security personnel in the hotels premises					
4.2	Guestroom chain locks/latches					
4.3	In-room safe deposit box					
4.4	Emergency exit					
4.5	Fire alarm					
4.6	Pee hole /lens					
4.7	Security camera/CCTV					
5.	**Price**					
5.1	Hotel's food price					
5.2	Hotel's beverage price					
5.3	Guest room price.					
5.4	Meeting halls price					
5.5	Gym price					
5.6	Laundry service price					
5.7	Swimming pool price					
5.8	spa and massage service price					
5.9	Ironing machine price					
5.10	Telephone service price					
6.	**Hygiene and Sanitation Standards**					
6.1	Over all hygiene and cleanliness of guest rooms					
6.2	Over all hygiene and cleanliness of meeting halls					
6.3	Over all hygiene and cleanliness of food and beverage service areas					
6.4	Over all hygiene and cleanliness of hotel's rest room					
6.5	Over all hygiene and cleanliness of hotel's dining room					

6.6	Over all hygiene and cleanliness of hotel's corridor					
6.7	Over all hygiene and cleanliness of hotel's lobby					
6.8	General appearance of Hotel					
7.	**Service Quality**					
7.1	Staffs' courteousness					
7.2	Staffs' friendliness					
7.3	Staffs' ability to understand guest's request easily and responding accordingly in provision of service					
7.4	Speed and efficiency of service					
7.5	Staff confident of the service delivery					
7.6	General appearance of Hotel					
7.7	Speed of internet connection					
8.	*Tour operator itinerary*					
8.1	Availability of package					
8.2	Inclusiveness of package					
8.3	Flexibility of package					
8.4	Diversification					
8.5	Nobility/Uniqueness					

Part Three:-Examining Tourist length of stay in Addis Ababa City

Dear respondents by using the following scale rate please put a tick mark ("✓") in the box for your appropriate answer on each element on the space provided. How would you judge (evaluate) your length of stay in Star Rated Hotels in Addis Ababa City? Please rate them on a scale "1"=Completely Unimportant, "2"=A little Important,"3"=Neutral,"4"=Important and "5"=Very Important.

1.	**Measuring tourist length of stay**					
1.1	I had good experience in the study area					
1.2	I was satisfied in the duration of stay					
1.3	I had a repeated purchase					
1.4	hotel is attractive					
1.5	Length of stay in hotel was short(1-3 night)					
1.6	Length of stay in hotel was medium(1-30 night)					
1.7	Length of stay in hotel was long (1-30 night)					
1.8	I have stayed at the hotel as per the pre decisions					

1.9	Diversified attraction makes to stay more nights at the hotel					
1.10	Hotel is competitive					

Appendix III: Software Output

A. Results of Descriptive Statistics

```
DESCRIPTIVES VARIABLES=Cp LOH Faci Saf Tourite Pri HaSS Serqua Tls
  /STATISTICS=MEAN STDDEV MIN MAX.
```

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Core Product	330	1.80	4.60	3.0980	.54832
location of the hotel	330	1.00	5.00	3.1263	.88877
Tourist facilities	330	1.50	4.83	3.2222	.62909
Safety and security	330	1.80	5.00	3.2276	.61514
Tour operator itinerary	330	1.00	5.00	3.0838	.79685
Pri	330	1.00	5.00	3.1947	1.01925
Hygiene and Sanitation Standards	330	1.40	4.83	3.1292	.65071
service quality	330	1.80	5.00	3.3552	.58437
Tourist Length of Stay	330	1.75	5.00	3.6538	.71390
Valid N (listwise)	330				

B. diagnosis Test about Assumptions of Regression Analysis

Charts

Histogram
Dependent Variable: Tourist Length of Stay

Mean = 5.68E-16
Std. Dev. = 0.988
N = 330

50
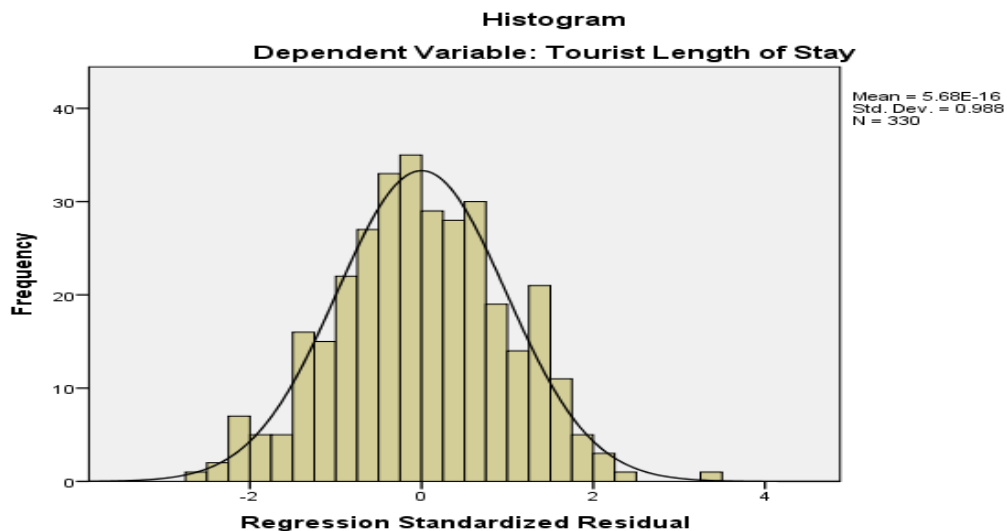
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Tourist Length of Stay
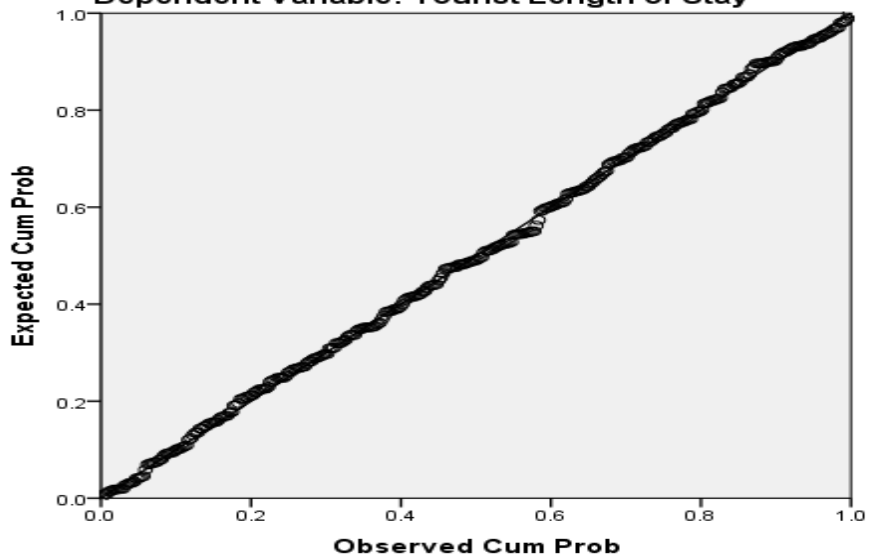
Scatterplot
Dependent Variable: Tourist Length of Stay

C. Regression Analysis results

Regression

```
[DataSet1] C:\Users\Dell\Desktop\teme SPSS data. final for analysis.sav
```

Variables Entered/Removed[a]

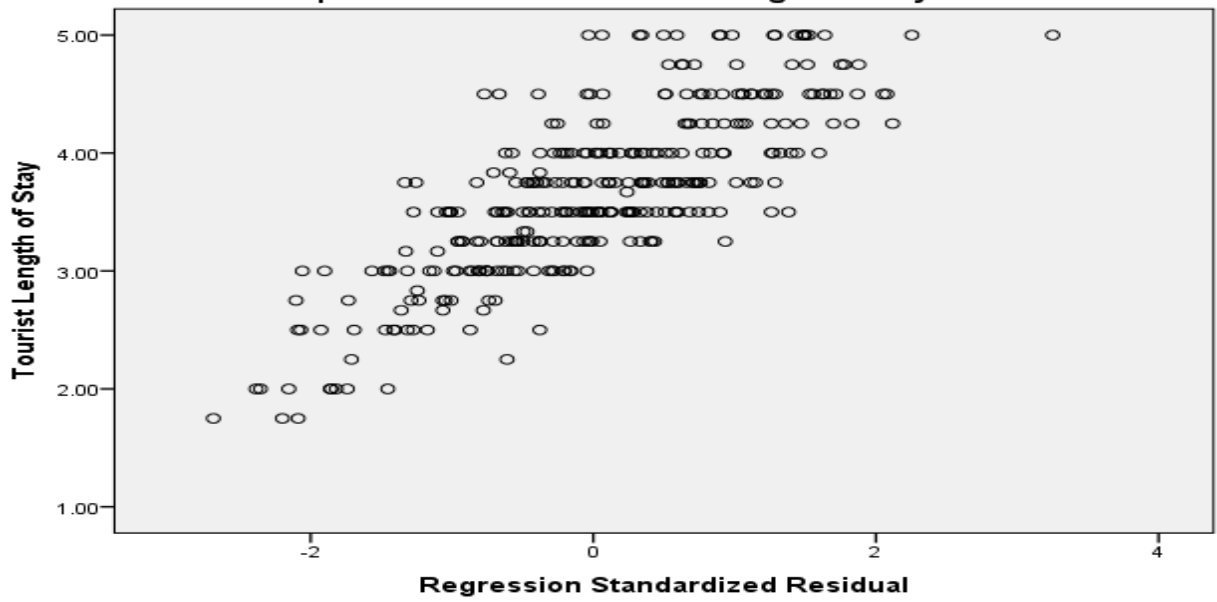| Model	Variables Entered	Variables Removed	Method
1	service quality, Pri, Safety and security, Tour operator itinerary, Tourist facilities, Core Product, Hygiene and Sanitation Standards, location of the hotel[b]	.	Enter

a. Dependent Variable: Tourist Length of Stay

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807[a]	.656	.647	2.4562	1.887

a. Predictors: (Constant), service quality, Pri, Safety and security, Tour operator itinerary, Tourist facilities, Core

Product, Hygiene and Sanitation Standards, location of the hotel

b. Dependent Variable: Tourist Length of Stay

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.588	8	7.699	23.295	.000[b]
	Residual	106.086	321	.330		
	Total	167.675	329			

a. Dependent Variable: Tourist Length of Stay

b. Predictors: (Constant), service quality, Pri, Safety and security, Tour operator itinerary, Tourist facilities, Core Product,

Hygiene and Sanitation Standards, location of the hotel

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	.633	.298		2.120	.035
Core Product	.209	.066	.160	3.160	.002
location of the hotel	.029	.050	.036	.582	.561
Tourist facilities	.187	.056	.165	3.327	.001
1 Safety and security	.323	.057	.278	5.683	.000
Tour operator itinerary	.019	.042	.021	.447	.655
Pri	-.125	.044	-.179	-2.829	.005
Hygiene and Sanitation Standards	.175	.056	.159	3.096	.002
service quality	.130	.060	.106	2.172	.031

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
	Core Product	.765	1.307
	location of the hotel	.510	1.961
	Tourist facilities	.805	1.242
1	Safety and security	.822	1.217
	Tour operator itinerary	.890	1.123
	Pri	.492	2.031
	Hygiene and Sanitation Standards	.745	1.342
	service quality	.824	1.213

a. Dependent Variable: Tourist Length of Stay

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Core Product	location of the hotel
	1	8.682	1.000	.00	.00	.00
	2	.130	8.168	.00	.00	.08
	3	.055	12.514	.00	.02	.00
	4	.033	16.278	.00	.03	.25
1	5	.027	18.010	.01	.00	.05
	6	.023	19.240	.00	.03	.46
	7	.021	20.337	.00	.20	.02
	8	.019	21.548	.00	.69	.14
	9	.010	29.969	.98	.03	.00

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions

		Tourist facilities	Safety and security	Tour operator itinerary	Pri	Hygiene and Sanitation Standards
1	1	.00	.00	.00	.00	.00
	2	.01	.00	.02	.17	.02
	3	.00	.04	.72	.00	.07
	4	.32	.23	.04	.13	.00
	5	.04	.03	.14	.00	.57
	6	.31	.14	.00	.44	.00
	7	.22	.49	.03	.00	.07
	8	.00	.00	.03	.15	.25
	9	.10	.06	.01	.10	.02

a. Dependent Variable: Tourist Length of Stay

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6007	5.0189	3.6538	.43266	330
Residual	-1.54521	1.86900	.00000	.56785	330
Std. Predicted Value	-2.434	3.155	.000	1.000	330
Std. Residual	-2.688	3.251	.000	.988	330

a. Dependent Variable: Tourist Length of Stay