ADDIS ABABA UNIVERSITY
COLLEGE OF DEVELOPMENT STUDIES
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EXAMINING LOCAL FOOD SUPPLY CHAIN MANAGEMENTPRACTICES IN ENHANCING PURCHASE PRACTICES: THE CASE OF STAR-RATED HOTELS IN ADDIS ABABA.

THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES, TOURISM DEVELOPMENTAND MANAGEMENT PROGRAM IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR MASTERS OF ARTS IN TOURISM DEVELOPMENT AND MANAGEMENT

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Abbreviations

UNWTO: Unit Nations World Tourism Organization

Acronyms

AP: Actual Purchasing

LI: Logistics Integration

MIS: Mutual Information Sharing

SC: Supply Chain

SCI: Supply Chain Integration

SCM: Supply Chain Management

SD: Standard Deviation

SI: Supplier Integration

SSP: Strategic Supplier Partnership

TSCM: Tourism Supply Chain Management

X: Mean

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Approval Sheet

This is to certify that the thesis prepared by Nafyad Tadesse Kene, titled "Examining local food Supply Chain Management practices in enhancing actual purchasing: the case of star-rated hotels in Addis Ababa" and submitted to the Center for Environment and Development Studies, the College of Development Studies, and Addis Ababa University in partial fulfillment of the requirements for the Masters of arts in Tourism Development and Management, complies with the regulations of the university and meets the accepted standards for originality and quality.

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Abstract

Tourism is a multi-sectoral industry which has linkage with the various sectors of the economy such as agriculture. It is presumed that the sustainability and competitiveness of tourism businesses such as hotels partly depend on the performance of local food supply chain management practices. However, the integration between agriculture and tourism is quite fragmented in many tourist destinations in developing countries like Ethiopia. The objective of this study was to examine local food supply chain management practices in enhancing purchasing practices the case of star-rated hotels in Addis Ababa. The study applied mixed research approach, descriptive and Exploratory research designs. Primary and secondary sources were employed. Simple random sampling technique was employed to gather quantitative data using questionnaire from purchasing managers of 142 star-rated hotels and purposive sampling technique to gather interview data from 4 local food suppliers' managers. Quantitative data gathered using questionnaire was processed via SPSS version 26, and analyzed using descriptive statistics (frequency, percentage, mean, and standard deviation) and inferential statistics (multiple linear regression analysis and MANOVA). The results of descriptive statistics revealed that there is moderate level of mutual information sharing, supply chain integration, strategic supplier partnership, and actual purchasing. However, there is high level of logistics integration. Furthermore, the results of multiple linear regression analysis indicated that the dimensions of supply chain management practices namely mutual information sharing, supply chain integration, logistics integration and strategic supplier partnership have caused positive and significantly effect on local food a purchasing practice. On the other hand, The MANOVA result also revealed that there is not a statistically significant difference among the groups (star-rated hotels) in term of. The major local food supply chain related challenges faced by hotels are inconsistent supply of local food products, and poor transport infrastructure. Therefore, it is recommended that collective efforts should be made by star-rated hotels and local food suppliers to build mutual information sharing systems in order to increase the purchasing practices of star-rated hotels to purchase local food products.

Keywords: *Supply chain practices, Strategic supplier partnership, Supply chain integration, Logistics integration, purchasing practices, Addis Ababa*

Chapter one

1. Introduction

Despite the fact that Supply Chain Management practice has no agreed-upon definition, it is growing in importance and popularity (Aboneh & Belayneh, 2017). Supply Chain Management encompasses all activities related to acquiring raw materials, producing and assembling things, maintaining inventories and storage facilities, monitoring supply and demand, distributing, and delivering finished goods to clients (Shobayo, 2017). In the last 10 years, the focus has shifted to environmental challenges that affect entire tourism supply chains in addition to specific businesses (Saeed et al., 2018). The practices of a company's Supply Chain Management are a group of steps it takes to encourage good Supply Chain Management in order to provide greater customer value at a reduced cost to the supply chain as a whole (Aboneh & Belayneh, 2017). Supply Chain Management practices refer to the procedure of transforming raw materials into semi-finished or finished commodities and then delivering those products to customers through a distribution network (Adwiyah et al., 2020). Supply Chain management is a significant concept for functional integration across networks of organizations as opposed to merely individual enterprises (Shobayo, 2017).

The practices of Supply Chain Management (SCM) are "the management of upstream and downstream relationships with suppliers and customers in order to deliver superior customer value at less cost to the supply chain as a whole" (Amentae, 2016). Supply chain flexibility in the industrial and services industries as well as the desire to purchase local foods are directly impacted by supply chain integration, which consists of supplier integration, internal integration, external integration, and customer integration (Siagian et al., 2021). According to Pakurar et al. (2019), external integration refers to how closely a business works with its partners (suppliers and customers). Strategic supplier partnerships in the supply chain evaluate the accuracy and flow of information, customer relationships, and supply chain procedures with suppliers (Tarigan et al., 2021). Supply chain coordination needs to be more sophisticated and well-coordinated in order for any business to continually succeed and be profitable (Lemma et al., 2015). "Supply chain management" offers methods to enhance intra-company management, inter-company management, and integration (Saber et al., 2014).

Tourism Supply Chain Management (TSCM) practices aim to enhance the sourcing of raw materials, production, and consumer delivery of goods and services (Truong et al., 2017).
Supply chain integration (SCI) has been a hot topic in the operations and Supply Chain Management (SCM) literature due to its substantial importance in fostering collaborations and partnerships across functions and enterprises outside of national borders (Wong et al., 2017). The foundation of Supply Chain Management practice is the coordination and integration of numerous processes that take place both upstream and downstream of the supply chain (Jayalath et al., 2017). The overriding goal of Supply chain management is therefore to create a value chain network that consists of functional entities that work together to provide resources, information and goods and efficiently manage suppliers (Nduta, 2021).

Supply Chain Management in the tourism industry must support industrial efficiency, sustainability, and profitability due to the supply chain network's division into upstream and downstream ends, where both financial and non-financial corporate entities are integrally linked (Rahman & Zailani, 2017). In other words, the supply chain logistic integration combining the supplier and the client has advantages in terms of time efficiency, cost savings, and precise information exchange (Naway & Rahmat, 2019). According to Gorane and Kant (2017), supply chain integration includes all three of the following: efficient coordination, information exchange, and engagement in interactions between businesses and their customers and suppliers. Internal integration unites all internal processes in order to enhance communication and hasten the decision-making process (Siagian et al., 2021). Supplier integration strives to provide a seamless, effective flow of materials within the supplier network in order to prevent any obstacles in the procurement and manufacturing processes (Pakurar et al., 2019). By reducing production costs, increasing customer interest in purchasing locally grown food, and reducing uncertainty, supplier integration also helps to minimize transaction costs (Madzimure et al., 2020). Customer integration is a capability that firms can use to establish permanent differentiation with their preferred customers (Tank et al., 2023).

1.1. Statement of the problem

According to Weletji and Zerihun (2018), "Ethiopia has a large amount of local food and tourism potential, but factors like information sharing, poor infrastructure, and a lack of an effective marketing strategy have resulted in limited local food supply chain and Purchasing practicesof local food." Comparing food supply networks to supply chains for industrial items necessitates unusual Supply Chain Management practices (Kenea Amentae et al., 2015). The supply chain of agricultural products that are available to the service industry from local sources does not supply the hospitality sectors with fattened cattle, sheep, and goats, vegetables, milk and its byproducts, chicken and eggs, coffee, honey, and bamboo (Welteji and Zerihun, 2018). In addition, Supply Chain Management procedures act as a model for functional integration that includes both individual businesses and networks of businesses (Shobayo, 2017; Lotfi et al., 2013). The local food supply chain will have to match the way local food is actually produced, stored, handled and distributed (Horská et al., 2020). According to Molefe et al. (2018), tourism Supply Chain Management supports the effective management and integration of the network of tourism organizations that offer a variety of tourism-related goods and services for the distribution and marketing of travel-related services in a specific tourist destination.

As a result, for any business to operate profitably and consistently, as well as to meet consumers' growing demand for locally grown food, a more intricate and well-organized supply chain coordination is required (Lemma et al., 2015). Integration of supply chain logistics results in a well-coordinated supply chain that promotes mutual benefits (such as a sizable market share, operational efficiency, effective governance, and a respectable level of profit) and increases consumer interest in buying local goods (Kim et al., 2020; Naway & Rahmat, 2019). A variety of operational advantages, including cost savings and an increase in customer demand for locally farmed food, result from improved supply chain partner logistics integration (Naway & Rahmat, 2019). A supply chain can be more effectively integrated with linked companies by using Supply Chain Management practices, which include suppliers, manufacturers, distributors, retailers, and customers (Tarigan, Siagian, et al., 2021). Correctness, timeliness, sufficiency, and credibility are all factors in the quality of information sharing (Balda & Singh, 2020). The degree to which one provides sensitive and confidential information with a supply chain partner is referred to as the level (quantity aspect) of information sharing (Aboneh & Belayneh, 2017; Balda & Singh, 2020).

The organization's purchasing strategies must be properly strategically designed in order for the purchasing department to contribute to forging the optimum strategic alliance with the firm's suppliers (Tarigan & Siagian, 2021). However, strategic partnerships throughout the supply chain assess the quality and exchange of information as well as relationships with customers, suppliers, and other parties (Tarigan, Jiputra, et al., 2021; Handoko et al., 2015). A successful strategic collaboration requires a high level of dedication, trust, cooperation, and dependency (Tarigan & Siagian, 2021; Supply chain integration refers to how strategically a company engages with its supply chain partners, how collaboratively it manages its internal and external organizational processes, and how it increases the Purchasing practicesof local food (Balda and Singh 2020; Gorane & Kant 2017).The degree to which a corporation works in concert with its suppliers and clients is referred to as external integration (Pakurar et al., 2019; Wong et al., 2017). Supplier integration (SI) refers to the level of collaboration between manufacturers, services, and their suppliers when making decisions about the flow of materials as well as capacity planning, demand forecasting, inventory management, and replenishment (Piprani et al., 2020; Madzimure et al., 2020). Supplier integration also lowers production costs, boosts consumer interest in purchasing locally grown food, and reduces uncertainty, all of which result in lower transaction costs (Madzimure et al., 2020).

Nearly all studies on local food focused on the economic, environmental, and social-cultural impacts of locally produced foods. Additionally, supply chain management practices dimensions (namely supply chain integration, mutual sharing information, logistics integration, and strategic supplier partnership) have been done to determine the supply chain management performance identified by the previous studies. However, studies have not been done to determine the Purchasing practicesof local food in star-rated hotels in Addis Ababa yet. Therefore, this study was conducted to fill the study area, theoretical, and knowledge gaps.

1.2.Research Questions

1. How does logistics integration impact the purchase practices of local food?
2. What is the effect of strategic supplier partnerships on the purchase practices of local food?
3. What are the major challenges faced by star-rated hotels when dealing with local food suppliers?
4. How do supply chain integration and mutual information sharing affect the purchase practices of local food?

1.3. Research objective

1.3.1. General objective

The general objective of this study is to examine local food Supply Chain Management practices and their effect on enhancing actual purchasing; the case of star-rated hotels in Addis Ababa.

1.3.2. Specific Objectives

1. To examine the effect of logistics integration on the purchase practices of local food

3. To determine the effect of strategic supplier partnerships on the purchase practices of local food.

4. To examine the major challenges facing star-rated hotels when dealing with local food suppliers.

4. To examine the effect of supply chain integration and mutual information sharing on the purchase practices of local food.

1.4. Significance of the study

This study provides useful information for those searching for practical solutions to the highlighted tourism development conundrum, including Supply Chain Management practice development planners, policymakers, managers of the service sector, researchers, and futurists in the travel and tourism industries. The study can provide a conceptual framework that can guide future research to address the concerns of weak agriculture-tourism links and tourism Supply Chain Management practices in developing tourism nations. Understanding how locally produced food supply chains management practices contribute to the customers and consumers' desire to purchase for local food can be crucial for hotel managers, tourism planners, legislators, and researchers.

Such insights may encourage innkeepers and other tourism planners to take local food producers and suppliers into greater consideration, which may ultimately assist improve the purchasing practices of local food.

1.5. Scope of the study

The scope of the study was delimited in terms of the conceptual scope, geographical area, methodology applied, and unit of analysis.

- Conceptual scope: conceptually, this study was delimited to examine local food Supply Chain Management practices in enhancing actual purchasing.
- Geographical scope: geographically, this study was delimited to star-rated hotels located in Addis Ababa
- Methodological scope: this study is based on data gathered using interview and questionnaire. Quantitative data was analyzed using descriptive statistics, inferential statistics, MANOVA, and qualitative data were analyzed using thematic analysis.
- Unit of analysis: Pertinent data was gathered from purchasing managers of star-rated hotels and locally produced food suppliers' managers hence organization is the appropriate unit of analysis for this study.

1.6. Organization of the study

There are five chapters in this thesis. Introduction, definition of important terminology, limitations, and future research were all discussed in chapter one. The second chapter covered literature reviews, theoretical foundation of the study and Review of empirical studies, conceptual frameworks of the study, and Development of research hypotheses, respectively. Chapter three contains research methodology. The analysis, presentation, and discussion of the study's findings were covered in the fourth chapter. The conclusions, recommendations, references, and appendices were all covered in the last chapter (Chapter 5).

1.7. Definition of key terms

Local food: Local food can be define as a product that is produced and grown in the local area, has a local identity of the culture (Raji et al., 2018).

"A Supply Chain: is a network of facilities and distribution options that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these finished products to customers" (Tsige, 2018).

Supply chain management: The Global Supply Chain Forum (GSCF) has defined the supply chain management (SCM) as "the integration of key business processes from end user through original suppliers that provides products, services, and information that add value for customers and other stakeholders"(Engelseth & Hogset, 2016).

Supply chain integration: is defined as an effort to improve the connections between each chain the link, and (to facilitate) better decision making, and to get every link in the chain to interact more effectively, creating supply chain visibility, and identifying bottlenecks (Ibrahim & Hamid, 2012).

Supply Chain Management practices: defined as "the management of upstream and downstream relationships with suppliers and customers in order to deliver superior customer value at less cost to the supply chain as a whole (Kenea Amentae, 2015)."

Logistics integration: refers to the degree of cooperation, collaboration, interaction and coordination between logistics activities (Tukamuhabwa et al., 2021).

Internal integration: define as a process of interdepartmental interaction and collaboration that brings departments together into a cohesive organization (Baihaqi and Sohal, 2013).

Chapter two

2. Literature reviews of the study

2.1. Local food supply chain

S. (Sam) Kim et al. (2022) defines "local food" as meals that are authentically imbued with the location, culture, customs, cuisine, and culinary techniques and that are served to international

S. (Sam) Kim et al. (2022) defines "local food" as meals that are authentically imbued with the location, culture, customs, cuisine, and culinary techniques and that are served to international tourists at local restaurants. Local food remains a critical component of local cultures even though much of the value embedded in local food and the potential for social and economic benefits from the use of local food is being ignored (Thomas-Francois et al., 2018). The way in which local food is actually produced, processed, transported and consumed has a major impact on whether sustainability is actually implemented throughout the food supply chain (Horská et al., 2020).

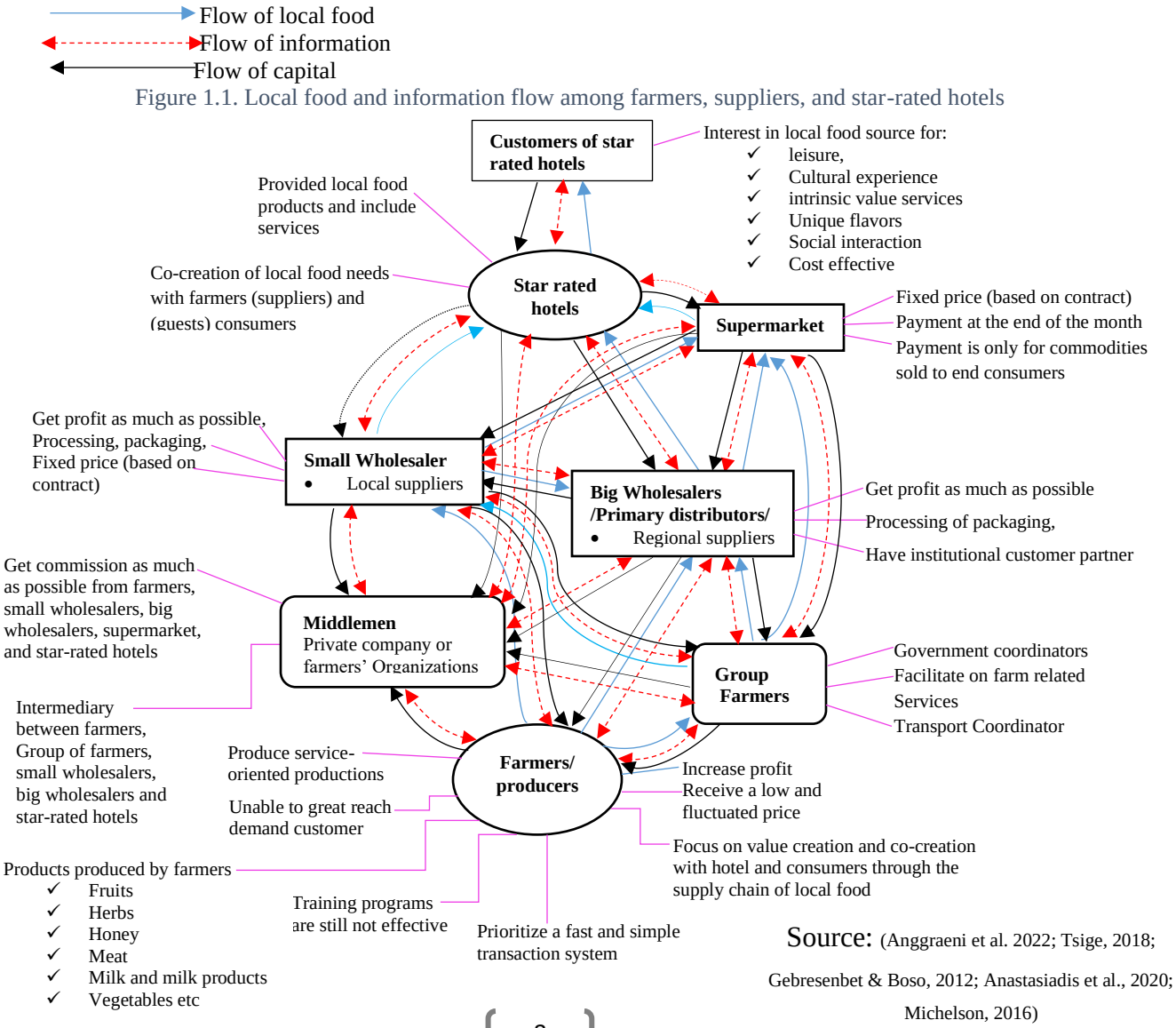


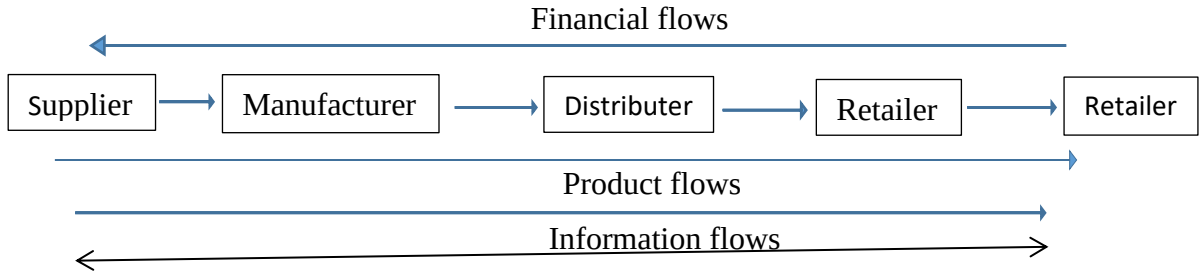
Figure 1.1. Local food and information flow among farmers, suppliers, and star-rated hotels

Source: (Anggraeni et al. 2022; Tsige, 2018; Gebresenbet & Boso, 2012; Anastasiadis et al., 2020; Michelson, 2016)

2.2. Supply Chain

The supply chain gives businesses the ability to respond to market uncertainty and gain a strategic advantage by allowing them to handle supply chain disruptions smoothly and affordably (Ali, 2021). A supply chain is made up of all the parties involved in receiving and fulfilling customer orders, from product suppliers to the end user (Tsige, 2018). According to Al-Aomar & Hussain (2017), the supply chain is "all those activities associated with the transformation and flow of goods and services, including money and information flows, from the sources of materials to end users." Suppliers, manufacturers, distributors, retailers, and customers are all involved in a typical supply chain, and they collaborate to optimize profit with the help of logistic providers like transporters (Tsige, 2018). “Supply chain is a sequence of decision making and execution processes and material, information, and money flows that aim to meet final customer requirements that takes place between different stages along the continuum, from point of production to final consumption (Amentae, 2016).” local food supply chain was not considered a partnership by suppliers but rather a buying and selling transactional relationship(Thomas-Francois et al., 2016). Supply chain systems that are used in the hospitality industry now tend to implement long term relationships with suppliers and trust fully in these suppliers (Politeknik Negeri Bali et al., 2020). A service oriented farmers-hotel local food supply chain facilitates stronger agriculture and tourism which can foster tremendous benefits for the stakeholders involved and also to tourism destination (Thomas-Francois et al., 2016).

Figure 2.1. Supply chain network, processes and flows



Source: adapted from Tsige (2018)

2.3. Supply Chain Management practices

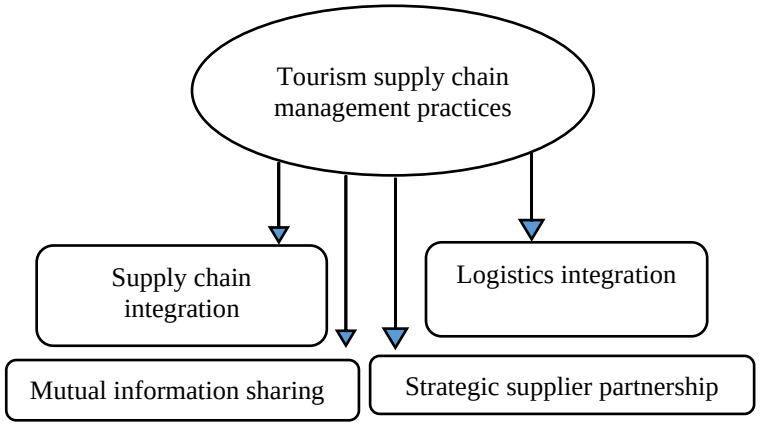
The importance of Supply Chain Management has increased over the past 10 years as a result of the increasingly competitive global business environment (Ahmed & Argaw, 2016). Food Supply Chain management is the process of managing upstream and downstream linkages in food supply chains in order to give customers access to wholesome, reasonably priced food (Amentae, 2016). Supply Chain Management practices as "the management of material, information, and financial flows through a network of organizations (i.e., suppliers, manufacturers, logistics providers, wholesalers/distributors, retailers) that aim to produce and deliver goods or services for the general public (Kumah, 2018)." In order to provide value for the end user through improved customer service and lower costs, Supply Chain Management methods also involve an integrated and process-oriented approach to the management, design, and control of the supply chain (Jayalath et al., 2017). Yahyazadeh and Omrani (2015), state that a network of operations within operational tourism-related firms is a common way to characterize the tourism supply chain. The management of the stakeholders in a tourism supply chain takes into account both the upstream and downstream connections (Kumah, 2018).

According to Molefe et al. (2018), tourism Supply Chain Management supports the effective management and integration of the network of tourism organizations that offer a variety of tourism-related goods and services for the distribution and marketing of travel-related services in a specific tourist destination. As a result, in order for agri-food businesses to fulfill their social responsibility, such obligations must be transformed into actual actions, financial investments, and collaborative relationships along the entire local food supply chain (Linnes et al., 2022). In order to increase customer satisfaction, Supply Chain Management aims to meet consumer demand quickly and affordably (Hu et al., 2019). The production, handling, storage, and distribution of local food must be taken into account along the entire food supply chain (Horská et al., 2020). Supply Chain management is essential to the company's efforts to maintain the marketability of its products (Tarigan, Siagian, et al., 2021). Supplier collaborations, overseeing client interactions and customer service, making overseas purchases, sharing information and technology, etc. (Handoko et al., 2015). Business and market structures are rapidly changing along the local food supply chain (James et al., 2013).

Businesses can work with suppliers, entrepreneurs, warehouses, and other storage facilities (distributors and retailers) using Supply Chain Management practices to produce and distribute goods at the proper time and location while also reducing costs and meeting customer demands (Tarigan, Siagian, et al., 2021). Due to their demonstrated advantages, which include quicker delivery times, better financial outcomes, improved customer satisfaction, increased supplier trust, and increased interest in purchasing regional delicacies, businesses all over the world adopt tourist Supply Chain Management strategies (Getnet et al., 2020). Customers are more ready to spend money when purchasing goods made locally using Supply Chain Management strategies than they would for a similar product made using sustainable tourism Supply Chain Management practices (Kim & Lee, 2018). Local food purchases have the primary goal of acquiring a tangible good, as opposed to experiential purchases, which have the goal of acquiring a life experience, an event or series of events that each person can personally experience (Linnes et al., 2022). Integration, responsiveness, customer management, supplier management, and information exchange are some of the Supply Chain Management practices that ensure the smooth operation of the business as a whole and increase Purchasing practices (Ahmed & Argaw, 2016).

According to Jayalath et al. (2017), the five dimensions of supplier partnership, customer relationship, level of information sharing, quality of information sharing, and delay can be used to frame the practices of supply chain management. In addition to successfully managing their supply chains, businesses set goals for themselves that include creating higher-quality goods and services, cutting waste, and satisfying customer requests (Ahmed & Argaw, 2016). The tourism Supply Chain Management practices best explains the procedure of locating, processing, and transferring necessary input, such as tangible products and product suppliers (Miraz et al., 2016). The two streams of Supply Chain Management practices are upstream, which concentrates on suppliers, and downstream, which concentrates on customers (Tarigan, Jiputra, et al., 2021). Strong strategic supplier partnerships, outstanding customer relationships, information exchange with business partners, information quality, delay, agreement and vision, and risk and reward sharing are the eight elements that make up Supply Chain Management practices (Tarigan, Jiputra, et al., 2021). Supply Chain Management (SCM) practices are employed to integrate the external actions of supply chain participants with internal organizational procedures (Truong et al., 2017).

Figure 3.1. Dimensions of tourism supply chain management practices



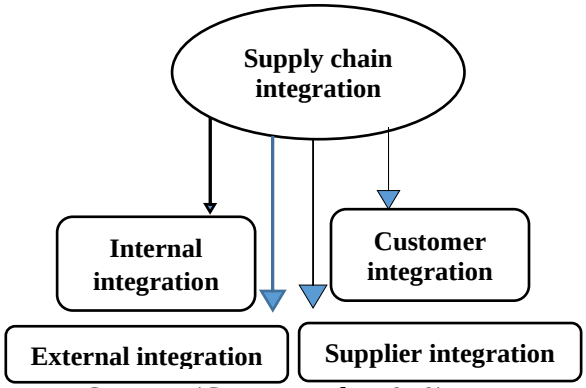
Suorce: (Truong et al., 2017).

2.4. Supply chain integration and its types

Four main levels of integration can be studied: internal, external, supplier, and customer integration. Getnet et al. (2020) defined supply chain integration as the interchange of communication and information across organizational boundaries amongst active supply chain players. In order to achieve improved Purchasing practicesin the supply chain, supply chain integration is based on a system approach that stresses the optimization of the supply chain's total system rather than focusing on optimizing a sub-system (Balda & Singh, 2020). According to Supply chain integration (SCI) has been a contentious topic in the literature on operations and Supply Chain Management (SCM) because of its critical role in developing cross-functional and cross-corporate interactions that transcend national boundaries (Wong et al., 2017). Balda and Singh (2020), supply chain integration as a company's strategic relationship with its supply chain partners and cooperative management of its internal and external organizational processes. In order for the supply chain to accomplish on-time delivery and boost actual purchasing, suppliers and customers must work together to integrate and coordinate information flow and procedures (Gorane & Kant, 2017). Manufacturing companies and service sectors are successfully fusing all internal variables with external suppliers and customers in order to increase performance and increase customer satisfaction (Ahmed & Argaw, 2016). According to Tarigan, Siagian, et al. (2017), integration with suppliers improves suppliers' trust in managing information sharing with them, which enables consumers to fulfill their demands and actual purchasings for locally produced food.

Integration of the upstream (suppliers) and downstream (customers) supply chains is referred to as supply chain integration (SCI) (Balda and Singh, 2020). Supply chain integration, which includes supplier integration, internal integration, and customer integration, has a direct impact on supply chain flexibility in the manufacturing and services sectors (Siagian et al., 2021). Supply chain integration's (SCI) overarching objective is to increase customer interest in purchasing locally produced food while achieving social, environmental, and economic sustainability (Balda & Singh, 2020). Starting with product development, delivering high-quality goods, disseminating information about process and specification changes, exchanging technologies, and providing design support, supply integration, or integration all the way down to suppliers, represents a shift in mentality from conflict to cooperation (Ahmed & Argaw, 2016). Getnet et al. (2020), assert that this integration is crucial for carrying out the whole distribution of a product from its point of origin to the consumers who will use it.

Figure 4.1. Levels of supply chain integration



Source; (Getnet et al., 2020)

2.4.1. Internal integration

The amount to which a manufacturer structures its own organizational strategies, procedures, and processes into cooperative, synchronized activities in order to meet the needs of its consumers is the definition of internal integration (Abdallah et al., 2014). Internal integration (cross-functional) is a process that aids in interaction, communication, and cooperation amongst the company's operations in order to accomplish its objectives (Tarigan et al., 2021). Internal concentration requires integrating and buffering in order to preserve the existing organization (Yunus & Tadisina, 2016). Internal integration is one method used by enterprises to convey information that consists of integrated processes and activities (Tarigan, Siagian, et al., 2021).

Internal integration refers to the extent to which organizational structures facilitate information sharing and shared decision making across internal departments in order to improve workflows and reach consensus (Wong et al., 2017). By reducing physical and organizational barriers, internal integration improves the links between distinct functions (Song et al., 2017). Internal integration unites all internal processes in order to enhance communication and hasten the decision-making process (Siagian et al., 2021). Internal integration is cooperation between several organizational departments or functional areas on the inside (Balda & Singh, 2020). Internal integration is the process by which several business departments share information and collaborate to guarantee efficient operations and improve the performance of the firm (Saengchai & Jermsittiparsert, 2019).

Internal integration refers to the extent to which a company connects and integrates its internal teams, departments, and data to facilitate collaboration and increase performance, competitiveness, and customer satisfaction (Pakurár et al., 2019). Internal integration improves cross-departmental communication, business performance, and the accomplishment of corporate goals (Piprani et al., 2020). Internal integration is a process that enables the company's functions to interact, communicate, and cooperate in order to accomplish its objectives (Tarigan, Siagian, et al., 2021). Internal integration involves fusing together and connecting data from various organizational departments, creating a searchable integrated database with key operational data, fusing together production processes using cutting-edge information systems, and fusing together the marketing and production departments using computerized planning systems (Abdallah et al., 2014). It is also one method through which companies can provide information that consists of integrated operations and activities (Tarigan, Siagian, et al., 2021).

2.4.2 External integration

External integration is the degree of partnership between a business and its partners (suppliers and customers) (Pakurar et al., 2019). External integration, information exchange, the development of collaborative techniques, shared decision-making, and system coupling with suppliers and clients (Wong et al., 2017). Through external integration with customers (downstream supply chain partners), it is possible to better understand consumer expectations and needs (Balda & Singh, 2020).

2.4.3. Supplier integration

Supplier integration describes the ongoing partnership between a company and its suppliers (Abdallah et al., 2014). Supplier integration is the cooperative interaction between the buyer and the upstream supplier (Yu et al., 2013). The contact and cooperation between a company and its suppliers is referred to as supplier integration in order to maintain a sufficient flow of supply (Madzimure et al., 2020). Supplier integration means cooperating on environmental projects, exchanging information, and addressing environmental issues with important suppliers to offer the business access to crucial expertise and resources related supply chain processes (Song et al., 2017). A buyer's company and its related suppliers must cooperate in order to input supplies into the buyer's firms and obtain outcomes that are acceptable to both parties (Tarigan, Siagian, et al., 2021). Supplier integration, a part of supply chain integration, boosts manufacturing flexibility by providing supplies that meet customer demands (Siagian et al., 2021). Supplier integration is the process of creating solid, long-lasting relationships with suppliers (Pakurár et al., 2019). Customer integration is expected to improve operational performance, whereas supplier integration is thought to enhance purchasing performance (Tarigan, Siagian, et al., 2021).

Supplier integration (SI) is the level of collaboration between manufacturers and their suppliers in making decisions about the flow of materials as well as capacity planning, demand forecasting, inventory management, and replenishment (Piprani et al., 2020). Supplier integration is an organizational process where suppliers and buying organizations share and use operational, financial, and strategic knowledge to produce benefits for both sides (Pakurar et al., 2019). The advantages of supplier integration include increased responsiveness, flexibility, and time savings (Madzimure et al., 2020). Risk and reward sharing, information sharing, coordination, trust, integrated processes, shared technology, long-term contracts, assistance with improving production processes, promotion of quality improvements, investment in supplier assets, involving suppliers in new product development, and shared gains from development efforts are just a few of the elements and activities that define supplier integration (Abdallah et al., 2014). Suppliers and enterprises must collaborate to create their material procurement plans, implement them, and change their behavior in order to improve firm performance (Tarigan, Siagian, et al., 2021). Upstream complexity can be reduced by supplier integration, which requires good communication, information sharing, and engagement with suppliers (Madzimure et al., 2020).

2.4.4. Customer integration

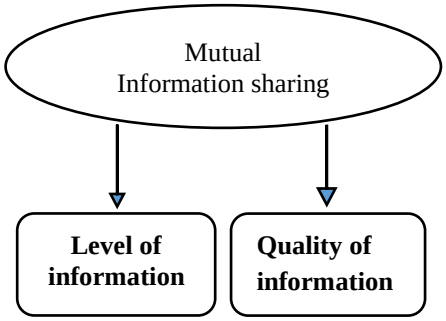
According to Abdallah et al. (2014), customer integration refers to "demand management practices through long-term customer relationship, satisfaction improvement, and complaint management." According to Wong et al. (2017), customer integration is the collaboration and partnership between a focal firm and its clients to manage ensuing inter-organizational operations through information sharing, group decision-making, system coupling, and cooperative planning. The consumer is the only individual who has the authority to choose and assess a product because they have the potential to make purchases (Pakurár et al., 2019). A buyer's company works together with its linked suppliers in order to enter supplies into the buyer's firms and produce results that are acceptable to both parties (Tarigan, Siagian, et al., 2021). Businesses must actively contribute in improving product quality and operational performance in order to maintain favorable relationships and increase customer satisfaction (Tarigan, Siagian, et al., 2021). According to Saengchai and Jermsittiparsert (2019), "customer integration" refers to the exchange of pertinent information between a company and a customer so that the customer is well aware of the company's vision and goal and the company is well aware of the customer's demands so it can successfully address them in the future. According to Pakurar et al. (2019), customer integration is the process of building long-lasting relationships with customers in order to learn about the market and technology and create products that meet customers' wants and increase their level of satisfaction.

2.5. Mutual sharing information

The ability of a business to effectively and efficiently exchange knowledge with the other partners in its supply chain is known as information sharing (Utami et al., 2019). The foundation of information management strategies is built by participants in the supply chain exchanging knowledge and learning from one another about common issues throughout the supply chain as a whole (Utami et al., 2019). Mutual information sharing among businesses is acknowledged as a competitive tactic that improves performance and as a necessary prerequisite for fruitful collaboration and supply chain performance improvement (Islami, 2022). Additionally, business partners can communicate on strategic approaches, general market conditions, and client information (Adwiyah et al., 2020).

These specifics could be strategic (such as marketing, customer data, and long-term corporate goals) or tactical (such as logistics, operations planning, and purchasing) (Islami, 2022). The coordination of information sharing throughout various supply chain stages is crucial for the success of global business optimization, and this coordination can only take place if supply chain players share their knowledge in an unambiguous way (Lemma et al., 2015). The management of information flow, with its primary characteristic being the sharing of information about the flow and demand requirements up and down the supply chain, is essential for the efficiency and effectiveness of the supply chain (Berhanu & Belayneh, 2017). Information sharing among partners in Supply Chain Management aids firms in improving their operational performance and business efficiency as a type of integration (Siagian et al., 2021). The performance of the supply chain was more significantly impacted by information exchange and information quality, and consumer interest in purchasing locally produced food increased (Naway & Rahmat, 2019).

Figure 5.1 Mutual information sharing



Source: (Aboneh & Belayneh, 2017)

2.5.1. Levels of information

The amount of information sharing refers to the extent to which important and private information is shared with one's supply chain partner (Juan Ding et al., 2014). The level (quantity aspect) of information sharing refers to the extent to which crucial and private information is shared with one's supply chain partner (Aboneh & Belayneh, 2017). The quantity of sensitive information that is communicated amongst supply chain actors is referred to as the level of information sharing (Balda & Singh, 2020). According to Supun and Sigirige (2023), these dimensions are the amount of information given, the accuracy of the information shared, and the timeliness of the information. Mutual information sharing and information quality level affect how well information is exchanged in a partnership (Ince et al., 2013).

2.5.2. Quality of information

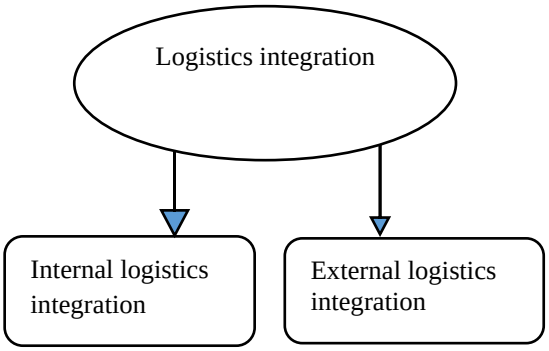
Securing the integrity of the information that is conveyed is essential for effective Supply Chain Management (SCM) in light of these precise locations (Saber et al., 2014). The timeliness, adequacy, accuracy, and authenticity of the information conveyed among supply chain participants are key factors in the quality of information sharing (Balda & Singh, 2020). Accuracy, timeliness, applicability, and credibility of information sharing are all examples of information quality (Juan Ding and colleagues, 2014). According to Adwiyah et al. (2020), contend that having the right information is essential for decision-making since it will influence a company's future success and whether or not customers will buy local food. Examples of information sharing quality include the accuracy, timeliness, adequacy, and reliability of the information shared (Saber et al., 2014). One of the key elements that enhance the degree of integration between the supply chain partners toward the implementation of SCM is the caliber of information conveyed throughout the supply chain (Balda & Singh, 2020). Aspects of the quality of information sharing include accuracy, regularity, sufficiency, and dependability of information exchanges between a company and its suppliers (Adwiyah et al., 2020). Correctness, timeliness, and appropriate formatting are the elements that define the quality of information (Juan Ding et al., 2014).

2.6. Logistics integration

Internal logistics operations were typical prior to the 1970s, and they were typically seen as cost centers with little potential for innovation (Kim et al., 2020). In other words, the supply chain logistic integration combining the supplier and the client has advantages in terms of time efficiency, cost savings, and precise information exchange (Naway & Rahmat, 2019). Integrating logistics results in a supply chain that is well-coordinated, encouraging benefits for both parties (such as a sizable market share, operational efficiency, effective governance, and a respectable level of profit) (S. T. Kim et al., 2020). The use of techniques for managing information and material flow throughout the supply chain that are related to the supplier and the customer is referred to as logistical integration in the context of Supply Chain Management (Naway & Rahmat, 2019). Internal logistics integration refers to a company's capacity to link internally carried out logistics operations into a flexible process to satisfy client needs (Tukamuhabwa et al., 2021). Effective logistics integration can help to reduce supply chain risks such excess inventories, urgent deliveries, and protracted lead times (Kim et al., 2020).

The integration of logistics with suppliers and customers is essential for providing value to consumers and for the development of competitive competencies including quality, delivery flexibility, and cost (Tukamuhabwa et al., 2021). Both sides gain from a well-coordinated supply chain created by logistics integration, including a sizable market share, operational efficiency, effective governance, and a decent amount of profit (Kim et al., 2020). Based on internal and external integration aspects, logistics integration was measured (Tukamuhabwa et al., 2021). In order to achieve high levels of integration, business processes must be dynamically coordinated both inside and outside of organizational boundaries (Kim et al., 2020).

Figure 6.1. Logistics integration

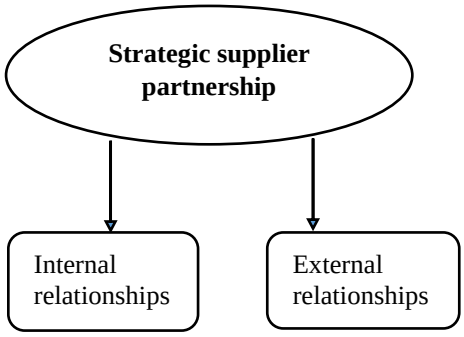


Source: (Naway & Rahmat, 2019)

2.7. Strategic supplier partnership

Supplier relationships, customer relationships, information quality, and information exchange are all evaluated by strategic partnerships in the supply chain (Tarigan, Jiputra, et al., 2021). A successful strategic relationship requires a high level of dedication, trust, cooperation, and dependency (Tarigan & Siagian, 2021). Strategic supplier partnership with suppliers enables companies to work more effectively with a small number of important vendors who are willing to share responsibility for the success of the products (Saber et al., 2014). A strategic supplier partnership prioritizes direct, long-term ties and encourages teamwork when formulating plans and solving problems (Saber et al., 2014). Strategic supply chain alliances are long-term, mutually advantageous relationships between businesses or individuals who supply resources to target companies (Sukati et al., 2020). Partnerships with suppliers enable companies to work more effectively with a small number of important vendors who are willing to share responsibility for the success of the products (Saber et al., 2014).

Figure 7.1. Strategic supplier partnership



Source: (Tarigan & Siagian, 2021)

2.8. Purchasing Practices of Local food

Both purchasing and logistics have contract negotiation experience and deal with external suppliers in general that can be used in forming supply chain relationships (Politeknik Negeri Bali et al., 2020). The distribution of local food from local farmers directly to consumers and the evolving phenomenon of buying fruits and vegetables directly from farmers is known as local food buying (Levy et al., 2021). Driven by bottom-line performance, the hospitality chain industry sees purchasing as a logical part of effective purchasing and supply chain management practices (Politeknik Negeri Bali et al., 2020).

2.9. Theoretical foundation of the study

2.9.1. Stakeholder theory

The stakeholder model was developed by Freeman in 1984 (Huge-Brodin et al., 2020). When a misunderstanding is likely to have a detrimental effect on the organization and when effective communication is in the best interests of both parties, the stakeholder theory attempts to address the issue of cooperation between major partners (Tullberg, 2013). Stakeholder theory provides a normative and practical framework that is advantageous for including stakeholders in managerial decision-making (Chiu and Wang, 2015). The basic principle of the stakeholder theory is the idea that factors other than return on investment, such as the value that firms provide to their employees, clients, and host community, determine the optimal performance (Edeigba & Arasanmi, 2022). The stakeholder theory contends that each active stakeholder contributes to an organization's success (Chatchawanchanchanakij et al., 2019). The concept places a focus on supply chain participants working together while pursuing long-term win-win results (Qazi et al., 2022).

According to the stakeholder theory, a company's profitability and social disclosure quality are predicted to be positively correlated, but that a company's leverage and social disclosure quality are predicted to be negatively correlated (Chiu & Wang, 2015). According to Huge-Brodin and associates (2020), "internal and external groups will influence organizational practices." Understanding the different people who both influence and are affected by a company's externalities, such as its environmental impact, may be made simpler by the stakeholder theory. Resource dependence theory and resource-based approach external orientations are directed by stakeholders (van Weele & van Raaij, 2014).

2.10. Review of empirical studies

Welteji and Zerihun (2018) conducted research in Ethiopia on the procedures, difficulties, and chances of the connection and symbiotic coexistence between tourism and agriculture resulting from direct, indirect, and induced influences in Bale Mountains National Park. They claimed that, rather than tourism, agriculture is the primary source of income for people who live in the study region. On the other hand, issues with sanitation and health, a lack of consumer interest in purchasing locally produced food, the modest size of the tourism market, the absence of favorable investment opportunities in both sectors, the inability of local farmers to market their products effectively, the absence of local intermediaries, and the absence of marketing channels are all problems that place local food products between the two industries' supply chains in a precarious position. This data implies that the drop in local food consumption cannot be attributed to supply chain ties between tourism and agriculture.

In terms of the availability of local sources for the supply of agricultural outputs to the tourism industry, the results indicate that most respondents do not provide the travel industry and visitors with fattened cattle, sheep and goats, vegetables, milk and its byproducts, chicken and eggs, coffee, honey, and bamboo.Tufa (2013) conducted research on Economic and agronomic analysis of the seed potato supply chain in Ethiopia: The study was carried out in Jeldu and Welmera districts. The study's findings are expected to enhance not only potato yield in the areas under investigation but also seed yield in other, less developed regions. Farmers are anticipated to react favorably to increased yields and to be more inclined to implement measures that they anticipate will result in increased yields or improved potato quality.

The farmers in the relatively developed locations covered by this study were able to predict the effects of various attribute levels since they had some experience with varying seed production levels, from very basic to more advance. Through comparison of various production processes, researchers are able to determine the relative contributions of the attribute levels obtained. The results demonstrated that there are differences in the performance of seed potato supply chains with regard to cost, seed quality, flexibility, and responsiveness. Regarding their significance for enhancing the sub-indicators of the seed potato supply chain performance, the actors in the chains also differed. The findings of this thesis suggest that enhancing the agronomic and economic aspects of seed systems generally, and seed supply chains specifically, can lead to improvements in seed availability and quality.Chaka et al., (2016) have conducted a study on analysis of the logistics and supply chain methods for warqe food products in Ethiopia. They discovered that the supply chain suffered from a number of significant defects, including a lack of links between producers and consumers, inadequate infrastructure and transportation systems, and packaging issues. Inadequate market infrastructure and warehouse services, inadequate market regulations, limited market access, and other market issues were also observed. Since a small group of people control the supplies in the central market, it is difficult for producers and processors to penetrate the urban market.

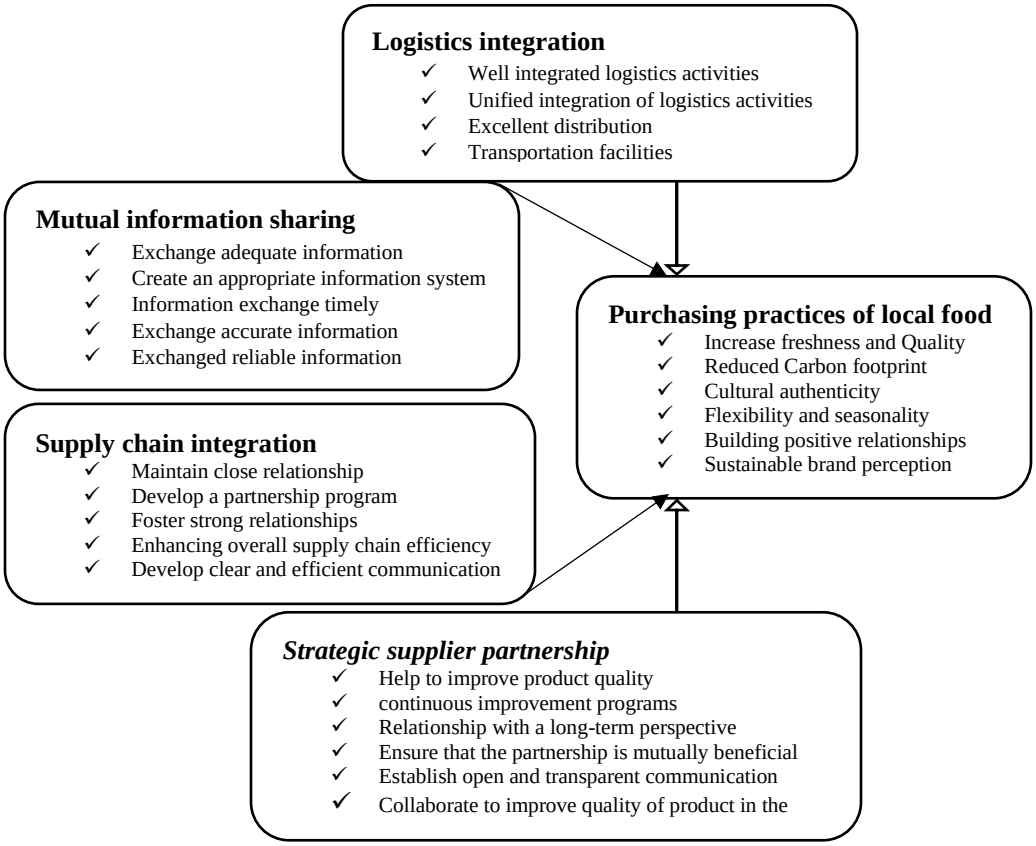
Inadequate market infrastructure and warehouse services, inadequate market regulations, limited market access, and other market issues were also observed. Since a small group of people control the supplies in the central market, it is difficult for producers and processors to penetrate the urban market. Finally, when food items such warqe, vegetables, wood, charcoal, and grains are transported together, the quality of both of these items decreases. Research was conducted by Berhanu & Belayneh (2017) on "assessment of supply chain collaboration in the tourism industry: tour operators' perception from Ethiopia." In compared to current supply chain collaboration approaches utilized as an anchor for a tourism firm, the sector is failing, claims the paper. The market's efficiency and whether it maximizes production across the whole value chain of an activity determine how well the sector can compete. There is a clear lack of demand for Ethiopia's goods and services due to its weak market presence and penetration. Furthermore, the severely disjointed and fragmented connections between enterprises in the tourism sector result in less efficient operations and uncompetitive operators.

Furthermore, this had an effect on the ancillary services (hotels, transportation providers, activity providers, restaurants, handicraft manufacturers and distributors, banks, telecoms, and emergency medical services); lastly, the absence of an efficient supply chain collaboration hinders the development of the sector and reduces consumer interest in purchasing local food. Furthermore, Balda & Singh (2020) examined "level of integration among supply chain members in moving towards the adoption of sustainable Supply Chain Management in Ethiopian manufacturing industries." Internally and globally, the degree of integration shows that firms are more dedicated to addressing their business or economic sustainability issues than their environmental and social sustainability issues. This conclusion was drawn in light of the relatively low level of integration that was seen in regard to the involvement of customers and suppliers in environmental initiatives as well as their adherence to social components of Supply Chain Management (SCM). It shows that they still have a long way to go before realizing it because Supply Chain Management (SCM) demands for a strong or high level of integration among supply chain actors as well as balancing the economic, social, and environmental components.

2.11. Research conceptual framework

according to Miraz et al. (2016), effective communication is believed to have an impact on Supply Chain Management strategies. To increase consumers' inclination to purchase, Supply Chain Management tactics such as mutual information exchange, customer interactions, and strategic supplier alliances are essential (Mwale, 2014). The second technique, which involves enterprises exchanging information with one another, has been acknowledged as a means for competition to boost performance within each firm and as a necessary precondition for effective cooperation and supply chain performance improvement (Islami, 2022). Strategic partnerships in the supply chain assess linkages to suppliers, customer relationships, the degree of information sharing, and the possibility that local food will be purchased (Tarigan, Jiputra, et al., 2021). A successful strategic relationship requires a high level of dedication, trust, cooperation, and dependency (Tarigan & Siagian, 2021).

Figure 8.1. Research conceptual framework



Source: Research conceptual framework from literature review

2.12. Tourism Supply Chain Management practices and purchase practices

Hypothesis 1 (H1): Mutual information sharing has a positive and significantly effect on purchasing practices of local food. Customers may be persuaded to buy locally produced food by sharing information about how well the company's supply chain partners are aware of crucial information and property rights (Ibrahim & Hamid, 2012). In order for the supply chain to achieve on-time delivery and boost purchase intention, suppliers and customers must work together to integrate and coordinate information flow and procedures (Gorane & Kant, 2017). Businesses can more efficiently plan orders, capacity allocations, production, and material requirements when information is shared (Koçolu et al., 2011). Additionally, business partners can communicate on strategic approaches, general market conditions, and client information (Adwiyah et al., 2020). These specifics could be strategic (such as marketing, customer data, and long-term corporate goals) or tactical (such as logistics, operations planning, and purchasing) (Islami, 2022).

Hypothesis 2 (H2): Supply chain integration has a positive and significantly effect on purchasing practices of local food. Hamister (2012) supply chain integration as a process of interaction and collaboration in which logistics, supply management, and production collaborate to produce outcomes that are mutually acceptable for the shifting purchasing practicess of their organizations. Balda and Singh (2020), supply chain integration as a company's strategic relationship with its supply chain partners and cooperative management of its internal and external organizational processes. Supply chain integration is the degree of coordination across all business operations, including those of consumers, suppliers, and distributors (Sukati et al., 2012). Manufacturing companies are successfully integrating all internal components with external suppliers and customers in order to increase performance and increase customer satisfaction (Ahmed & Argaw, 2016). Supply chain integration as the degree of integration between all of an organization's operations, suppliers, and customers (Sukati et al., 2012). This integration is essential for carrying out the full delivery of a product from the place of origin to the location of final consumption (Getnet et al., 2020). Additionally, it benefits clients and makes them want to purchase regional food more. Various internal departments and services as well as external trading supply chain partners can employ supply chain integration within a corporation (Lotfi et al., 2013).

Hypothesis 3(H3): Logistics integration has a positive and significantly effect on purchasing practices of local food. According to Prago and Olhager (2012), the phrase "logistics integration" refers to a collection of operational and logistical practices that coordinate the flow of commodities along the value chain from suppliers to customers and boost purchase intention. In other words, integrating logistics results in a supply chain that is well-coordinated, encouraging benefits for both parties (like a sizable market share, operational efficiency, effective governance, and a respectable level of profit) (S. T. Kim et al., 2020). The use of techniques for managing information and material flow throughout the supply chain that are related to the supplier and the customer is referred to as logistical integration in the context of Supply Chain Management (Naway & Rahmat, 2019).

Hypothesis 4 (H4): Strategic supplier partnership has a positive and significantly effect on purchasing practices of local food. Supplier relationships, customer relationships, information quality, and information exchange are all evaluated by strategic supplier partnerships in the supply chain (Tarigan, Jiputra, et al., 2021). Businesses often have long-term relationships with their suppliers that offer value and increase purchase intentions (Sukati et al., 2012). Strategic supplier partnerships are long-term relationships with a strategic focus (Tarigan & Siagian, 2021). A strategic supplier partnership promotes shared knowledge of the efforts made to identify answers to problems and places an emphasis on long-term association cooperation (Ho, 2011). Strategic supplier partnerships with suppliers increase productivity or efficiency because they are eager to share in the success of the products (Duong Vu Xuan Quynh & Nguyen Hoang Huy, 2018).

Chapter three

3. Research methodology

3.1. Description area of the study

3.2. Location and topography of Addis Ababa

Addis Ababa city, which is located in Ethiopia's central highlands and has a total area of about 527 km^2, is on average 2600 m above mean sea level (Feyissa et al., 2018). The average maximum temperature in Addis Ababa during the past 60 years has been 22.9 ^{0}C, and the average lowest temperature has been 10.2 ^{0}C (Feyissa et al., 2018).

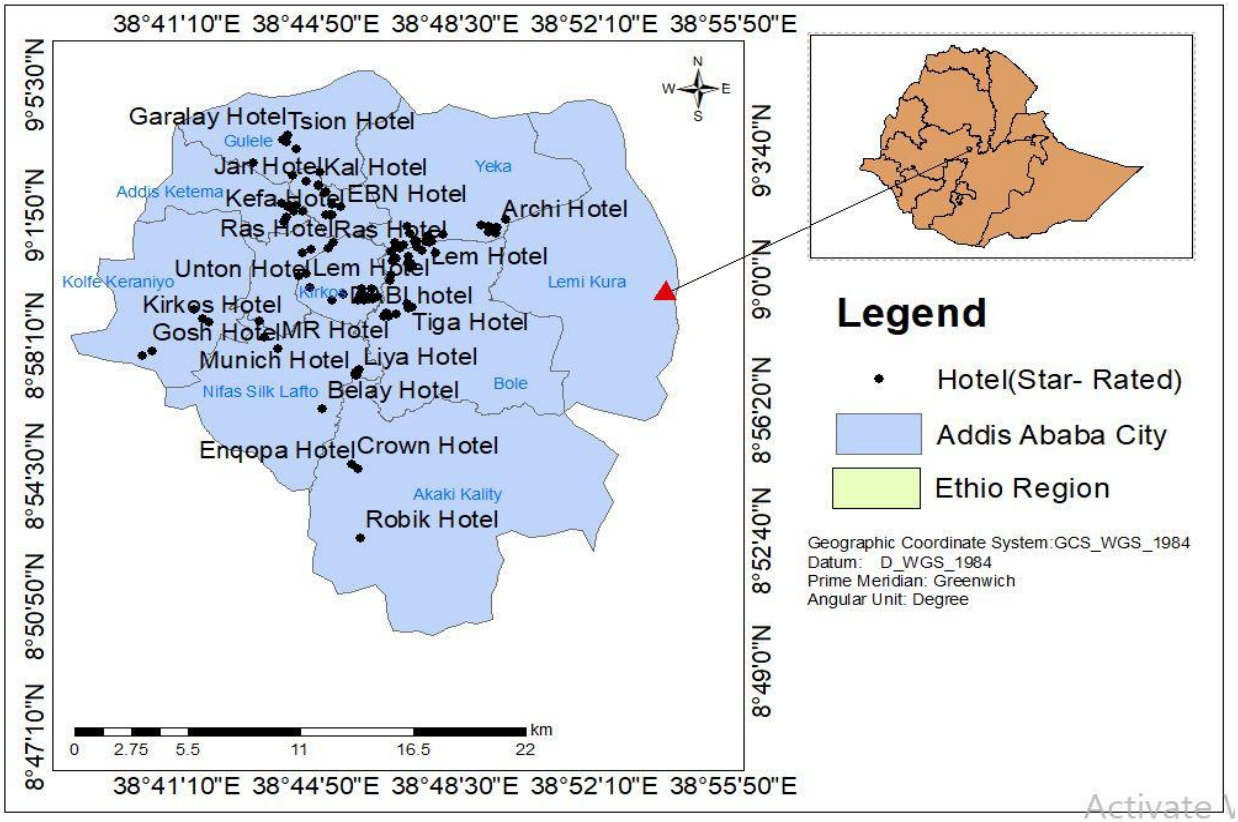


Figure 9.1. Study map of Addis Ababa

The regional state of Oromia surrounds the capital city of Ethiopia, Addis Ababa, which is located in the geographic center of the country (Weldeghebrael, 2021). Addis Ababa is home to Ethiopia's capital as well as the diplomatic hub of Africa (Wolde et al., 2020).

It is largest and most significant city in terms of politics, economy, culture, and history is Addis Ababa, the capital of Ethiopia (Tesfa, 2020). It is also a hub for international diplomacy in Africa, it was founded by Emperor Menelik II in 1887 and is a large, welcoming metropolis that still carries the mark of its vivacious qualities. It is also home to more than 120 foreign missions and embassies (Tekalign & Assefa, 2023). Addis Ababa also has a number of other tourist attractions, including the Holy Trinity Cathedral (where Emperor Haile Selassie was buried in the 20th century), Entoto Mountains, Shiromeda (the largest traditional cloth or weaving product and local crafts market), Lion Park with various animals, and National Museum of Ethiopia, which displays Ethiopian art, traditional crafts, and prehistoric fossils, including replicas of the famous early hominid "Lucy" (Tekalign & Assefa, 2023). Addis Ababa has seen both dry and wet weather (Waldegerima et al., 2017).

3.4. The Hotel industry in Ethiopia

The first hotel in Ethiopia, the Taitu Hotel, opened its doors more than a century ago, marking the beginning of what is today regarded as the "Ethiopian hospitality industry" (Amare Yaekob, 2021). The growth of hotels in Addis Ababa, Ethiopia, is also linked to the rise in domestic and international tourism (Tadesse, 2018). Empress Taitu Bitul founded the Taitu Hotel in Addis Ababa in 1895 (Amare Yaekob, 2021). In Addis Ababa, the star rating of hotels was established in two stages: the first in 2014 and the second in 2018. As a result, there are 138 hotels in the city with star ratings ranging from one to five. The researcher focused on a star-rated hotel in Addis Ababa for the study's goals. The list of all hotels in Addis Ababa with star ratings is shown below, arranged by star category.

3.5. Research approach and design

This study applied a mixed-methods approach, which involve gathering both quantitative and qualitative data in a successive manner. The association between the research variables was examined in the current study using a descriptive and Exploratory research design.

3.6. Target population

The target population for this study constituted local food suppliers' managers and purchasing managers of star-rated hotels in Addis Ababa.

3.7. Sampling technique

Simple random sampling technique and purposive sampling technique was employed to gather quantitative data using questionnaire from purchasing managers of 142 star-rated hotels and purposive sampling technique to gather interview data from 4 local food suppliers' managers.

3.8. Sample Size Determination

In order to establish the necessary sample size for this study with a 95% confidence level and a 5% margin of error, the researcher uses the sample size determination formula developed by Yamane (1967). The total population is 142 purchasing managers of star-rated hotels.

$n = \frac{N}{1+N(e)^2} = \frac{142}{1+142(0.5)^2} = \frac{142}{1+142*0.0025} = \frac{142}{1+0.355} = n = \frac{142}{1.355}$=104.797~105. Where n; the required sample is size; N is the size of the total population under consideration in the study area; e is the precision level.

3.8. Sources and type of data

Information was gathered from two different sources: the managers of local food suppliers and the purchasing managers of star-rated hotels. Both primary and secondary sources of data were used to compile the study's findings. Primary data sources were used to gather pertinent information for this study on how to increase purchasing practices in Addis Ababa by examining local food Supply Chain Management practices in star-rated hotels. Secondary data was gathered from secondary sources, including the Addis Ababa Culture, Art, and Tourism Bureau, and other resources like books, current journals, and the internet, by evaluating both published and unpublished works.

3.9. Data collection instruments

Interviews and questionnaires were both used as data collection tools. The primary focus of this study was to identify the actual local food Supply Chain Management practices and procedures at star-rated hotels, as well as how purchasing managers manage their local food supply chains and local food supplier managers. In-person interviews and questionnaire surveys (personally delivered) were the two main data collection methods now used in research. Purchasing managers of star-rated hotels and local food suppliers' managers in Addis Ababa were the two places where data for this study was gathered. The simple random sampling and interview methods were applied for data collection from the respective respondents.

3.10. Questionnaires

The study's goals, which revolve around investigating local food Supply Chain Management practices in star-rated hotels to improve Purchasing practices in Addis Ababa, required the researcher to collect data from these sites in order to obtain comprehensive information that fulfills all of the study's objectives. The distribution of 142 surveys face-to-face required the collection of questionnaires to take up to one month. A survey questionnaire that was created in English and translated into Amharic served as the main technique of data gathering for this study. To allow purchasing managers to respond in the language that best meets their preferences, the survey questionnaires were made available in both English and Amharic. The survey's questions and predetermined response alternatives were carefully prepared with the goals of the study in mind. The Likert scale format is composed of a 5-point scale with the following options: strongly disagree, disagree, no opinion, agree, and strongly agree, each of which is numbered 1–5.

3.11. Interviews

Semi-structured interviews give the researcher the chance to establish rapport, win the respondent's trust, and gather data on sensitive and complex topics. Four local food suppliers' managers were chosen for interviews using the purposive sampling method after an investigation into a semi-structured issue with the management practices of the local food supply chain was conducted. The interview questions were written in a way that would motivate the participants to think about their role in local food Supply Chain Management practices, which cover everything from star-rated hotel deals to local food suppliers. To encourage discussion and a better comprehension of the phenomenon of Addis Ababa's locally generated food Supply Chain Management practices, all of the questions were open-ended. Respondents and the interviewer are in a formal interview during this face-to-face exchange.

3.12. Reliability of the study

The consistency of a questionnaire is evaluated using a reliability analysis (Aboneh & Belayneh, 2017). According to Thomas-Francois et al. (2017), the precision and consistency of the research techniques used in the case study constitute reliability. The fundamental structure of the data was investigated using factor analysis, which evaluates the consistency among various measurements of a variable (Dao, 2019).

The researcher used Likert scale items to quantify each of these dependent and independent variables. A 5-point Likert scale was used to analyze each independent and dependent variable. Using Cronbach's alpha, the measurement accuracy was evaluated (Jayalath et al., 2017). Alpha values between 0.7 and 0.8 (good reliability) and 0.6 and 0.7 (fair reliability) can be accepted, however alpha values below 0.6 (poor reliability) cannot (Syukur & Nimsai, 2018).

3.13. Methods of data analysis

The four stages of this study's execution were: (1) questionnaire preparation and pilot testing; (2) gathering extensive data; (3) analyzing data for reliability and validity; and (4) testing hypotheses by multiple regressions modeling analysis. Pilot research Prior to launching a significant data collection effort, a small number of questionnaires were given to purchasing managers of star-rated hotels with the express purpose of determining if the respondents could easily complete the surveys without experiencing any difficulties that could result from misinterpretation. To test hypotheses and make valid inferences, a variety of methods, including mean, standard deviation, correlation, MANOVA and regression, were used. In order to undertake a quantitative data analysis, the surveys were entered into the SPSS version 26 program for analysis. The completeness and consistency of the responses were then checked. The researcher employed descriptive statistics, such as frequency, percentage, mean, and standard deviation, to analyze the data. Additionally, inferential statistics like, correlation, multiple regression, and MANOVA were employed to analyze the data. Multiple linear regression analysis was used to conduct the hypothesis testing. The material gathered through interviews was analyzed and examined in order to add qualitative descriptions to the quantitative data. In terms of research methodology, coding refers to a word or phrase that accurately represents the context and meaning of a sentence, phrase, or paragraph. With the help of coding, the researcher was able to comprehend the views of the participants and analyze their shared experiences. Specific phrases, sentences, and even chapters of the interview transcript that describe a certain phenomenon may be highlighted by utilizing.

1.14. Limitations of the study

This study is not without limitations. However, these restrictions offer chances for new research projects in the future. The major limitations are: The first limitation is that the geographic coverage was restricted to Addis Ababa. Thus, it shouldn't be viewed as representative of entire star-rated hotels in a nation (country). Second limitation is that the collaboration and cooperation, which are dimensions of Supply Chain Management practices, were not addressed in this study.

3.15. Ethical considerations

Before gathering data, the researcher received an ethical clearance form from the Center for Environment and Development Studies, the College of Development Studies, and Addis Ababa University. The study also offered knowledge, comprehension, and insight into the subject, all of which were given priority. The interviewee participated voluntarily and without being coerced. The taking of pictures and recording audio or video were subject to permission. Additionally, the researcher respected the values of the respondents.

Chapter four

4. Data presentation, analysis and discussion

4.1. Response rate survey

The researcher distributed 142 questionnaires to purchasing managers of star-rated hotels. A total of 105 completed research questionnaires were used in the final analysis of this survey. The response rate was due to the fact that the survey was conducted in May 2023. Therefore, the response rate was (105/142) *100, which is equal to 0.7394 or 73.94%.

Table 1.1. Response rate survey

Measures	Number of responses	Percent
Questionnaire returned	105	73.94
Non- responses Questionnaire	37	26.06
Total number of surveys distributed	142	100

Source; survey April 22, 2023 and June 27, 2023

4.2. Descriptive statistics for Supply Chain Management practices

4.2.1. Mutual information sharing

Table 3.1 below provided a comprehended overview of the mutual information sharing practices between star-rated hotels and their local food suppliers, as assessed through a set of six key indicators (MIS1 to MIS6).

Table 2.1. Information sharing between local food suppliers and star-rated hotels

Mutual information sharing between local food suppliers and star-rated hotels	N	Mean	Std. Deviation
MIS_1: Our hotel is working to create an appropriate information system.	105	4.0286	.72665
MIS_2: Our suppliers keep us fully informed about the issues that affect our business.	105	3.8952	.74581
MIS_3: Information exchanged between us and our local food suppliers is adequate.	105	3.8476	.70412
MIS_4: Information exchange between our local food suppliers and us is timely.	105	3.9429	.71829
MIS_5: Information exchange between our local food suppliers and us is accurate.	105	3.9619	.70607
MIS_6: Information exchanged between our hotel and local food suppliers is reliable.	105	3.9429	.76997
Grand mean	105	3.94	0.73

Source; survey April 22, 2023 and June 27, 2023

All items of mutual information sharing between local food suppliers and star-rated hotels showed a score mean value above point 3. Mutual information sharing between local food suppliers and star-rated hotels has a grand mean score value of 3.94 with a grand standard deviation of 0.73.

The first mean score value was recorded as “Our hotel is working to create an appropriate information system (MIS_1).”

The mean value was 4.029 with a standard deviation of 0.727. Second, the "Information exchange between our local food suppliers and us is accurate (MIS_5)." Has mean score value was 3.962 with a standard deviation of 0.706. Third are "Information exchanged between our hotel and a local food supplier is reliable and information exchange between our local food suppliers and us is timely (MIS_4 and MIS_6)." Has mean score value was 3.943 with a standard deviation of 0.718. Fourth is " Our suppliers keep us fully informed about the issues that affect our business (MIS_2)." has mean score value was 3.895 with a standard deviation of 0.746. Final, the "Information exchanged between us and our local food suppliers is adequate (MIS_3)." Has mean score value was 3.848 with a standard deviation of 0.704. According to the descriptive statistics results, most of the mean score values of the independent variable (mutual information sharing) were the five-point strongly disagree to strongly agree Likert scale. From the results of the data, the researcher came to the conclusion that this result from Table 3.1 implied that mutual information sharing between local foods suppliers and star-rated hotel attributes moderate impacts the purchasing practices of locally produced food in star rated hotels.

4.2.2. Logistics integration

Table 4.1 below shown the mean and standard deviation for each indicator, along with the grand mean, collectively offer insights into the current state of logistics integration in star-rated hotels in Addis Ababa.

Table 3.1. *Logistics integration between local food suppliers and* star-rated hotels

Logistics integration between local food suppliers and star-rated hotels	N	Mean	Std. Deviation
LI1: There is lack of capability and skill of local human resources.	105	4.4000	.59807
LI2: Our logistics activities are well integrated with suppliers' logistics activities.	105	4.2762	.67218
LI3: We have a unified integration of logistics activities with our key suppliers.	105	3.9429	.63289
LI4: Our logistics integration is characterized by excellent distribution, transportation facilities.	105	4.1429	.68541
Grand Mean	**105**	**4.191**	**0.647**

Source; survey of April 22, 2023 and June 27, 2023

Logistics integration between local food suppliers and star-rated hotels has a grand mean score value of 4.191 with a grand standard deviation of 0.647. The first mean value is recorded by "there is a lack of capability and skill of local human resources (LI1). The mean score value was 4.400 with a standard deviation of 0.598. Second is scored by "Our logistics activities are well integrated with suppliers' logistics activities (LI_2)."

Has mean score value was 4.276 with a standard deviation of 0.672. The third was recorded by "our logistics integration is characterized by excellent distribution and transportation facilities" (LI4)." Has mean score value is 4.143 with a standard deviation of 1.176. Finally, the mean score value is the item mean value recorded by "We have a unified integration of logistics activities with our key suppliers (LI_3)." Has mean score value was 3.943 with a standard deviation of .633. According to the descriptive statistics, most of the mean score values of the independent (logistics integration) variable were on the five-point strongly disagree to strongly agree Likert scale. From the results of the data, the researcher came to the conclusion that this result from Table 3.1 implied that logistics integration between local foods suppliers and star-rated hotel attributes high impacts the purchasing practices of locally produced food in star rated hotels.

4.2.3. Supply chain integration

Table 5.1 below provided a comprehended overview of the mutual information sharing practices between star-rated hotels and their local food suppliers, as assessed through a set of six key indicators (SCI1 to SCI5). The mean and standard deviation for each indicator, along with the grand mean, collectively offer insights into the current state of supply chain integration in star-rated hotels in Addis Ababa.

Table 4.1. Supply chain integration between local food suppliers and star-rated hotels

Supply chain integration between local food suppliers and star-rated hotels	N	Mean	Std. Deviation
SCI1: We view our suppliers as an integrated part of the supply chain.	105	3.1143	1.40954
SCI2: We expect our relationship with key suppliers to last a long time.	105	3.2667	1.36062
SCI3: We maintain close relationship with a limited pool of suppliers.	105	3.1619	1.22572
SCI4: We develop a partnership program with our key suppliers for the benefit of the whole supply chain.	105	3.1429	1.31872
SCI5: Inter-organizational logistics activities are closely coordinated.	105	3.0857	1.25663
Grand mean	**105**	**3.154**	**1.314**

Source; survey of April 22, 2023 and June 27, 2023

Supply chain integration between local food suppliers and star-rated hotels has a grand mean value of 3.154 with a grand standard deviation of 1.314. The first mean value was recorded by "we expect our relationship with key suppliers to last a long time (SCI2)." Has mean value was 3.267 with a standard deviation of 1.361. The second mean value was recorded by "We maintain close relationship with a limited pool of suppliers (SCI_3)." Has mean value 3.162 with a standard deviation of 1.226. The third is "we develop a partnership program with our key suppliers for the benefit of the whole supply chain" (SCI4)."

Has mean value 3.143 with a standard deviation of 1.319. The fourth is "We view our suppliers as an integrated part of the supply chain (SCI_1)." has mean value 3.114 with a standard deviation of 1.410. While the final contribution of the mean is the item mean, which was recorded by "inter-organizational logistics activities are closely coordinated" (SCI5), the mean score value was 3.086 with a standard deviation of 1.257. Well, according to the descriptive statistics results, most of the mean values of the independent (supply chain integration) variable were the five-point strongly disagree to strongly agree Likert scale. From the results of the data, researchers have come to the conclusion this result implies that supply chain integration between local food suppliers and star-rated hotels was a significant attribute on the purchasing practices of local food. This comprehensive mean score value indicates that on average, the supply chain integration within star-rated hotels is at its moderate level.

4.2.4. Strategic supplier partnership

Table 6.1 below shows the mean and standard deviation for the items under the "strategic supplier partnership between local food suppliers and star-rated hotels" variable. The strategic supplier partnership between local food suppliers and star-rated hotels had a grand mean value of 3.330 with a grand mean standard deviation of 1.09.

Table 5.1. ***Strategic supplier partnership***

Strategic supplier partnership	N	Mean	Std. Deviation
SSP1: We expect our relationships with key suppliers to last a long time	105	3.2381	1.04259
SSP2: We have helped our suppliers to improve their product quality	105	3.0381	1.09126
SSP3: We have continuous improvement programs that include our suppliers.	105	3.6762	1.06964
SSP4: We collaborate with key suppliers to improve their quality in the long run.	105	3.4286	1.13389
SSP5: We include our key suppliers in planning and goal setting.	105	3.2667	1.11171
Grand Mean	**105**	**3.330**	**1.090**

Source: survey April 22, 2023 and June 27, 2023

The first mean value was recorded by "We have continuous improvement programs that include our suppliers (SSP3)". Has mean value 3.676 with a standard deviation of 1.070. The second "We collaborate with key suppliers to improve their quality in the long run (SSP4)." Has mean value 3.429 with a standard deviation of1.134. The third "We include our key suppliers in planning and goal setting (SSP5)." has mean value 3.267 with a standard deviation of 1.112. The fourth "We expect our relationships with key suppliers to last a long time (SSP1). Has mean value was 2.238 with a standard deviation of 1.043. While the lowest contribution of the mean value recorded by "We have helped our suppliers to improve their product quality (SSP2). Has mean value is 3.038 with a standard deviation of 1.042.

Generally, according to the descriptive statistics result, most of the mean values of the independent (the strategic supplier partnership) variable were on the five points strongly disagree to strongly agree likert scale. From the results of the data, the researcher came to the conclusion that these results implied that strategic supplier partnership between local food suppliers and star-rated hotels has a significant effect on the purchasing practices of local food. Generally, this comprehensive mean score value indicates that the strategic supplier partnership within star-rated hotels is at its moderate level.

4.2.5. Descriptive statistics for purchasing practices of local food

Table 7.1 below shows the mean and standard deviation for the items under the "Purchasing practices of locally produced food" variable. The purchasing practices of locally produced food had a grand mean score value of 3.671 with a grand mean standard deviation of 0.923.

Table 6.1. Purchasing practices of local food

Purchasing practices of locally produced food	N	Mean	Std. Deviation
PP1: I would buy local food products in order to save money.	105	3.6476	.91967
PP2: I would purchase local foods in the future.	105	3.6857	.86951
PP3: I would recommend purchasing locally produced foods to others.	105	3.6571	.91807
PP4: The probability that I would buy local foods is very high.	105	3.5143	.98170
PP5: I will make an effort to purchase local foods.	105	3.6857	.96391
PP6: I intend to purchase local food if suppliers of local food contact me.	105	3.7429	.86634
PP7: I will purchase more local food if it is cost effective.	105	3.7905	.93742
PP8: I am willing to purchase local food if I can receive product of constant quality.	105	3.6476	.93006
Grand Mean	**105**	**3.671**	**0.923**

Source: survey April 22, 2023 and June 27, 2023

The first mean score value was recorded as “I will purchase more local food if it is cost effective (AP7).” The mean value was 3.791 with a standard deviation of 0.937. The second is “I intend to purchase local food if suppliers of local food contact me (PP6). Has mean score value 3.741 with a standard deviation of 0.866. Third “I would purchase local foods in the future (PP2) and I will make an effort to purchase local foods (PP2 and PP5)." Both have equal mean value 3.686 with a standard deviation of 0.870. The fourth is “I would recommend purchasing locally produced foods to others (PP3)". Has mean score value 3.657 with a standard deviation of 0. 918.The fifth is " PP4: The probability that I would buy local foods is very high (PP4). Has mean score value 3.514 with a standard deviation of 0.982.

According to the descriptive statistics, most of the mean score values of the dependent variable (Purchasing practices of locally produced food) were on the five-point strongly disagree to strongly agree Likert scale. This comprehensive mean score value indicates that on average, the Purchasing practices of local food within star-rated hotels is at its moderate level.

4.3. Inferential statistical results

4.3.1. Multivariate Analysis of Variance (MANOVA)

4.3.2. Descriptive of MANOVA analysis

Table 7.1. provides a detailed overview of the descriptive statistics derived from a multivariate analysis of variance (MANOVA) conducted to examine the relationship between star-rated hotels in Addis Ababa. The analysis focuses on four key dimensions: Mutual information sharing, Supply chain integration, Logistics integration, and Supply chain strategic partnership.

Table 7.1. Descriptive of MANOVA analysis

	hotel's star category	Mean	Std. Deviation	N
Mutual information sharing	One star	2.7222	.44030	33
	Two star	2.6594	.35348	23
	three star	2.7321	.44523	28
	four star	2.7143	.49969	14
	five star	2.5714	.42879	7
	Total	2.7000	.42580	105
Supply chain integration	One star	3.0424	.90934	33
	Two star	3.0783	.98671	23
	three star	3.3357	.93500	28
	four star	3.1429	.92297	14
	five star	3.4286	.66762	7
	Total	3.1676	.91573	105
Logistics integration	One star	1.9697	.36847	33
	Two star	1.8696	.33600	23
	three star	1.9911	.38177	28
	four star	2.2500	.50000	14
	five star	2.1071	.37796	7
	Total	2.0000	.39528	105
Supply chain strategic partnership	One star	3.2303	.67661	33
	Two star	3.2348	.82826	23
	three star	3.0929	.91000	28
	four star	3.2000	.67482	14
	five star	2.6857	.94415	7
	Total	3.1543	.79288	105

Source: survey *April 22, 2023 and June 27, 2023*

First the overall mean score for “mutual information sharing” across all star rated hotels categories is 2.7, with a standard deviation of 0.426.

The mean score for mutual information sharing in (One star x= 2.722, SD=0.44; two-star x = 2.659, SD = 0.353; four-star x = 2.714, SD = 0.5). "Mutual information sharing" variable, three-star hotels have the highest mean score (2.732), while five-star hotels have the lowest mean score (2.571). Second the overall mean score for "supply chain integration" across all star rated hotels categories is 3.168, with a standard deviation of 0.916. (Two-star x=3.078, SD=0.987; three-star x=3.336, SD=0.935; four-star x=3.143, SD=0.923). "Supply chain integration" variable, five-star hotels have the highest mean score (3.429), while one-star hotels have the lowest mean score (3.042). Third the overall mean score for "logistics integration" across all star rated hotels categories is 2.000, with a standard deviation of 0.395. (One star x=1.97, SD=0.368; three-star x=1.991, SD=0.38177; five-star x=2.107, SD=0.378). "Logistics integration" variable, four-star hotels have the highest mean score (2.25), while two-star hotels have the lowest mean score (1.87). Fourth the overall mean score for "strategic supplier partnership" across all star rated hotels categories is 3.154, with a standard deviation of 0.793. (One star x = 3.23, SD = 0.677; three-star x = 3.093, SD = 0.91-, and four-star x = 3.2, SD = 0.675). "Strategic supplier partnership" variable, two-star hotels have the highest mean score (3.235), while five-star hotels have the lowest mean score (2.686).

4.3.3. Box's test of equality of covariance matrices

Table 8.1 presents the results of box's test, statistical procedure used to evaluate the equality of covariance matrices across star-rated hotels. The test was a fundamental component in multivariate analysis, providing insights into the homogeneity of covariance structures among star-rated hotels.

Table 8.1. Box's Test of Equality of Covariance Matrices

Box's M	26.323
F	.568
df1	40
df2	3226.642
Sig.	.987

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.
a. Design: Intercept + star-rated Hotels

Source: survey April 22, 2023 and June 27, 2023

According to Table 9 above Box's M test value is 26.323 and the F test value is 0.568 with a significance level of 0.987, which is higher than 0.05. As a result, the groups (star-rated hotels) did not difference statistically significantly.

4.3.4. Multivariate tests result for hotels star category

This set of multivariate tests of significance indicates whether there are statistically significant differences among the groups (star-rated hotels in the present study) on a linear combination of the dependent variables: namely mutual information sharing, supply chain integration, logistics integration, and strategic supplier partnership or not.

Table 9.1. Multivariate tests result for hotels star category

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.988	2030.180[b]	4.000	97.000	.000
	Wilks' Lambda	.012	2030.180[b]	4.000	97.000	.000
	Hotelling's Trace	83.719	2030.180[b]	4.000	97.000	.000
	Roy's Largest Root	83.719	2030.180[b]	4.000	97.000	.000
Star-rated hotels	Pillai's Trace	.149	.968	16.000	400.000	.492
	Wilks' Lambda	.857	.965	16.000	296.978	.496
	Hotelling's Trace	.161	.960	16.000	382.000	.500
	Roy's Largest Root	.104	2.592[c]	4.000	100.000	.041

a. Design: Intercept + star-rated hotels

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Source: survey may 2023

In table 10.1 above shown the analysis of MANOVA using the Wilk's Lambda test, using an alpha level of 0.05, the test is significant, Wilk's lambda = 0.857, F(16, 296.978) = 0.965, and significant on 0.496 (p >0.05). Therefore, there is a not statistically significant difference among the groups (star-rated hotels).

4.3.5. Test of homogeneity of variances

Based on Table 11.1 below shows, a post hoc test (i.e., Tukey) was adopted to explain the differences among the star-rated hotels. There were no statistically significant differences detected between all-star-rated hotels. Because the overall level of significance is greater than 0.05 ($p > 0.05$) among star-rated hotels.

Table 10.1. Levene's Test of Equality of Error Variances

		Levene Statistic	df1	df2	Sig.
Mutual information sharing	Based on Mean	.809	4	100	.523
	Based on Median	.451	4	100	.772
	Based on Median and with adjusted df	.451	4	93.195	.772
	Based on trimmed mean	.816	4	100	.518
Supply chain Integration	Based on Mean	.623	4	100	.647
	Based on Median	.532	4	100	.712
	Based on Median and with adjusted df	.532	4	97.643	.712
	Based on trimmed mean	.640	4	100	.636
Logistics integration	Based on Mean	.690	4	100	.601
	Based on Median	.678	4	100	.609
	Based on Median and with adjusted df	.678	4	91.815	.609
	Based on trimmed mean	.682	4	100	.606
Supply chain strategic partnership	Based on Mean	1.280	4	100	.283
	Based on Median	.918	4	100	.456
	Based on Median and with adjusted df	.918	4	90.339	.457
	Based on trimmed mean	1.236	4	100	.301

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + star-rated Hotels

Source: survey April 22, 2023 and June 27, 2023

4.3.6. Tests of between-subjects effects

"The tests of between-subjects effects" table 12.1 below shows the results of an analysis of variance (MANOVA) for the independent variable "star-rated hotels" with different dependent variables: "mutual information sharing," "supply chain integration," "logistics integration," and "strategic supplier partnership.

Table 11.1. Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	Mutual information sharing	.202[a]	4	.050	.270	.896
	Supply chain Integration	1.977[b]	4	.494	.580	.678
	Logistics integration	1.379[c]	4	.345	2.319	.062
	Supply chain strategic partnership	2.012[d]	4	.503	.794	.532
Intercept	Mutual information sharing	554.530	1	554.530	2972.734	.000
	Supply chain Integration	793.410	1	793.410	930.876	.000
	Logistics integration	320.539	1	320.539	2155.495	.000
	Supply chain strategic partnership	736.629	1	736.629	1162.443	.000
Star-rated hotels	Mutual information sharing	.202	4	.050	.270	.896
	Supply chain integration	1.977	4	.494	.580	.678
	Logistics integration	1.379	4	.345	2.319	.062
	Supply chain strategic partnership	2.012	4	.503	.794	.532
Error	Mutual information sharing	18.654	100	.187		
	Supply chain Integration	85.233	100	.852		
	Logistics integration	14.871	100	.149		
	Supply chain strategic partnership	63.369	100	.634		
Total	Mutual information sharing	784.306	105			
	Supply chain Integration	1140.760	105			
	Logistics integration	436.250	105			
	Supply chain strategic partnership	1110.080	105			
Corrected Total	Mutual information sharing	18.856	104			
	Supply chain Integration	87.210	104			
	Logistics integration	16.250	104			
	Supply chain strategic partnership	65.381	104			

a. R Squared = .011 (Adjusted R Squared = -.029)
b. R Squared = .023 (Adjusted R Squared = -.016)
c. R Squared = .085 (Adjusted R Squared = .048)
d. R Squared = .031 (Adjusted R Squared = -.008)

Source: survey April 22, 2023 and June 27, 2023

“mutual information sharing", “supply chain integration”, “logistics integration”, and “strategic supplier partnership,” as indicated by ($F(4,100) = 0.27$, $p > 0.05$; $F(4,100) = 0.58$, $p > 0.05$; $F(4,100) = 2.31$, $p > 0.05$; $F(4,100) = 0.794$, $p > 0.05$), respectively. For all four dependent variables ("mutual information sharing," "supply chain integration," "logistics integration," and "strategic supplier partnership"), the results suggest that "star-rated hotels" did not have a statistically significant effect, and there are no significant differences in means across different star-rated hotels for these variables. The p-values were all greater than the typical significance level of 0.05.

4.4. Correlation analysis

Table 13.1 below shows the correlation between purchasing practices, mutual information sharing, logistics integration, supply chain integration, and supply chain strategic supplier partnership.

Table 12.1. Pearson correlation analysis

	purchasing practices of local food	Mutual information sharing	Supply chain integration	Logistics integration	Supply chain strategic partnership
purchasing practices of local food	1				
Mutual information sharing	.053	1			
Supply chain integration	.028	.195*	1		
Logistics integration	.007	-.128	-.100	1	
Supply chain strategic partnership	.919**	-.042	-.077	-.077	1

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

Source: survey April 22, 2023 and June 27, 2023

Based on Table 13.1 above, the correlation analysis results revealed that there was a weak, a negative, and no significant relationship between *information sharing* and *Actual purchasing* (r = 0.053, *p > 0.05).* The results indicated *that there was a weak, positive, and in*significant relationship between supply chain integration and *purchasing practices* (r = 0.028, *p > 0.05).* *The* results indicated *that there was a weak, positive, and* significant relationship between supply chain integration and *information sharing* (r = 0.195, *p > 0.05).* The correlation analysis results *show that there is a weak, positive, and in*significant relationship between logistics integration and *purchasing practices* (r = 0.007, *p>0.05*). Further, the results show that there is a weak, negative, and insignificant relationship between logistics integration and mutual information sharing (r = 0.128, *p > 0.05).* The results *displayed* that there was a weak, negative, and insignificant relationship between logistics integration and purchasing practices of local food (r =-0.1, *p>0.05*). The results *demonstrated* that there was a strong, positive, and significant relationship between strategic supplier partnership and purchasing practices (r = 0.919, *p<0.05).* The results *displayed* that there was a weak, negative, and insignificant relationship between strategic supplier partnership and mutual information sharing (r = -0.042, *p > 0.05).* The results *displayed* that there was a weak, negative, and insignificant relationship between strategic supplier partnership and supply chain integration (r = -0.077, *p > 0.05)*. Finally, the results *displayed* that there was a weak, negative, and insignificant relationship between strategic supplier partnership and logistics integration (r = -0.077, *p > 0.05)*.

4.5. Regression model summary

The result of linear regression analysis table 14.1 enticed that the correlation between predictors (independents) and outcomes (dependents).

Table 13.1. **Model summary**[b]

				Change Statistics		
R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Sig. F Change
.933[a]	.870	.865	.25572	.870	167.224	.000

Source: survey April 22, 2023 and June 27, 2023

a. Predictors: (Constant), Supply chain strategic partnership, Mutual information sharing, Logistics integration, Supply chain Integration

b. Dependent Variable: purchasing practices of local food

The result of linear regression analysis (see Table 14.1 above) enticed that the correlation between predictors (independents) and outcomes (dependents) is positive, with a value of R of 0.933, which signifies a good correlation between predictors and outcomes. In the model, R was 0.933, which indicates a 93.30 percent association between dependent and independent variables.

The R-square for this model was 0.87, which means that 87 percent of the variation in purchasing practices is explained by the independent variables included in the regression model (Supply Chain Management practices dimensions). Adjusted R square (0.865) indicates that if another independent variable is added to the model, the R square will increase. Further beta value reveals a significant relationship between independent (mutual information sharing, supply chain integration, logistics integration, and strategic supplier partnership) variables and dependent (purchasing practices of local food) variable. The change in R square is also found to be significant, with F-values significant at the 5 percent confidence level. Thus, the hypothesis that the independent variables were accepted was represented by their statistical significance level of $p < 0.001$.

4.6. ANOVA of multiple regression

Table 14.1 below provided analysis of variance was carried out to determine if a statistically significant difference in mean occurs between the independent variables and the dependent variable.

*Table 14.*1. ANOVAs analysis between independent and dependent variables

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	43.740	4	10.935	167.224	.000[b]
Residual	6.539	100	.065		
Total	50.280	104			

Source: survey April 22, 2023 and June 27, 2023

a. Dependent Variable: purchasing practices of local food

b. Predictors: (Constant), strategic supplier partnership, mutual information sharing, logistics integration, supply chain integration

Table 15.1 illustrates the result of the F test for multiple linear regressions between independent variables (mutual information sharing, supply chain integration, logistics integration, and strategic supplier partnership). From Table 15.1 above, the F value was 167.224 and the significant level was 0.000 < 0.001. It means that the model involving all the variables is acceptable and a good fit. Additionally, the results indicate that the overall model was statistically significant. Further, the results imply that the independent variables are good predictors of the Purchasing practices of local food. Table 15.1 above also illustrates those independent variables (logistics integration, mutual information sharing, supply chain integration, and strategic supplier partnership) can simultaneously impact on the purchasing practices of local food (dependent variable).

4.7. Multiple linear regression analysis

Regression is a class of data mining or statistical modeling techniques used to describe the behavior of a random variable using one or more quantitative variables (P & M Patil, 2018). Multiple linear regression analysis is used to test the hypothesis that the independent factors simultaneously and partially affect the dependent variable (Prayetno & Ali, 2020).

Table 15.1. Multiple linear regressions

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	-.874	.337		-2.594	.011
H1: Mutual information sharing	.160	.068	.087	2.349	.021
H2: Supply chain integration	.071	.028	.093	2.526	.013
H3: Logistics integration	.175	.064	.099	2.715	.008
H4: Supply chain strategic partnership	.822	.032	.938	25.814	.000

a. Dependent Variable: purchasing practices of local food

Source: survey April 22, 2023 and June 27, 2023

Table 16.1 showed the results of the multiple regression equation testing the influence of the Supply Chain Management practices dimensions (mutual sharing information, supply chain integration, logistics integration, and strategic supplier partnership) variables on the Purchasing practices of local food. The hypothesis 1 **(**H_1**)** of the study suggested that "mutual information sharing has a positive and significantly effect on the purchasing practices of local food." The results of the study, as reflected in Table 16.1, reveal that hypothesis 1 (H1) was supported. In other words, mutual information sharing study established a significant relationship between mutual information sharing and the Purchasing practices of local food ($b = 0.16$; $t = 2.349$; $p = 0.021 < 0.05$). The coefficient is 0.16, suggesting that a one-unit increase in mutual information sharing is associated with a 0.16-unit increase in the Purchasing practices of local food. This implies that a 1 percent increase in mutual information sharing results in a 16 percent increase in the Purchasing practices of local food. This analysis reveals that mutual information sharing did significantly predict the purchase practices of local food. This therefore means that the possession of mutual information sharing surprisingly has a statistically significant variation in the purchasing practices of local food.

The hypothesis 2 **(**H_2**)** of the study postulated that "supply chain integration has a positive and significantly effect on the purchasing practices of local food." Based on table 16.1, for the H_2 test of the unstandardized coefficient between supply chain integration and Purchasing practices of local food ($b = 0.071$; $t = 2.526$; $p = 0.013 < 0.05$), Therefore, H_2 was supported. The coefficient is 0.071, suggesting that a one-unit increase in supply chain integration is associated with a 0.071-unit increase in the purchasing practices of local food. This implies that a 1 percent increase in supply chain integration results in a 7.1 percent increase in the purchasing practices of local food. The coefficient is statistically significant at the 0.05 level ($p = 0.013$), indicating a positive and significant relationship between supply chain integration and purchase practices of local food.

In other words, this value indicates a positive relationship between supply chain integration and the purchasing practices of local food. This indicates that the greater the supply chain integration, the higher the actual to purchase local food. Supply chain integration emerged as a significant driver of purchasing practices for local food. The analysis showed a positive and statistically significant relationship between supply chain integration and the actual to purchase local food. This underscores the importance of collaborative and integrated supply chain practices in enhancing the availability and appeal of local food products in star-rated hotels.

The hypothesis **(**H_3**)** of the study suggested that "logistics integration has a positive and significantly effect on the purchasing practices of local food." As shown in Table 16.1 above, H_3 was supported because logistics integration has a positive and significant linear relationship with the purchasing practices of local food. A positive unstandardized coefficient (b = 0.175; t-value = 2.715; p = 0.008<0.05) validates the positive relationship. The coefficient is b = 0.175, indicating that a one-unit increase in logistics integration is associated with a 0.175-unit increase in the purchasing practices of local food. This implies that a 1 percent increase in logistics integration results in a 17.5 percent increase in the purchasing practices of local food. The coefficient is statistically significant at the 0.05 level (p = 0.008), suggesting a positive relationship between logistics integration and the Purchasing practices of local food in star-rated hotels.

The hypothesis **(**H_4**)** of the study suggested that "strategic supplier partnership has a positive and significantly effect on purchasing practices of local food." The results of the study, as reflected in Table 16.1, reveal that H_4 was supported because strategic supplier partnership has a positive and significant relationship with the purchasing practices of local food (b = 0.822; t = 25.814; p = 0.000<0.001). The coefficient is 0.822, indicating that a one-unit increase in strategic supplier partnership is associated with a 0.822-unit increase in the purchasing practices of local food. The coefficient is statistically significant at the 0.05 level (p = 0.000), indicating a positive relationship between strategic supplier partnership and purchasing practices for local food. Conceivably, the positive relationship may be linked to the increased collaboration that occurs as star-rated hotels and their suppliers negotiate their contract agreements.

Additionally, these results implied that star-rated hotels' strategic supplier partnerships effectively implement and increase their chances of integrating and collaborating with their suppliers, which may result in the minimization of supply chain costs, thus consequently improving the purchasing practices of local food in star-rated hotels. These results further suggest that star-rated hotels and local food suppliers use strategic supplier partnership tools for their buying and selling with each other to learn collectively and create a strong purchasing practice of local food. Strategic supplier partnership emerged as a strong predictor of actual purchasing. Hotels that engage in strategic supplier partnerships with local food suppliers are more likely to witness increased Purchasing practices among their customers.

Table 16.1 Summary of hypotheses testing

Hypotheses tests	Independent variables		Dependent variable	Predicted Relationship	Sig	Result
H1:	Mutual sharing information	→	Purchasing practices	Positive	P<0.05	Supported
H2:	Supply chain integration	→	Purchasing practices	Positive	P<0.05	Supported
H3:	Logistics integration	→	Purchasing practices	Positive	P<0.05	Supported
H4:	Strategic supplier partnership	→	Purchasing practices	Positive	P<0.05	Supported

Source: survey April 22, 2023 and June 27, 2023

According to table 17.1 above, mutual information sharing, supply chain integration, logistics integration, and strategic supplier partnership were supported the hypotheses because p<0.05.

4.8. Interview with local food suppliers' managers

> *"In order to guarantee the prompt delivery of ingredients to star-rated hotels, suppliers prioritize excellent transportation and logistics. This calls for efficient delivery systems that shorten the gap between harvest and consumption and guarantee maximum freshness. In Addis Ababa, the local food supply chain methods rely heavily on transportation logistics. However, they deal with issues like traffic jams, poor road conditions, and on-time delivery through effective route planning and coordination."*

Participant #2 also asked; how do the local-food Supply Chain Management practices for local food suppliers in Addis Ababa look like?

> *"Menu modification and collaboration: suppliers closely collaborate with star-rated hotel chefs and neighborhood food vendors to create menus that are tailored to their unique needs, culinary inclinations, and guest preferences.*
>
> *Due to this partnership, traditional Ethiopian foods and regional characteristics can be incorporated, providing hotel guests with distinctive dining experiences."*

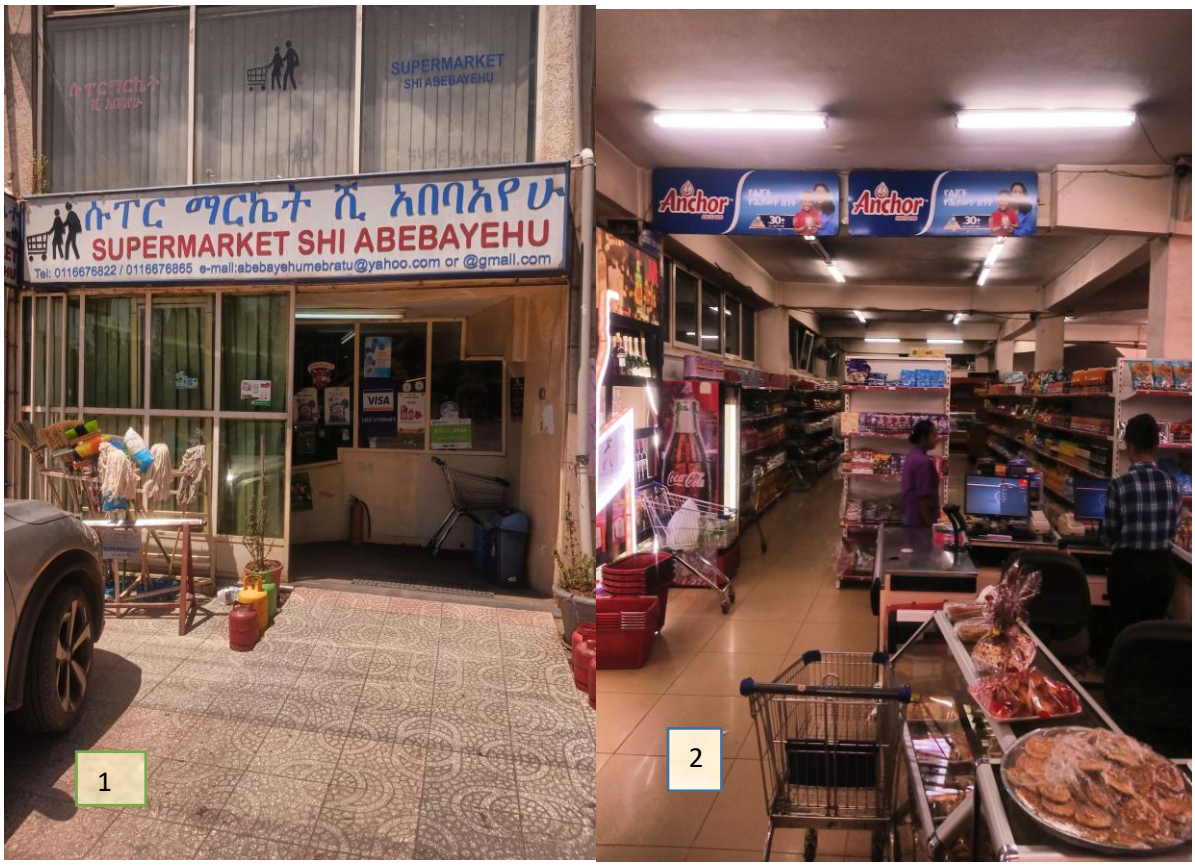
Participant #3 also asked: how do the local-food Supply Chain Management practices for local food suppliers in Addis Ababa look like?

> *"The majority of the times, the effects of seasonality are that local food suppliers work with hotel purchasing managers to develop menus by taking into consideration the seasonal availability of certain foods. They want to showcase Ethiopia's distinct flavors and culinary traditions while providing a wide variety of fresh, local produce all year long."*

Participant #4 also asked: how do the local-food Supply Chain Management practices for local food suppliers in Addis Ababa look like? Foster open communication with local suppliers to understand their capabilities and challenges (Christopher, 2016).

> *"To establish a cooperative network, local food providers frequently collaborate closely with farmers, producers, distributors, and other stakeholders. This can entail exchanging information, planning events, and working together to address possibilities or issues in the neighborhood food system. Lack of knowledge, lack of information, lack of authority to choose suppliers, uneven quality, and lack of availability in the required amount and volume are barriers to purchasing local foods."*

Figure 10.1. Supermarket shi abebayehu



Source: interview April 22, 2023 and June 27, 2023

Numbers in figure above represent: 1-outside of supermarket shi Abebayehu, 2-inside of supermarket shi Abebayehu

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Participant #1 asked: To what extent the local-food Supply Chain Management practices affect the Purchasing practices of local food suppliers? Effective supply chain management practices can ensure a reliable and consistent flow of orders, which can enhance suppliers' confidence in meeting their sales targets and can positively affect their purchasing practices (Wang etal., 2016).

> *"Quantity and consistency of supply: To satisfy the needs of their visitors, star-rated hotels often need a consistent and dependable supply of regional foods.Even if they operate on a smaller scale or have a reduced production capacity, local food providers may struggle to deliver a constant number of items, which could affect consumers' inclinations to buy local food. In addition to supply quantity and reliability, seasonal variations in the supply of local goods can be problematic for suppliers who want to keep a broad and reliable supply.*

Hotels frequently demand a wide range of products all year, which may call for creative solutions like off-season storage, preservation methods, or partnerships with numerous farmers and producers in various regions." Additionally, Suppliers Relationships: Compared to working with bigger, national wholesalers, establishing and keeping relationships with small suppliers might be more difficult. It could take time and effort for hotels to build and maintain these partnerships.

Participant #2 asked: To what extent the local-food supply chain practices affect the Purchasing practices of local food suppliers?

Prompt and equitable payment terms are among the local food supply chain practices that might incentivize suppliers to maintain business relationships with customers, hence increasing Purchasing practices (Shin et al., 2016).

"Price competitiveness: Star hotels frequently seek competitive pricing while upholding high standards of quality. Due to a number of issues, including rising production costs, constrained economies of scale, the need to emphasize quality above price, and a decline in consumer demand for local food, local food suppliers may find it difficult to offer competitive prices." Seasonality of local food: Seasonality can have an impact on local food supply chains, making it difficult for hotels to reliably find specific local ingredients year-round. This may have an impact on menu planning and the capacity to satisfy guest requests for particular foods.

Participant #3 asked: To what extent the local-food Supply Chain Management practices affect the Purchasing practices of local food suppliers?

By coordinating manufacturing and delivery processes more efficiently, suppliers can boost customer confidence and purchase intent by exchanging market data, demand projections, and product quality requirements (Wong and Wu, 2019). Suppliers are more likely to indicate a favorable intention to acquire when they sense a solid partnership with customers (Golicic et al., 2014). Due to a lack of market information, many local food suppliers find it challenging to predict demand and modify their production in response (Seyfang et al., 2018).

"Collaboration and information sharing: Supply chain practices that promote these activities among stakeholders can improve communication, trust, and transparency. It can have a favorable impact on their buying intentions when local food producers have access to precise and timely information about product availability, demand projections, and market trends. Shared knowledge and best practices can result from collaboration and benefit suppliers by increasing their involvement in the supply chain."

Participant #4 asked: To what extent the local-food Supply Chain Management practices affect the Purchasing practices of local food suppliers?

Good supply chain management practices can provide a steady and dependable flow of orders, which can boost suppliers' assurances about hitting sales goals and have a favorable impact on their intention to buy locally grown food (Wang et al., 2016).

"Efficiency and reliability: The supply chain's overall efficiency and dependability can be improved by employing efficient local food supply chain methods like streamlined logistics, effective inventory management, and dependable delivery systems. Smoother operations and consistent product availability at local food suppliers may have a beneficial effect on customers' intentions to buy. They might be more inclined to keep working with the supplier chain and sustain enduring ties."

*Figure 11.1.*Queen's supermarket

Source: interview April 22, 2023 and June 27, 2023

Numbers in figure above represent: 1-outside of Queen's supermarket, 2 and 3-inside of Queen's supermarket

Participant #1 asked: what are the major challenges facing local food suppliers in supplying local foods to star-rated hotels in Addis Ababa?

Local food products should be stored and preserved properly; however, this is sometimes not done, especially by small-scale providers (Richards and Rickard, 2018). Respecting food safety and hygiene regulations is essential, and suppliers might need to make infrastructural and training investments to do so (Frewer et al., 2016).

> *"Local food vendors in Addis Ababa encounter numerous difficult obstacles when trying to offer local delicacies to star-rated hotels. Logistics and transportation were a challenge. The efficient distribution of local foods to hotels might be hampered by inadequate infrastructure and transportation systems. Poor road conditions, a lack of refrigeration capacity, and ineffective logistics can cause delays, food deterioration, and a reduction in the quality of the food. To meet these issues, suppliers may need to make investments in enhancing transportation systems and cold storage facilities. Perishable commodities may be delayed, damaged, or spoiled due to inadequate storage facilities and unreliable transportation methods.*
>
> *To keep their items in good condition and at their peak of freshness while in transit, suppliers may need to make investments in improving transportation infrastructure, refrigeration systems, and packaging methods."*

Participant #2 asked: what are the major challenges facing local food suppliers in supplying local foods to star-rated hotels in Addis Ababa?

> *"Access and competitiveness were the other two main issues local food suppliers had to deal with. Local food providers may find it difficult to enter the star-rated hotel market, particularly if they lack established networks or face competition from larger suppliers or wholesalers. Consistent product quality, competitive pricing, and successful marketing and networking tactics are necessary to forge partnerships with hotels and develop credibility. Additionally, promotion and exposure: Local food vendors could have trouble promoting their goods and being noticed by star-rated hotels. They might need to make investments in efficient marketing plans, establishing connections with hotel procurement teams, and emphasizing the distinctive features of their local food products."*

Participant #3 asked: what are the major challenges facing local food suppliers in supplying local foods to star-rated hotels in Addis Ababa?

It can be challenging to compete on price and volume with local suppliers, who frequently face up against bigger, more established suppliers (Ise and Menrad, 2016). Local suppliers may have inadequate access to contemporary infrastructure and technology (Hughner et al., 2007). For many local suppliers, it can be difficult to ensure timely and fresh product delivery due to inefficient transportation and distribution (Hobbs and Goddard, 2015).

> *"Competition from larger suppliers: Larger suppliers or distributors, who could have better resources, established networks, and economies of scale, frequently pose a serious threat to local food producers. Smaller local vendors may find it difficult to win contracts with five-star hotels and expand their market share due to this competition. Local food providers could find it challenging to consistently achieve these requirements, especially if they lack the infrastructure or resources required for quality assurance and control."*
>
> "Quality and Consistency: In order for hotels to uphold their standards and satisfy guests, local food supply chains may find it difficult to ensure constant quality and availability.

Participant #4 asked: what are the major challenges facing local food suppliers in supplying local foods to star-rated hotels in Addis Ababa?

It can be difficult to accommodate year-round demand for local food because it is sometimes very seasonal (Groppel-Klein and Sassenberg, 2019).

> *"Pricing and profitability: For regional food providers, securing reasonable prices while ensuring profitability is a never-ending challenge. Hotels with stars typically experience financial constraints and seek reasonable charges. Suppliers must, however, strike a balance between their own financial success and fair prices for farmers and producers. Suppliers may need to consider cost-cutting measures like simplifying production procedures or more skillfully acquiring supplies in order to maintain viable pricing strategies. Quantity and Reliability of Supply Local food vendors could find it challenging to meet the volume and consistency requirements of star-rated hotels. Suppliers must always provide an adequate number of locally produced goods because hotels usually have strong demand and tight quality criteria.*

Participant #1 asked: what do you recommend to improve the local food Supply Chain Management practices in relation to star-rated hotels in Addis Ababa?

For many local suppliers, it can be difficult to ensure timely and fresh product delivery due to inefficient transportation and distribution (Hobbs and Goddard, 2015).

> *"Addis Ababa's star hotels and local food suppliers must work together, as well as other important stakeholders, to address improving the local food Supply Chain Management practices. Overcoming these obstacles and encouraging the sourcing of local foods by star-rated hotels can be done by offering support in the form of training, infrastructure development, financial access, and market connections.*

Participant #2 asked: what do you recommend to improve the local food Supply Chain Management practices in relation to star-rated hotels in Addis Ababa?

> *"To improve the local food Supply Chain Management practices in relation to star-rated hotels in Addis Ababa, initiatives aimed at strengthening the local food supply chain, improving infrastructure, providing technical assistance, and facilitating market linkages can help overcome these challenges and create a favorable environment for local food suppliers supplying to star-rated hotels in Addis Ababa and developing actual purchasing for local food."*

4.9. Discussion of the study

4.9.1. Mutual information sharing

The statement, "Mutual information sharing has a positive effect on the Purchasing practices of local food," highlights the significance of transparent communication and collaboration within the local food supply chain. As consumers increasingly seek locally sourced and sustainable food options, understanding how mutual information sharing influences their Purchasing practices is crucial. This discussion will delve into this assertion, supported by relevant citations. Previous studies have supported. Mutual information sharing has significantly influence on Purchasing practices of local food ($p<0.05$). Consumers' actual to purchase locally produced food are highly impacted by the accuracy, timeliness, sufficiency, and dependability of the information supplied (Ibrahim & Duong Vu Xuan Quynh & Nguyen Hoang Huy, 2018).

They identified a lack of connections between producers and consumers, inadequate infrastructure and transportation systems, limited information flow, and problems with local food packaging and Purchasing practices as the major challenges facing the supply chain (Chaka et al., 2016). Offering a wealth of information to evaluate items will aid customers in making judgments about what to buy and will has a favorable impact on their purchase intent (Amin et al., 2019). Because there was a significant impact on Purchasing practices ($P<0.05$), this result is supported with earlier studies. When it comes to information sharing, it has been noted that it is extremely important to supply chain participants because it eventually enables them to make better and more coordinated decisions (Balda & Singh, 2020).

The local food ecosystem is strengthened when consumers are more likely to purchase local food items when they are aware of the difficulties experienced by local producers and the beneficial effects of their purchases on the neighborhood economy (Carfora et al., 2019). Consumers are more likely to make decisions that are in line with their values and have a positive impact on buying local food when they have easy access to detailed information about local food products, including their sourcing, production processes, and nutritional content (Carfora et al., 2019). This result was supported with all earlier studies.

4.9.2. Supply chain integration

The statement, "Supply chain integration has a positive effect on the Purchasing practices of local food." underlines the crucial part that integrated supply chain systems play in influencing customer preferences for purchasing practices of local food items. Understanding the impact of supply chain integration on consumers' purchasing practices is crucial as the demand for locally grown and sustainably produced goods increases. With the use of pertinent citations, this debate will examine the various facets of this claim. This shows that when supply chain integration increases, local food purchases are more likely to occur. Findings showed that buyers have a strong need for products and a need to understand the circumstances in which different items are produced (Balda & Singh, 2020). Integration can result in cost reductions through economies of scale in transportation, warehousing, and inventory management, thereby leading to more influence prices for local food products (Xu et al., 2019). This result was supported with all earlier studies.

4.9.3. Logistics integration

One important component impacting purchasing practices is logistics integration, which is generally acknowledged. Streamlined logistics operations, such as quick order processing, dependable deliveries, and real-time tracking, can increase customer satisfaction and trust, which will ultimately have a positive influence on customers' intentions to make purchases (Li et al., 2006). This result was supported with all earlier studies.

4.9.4. Strategic supplier partnership

This finding reveals that strategic supplier partnership had a positive and significantly effect on purchasing practices of local food. Additionally, these findings suggested that strategic partnerships between star-rated hotels and their suppliers could help them better integrate and collaborate with one another, reduce supply chain costs, and increase customers' intentions to buy locally produced food in Addis Ababa. These results further suggest that star-rated hotels and locally produced food suppliers use strategic supplier partnership tools for their buying and selling with each other to learn collectively and create strong purchasing practices for locally produced food. Numerous researches back up the claim that supply chain strategic alliances have a positive impact on consumers' intentions to buy local food. This finding is consistent with the notion advanced by Handoko et al. (2015) that variables including customer relationships, the quantity and quality of information, and supplier partnerships have a significant influence on customers' intentions to purchase local food. Strategic partnership in the supply chain has been shown to positively influence Purchasing practices (Smith et al., 2011).

Chapter five

5. Conclusion and recommendation of the study findings

5.1. Conclusion of the study finding

In conclusion, the purpose of this study was to examine how different Supply Chain Management practices dimensions affected star-rated hotels' inclination to purchase local foods. The results offer important light on the links between these variables and how they affect the choices made by star-rated hotels when choosing local food suppliers. Numerous inferences may be made about the variables influencing the intention to purchase locally produced food in the context of the link between local food suppliers and star-rated hotels in Addis Ababa based on the descriptive and inferential statistics presented in the preceding sections. Here are the main conclusions:

The study indicated that the intention to purchase local food was not significantly affected by the mutual information sharing between star-rated hotels and local food suppliers. While, the intention of purchase local food was positively and significantly influence by supply chain integration, logistics integration, and strategic supplier partnership. The availability and capacity of local food in star-rated hotels must be guaranteed through effective logistical management and coordination. Integration of supply chain logistics is found to have a beneficial impact on local food Purchasing practices when there is a good relationship between star-rated hotels and local food suppliers. The capability, skill, and general integration of logistical activities are impacted by this coordination, which has a positive effect on consumers' intentions to buy locally produced food. Besides logistics integration, supply chain integration significantly and positive affected on star-rated hotels' intentions to purchase local food. This shows that a larger intention to buy local food may result from a supply chain that integrates local food suppliers and star-rated hotels more closely. There was a requirement for better supply chain integration between local food suppliers and star rated hotels. Building long-lasting connections, seeing suppliers as essential players in the supply chain, and creating collaboration initiatives are essential for improving supply chain integration and, as a result, raising consumer interest in buying locally produced food. The intention to buy local food was significantly influenced positively by strategic supplier partnership also. The inclination to buy local food was positively and significantly influenced by cooperative efforts between local food suppliers and hotels, including enduring connections and quality development initiatives.

This shows that hotels are more likely to demonstrate a stronger propensity to buy local goods if they successfully implement and improve their Supply Chain Management practices. On the other hand, multivariate Analysis of Variance (MANOVA) results indicated that there were no statistically significant differences among different categories of star-rated hotels concerning Supply Chain Management practices. This implies that the adoption of these practices is relatively consistent across the various hotel categories in Addis Ababa.

Qualitative interviews: The managers of local food suppliers participated in these interviews, which added to our understanding of Addis Ababa's local food Supply Chain Management practices. The respondents emphasized the significance of effective logistics and shipping, menu customization, and taking into account partnerships and collaboration in local food supply chain activities. The management of the nearby food providers did note certain difficulties, though, including insufficient infrastructure, access and competition, achieving quality standards, price and profitability, and volume and consistency of supply. According to the study, local food supplier managers should follow a number of recommendations to strengthen the management of the local food supply chain in relation to Addis Ababa's star-rated hotels. These include fostering greater cooperation between vendors, lodging facilities, and other interested parties; offering assistance with infrastructure development, access to financing, and market connections; enhancing transportation networks and cold storage facilities; boosting marketing and visibility strategies; and addressing pricing strategies, volume and consistency of supply.

In conclusion, effective Supply Chain Management practices, such as supply chain integration, logistics integration, and strategic partnerships, play a significant role in influencing the intention to purchase local food in star-rated hotels, even though mutual information sharing may not be the primary driver of actual purchasing. Providing local foods to hotels with star rated hotels presents a number of difficulties for local food suppliers. Among these difficulties are problems with logistics and transportation, pricing competition, access to the hotel industry, rivalry with bigger suppliers, and maintaining high standards. In Addis Ababa, overcoming obstacles faced by local food suppliers and bolstering the local food supply chain may boost the availability and consumption of locally produced food, which will be advantageous to both the star-rated hotels and local food suppliers.

5.2. Recommendation of the study finding

To improve local food Supply Chain Management practices of star-rated hotels, local food suppliers, and enhance Purchasing practices in Addis Ababa, the following recommendations can be considered:

1. Strengthen collaboration: Encourage closer cooperation and communication between star-rated hotels and local food suppliers. Information exchange and a mutual knowledge of one another's needs and concerns can be facilitated via regular meetings, collaborative planning sessions, and open dialogues.
2. Capacity building: government and star-rated hotels should be offer for local food suppliers training and capacity-building programs to help them improve their knowledge of supply chain management, quality control, food safety, and other related topics.
3. Long-term partnerships: Encourage star-rated hotels to form long-term alliances with local food suppliers. Creating agreements that are valuable to both parties, such as ones that include volume and pricing obligations, might encourage suppliers to make investments in high-quality, environmentally friendly production methods.
4. Quality assurance: Implement quality assurance programs to ensure consistent product quality from local food suppliers. This can involve regular inspections, certifications, and adherence to food safety standards. Hotels can also provide feedback and support to local food suppliers in improving their product quality.
5. Seasonal menu planning**:** Create seasonal menu planning tactics that emphasize locally grown food during the height of harvest. This strategy can help with seasonality issues, promote local food, and improve the eating experience for visitors.
6. Information exchange: Establish methods for trustworthy and efficient information exchange between upscale hotels and local food providers. This can involve the use of technological platforms, including web portals or mobile applications, to make real-time communication, order placement, and delivery tracking easier.
7. Financial support: Investigate ways to give local food producers—especially small-scale ones—financial assistance or incentives to make investments in infrastructure improvement, technology adoption, and capacity building. This can aid in overcoming financial difficulties and enhancing their general performance.

8. Monitoring and evaluation: Keep a close eye on the effectiveness and effects of local food Supply Chain Management practices in star-rated hotels. This will make it easier to pinpoint problem areas, monitor development, and make the required corrections to guarantee the success of efforts. Generally; Star-rated hotels in Addis Ababa can strengthen their local food supply chains practices, increase their desire to buy locally produced food, and support the growth of sustainable tourism in the city by putting these tips into reality.

5.3. Future of the research

Future researchers are recommended to conduct research in entire star-rated hotels nation (country) and use supply chain collaboration and cooperation as research gaps.

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CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES

TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

EXAMINING LOCAL FOOD SUPPLY CHAIN MANAGEMENTPRACTICES IN ENHANCING ACTUAL PURCHASING: THE CASE OF STAR-RATED HOTELS IN ADDIS ABABA

Questionnaires were completed by purchasing managers of star-rated hotels

Dear participant,

I am conducting a voluntary survey to improve local food Supply Chain Management practices in star-rated hotels in Addis Ababa, with the aim of enhancing actual purchasing. Your participation is optional and you may withdraw at any time. Your confidential responses will be combined with those of other participants to help evaluate the findings. If you have experience with the local supply chain, please take a moment to answer the attached questions. Your individual responses will not be shared publicly.

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Appendix A: Questionnaires for survey

Part 1: Mutual information sharing

The following question asks about your knowledge and opinions regarding the information sharing between local food suppliers and star-rated hotel. Please indicate the extent to which you agree or disagree with the following statements using five points Likert scale (1=strongly disagree, 5=strongly agree). (Please circle one number for each statement).

Information sharing between local food suppliers and star-rated hotels	Strongly Disagree	Disagree	No …	Agree	Strongly …
1. Our hotel is working to create an appropriate information system	1	2	3	4	5
2. Our suppliers keep us fully informed about the issues that affect our business.	1	2	3	4	5
3. Information exchanged between us and our local food suppliers is adequate	1	2	3	4	5
4. Information exchange between our local food suppliers and us is timely.	1	2	3	4	5
5. Information exchange between our local food suppliers and us is accurate.	1	2	3	4	5
6. Information exchanged between our hotel and local food suppliers is reliable	1	2	3	4	5

Part 2: Logistics integration

The following question asks about your knowledge and opinions regarding the *Logistics integration between local food suppliers and star-rated hotels* using five points Likert scale (1=strongly disagree, 5=strongly agree). (Please circle one number for each statement).

***Logistics integration between local food suppliers and* star-rated hotel**	Strongl…	Disagre…	No Opinio…	Agree	Strongl… agree
1. There is lack of capability and skill of local human resources.	1	2	3	4	5
2. Our logistics activities are well integrated with suppliers' logistics activities.	1	2	3	4	5
3. We have a unified integration of logistics activities with our key suppliers.	1	2	3	4	5
4. Our logistics integration is characterized by excellent distribution, transportation facilities.	1	2	3	4	5

Part 3: Supply chain integration

The following question asks about your knowledge and opinions regarding the *integration between suppliers of locally produced food and star-rated hotels* using five points Likert scale (1=strongly disagree, 5=strongly agree). (Please circle one number for each statement).

Supply chain integration between local food suppliers and star-rated hotels	Strongl	Disagree	No Opinion	Agree	Strongl y agree
1. We view our suppliers as an integrated part of the supply chain.	1	2	3	4	5
2. We expect our relationship with key suppliers to last a long time.	1	2	3	4	5
3. We maintain close relationship with a limited pool of suppliers.	1	2	3	4	5
4. We develop a partnership program with our key suppliers for the benefit of the whole supply chain.	1	2	3	4	5
5. Inter-organizational logistics activities are closely coordinated.	1	2	3	4	5

Part 4: Strategic supplier partnership

The following question asks about your knowledge and opinions regarding the *strategic supplier partnership* using five points Likert scale (1=strongly disagree, 5=strongly agree). (Please circle one number for each statement).

Strategic supplier partnership	Strongly Disagree	Disagree	No Opinion	Agree	Strongly disagree
1. We expect our relationships with key suppliers to last a long time	1	2	3	4	5
2. we have helped our suppliers to improve their product quality	1	2	3	4	5
3. We have continuous improvement programs that include our suppliers.	1	2	3	4	5
4. We collaborate with key suppliers to improve their quality in the long run.	1	2	3	4	5
5. We view our suppliers as an extension of our company	1	2	3	4	5
6. We include our key suppliers in planning and goal setting.	1	2	3	4	5

Part 5: Local food Purchasing practices

The following question asks about your knowledge and opinions regarding the Purchasing practicesof locally produced foods using five points Likert scale (1=strongly disagree, 5=strongly agree). (Please circle one number for each statement).

The Purchasing practices of locally produced food	Strongly Disagree	Disagree	No opinion	Agree	Strongly agree
1. I would buy local food products in order to save money.	1	2	3	4	5
2. I would purchase local foods in the future.	1	2	3	4	5
3. I would recommend purchasing locally produced foods to others.	1	2	3	4	5
4. The probability that I would buy local foods is very high.	1	2	3	4	5
5. I will make an effort to purchase local foods.	1	2	3	4	5
6. I intend to purchase local food if suppliers of local food contact me.	1	2	3	4	5
7. I will purchase more local food if it is cost effective.	1	2	3	4	5
8. I am willing to purchase local food if I can receive product of constant quality.	1	2	3	4	5

Thank you for your time and cooperation

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Interviews to be completed locally produced suppliers to star-rated hotels

Dear participant,

I am conducting a voluntary survey to improve local food Supply Chain Management practices in star-rated hotels in Addis Ababa, with the aim of enhancing actual purchasing. Your participation is optional and you may withdraw at any time. Your confidential responses will be combined with those of other participants to help evaluate the findings. If you have experience with the local supply chain, please take a moment to answer the attached questions. Your individual responses will not be shared publicly.

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Thank you for your time and cooperation

Appendix B: Interview questions

Interview questions for local food suppliers' managers in Addis Ababa.

1. How do the local-food Supply Chain Management practices for local food suppliers in Addis Ababa look like?
2. To what extent the local-food supply chain practices affect the Purchasing practicesof local food suppliers?
3. What are the major challenges facing local food suppliers in supplying local foods to star-rated hotels in Addis Ababa?
4. What do you recommend to improve the local food Supply Chain Management practices in relation to star-rated hotels in Addis Ababa?
5.

Appendix C: Reliability analysis of the study

Alpha values below 0.6 (poor reliability) cannot be accepted, while alpha values between 0.7 and 0.8 (excellent reliability) and 0.6 to 0.7 (fair reliability) can (Syukur & Nimsai, 2018).

No	Variables	No of items	Cronbach's Alpha
	Mutual information sharing	6	0.752
	Logistics integration	4	0.868
	Supply chain integration	5	0.714
	Strategic supplier partnership	5	0.605
	Actual purchasingof local food	8	0.781

Source: survey April 22, 2023 and June 27, 2023

Mutual information sharing: The mutual information sharing variable has six items, according to Cronbach's alpha, which is 0.752. The Cronbach's alpha of 0.752 indicates that the internal consistency of the items in this variable is reasonably high. Integration of supply chain logistics: Cronbach's alpha = 0.868; the number of items in the integration of supply chain logistics variable is 4. The high level of internal consistency among the items in this variable is indicated by the Cronbach's alpha, which is 0.868. Cronbach's alpha for the supply chain integration variable is 0.714, and there are 5 items total. The items appear to have a high degree of internal consistency, as indicated by the Cronbach's alpha of 0.714. Strategic supply chain partnership: Cronbach's alpha = 0.605 the strategic supplier partnership variable has 5 items total. A fair amount of internal consistency among the items is shown by the Cronbach's alpha of 0.605.

Number of items	Cronbach's Alpha
Information sharing between local food suppliers and star-rated hotels	**0.752**
MIS$_1$: Our hotel is working to create an appropriate information system.	0.714
MIS$_2$: Our suppliers keep us fully informed about the issues that affect our business.	0.712
MIS$_3$: Information exchanged between us and our local food suppliers is adequate.	0.701
MIS$_4$: Information exchange between our local food suppliers and us is timely.	0.708
MIS$_5$: Information exchange between our local food suppliers and us is accurate.	0.742
MIS$_6$: Information exchanged between our hotel and local food suppliers is reliable.	0.719

Source; survey of April 22, 2023 and June 27, 2023

Mutual information sharing: The mutual information sharing variable has six items, according to Cronbach's alpha, which is 0.752. The Cronbach's alpha of 0.752 indicates that the internal consistency of the items in this variable is reasonably high.

Number of items	Cronbach's Alpha
***logistics integration between local food suppliers and* star-rated hotel**	**0.868**
LI$_1$: There is lack of capability and skill of local human resources.	0.870
LI$_2$: Our logistics activities are well integrated with suppliers' logistics activities.	0.776
LI$_3$: We have a unified integration of logistics activities with our key suppliers.	0.804
LI$_4$: Our logistics integration is characterized by excellent distribution, transportation facilities.	0.866

Source; survey of April 22, 2023 and June 27, 2023

Integration of supply chain logistics: Cronbach's alpha = 0.868; the number of items in the integration of supply chain logistics variable is 4. The high level of internal consistency among the items in this variable is indicated by the Cronbach's alpha, which is 0.868.

Number of items	Cronbach's Alpha
Supply chain integration between local food suppliers and star-rated hotels	**0.714**
SCI$_1$: We view our suppliers as an integrated part of the supply chain.	0.824
SCI$_2$: We expect our relationship with key suppliers to last a long time.	0.801
SCI$_3$: We maintain close relationship with a limited pool of suppliers.	0.839
SCI$_4$: We develop a partnership program with our key suppliers for the benefit of the whole supply chain.	0.788
SCI$_5$: Inter-organizational logistics activities are closely coordinated.	0.806

Source; survey of April 22, 2023 and June 27, 2023

Cronbach's alpha for the supply chain integration variable is 0.714, and there are 5 items total. The items appear to have a high degree of internal consistency, as indicated by the Cronbach's alpha of 0.714.

Number of items	Cronbach's Alpha
Strategic supplier partnership	**0.602**
SSP1: We expect our relationships with key suppliers to last a long time	.482
SSP2:We have helped our suppliers to improve their product quality	.617
SSP3: We have continuous improvement programs that include our suppliers.	.465
SSP4: We collaborate with key suppliers to improve their quality in the long run.	.561
SSP5: We include our key suppliers in planning and goal setting.	.601

Source; survey of April 22, 2023 and June 27, 2023

Strategic supply chain partnership: Cronbach's alpha = 0.605 the strategic supplier partnership variable has 5 items total. A fair amount of internal consistency among the items is shown by the Cronbach's alpha of 0.605.

Number of items	Cronbach's Alpha
The Purchasing practices of locally produced food	**0.781**
PI1: I would buy local food products in order to save money.	0.764
PI2: I would purchase local foods in the future.	0.758
PI3: I would recommend purchasing locally produced foods to others.	0.752
PI4: The probability that I would buy local foods is very high.	0.771
PI5: I will make an effort to purchase local foods.	0.738
PI6: I intend to purchase local food if suppliers of local food contact me.	0.757
PI7: I will purchase more local food if it is cost effective.	0.752
PI8: I am willing to purchase local food if I can receive product of constant quality.	0.762

Source; survey of April 22, 2023 and June 27, 2023

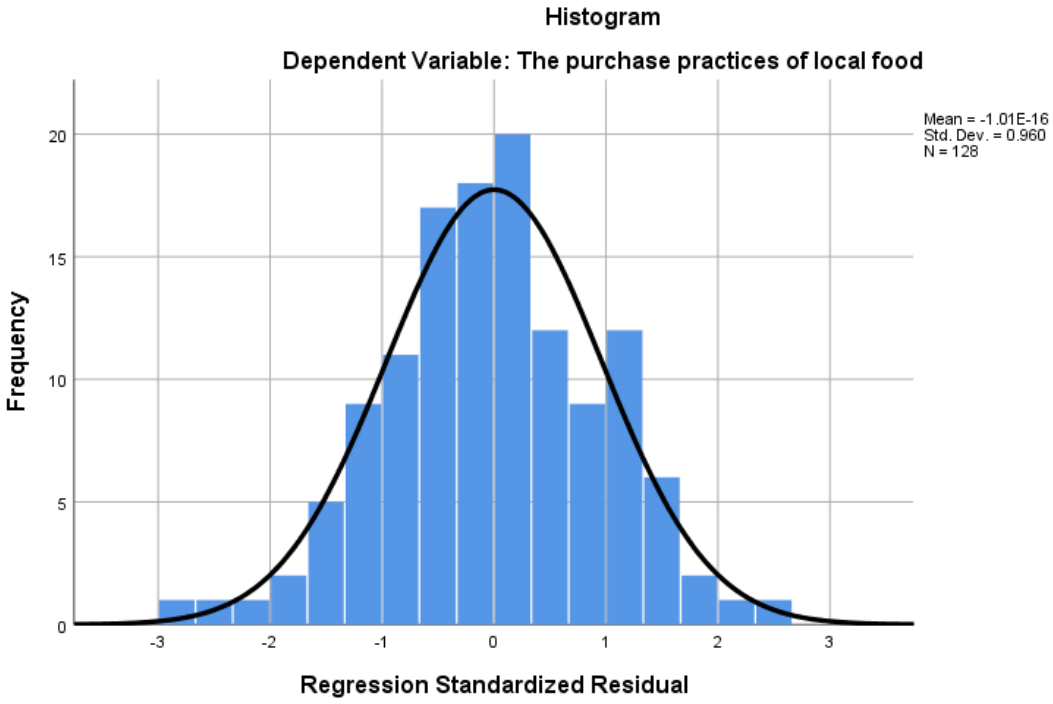
Appendix D: Model tests of regression assumption

An initial requirement test is carried out, according to Anggraeni & Mashuddin (2022), with the test requirements including normality, linearity, multi-collinearity, homoscedasticity, and autocorrelation. In order to evaluate presumptions prior to undertaking parametric analysis, such as regression analysis, this is done. The data were analyzed using regression analysis, which makes use of the following assumptions: linearity, multivariate normality, homoscedasticity, multi-collinearity, and autocorrelation (Hajar & Karakus, 2023). Additionally, prior to using the regression analysis to test the hypotheses, a number of checks were made to ensure the data agreed with the assumptions of the analysis (Awadeh et al., 2022).

Normality test

A normality test is used to make sure that all of the data has a normal distribution (Dewi & Monalisa, 2016). Normality is the degree to which a data distribution resembles a bell curve (Kamau, 2022). Normality is important for constructing a regression model since data that is not normally distributed cannot be used for a linear regression analysis (Waithaka, 2021).

The analysis of the normality test was done using the graphical technique approach, as shown in figure 10.1 below.

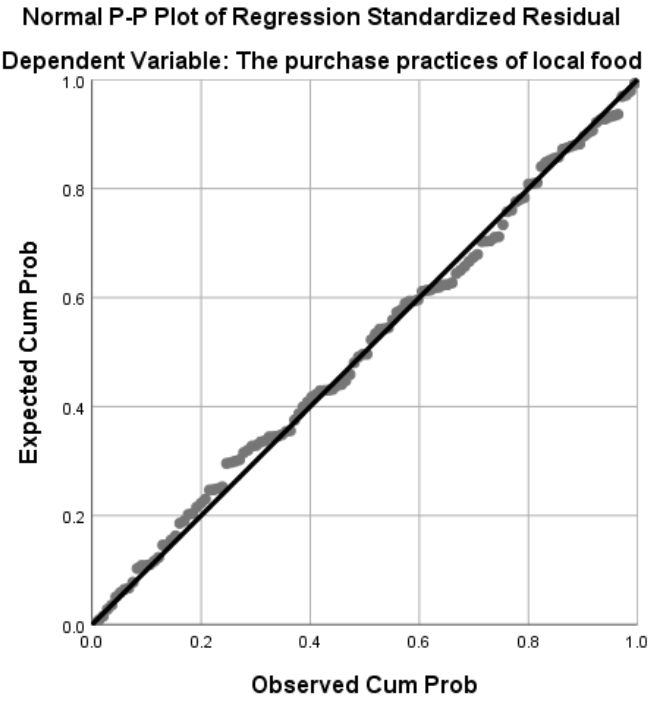


Source; survey of April 22, 2023 and June 27, 2023

Linearity test

The linearity test must be completed before the multiple regression test (Anggraeni & Mashuddin, 2022). The dependent variable is a linear function of the predictor (independent) variables, in accordance with the theory of linearity (Thu, 2019). It is suggested to use a scatter plot to show the linear relationship between the independent and dependent variables in the presented data set (P & M. Patil, 2018). Linear relationships between the variables, the data met the multivariate normality and homoscedasticity assumptions and there was no multi-collinearity (Hajar & Karakus, 2023). The relationship between the dependent variable—purchasing practices of locally produced food—and the Supply Chain Management practices dimensions (supply chain integration, mutual information sharing, logistics integration, and strategic supplier partnership) was examined using a linearity test. There were no discernible differences in the residuals' dispersion, as seen in the scatter plot in figure 11.1 below.

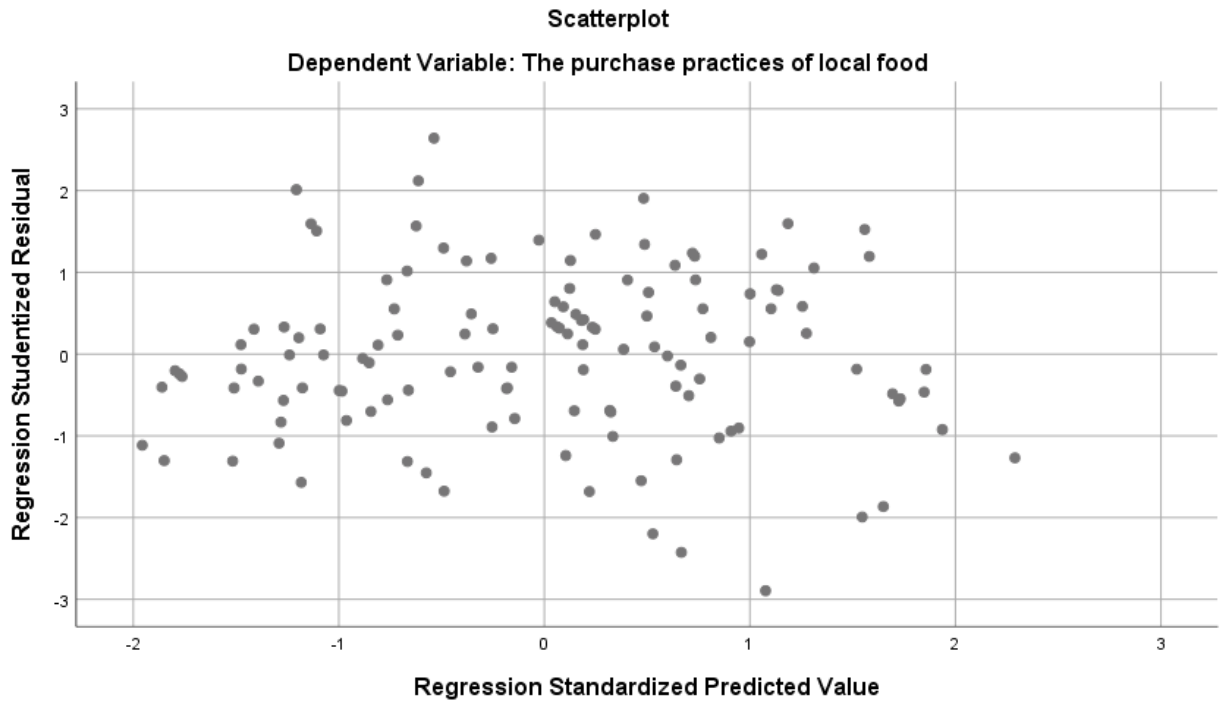
The results show a linear association between the intention of purchasing local food and the implementation of Supply Chain Management practices.



Source; survey of April 22, 2023 and June 27, 2023

Homoscedasticity

Homoscedasticity is the state that occurs when the error variance is constant throughout all repetitions of the independent variable (Anggraeni & Mashuddin, 2022). Homoscedasticity determines if data have the same (uniform) variances (Kamau, 2022). If this graph includes any kind of curve, the data have likely violated the linearity assumption (Field, 2009). According to the homoscedasticity assumption, the standard deviation and variance of errors about the regression line are equal for all Exploratory variables. This implies that any predictor variable should be reasonably consistent (uniform), as well as the spread of residuals at each location. The graph is not cone-shaped, as shown by the dispersed plot in Figure 12.1, since the residuals at each level of Exploratory factors appear to be widely distributed about zero. It is safe to say that the homoscedasticity problems in this study are nonexistent.



Source: survey April 22, 2023 and June 27, 2023

Multi-collinearity test

Multi-collinear Exploratory variables have a high level of correlation between themselves (Wanjere et al., 2021). The variable that causes collinearity is found using the variance inflation factor (VIF) (Dewi & Monalisa, 2016). One can establish whether or not there is multi-collinearity by looking at the variance inflation factor's (VIF) value (Anggraeni & Mashuddin, 2022). In the traditional linear regression model, the assumption of multi-collinearity originally meant that some of the Exploratory variables had a "perfect" or exact linear relationship (Jain and Raj, 2019). The degree to which the independent variables are correlated with one another is assessed using a multi-collinearity test (Kamau, 2022). The presence or absence of multi-collinearity was assessed based on the tolerance value and variance inflation factor (VIF) values for each variable in the model, where the allowable tolerance value was greater than 0.1 and the variance inflation factor (VIF) value was less than 10 (Sefrus et al., 2020). A tolerance of more than 0.2 or 0.1 and a VIF of 5 or 10 or above may point to a multi-collinearity problem in the model (Thomas-François, 2015).

As can be seen, every variable had tolerance values higher than 0.10 and VIF values lower than 10 in. Demonstrating that the independent variables are not multi-collinear.

	Independent variables	Collinearity Statistics	
		Tolerance	VIF
1.	Supply chain Integration	.951	1.052
2.	Logistics integration	.970	1.031
3.	Supply chain strategic partnership	.985	1.015
4.	Mutual information sharing	.949	1.054

Dependent variable: purchasing practices of local food

Source: survey April 22, 2023 and June 27, 2023

APPENDIX E: Multiple comparisons MANOVA

Table of multiple comparisons **MANOVA**

Multiple Comparisons					
Tukey HSD					
Dependent Variable	(I) hotel's star category	(J) hotel's star category	Mean Difference (I-J)	Std. Error	Sig.
Mutual information sharing	One star	Two star	.0628	.11732	.983
		three star	-.0099	.11097	1.000
		four star	.0079	.13776	1.000
		five star	.1508	.17973	.918
	Two star	One star	-.0628	.11732	.983
		three star	-.0727	.12154	.975
		four star	-.0549	.14641	.996
		five star	.0880	.18644	.990
	three star	One star	.0099	.11097	1.000
		Two star	.0727	.12154	.975
		four star	.0179	.14137	1.000
		five star	.1607	.18251	.903
	four star	One star	-.0079	.13776	1.000
		Two star	.0549	.14641	.996
		three star	-.0179	.14137	1.000
		five star	.1429	.19993	.953
	five star	One star	-.1508	.17973	.918
		Two star	-.0880	.18644	.990
		three star	-.1607	.18251	.903
		four star	-.1429	.19993	.953
Supply chain Integration	One star	Two star	-.0358	.25077	1.000
		three star	-.2933	.23721	.730
		four star	-.1004	.29446	.997
		five star	-.3861	.38417	.852
	Two star	One star	.0358	.25077	1.000
		three star	-.2575	.25980	.859
		four star	-.0646	.31295	1.000
		five star	-.3503	.39852	.904
	three star	One star	.2933	.23721	.730
		Two star	.2575	.25980	.859
		four star	.1929	.30219	.968
		five star	-.0929	.39013	.999
	four star	One star	.1004	.29446	.997
		Two star	.0646	.31295	1.000

		three star	-.1929	.30219	.968
		five star	-.2857	.42737	.963
	five star	One star	.3861	.38417	.852
		Two star	.3503	.39852	.904
		three star	.0929	.39013	.999
		four star	.2857	.42737	.963
Logistics integration	One star	Two star	.1001	.10475	.874
		three star	-.0214	.09908	1.000
		four star	-.2803	.12300	.160
		five star	-.1374	.16047	.912
	Two star	One star	-.1001	.10475	.874
		three star	-.1215	.10852	.796
		four star	-.3804*	.13072	.035
		five star	-.2376	.16646	.612
	three star	One star	.0214	.09908	1.000
		Two star	.1215	.10852	.796
		four star	-.2589	.12623	.250
		five star	-.1161	.16296	.953
	four star	One star	.2803	.12300	.160
		Two star	.3804*	.13072	.035
		three star	.2589	.12623	.250
		five star	.1429	.17851	.930
	five star	One star	.1374	.16047	.912
		Two star	.2376	.16646	.612
		three star	.1161	.16296	.953
		four star	-.1429	.17851	.930
Supply chain strategic partnership	One star	Two star	-.0045	.21623	1.000
		three star	.1374	.20453	.962
		four star	.0303	.25390	1.000
		five star	.5446	.33126	.473
	Two star	One star	.0045	.21623	1.000
		three star	.1419	.22402	.969
		four star	.0348	.26984	1.000
		five star	.5491	.34363	.502
	three star	One star	-.1374	.20453	.962
		Two star	-.1419	.22402	.969
		four star	-.1071	.26057	.994
		five star	.4071	.33639	.745
	four star	One star	-.0303	.25390	1.000
		Two star	-.0348	.26984	1.000
		three star	.1071	.26057	.994
		five star	.5143	.36850	.632
	five star	One star	-.5446	.33126	.473
		Two star	-.5491	.34363	.502
		three star	-.4071	.33639	.745
		four star	-.5143	.36850	.632
Based on observed means. The error term is Mean Square(Error) = .634.					
*. The mean difference is significant at the .05 level.					

Source; survey of April 22, 2023 and June 27, 2023

Tukey HSD					
Dependent Variable	(I) hotel's star category	(J) hotel's star category	Mean Difference (I-J)	Std. Error	Sig.
Mutual information sharing	One star	Two star	-.0328	.08872	.996
		three star	.0230	.09022	.999
		four star	.0071	.10458	1.000
		five star	-.1464	.14448	.849
	Two star	One star	.0328	.08872	.996
		three star	.0557	.09268	.975
		four star	.0399	.10671	.996
		five star	-.1136	.14603	.936
	three star	One star	-.0230	.09022	.999
		Two star	-.0557	.09268	.975
		four star	-.0158	.10796	1.000
		five star	-.1694	.14694	.778
	four star	One star	-.0071	.10458	1.000
		Two star	-.0399	.10671	.996
		three star	.0158	.10796	1.000
		five star	-.1535	.15617	.863
	five star	One star	.1464	.14448	.849
		Two star	.1136	.14603	.936
		three star	.1694	.14694	.778
		four star	.1535	.15617	.863
Supply chain integration	One star	Two star	-.0491	.21536	.999
		three star	-.3494	.21900	.503
		four star	-.0156	.25385	1.000
		five star	-.5696	.35069	.485
	Two star	One star	.0491	.21536	.999
		three star	-.3003	.22497	.670
		four star	.0335	.25902	1.000
		five star	-.5205	.35445	.585
	three star	One star	.3494	.21900	.503
		Two star	.3003	.22497	.670
		four star	.3338	.26206	.708
		five star	-.2202	.35668	.972
	four star	One star	.0156	.25385	1.000
		Two star	-.0335	.25902	1.000
		three star	-.3338	.26206	.708
		five star	-.5539	.37908	.589
	five star	One star	.5696	.35069	.485
		Two star	.5205	.35445	.585
		three star	.2202	.35668	.972
		four star	.5539	.37908	.589
Logistics integration	One star	Two star	.1028	.06255	.473
		three star	.0190	.06361	.998
		four star	.0139	.07374	1.000
		five star	-.0667	.10187	.965
	Two star	One star	-.1028	.06255	.473
		three star	-.0838	.06535	.702
		four star	-.0889	.07524	.762
		five star	-.1695	.10296	.471
	three star	One star	-.0190	.06361	.998
		Two star	.0838	.06535	.702
		four star	-.0051	.07612	1.000
		five star	-.0857	.10360	.922
	four star	One star	-.0139	.07374	1.000
		Two star	.0889	.07524	.762
		three star	.0051	.07612	1.000

		five star	-.0806	.11011	.949
	five star	One star	.0667	.10187	.965
		Two star	.1695	.10296	.471
		three star	.0857	.10360	.922
		four star	.0806	.11011	.949
Strategic supplier partnership	One star	Two star	-.1871	.23065	.927
		three star	.1658	.23455	.955
		four star	-.1778	.27188	.966
		five star	.3182	.37560	.915
	Two star	One star	.1871	.23065	.927
		three star	.3529	.24095	.587
		four star	.0093	.27742	1.000
		five star	.5053	.37963	.672
	three star	One star	-.1658	.23455	.955
		Two star	-.3529	.24095	.587
		four star	-.3436	.28067	.737
		five star	.1524	.38201	.995
	four star	One star	.1778	.27188	.966
		Two star	-.0093	.27742	1.000
		three star	.3436	.28067	.737
		five star	.4961	.40600	.739
	five star	One star	-.3182	.37560	.915
		Two star	-.5053	.37963	.672
		three star	-.1524	.38201	.995
		four star	-.4961	.40600	.739

Source; survey of April 22, 2023 and June 27, 2023

The above is significant the univariate ANOVA (Analysis of Variance) with Tukey's HSD post-hoc test, as shown in the Multiple Comparison table above. In table above shows that for mean scores were not significantly different between star-rated hotels (sig value = p> 0.05).

Pairwise Comparisons					
Dependent Variable	(I) hotel's star category	(J) hotel's star category	Mean Difference (I-J)	Std. Error	Sig.[b]
Mutual information sharing	One star	Two star	.063	.117	1.000
		three star	-.010	.111	1.000
		four star	.008	.138	1.000
		five star	.151	.180	1.000
	Two star	One star	-.063	.117	1.000
		three star	-.073	.122	1.000
		four star	-.055	.146	1.000
		five star	.088	.186	1.000
	three star	One star	.010	.111	1.000
		Two star	.073	.122	1.000
		four star	.018	.141	1.000
		five star	.161	.183	1.000
	four star	One star	-.008	.138	1.000
		Two star	.055	.146	1.000
		three star	-.018	.141	1.000
		five star	.143	.200	1.000
	five star	One star	-.151	.180	1.000
		Two star	-.088	.186	1.000

		three star	-.161	.183	1.000
		four star	-.143	.200	1.000
Supply chain Integration	One star	Two star	-.036	.251	1.000
		three star	-.293	.237	1.000
		four star	-.100	.294	1.000
		five star	-.386	.384	1.000
	Two star	One star	.036	.251	1.000
		three star	-.257	.260	1.000
		four star	-.065	.313	1.000
		five star	-.350	.399	1.000
	three star	One star	.293	.237	1.000
		Two star	.257	.260	1.000
		four star	.193	.302	1.000
		five star	-.093	.390	1.000
	four star	One star	.100	.294	1.000
		Two star	.065	.313	1.000
		three star	-.193	.302	1.000
		five star	-.286	.427	1.000
	five star	One star	.386	.384	1.000
		Two star	.350	.399	1.000
		three star	.093	.390	1.000
		four star	.286	.427	1.000
Logistics integration	One star	Two star	.100	.105	1.000
		three star	-.021	.099	1.000
		four star	-.280	.123	.248
		five star	-.137	.160	1.000
	Two star	One star	-.100	.105	1.000
		three star	-.122	.109	1.000
		four star	-.380*	.131	.045
		five star	-.238	.166	1.000
	three star	One star	.021	.099	1.000
		Two star	.122	.109	1.000
		four star	-.259	.126	.429
		five star	-.116	.163	1.000
	four star	One star	.280	.123	.248
		Two star	.380*	.131	.045
		three star	.259	.126	.429
		five star	.143	.179	1.000
	five star	One star	.137	.160	1.000
		Two star	.238	.166	1.000
		three star	.116	.163	1.000
		four star	-.143	.179	1.000
Supply chain strategic partnership	One star	Two star	-.004	.216	1.000
		three star	.137	.205	1.000
		four star	.030	.254	1.000
		five star	.545	.331	1.000
	Two star	One star	.004	.216	1.000
		three star	.142	.224	1.000
		four star	.035	.270	1.000
		five star	.549	.344	1.000
	three star	One star	-.137	.205	1.000
		Two star	-.142	.224	1.000
		four star	-.107	.261	1.000

		five star	.407	.336	1.000
	four star	One star	-.030	.254	1.000
		Two star	-.035	.270	1.000
		three star	.107	.261	1.000
		five star	.514	.368	1.000
	five star	One star	-.545	.331	1.000
		Two star	-.549	.344	1.000
		three star	-.407	.336	1.000
		four star	-.514	.368	1.000
Based on estimated marginal means					
*. The mean difference is significant at the .05 level.					

Source; survey of April 22, 2023 and June 27, 2023

Appendix F: List of star-rated hotels in Addis Ababa

No	Name of Hotel	Star	No. Of Rooms	No.Of Beds	Tell number	E-Mail
1	Sheraton Addis Hotel	5	294	323	011 5171717	reservationsaddisethiopia@luxurycollection.com
2	Sky light Hotel	5	1024		0116818181	reservation@ethiopianskylighth
2	Capital hotel	5	114	114	011 6 67 2100 0930100714 0911639122 0116672100	sales@capitalhotelandspa.com www.capitalhotelandspa.com
3	Ellele international hotel	5	155	163	0911202904 0922728318 0115587777	info@elillyhotel.com/ info@elillyhotel.com
4	Marriott Executive Hotel	5	108	128	011 518 4600	reservation@marriothotel.com
5	Radison Blue hotel	5	204	235	0115544412/13 0115157600	info.addisababa@radissonblu.com
6	Golden Tulip Hotel	5			0116183333	gm@goldentulipaddisababa.com www.goldentulipaddisababa.com
7	Gatefam Hotel	5	115	115	0116673175 0935402055	www.getfam hotel
8	Debredamo hotel	4	102	102	0115509828 0116612630	reservation@debredamohotel.com
9	Dreamliner Hotel	4	96	110	011 467 4000/7	marketingmanager@dreamlinerhotel.Com
10	Friendship hotel	4	104	104	0116670201 0116670202	marketing@friendshiphotel.com.et
11	Harmony Hotel	4	150	176	0116183100 0116612389	info@harmonyhotelethiopia.com
12	Intercontinen talHotel	4	151	190	011 550 5066 0115180444 0115540090	reservation@intercontinentaladdis.com
13	Jupiter int. Hotel (kazanchis)	4	102	112	0115527333	info@jupiterinternationalhotel.com
14	Jupiter Int. Hotel(Bole)	4	40	52	0116616969	info@jupiterinternationalhotel.com
15	Momona Hotel	4	60	80	0116672201/07	reservation@momonahotel.com
16	Nazra hotel	4	24	27	0114674465 0114666676	If0@nazra hotel. Com

Source; survey of April 22, 2023 and June 27, 2023 and Addis Ababa culture, art and Tourism bureau

No	Name of Hotel	Star	No. Of Rooms	No.Of Beds	Tell number	E-Mail
17	Nexus hotel	4	66	66	0111112345 01116670067	Info@nexusaddis.com Info nexus hotel.com
18	Saro maria hotel	4	87	87	0113728000/1 01116672167	info@saromariahotel.com/reservation @saromariahotel.com stay@saromari hotel.com
19	Sarem International Hotel	4	43	62	011262087/091 1518807	reservation@saremhotel.com
20	Washington hotel	4	70	85	0911855738 0116392183 0116392239	info@washingtonaddis.com/reservati ons@washingtonaddis.com
21	Tegen Guest Accommod ation Hotel	4	32	64	011 618 2870 0116182871	info@tegenhotel.co m info(at)tegen hotel.com
22	Addis Regency Hotel	3	33	41	0913141583 0111550000 0911615600	info@addisregency.com
23	Addis View Hotel	3	18	23	0111249766	addisview@ethionet.et
24	Addissinia Hotel	3	60	60	0911511569 0116623634	info@addissiniahotel.com reservation@addissiniahotel.com
25	Caravan hotel	3	37	37	0911522744 0116612297	caravanhotel@caravanaddis.com wwwcarvan addis.com
26	Aphrodite hotel	3	52	52	0912502256 0115522228	marketing@aphroditeaddis.com/info @aphroditeaddis.com
27	Ararat Hotel	3	94	116	011 6461166	info@ararathotelethiopia.com
28	Beer Garden Inn	3	32	36	0116182595 0116182591	info@beergardeninn.com
29	Beshale Hotel	3	64	80	0116478181/88	Info@beshalehotel.com
30	Ambassador Hotel	3	52	60	0116188284 0118296364	reservation@ambassadorhotelethiopi a.com / info@ambassadorhotelethiopia.com
31	Crown Hotel	3	71	110	011 4391444 0114391430/31/ 44/45/46	Info@crownhoteladdis.com/ booking@crownhoteladdis.com
32	Cyan city hotel	3	40	45	0911207900 0911517901 0116622121	info@cyancityhoteladdis.com
33	Embilta Hotel	3	39	49	0112758787/56 0922444612 0911219421	info@embilta-hotel.com / embiltahotel@yahoo.com

Source; survey of April 22, 2023 and June 27, 2023 and Addis Ababa culture, art and Tourism bureau

NO	Name of Hotels	Star	No of rooms	No of beds	Tell numbers	E-mail
34	Global Hotel	3	50	70	011 4663906 011 4664766	globalhotel@ethionet.et global hoteladdisababa@gmail.com
35	Hilton Addis Ababa	3	400	705	011 5170000 011 5518400	reservation.addisababa@hilton.com
36	Kaleb Hotel	3	64	84	011 6622 200	reservation@kalebhotel.com
37	King's Hotel	3	34	54	011 3711300 0911699499	kingshotelethiopia.com
38	Monarch hotel	3	80	80	0116672480/22 0116672472 0118637107	Info@monarchaddis.com
39	Panorama Hotel	3	65	85	0116616070 0911836692	panoramahotel@ethionet.et
40	Sidra hotel	3	26	31	011661 7777 0116618888	info@sidrahotel.com
41	Relience hotel	3	31	38	0116672024 0116672002 0116672069	info@reliancehotelapartment.com
42	Seyonat hotel	3	40	50	0911237070 0116626372 0116629746/44	reservation@hotelsiyonat.com
43	Solo Te hotel	3	35	45	0116670021	info@solotehotel.com
44	The residence hotel	3	18	21	0115571025 0911503125	info@theresidenceaddis.com
45	Wassamar Hotel	3	66	71	011 6610055/59 0118950489	info@wassamarhotel.com
46	Umma Hotel	3	33	45	0113719445 0911214399 0113728440	request@ummahotels.com
47	Top Ten hotel	3	48	56	0116464449 0116460266	gmanager@toptenethiopia.com
48	Southern Addis Hotel	3	38	38	011 661 0505 011 661 0515	reservation@southernaddishotel.com

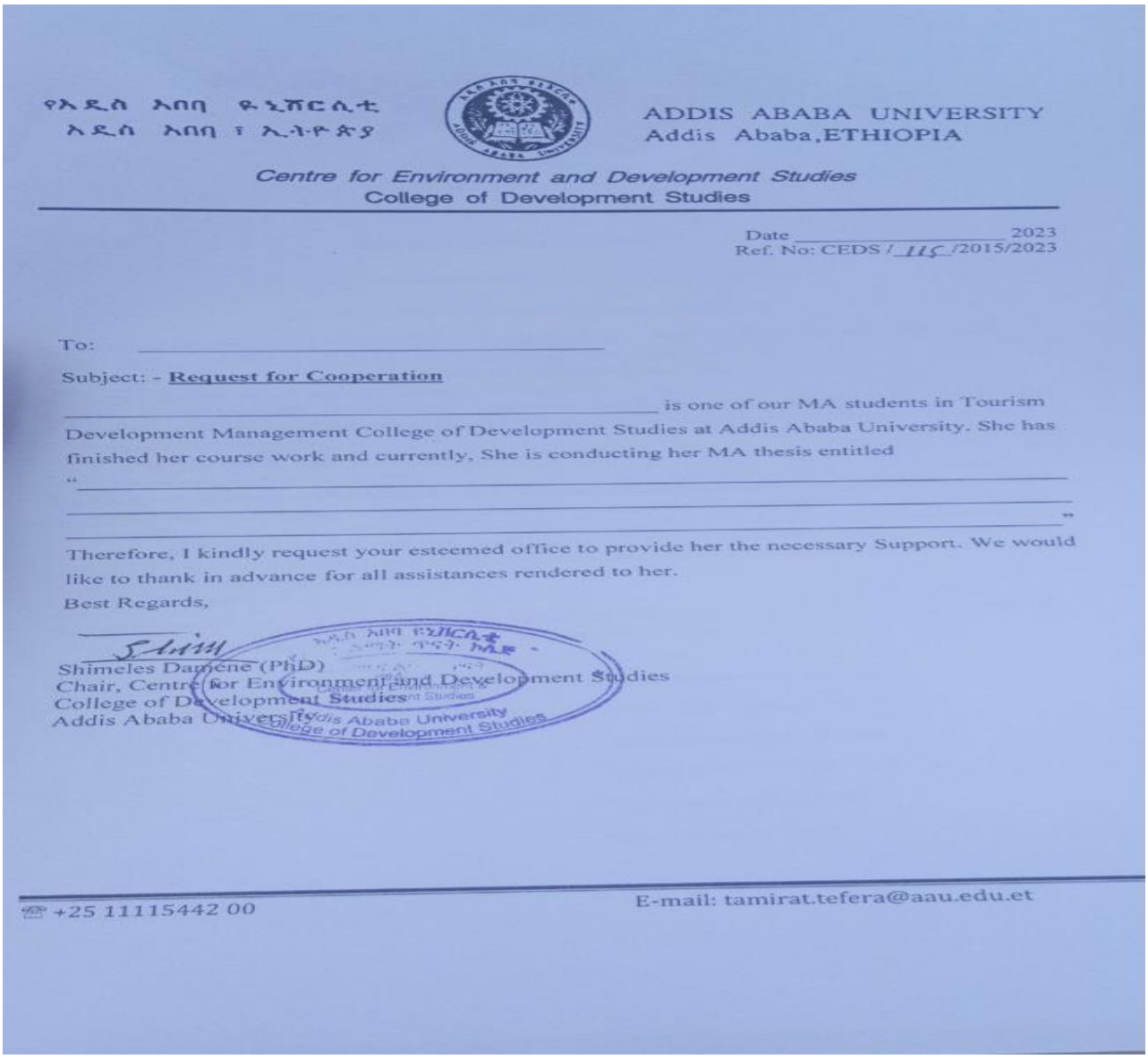
Source; survey of April 22, 2023 and June 27, 2023 and Addis Ababa culture, art and Tourism bureau

No	Name of Hotels	Star	No of rooms	No of beds	Tell numbers	E-mail
49	Zola international Hotel	3	24	32	011 673 33 33 0911243966	Hotelzola@yahoo.com Zola hotel.net
50	Adotina Hotel	2	32	32	0114674101 0114673939 0913146431	reservation@adottinahotel.com www.adottinahotel.com
51	Astara Hotel	2	45	51	011 6461166 0114160153 0911056912	Astarabusiness.plc@yahoo.com astaraaplc@yahhoo.com www.haimihotel.com
52	Axum Hotel	2	60	72	011 6613916 0915736296	axum.d@ethionet.et / axum.n@ethionet.et
53	Churchill Hotel	2	53	53	011156 8648 011 111 1212	contactus@churchillhoteladdis.com
54	Damu Hotel	2	20	20	0115509828	damuhotel@ethionet.et
55	Desalegne HotelNo.2	2	28	25	011 6624524 0116183030	rooms@desalegnhotel.com
56	Destiny AddisHotel	2	33	40	0911202904 0115521795	info@destinyaddis.com
57	Edna Addis Hotel	2	33	37	0910646962 0115507003 0115507727	reservation@ednaaddis.com
58	Empire Addis inter.Hotel	2	39	39	0116614523 0116614525/25 0116614524	info@empireaddis.com wwwempireaddis.com
59	Lobelia Hotel	2	31	35	251116673850 0911692054 0116673854	@hotell0beliaaddis.com
60	Ghion Hotel	2	190	298	011 5513222 0115510240	info@ghionhotel.com
61	Grand Yordanos Hotel	2	128	128	0115512470 0115515711 0911028036 0115572180	marketing@grandyordanoshotel.com.Et

Source; survey of April 22, 2023 and June 27, 2023 and Addis Ababa culture, art and Tourism bureau

No	Name of Hotels	star	No of rooms	No of beds	Tell Numbers	E-mail
62	Haimi Apartment hotel	2	28	28	0116161888 0116181834 0116181837	info@haimihotel.com wwwhaimihotel.com
63	Homage hotel	2	20	25	0115516341/0930033910	info@homagehotel.com /reservation@homagehotel.com
64	Louvera Hotel	2	12	16	011 618 7755	info@louvregrandhotel.com
65	KZ Hotel	2	32	42	011 661 1206 011 662 1607	kzhotel08@yahoo.com
66	Kenenisa Hotel	2	51	51	0911888468	stay@kenenisahotel.com
67	Pacific Hotel	2	45	55	011 645 6371	reservation@pacifichotelet.com
68	Queen of Sheba	2	32	56	011 6615400 011 6180000	Queensheba hotel@ethionet.et
69	Ras Amba Hotel	2	25	25	011 1228080	rahot@ethionet.et / rasambahotel@hotmail.com
70	Vibes Hotel and SPA	4			01116594007/6/5 0975710504	salesandmarketing@vibeshotelspa.com
71	Ivy Hotel				01118111430	ivyhotel@gmail.com
72	Da'amat Hotel				01116671401/03	info@daamahotel.com
73	Kena Hotel				01116686705/6 01116686760	info@kenahotelethiopia
74	Hotel Celeste				0941757575	Info@hotelcelesteethiopia.com
75	Helde Apartment Hotel				0910236098	info@heldehotel.com
76	Semen Hotel				011155067 0111553270	Semen_ho@yahoo.com
78	Holiday Hotel					
79	Blue Birds Hotel				01116672003	
80	Diamond Hotel				0111610880	
81	Ramada Hotel				01116393939	
82	Massamar Hotel					
83	Nusra Hotel				0703777799	

Source; survey of April 22, 2023 and June 27, 2023 and Addis Ababa culture, art and Tourism bureau



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ADDIS ABABA UNIVERSITY
Addis Ababa,ETHIOPIA

Centre for Environment and Development Studies
College of Development Studies

Date _____ 2023
Ref. No: CEDS /_115_/2015/2023

To: _____

Subject: - **Request for Cooperation**

_____ is one of our MA students in Tourism Development Management College of Development Studies at Addis Ababa University. She has finished her course work and currently, She is conducting her MA thesis entitled

"_____
_____
_____"

Therefore, I kindly request your esteemed office to provide her the necessary Support. We would like to thank in advance for all assistances rendered to her.

Best Regards,

Shimeles Damene (PhD)
Chair, Centre for Environment and Development Studies
College of Development Studies
Addis Ababa University

Addis Ababa University
College of Development Studies

+25 11115442 00

E-mail: tamirat.tefera@aau.edu.et

Addis Ababa University
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No: 113

College of Development Studies

Institutional Review Board (IRB)

IRB-Center for Environment and Development Studies,

Research Proposal Ethical Clearance Certificate

1. **Principal researcher (MA Student):** Nafyad Tadesse **Gender:** Male **Date of Birth:** Nov 13, 1994 **ID.No:** GSR/0096/14 **Email address:** naftadesse2012@gmail.com
2. **Home center/Dep't:** Center for Environment and Development Studies
3. **MA thesis advisor (co-author):** Ephrem Assefa (Ph.D)
4. **Title of the proposal:** Assessment of local food supply chain in star-rated hotels in enhancing purchasing intention and promoting sustainable tourism development in Addis Ababa
5. **Proposal No:** N.A
   Date Accepted: April 13, 2023
   Amendment No (if any): NA
6. **A clear statement of the decision:** This proposal was reviewed and approved by the academic commission of the Center for Environment and Development Studies some time before the approval of the standard operation procedure (SoP) of the college. Therefore, the center IRB has reviewed the content of the proposal, data collection instruments (tools) and observance of informed consent of the respondents. Accordingly, after thorough review of the submitted documents it is decided to award certificate of ethical clearance.
7. **Decision:** Approved
8. This certificate is issued by the decision of Ethical Review Team of CEDS, Center for Environment and Development Studies, and upon the consent of: IRB- CoDS

Ethical review Chairperson

Name: Belay Simene (Professor)

Designation: Chairperson

Email: belay.simane@aau.edu.et

Signature:

Date: April 24, 2023

Addis Ababa University
College of Development Studies