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Determinant Factors Influencing Domestic Tourist Flow to Harar City, Eastern Ethiopia

Haymanot, Belay[1*] & Endris, Hussien[2]

[1]*Lecturer, Department of Tourism and Hotel Management, Haramaya University*
[2]*lecturer at Haramaya University in the School of History and Heritage Management*

***Corresponding author:** Haymanot Belay, Lecturer, Department of Tourism and Hotel Management, Haramaya University.

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Abstract

The main objective of this study was to examine the determinant factors affecting domestic tourist flow to Harar city in eastern Ethiopia. To achieve this objective, the study used both descriptive and explanatory research designs with qualitative and quantitative research approaches. The study collected data from both primary and secondary sources. The primary quantitative data was collected from 360 respondents, with 14 informants targeted. Probability and non-probability sampling were used to select informants. Data was analyzed using statistics using SPSS 20 software. The study found that factors such as attractiveness, transportation, security, hotel service quality and tour guides have a positive impact on domestic tourist flows, while price has a negative but significant impact. In conclusion, the attractiveness of the city of Harar for domestic tourists is influenced by factors such as cultural heritage, quality of transportation, affordability, security measures, hotel services and knowledgeable guides that can increase the number of visitors. The researchers suggest that the city should focus on improving attractions, transportation, prices, security, hotels and tour guides to attract and retain more tourists, thereby boosting the city.

Keywords: Tourism, Potential, Challenges, Domestic Tourists and Harar City

Introduction

Tourism drives economic development in both industrialised and developing countries, creates jobs, foreign exchange earnings and diversifies sectors (Helwig et al., 2013; Stephen, 2007). One of the forms of tourism is domestic tourism, i.e. travelling by individuals or groups for leisure, business or recreational purposes within their country. It includes travelling to different parts of the same country and participating in events held there, visiting tourist attractions and outdoor activities [1]. In addition, it also includes activities of visitors who are residents of the reference country (United Nation, 2017).

In terms of benefits, domestic travel helps to mitigate the impact of seasonality on less frequented rural areas that are often overlooked by foreign visitors. Although countries are mainly dependent on international travel for their foreign exchange earnings, domestic travel is an important tool for the expansion and development of regional economies [2]. Domestic tourism also plays a crucial role in creating and fostering socio-cultural bonds between different communities. It also helps us explore the various tensions and the possibility of reconciliation (Yechale, 2020). Furthermore, Mazimhaka claims that the growth of the tourism industry relies heavily on domestic travel, especially in developing countries. Countries can appeal to their target audience and diversify their tourism offer by focusing on the domestic tourism market.

Despite the above-mentioned role which domestic tourism would play, it is likely to be influenced by economic, social and environmental factors. These include income, time, travel costs, destination and market stability, social preferences, infrastructure, government policies, seasonality, weather conditions and attractions [3, 4].

Recent data from various countries around the world also shows that both domestic and international travel has decreased significantly due to the COVID-19 pandemic. The outbreak of the pandemic has led to a decline in outbound spending in the region

in total travel and tourism spending from 44% in 2019 to 28% in 2021 globally. However, in January 2022, there was a significant increase in international travel with a doubling of visitor numbers and an increase of 18 million people, indicating overall growth in 2021 compared to 2020 (WTTC, 2022; WTTC, 2023).

Due to its prominent position in East Africa, Ethiopia is home to various cultural and natural attractions that date back millions of years to the present and on which tourism depends. In recent decades, the Ethiopian government has made the tourism industry one of its priority sectors, even if this is only rhetorical in nature and practical implementation is still a long way off. Although the country is considered one of the best tourist destinations in Africa and international tourism plays a crucial role in generating foreign exchange, domestic tourism in particular is still in its infancy [5].

Furthermore, domestic tourism has been marginalised for a long time as policy makers paid much attention to international tourism. Little or no efforts have been made to create institutions responsible for promoting domestic tourism in the country. In addition, tourism in Ethiopia, as in most other countries in the world, has been affected by various global and cross-continental factors such as the COVID-19 pandemic, the ongoing war between Russia and Ukraine and domestic political instability.

Ethiopia's Tourism Development Policy of 2009 and the Master Plan for Sustainable Tourism 2015-2025 emphasise the need for a domestic tourism strategy to support the domestic travel industry in order to promote economic growth [5]. However, neither the policy nor the masterplan have been effectively implemented yet. This in turn has led to the underdevelopment of domestic tourism in the country as a whole and in the study area in particular. This argument is also supported by the WTTC report (2023), which shows that Ethiopian tourism activities are heavily focussed on international tourism and the development of domestic tourism still has been deprived of attention from the government (WTTC, 2023).

According to the UNWTO World Tourism Barometer, which tracked the recovery of the travel industry after the pandemic from the beginning of 2023 to the end of July, Ethiopia (+28%) was one of the best performing destinations worldwide. According to this analysis, Ethiopia can attract foreign visitors who choose to travel there and compete with other nations as a travel destination.

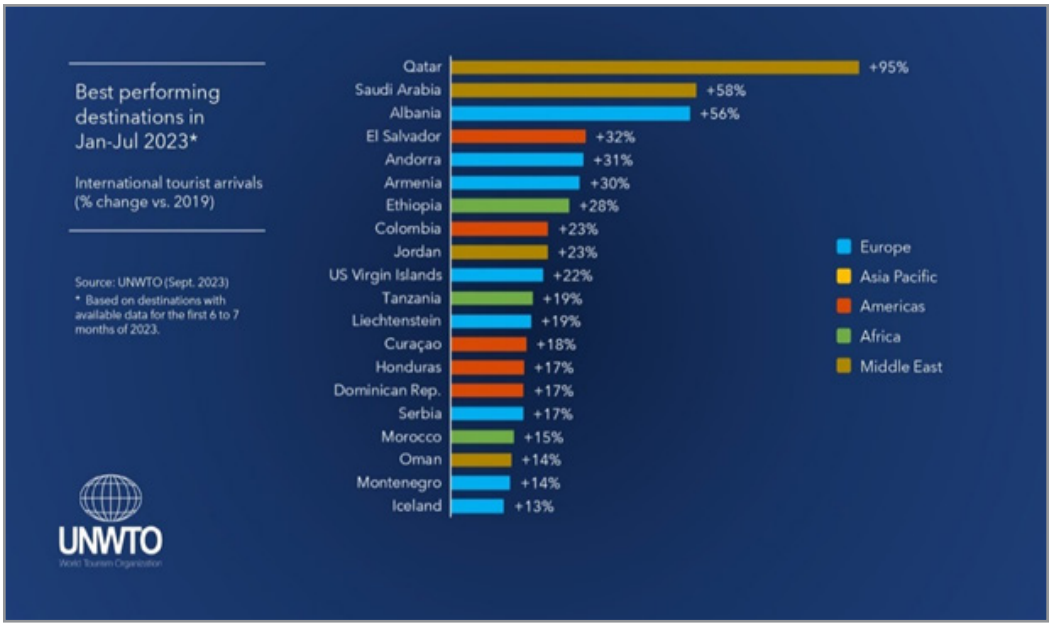

Figure 1: UNWTO report of Best- performing destinations in January-July 2023
Source: Wego travel blog, 2023

As far as the research focus is concerned, there are only a few studies to date that deal with the potential of the tourism sector, especially with regard to the industry's contribution to Ethiopia's GDP. For example, Yechale (2019) and Bayih & Singh (2020) have analysed the practical applications and development of domestic tourism in Ethiopia. Yechale (2019) and Bayih & Singh (2020) looked at the practical applications and development of domestic tourism in Ethiopia, while Bayih & Singh analysed the trends, prospects, marketing and challenges of the sector. As a complement to the above studies, this study is conducted to explore the factors influencing domestic tourist flows in Harar city.

It is specifically designed to: identify the key factors influencing domestic tourist flow Harar city, investigating the relationship between attractions, price, safety and security, hotel service quality, income, transportation, and domestic tourism flow and examining the factors affecting domestic tourist flow in Harar city.

Research Hypothesis

Based on the research objectives, the following research hypotheses are proposed. For this purpose, six variables are identified, namely attraction, transportation, price, security and safety, hotel facilities and tour guide services.

- **H1:** Attraction at the destination has a positive and significant relationship with domestic tourist flow.
- **H2:** Transportation facility has a positive and significant relationship with domestic tourist flow.
- **H3:** Price has a positive and significant relationship with domestic tourist flow.
- **H4:** Safety and security in a destination have a positive and significant relationship with domestic tourist flow.
- **H5:** Hotel service quality has a positive and significant relationship with domestic tourist flow.
- **H6:** Tour guiding service fee has a positive and significant relationship with domestic tourist flow

Research Methodology

Description of the Study Area

Harar is a historic city in eastern Ethiopia, a region known for its tremendous historical, cultural, religious and natural heritages. The city is located about 525 kilometres from Addis Ababa, the capital of Ethiopia. It lies between 9°18'40''N and 42°7'40''E. It is 1885 metres above sea level.

Recent archaeological studies confirm that this site is a mediaeval Islamic city whose foundation dates back to the 15th century AD [6]. In 2006, it was inscribed on the UNESCO World Heritage List for its exceptional architectural masterpiece and historical significance, reflecting the development of vibrant Islamic cultural treasures, arts and architectural wonders.

Harar, considered one of the four holiest cities in the world, has numerous tourist attractions including the massive Jugol defensive wall, several majestic mosques and densely built-up residential houses with elegant Islamic architecture and art, as well as over a hundred shrines of venerated Muslim awliya (saints). It is also a place with many museums and cultural centres housing various collections of historical and ethnographic importance. Although the development of tourism in this place is still in its infancy, the value of the city is immense as it is a sanctuary of Islamic artistry and architectural splendour that bears witness to exquisite Ethiopian craftsmanship and symbolises the richness of the city's cultural and religious heritages.

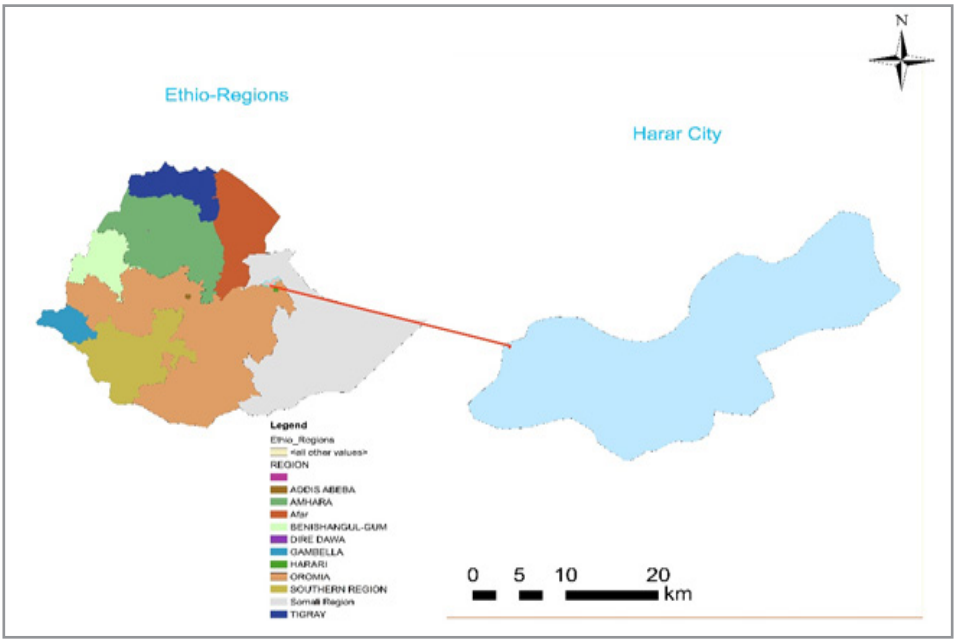

Figure 1: Map of Harar city
Source: Prepared by the researchers using ArcGIS (2023)

Research Design

Descriptive and explanatory research designs were used in this study. These designs helped the researcher to elucidate facts and characteristics of individuals, groups or situations. The designs are also used to identify relationships between variables and attempt to provide an empirical explanation for the relationship of causes and effects between two or more variables. According to Kothari (2008), descriptive and explanatory designs also help to identify the way in which one variable influences another. From the perspective of the temporal dimension, a cross-sectional design is used to collect data at a specific point in time.

Research Approach

Qualitative and quantitative research methods were used in this study to achieve the research objectives. As Kothari (2008) stated, the use of both methods of data collection has two main advantages. First, it facilitated the researchers' efforts to maximise and diversify the data collected. Secondly, it was helpful to carefully review, validate, triangulate, cross-check and confirm the collected data to draw a plausible conclusion in relation to the topic of discussion. In this study, qualitative data were collected through questionnaires, while qualitative data were obtained through key informant interviews, focussed group discussions (FGDs) and direct observations.

Sampling Techniques and Sample Size Determination

Both probability and non-probability samples were used for data collection. Purposive sampling was used to collect relevant data from professionals including Harar city tourism office, souvenir shops in the city and the city tourist information centre. In addition, important information was also obtained from local visitors through random sampling. This sampling technique is used to identify domestic tourists who visited the study area during the period of data collection. The questionnaires were distributed according to the availability and willingness of domestic visitors to participate in the study.

In general, the sample size (n) is chosen to replicate some characteristics of the total population (N) on a small scale. It has been discussed by many researchers that the size and scope of the population varies in samples and its number is unknown with certainty. For this reason, Walliman's (2021) formula, a recognised methodological reference in tourism research, especially when the population and sampling frame are not precisely identified, was also used in this research to determine a representative sample size from the target population used by the researcher.

- n=(z^2 pq)/e^2
- n = is the sample size
- z = is the selected critical value of the desired confidence level
- p = is the estimated proportion of an attribute that is present in the population, q = 1- p
- e = is the desired level of precision.
- The value for Z is found in statistical tables which contain the area under the normal curve. E.g. Z = 1.96 for 95 % level of confidence with ±5% precision, the calculation for the required sample size will be as follows:
- p = 0.5
- q=1-0.5=0.5
- e= 0.05
- z =1.96
- Therefore, n = $(1.96)^2$ (0.5) (0.5) = 384

Data Sources and Instruments

This study was conducted on the basis of primary and secondary sources. The primary technique for collecting quantitative data was through a structured questionnaire with 5-point Likert scale. Document analysis was also used as a secondary data source.

Data Analysis and Presentation Techniques

Once the data was collected, it was systematically recorded, coded, processed, categorised, cross-checked, verified, described, analysed and interpreted. A thematic analysis was conducted to analyse the data obtained through a qualitative approach. The qualitative data was triangulated and interpreted to support the quantitative data. On the other hand, the quantitative data was analysed and interpreted using descriptive and inferential (correlation) analysis and Statistical Package for the Social Sciences (SPSS) version 20 to present the results of the study in a simplified form. This helped the researchers to obtain descriptive and inferential statistics in relation to the objectives of the study. Inferential statistics, particularly Pearson's correlation analysis, were used to show the relationship between the influencing factors and domestic flow. Finally, the main results of the study are presented in the form of statistical descriptions, tables and discussions.

Model Specification

Multiple regression analysis was used to analyse the factors influencing domestic tourist visits to the city of Harar. Taking into account the values of two or more other variables, this statistical approach is used to predict the value of a particular variable. According to Grégoire (2015), the statistical approach of multiple regression analysis reveals the relationships between three or more variables simultaneously. Also in this study, a multiple linear regression model is used to examine the relationship between six independent variables and one dependent variable. This model helped the researchers to determine the factors that influence the variables.

Where: are explanatory variables, Yi is the dependent variable, and are unknown parameters and is the disturbance term. For this study, the model specification as indicated below:

- $Y = \beta0 + \beta1X1 + \beta2X2 + \beta3X3 + \beta4X4 + \beta5X5 + \varepsilon$
- Where: Y= dependent variable (Domestic Tourist Flow)
- β0 =is the Intercept.
- X1= Attraction
- X2=Transportation Facilities
- X3 =Price
- X4 = Safety and Security
- X5=Hotel Service Quality
- X6=Tourist Guide Service and Fees
- ε = is the Error term

Data Interpretation, Discussion and Results

Demographic Profile of the Respondent

I. Gender profiles of the respondents

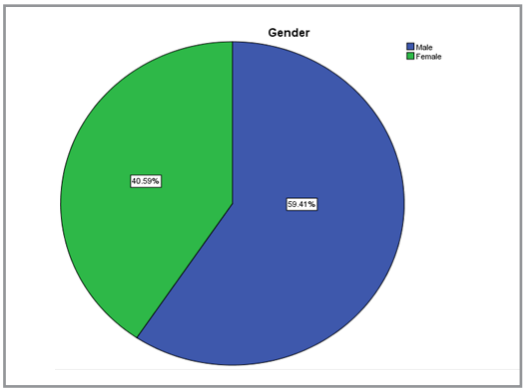

Figure 2: Gender profiles of the respondents

The data shows that 59.41% of respondents are male and 40.59% are female, indicating a gender imbalance in domestic tourism. This could be due to social norms and gender roles where women are traditionally seen as homemakers, as well as economic challenges such as wage gaps and unequal access to employment. These social norms would also limit women's opportunities for tourism activities, which often require financial resources for transportation, accommodation and other related expenses.

II. Age of respondents

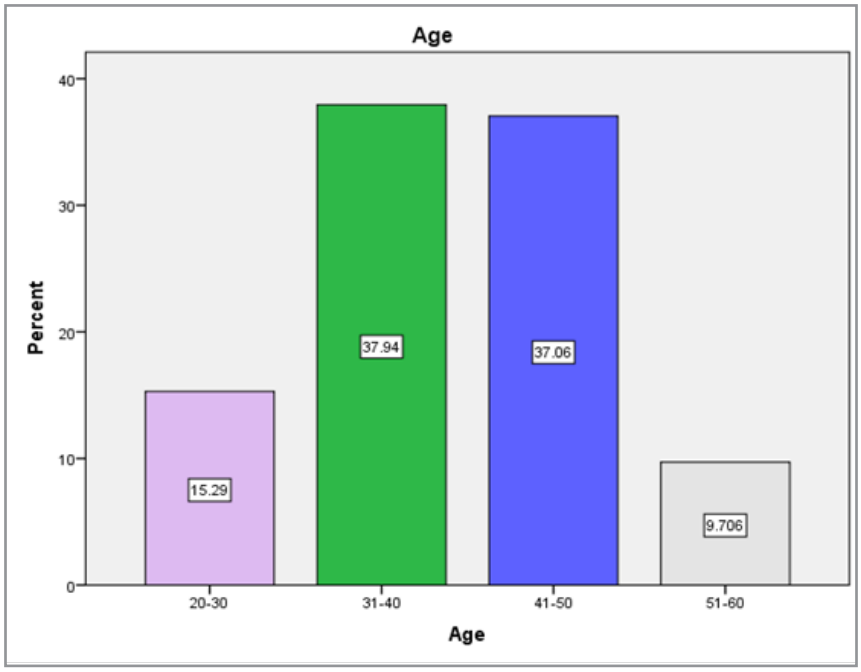

Figure 3: Age of respondents (researchers' field survey, 2023)

The information presented in Figure 2 reveals that a significant proportion of participants, namely 37.94% of respondents, are between 31 and 40 years old and 37.06% are between 41 and 50 years old. 15.29% fall into the 20 to 30 age group and 9.71% fall into the 51 to 60 age group. These statistics strongly suggest that the majority of people who took part in the survey were adults. This conclusion can also be supported by the fact that respondents may be actively engage in domestic travel.

III. Educational profile of respondents

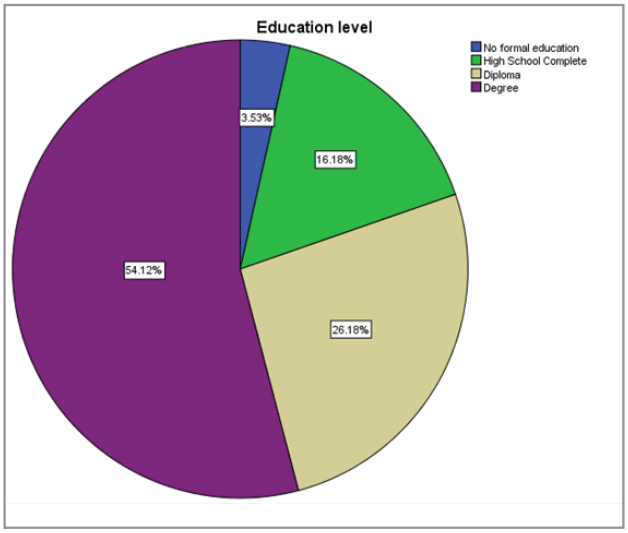

Figure 4: Education levels of the respondents

In terms of educational attainment, the data reveals that a majority of participants, 54.1%, had a bachelor's degree, while 26.18% had a certification. In addition, 16.18% of respondents had a high school diploma, while 3.53% had no formal education. This indicates that the majority of the respondents have a solid understanding of the tourism industry and are able to understand the questionnaire as they have a higher level of education.

IV. Income Distribution of Domestic Visitors

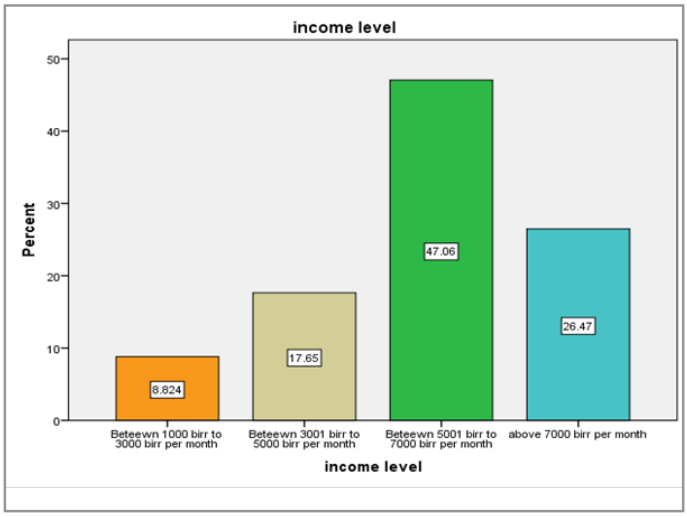

Figure 5: Income distribution of domestic visitors

The income distribution data presented in Figure 4 reveals the financial profiles of local visitors to the city of Harar and provides valuable insights into their potential spending behaviour during their visit. Understanding these patterns can help tourism stakeholders to tailor their offerings to the different needs and preferences of different income groups. Firstly, it is noticeable that a significant proportion of respondents (47.66%) fall within the income range of 5001 Birr to 7000 Birr per month.

This indicates that a considerable number of local visitors to Harar City have a medium to relatively high income level. Consequently, these individuals are likely to have the financial means to participate in various tourism-related activities. They also contribute to the local economy through their spending on accommodation, restaurants, souvenirs and other leisure activities. Moreover, 26.47% of the respondents whose monthly income exceeds 7000 birr show the presence of a notable group of comparatively affluent local visitors. This particular visitor segment is likely to have greater purchasing power and is inclined to partake in higher quality tourism experiences, luxury accommodation and premium services during their stay at the destination.

Conversely, the graph shows that respondents whose monthly income is between 1000-3000 birr and 3001-5000 birr account for 8.824% and 17.65% respectively, suggesting a direct correlation between income and number of visitors (the lower the income, the lower the number of domestic visitors to the city). Whilst this indicates a smaller market segment, it is crucial for the tourism industry to find affordable and easily accessible offers for this demographic profile.

IV. Income Distribution of Domestic Visitors

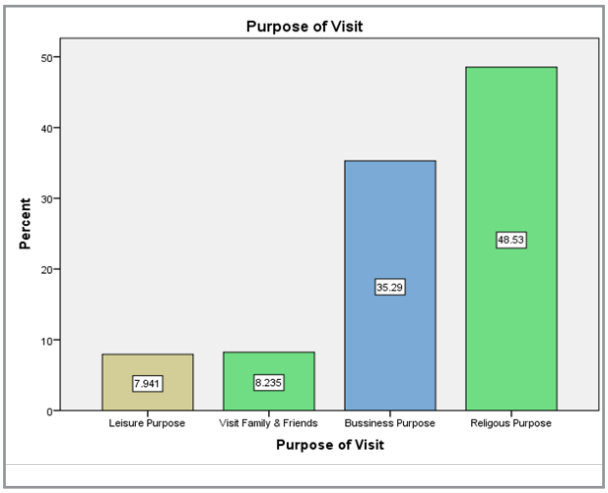

Figure 6: Purpose of visit

The data shown in Figure 5 provides information about the different purposes of local visitors to Harar City. It can be seen that some visitors come for leisure activities, while others have personal connections, are on business or are attracted by the religious significance of the city. A small but significant proportion of domestic visitors, accounting for 7.941% of the total number of visitors, visited Harar City for leisure purposes. These individuals participated in activities such as sightseeing, leisure activities and entertainment and chose Harar as a destination for relaxation and enjoyment. The data presented in Figure 5 provides valuable insights into the various reasons for which domestic visitors travelled to Harar City during the survey period.

The percentages shown in the figure give us an indication of the distribution of visitors based on their specific purposes for visiting the city. A notable percentage of 8.235% represents domestic visitors who visited Harar City to spend time with their families and friends who live in the area. This indicates that a significant number of visitors had personal connections to the city, which prompted them to visit the city for social reasons and to strengthen their relationships. A significant percentage of 35.29% is accounted for by visitors who travelled to Harar City for business purposes. This indicates that a significant proportion of domestic visitors were travelling to the city to pursue professional or business activities.

This could be to attend meetings, conferences or trade deals, emphasising the importance of the city as a hub for business-related activities. The highest percentage, 48.53% of domestic visitors, were those who travelled to Harar City for religious reasons. This result underlines the importance of the city as a religious destination, as the majority of visitors are travelling for religious purposes. These include pilgrimages, attending religious ceremonies or visiting religious sites in the city, which emphasises the strong religious ties to Harar.

Identifying the Key Factors Influencing Domestic Tourist Flow Harar City

The popularity of the city of Harar as a tourist destination is influenced by its rich cultural heritage, historical significance, unique architectural style, presence of historical and cultural attractions, accessibility, infrastructure, marketing and promotional activities, economic factors and political stability. The city is known for its distinct customs, traditions and rituals as well as its numerous festivals such as the Hyena Man Show and the Harar Shiwal-Ed Festival. The historical significance of the city, which dates back to the 7th century, is evident from its ancient walls and gates, such as the Jugal Wall and Rimbaud House.

The unique architectural style of Harar City with its traditional Harari houses with ornate woodwork and colourful facades sets it apart from other destinations. Harar City is a unique and captivating destination that offers tourists a rich cultural experience. The easy accessibility, modern infrastructure and quality accommodation options make it easy for visitors to explore the area. Marketing efforts have also contributed to the increase in tourist flows. The local government and tourism organisations are promoting the city's rich cultural heritage, historical significance, unique architectural style and easily accessible attractions.

Economic factors also play an important role in attracting tourists to Harar City, as the tourism industry provides employment opportunities and generates revenue that incentivises local authorities to invest in tourism infrastructure and services. The political stability creates a safe environment for tourists and makes the city a sought-after destination for tourists from all over the world.

However, Harar faces challenges such as inadequate tourism infrastructure, unplanned marketing activities, a shortage of tourism professionals and political instability. Despite these challenges, the local government and tourism organisations are committed to improving the tourism offer.

Harar City's diverse attractions cater to a wide range of interests and preferences, including historical landmarks and natural wonders. One of the biggest draws is its rich cultural heritage, which includes religious sites such as the Jami Mosque and the Harar Jugol, a UNESCO World Heritage Site dating back to the 16th century. Visitors can also explore the city's lively markets, where they can sample local delicacies and buy handmade souvenirs.

Despite its challenges, Harar City remains a favourite destination for local tourists due to its diverse attractions, rich cultural heritage and easy accessibility. The city continues to offer a unique and authentic travelling experience for those who are willing to venture off the beaten track.

Descriptive statistics

Table 1: Descriptive statistics of determinant factors such as attraction, Hotel Service Quality, Transport Facilites, Safety and Security, Price and Tourist Guide Service.

Descriptive Statistics			
	N	Mean	Std. Deviation
Atraction	340	3.8824	.71465
Hotel Service Quality	340	2.8200	.97573
Transport Facilites	340	3.7841	.79221
Safety and Security	340	3.8141	.85492
Price	340	3.1647	.69413
Tourist Guide Service	340	3.7482	.76078
Valid N (listwise)	340		

Source: Survey, 2023

The descriptive results in the table show the mean values for various factors that influence the domestic tourist flow in the city of Harar. These factors include attractiveness, service quality of hotels, transport facilities, safety, price and service of tourist guides. The interpretation of these results is crucial in understanding their impact on domestic tourist flow in Harar city.

The table above shows a mean score of 3.88 for attractiveness, indicating that the overall attractiveness of tourist attractions in Harar is relatively high. This indicates that the city has a variety of attractive tourist attractions that can help to attract domestic tourists.

In addition, the table shows that the mean score for hotel service quality is 2.82, which indicates that the quality of hotel services in Harar city can be improved. This factor is very important as it directly affects the satisfaction and experience of local tourists during their stay.

Moreover, Table 1 shows that transport facilities have a mean score of 3.78, which indicates that the availability and quality of transport facilities in Harar city are relatively favourable for domestic tourists. This factor plays an important role in facilitating travelling within the city and may influence the overall experience of tourists.

Similarly, Table 1 shows that safety has a mean score of 3.72, indicating that Harar city provides a relatively safe environment for domestic tourists. This factor is crucial as it directly affects the tourists' sense of safety and well-being during their visit. In addition, the above table shows that the mean score for the price factor is 3.16, which indicates that the affordability of goods and services in Harar city may be moderate. Pricing may significantly influence the decision of local tourists to visit and spend money in the city. The mean score for the service of tourist guides is 3.74, which indicates that the availability and quality of tourist guides in Harar city are relatively satisfactory. Effective tourist guides can enhance visitors' experience by providing valuable insights and information about the city's attractions.

Inferential Statistics

Results of Correlation Analysis

In this section, the researcher used Pearson's correlation (r), the most commonly used method for quantifying the degree of relationship between two data sets. The primary purpose of using this statistical technique was to achieve the research objective. According to Ratner (2009), the Pearson correlation coefficient, usually represented as "r"," quantifies the intensity and direction of the linear relationship between two variables. The possible range of the Pearson correlation coefficient is from -1 to 1.

If the coefficient is equal to 1, this means a perfect positive linear relationship, i.e. if one variable increases, the other variable also increases in a completely predictable way. On the other hand, if the coefficient is -1, this means a perfect negative linear relationship, where an increase in one variable is accompanied by a decrease in the other variable in a completely predictable way. Finally, a coefficient of 0 indicates that there is no linear relationship between the two variables. When interpreting the Pearson correlation coefficient:

- If r is between 0 and 0.3 or 0 and -0.3, it indicates a weak linear relationship.
- If r is between 0.3 and 0.7 or -0.3 and -0.7, it indicates a moderate linear relationship.
- If r is above 0.7 or below -0.7, it indicates a strong linear relationship.

Based on the research objective, it is worth noting that all the independent variables in this study exhibit a positive and statistically significant correlation with the domestic tourist flow, suggesting a cooperative relationship.

Correlations c

		Attraction	Hotel Facilities	Transport Facilities	Tourist Guide Service	Price	Safety and Security	Domestic Tourist Flow
Attraction	Pearson Correlation	1	-.026	.661**	.402**	.014	.116*	.303**
	Sig. (2-tailed)		.639	.000	.000	.791	.032	.000
Hotel Facilities	Pearson Correlation	-.026	1	.035	-.003	.887**	.154**	.154**
	Sig. (2-tailed)	.639		.519	.960	.000	.004	.004
Transport Facilities	Pearson Correlation	.661**	.035	1	.512**	.157**	.232**	.416**
	Sig. (2-tailed)	.000	.519		.000	.004	.000	.000
Tourist Guide Service	Pearson Correlation	.402**	-.003	.512**	1	.039	.398**	.577**
	Sig. (2-tailed)	.000	.960	.000		.474	.000	.000
Price	Pearson Correlation	.014	.887**	.157**	.039	1	.349**	.276**
	Sig. (2-tailed)	.791	.000	.004	.474		.000	.000
Safety and Security	Pearson Correlation	.116*	.154**	.232**	.398**	.349**	1	.932**
	Sig. (2-tailed)	.032	.004	.000	.000	.000		.000
Pearson Correlation	Pearson Correlation	.303**	.154**	.416**	.577**	.276**	.932**	1
	Sig. (2-tailed)	.000	.004	.000	.000	.000	.000	

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

*. Correlation is significant at the 0.05 level (2-tailed).

c. Listwise N=340

According to the results of the correlation analysis, there is a moderate positive correlation between the level of attractiveness and the influx of domestic tourists in Harar City. This correlation is quantified by a correlation coefficient of 0.303, which indicates a significant relationship between these two variables. The calculated significance value of 0.000 further emphasises the statistical significance of this correlation. In simpler terms, this means that as the number of attractions in Harar City increases, so does the number of domestic tourists visiting the city.

The above table provides convincing evidence of a clear and meaningful correlation between the quality of hotel services and the number of domestic tourists visiting Harar City. The correlation coefficient of 0.154 combined with the extremely low significance value of 0.000 confirms the existence of a positive relationship. In simpler terms, this means that as the quality of hotel service improves, the number of domestic tourists visiting Harar City increases directly and proportionally. The results of the study indicate that the provision of hotel services in Harar City has a positive impact on the inflow of domestic tourists. These findings are consistent with previous research that has demonstrated the importance of hotel service on tourist satisfaction and loyalty [7].

The relationship between hotel service quality and the number of domestic tourists visiting Harar City is highly significant, which emphasises the need for significant investment in exceptional hotel services to effectively attract and retain a continuous flow of domestic tourists.The correlation result of 0.416 for transport service with a significance value of 0.000 indicates a moderately positive relationship between transport service and domestic tourist flow in Harar city. A correlation coefficient of 0.416 indicates that there is a positive linear relationship between the two variables, which means that as the quality or availability of transport services increases, the number of domestic tourists visiting Harar City also tends to increase. The significance value of 0.000 indicates that this correlation is statistically significant.

Assumptions for Testing Regression Analysis

It is crucial to carry out a thorough examination of the assumptions, as deviations from these assumptions can significantly affect the reliability and accuracy of the application of multivariate statistical methods [8]. In order to conduct a comprehensive multivariate analysis, Hair et al. (2006) recommend that researchers consider and adhere to several crucial assumptions related to the application of multivariate statistical procedures. These assumptions include normality, homoscedasticity, linearity and multicollinearity. Before embarking on the analysis, it is essential that the researcher ensures that these assumptions are met to ensure the validity and accuracy of the subsequent results. Therefore, the researcher takes thorough measures to ensure that the data collected truly represents the intended sample and ultimately strives to achieve the most optimal and reliable results.

Test of Normality

In their study, Hair et al. (2006) investigated the concept of normality, which refers to the shape of a data distribution for a single scale variable and its association with the normal distribution. One way to assess normality is to analyse the skewness and kurtosis of the variable. Skewness provides information about the symmetry of the distribution, while kurtosis measures the degree of peakedness or flatness compared to the normal distribution. According to Khalid et al. (2012), the normal distribution is determined by analysing the skewness and kurtosis statistics. These statistics provide a measure of how symmetrical and peaked the distribution is. The acceptable range for normality based on these statistics is usually between -2 and +2. Analysis of the data presented in Table 8 shows that all variable values for both kurtosis and skewness are within this acceptable range. This indicates that all elements of the data set are almost normally distributed as they fulfil the criterion of skewness and kurtosis with values between -2 and 2. Therefore, the data used in this study can be considered normally distributed.

Table 2: Normality of Distribution Using Descriptive Statistics (Skewness and Kurtosis)

		Attraction	Hotel Services	Price	Transport Facilities	Safety and Security	Tourist Guide Service	Domestic Tourist Flow
N	Valid	340	340	340	340	340	340	340
	Missing	0	0	0	0	0	0	0
Skewness		-.366	.262	.369	-.379	-.534	-.291	-.645
Std. Error of Skewness		.132	.132	.132	.132	.132	.132	.132
Kurtosis		-.564	-.780	-.291	-.584	-.463	-.635	-.313
Std. Error of Kurtosis		.264	.264	.264	.264	.264	.264	.264

Source: Survey, 2023

In addition to residual plots, researchers can also use a PP plot, also known as a probability plot, to determine whether a distribution follows a normal distribution. As explained by Hair et al (2006), these plots compare standardised residuals to the normal distribution. Typically, a normal distribution is represented by a straight diagonal line, and the plotted residuals are compared to this line. If the distribution is normal, the residuals match the diagonal line perfectly [8]. From the visual representation in the figure, it can therefore be concluded that the data in question were normally distributed.

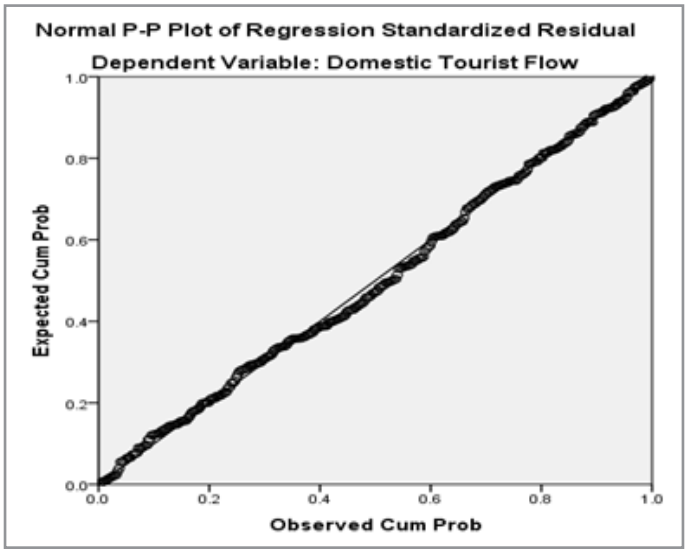

Figure 6: Normal P-P Plot

In addition to the above points, Hair et al. (2006) suggest the use of a histogram as a further approach to compare the observed data values with a distribution that is very similar to the normal distribution. The authors believe that histogram analysis of the research variables reinforces the expectation that the data has a normal distribution. To illustrate this, the authors provide Figure 4, which shows the histogram created for the research variables.

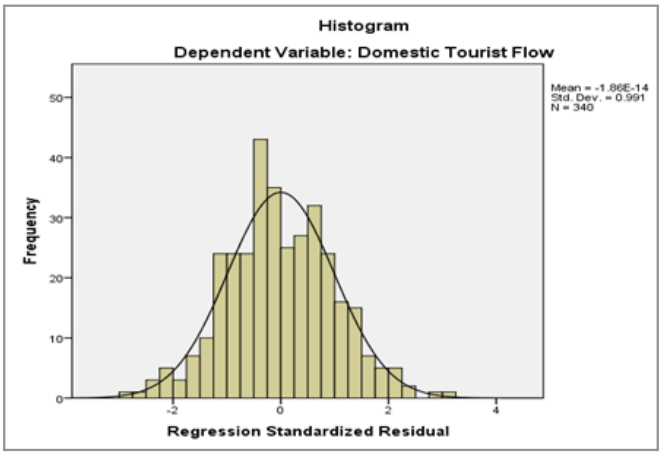

Figure 8: Histogram

According to Hair et al. (2006), a histogram is another method that can be used to compare observed data values with a distribution that approximates the normal distribution. They argue that the histogram of the research variable confirms the expected normal distribution of the data. Figure 4 shows the histogram created for the research variables.

Multi-Collinearity

Multicollinearity occurs when two or more of the independent variables are so strongly correlated that certain mathematical operations are impossible. The correlation between the independent variables was such that multicollinearity is not a problem, as multicollinearity occurs when the results of the correlation coefficient are above 0.80 and are considered very high [8]. However, there are two general methods for assessing collinearity, including tolerance and the variance inflation factor (VIF) [9].

The data do not exhibit multicollinearity if the VIF is less than ten and the tolerance value is greater than 0.10 but less than one [10]. Accordingly, the value of the collinearity statistic of the variance inflation factor (VIF), as indicated in Table 9 below, is between 1.595 and 6.735 and the tolerance value is between 0.148 and 0.627. Similarly, the results of the correlation coefficient between the independent variables, as indicated in the correlation analysis table, were less than 0.8. Thus, these results suggest that there was no collinearity problem in this study.

Table 3: Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Attraction	.545	1.835
	Transport Facilities	.444	2.255
	Price	.148	6.735
	Safety and Security	.627	1.595
	Hotel Service	.172	5.830
	Tourist Guide Service	.607	1.647

Homoscedasticity of the Error Terms

Hair et al. (2006) point out that homoscedasticity refers to the assumption that the dependent variables explain an equal proportion of the variance over the range of independent variables. Hair et al. (2006) argue that the homoscedasticity test is necessary because the variance of the dependent variable explained in the dependence relationship cannot simply be concentrated in a limited range of the independent values. In accordance with Hair et al. (2006), homoscedasticity for scale variables was tested in this study using a scatterplot. Scatter plots of the standardised residuals were created for all variables and the results of the data are shown in Figure 8. The scatter plot showed that the pattern of data points did not contain exact patterns and therefore did not violate the assumptions (e.g. no recognisable residual patterns were shown.

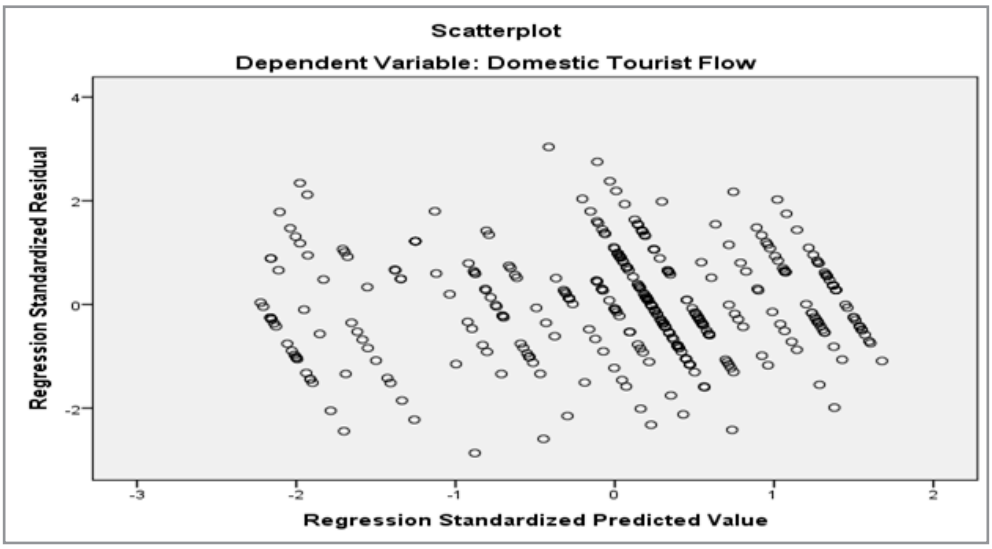

Figure 9: Scatterplot

Multiple Linear Regression Analysis

In linear regression, the coefficients of the linear equation are estimated using one or more independent variables that best predict the value of the dependent variable (Mohanty et al., 2016). Multiple linear regressions were conducted to determine the explanatory power of the independent variables (product, price, promotion, location, process, people and physical signs), identify the relationship and determine the most dominant variables that influence sales performance. A significance level of 0.05 with a confidence interval of 95% was used. The reason for using multiple regression analysis was to assess the direct effects of marketing strategy variables on sales performance. Table 8 shows the model summary of the regression analysis.

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979a	.958	.957	.17275
a. Predictors: (Constant), Attraction, Hotel Service, Transport Facilities, Price, Safety and Security, Tourist Guide Service				
b. Dependent Variable: Domestic Tourist Flow				

The above regression model shows how much of the variance in the measurement of domestic tourist flows is explained by the underlying determinant factor variables. In addition, R, R2 and the adjusted R2 are explained in detail: -

R: Indicates the value of the multiple correlation coefficients between the predictors and the outcome, with a range from 0 to 1, where a larger value indicates a stronger correlation and 1 stands for an equation that fully predicts the observed value. The summary of the model (R=.979a) shows that the linear combination of the six independent variables (attraction, hotel service, transport facilities, price, security, safety and guide service) predicts the dependent variable (domestic tourist flows) well.

R Square(R2): Indicates the proportion of variance in the dependent variable that can be explained by the linear combination of the independent variable. In other words, R2 indicates how much of the variability in the result can be attributed to the predictors. The values of R2 are also between 0 and 1 [11]. The linear combination of determinants or predictors such as attraction, hotel service, transport facilities, price, safety and guide service explains 95.8% of the variance in domestic tourist flows, and the remaining 4.2% is explained by external variables not included in this regression model. In other words, 95.8% of the variance in domestic tourist flows is explained by changes in the above independent variables, while the remaining 4.2% is explained by other factors.

Adjusted R Square (R2): The adjusted R2 indicates how well the model generalises and whether its value is equal to or very close to the value of R2. This means that the value of R2 is adjusted to more accurately represent the population under study [11]. The difference for the final model is small (the difference between R2 and the adjusted R2 is (0.958-0.957 = 0.01), which is about 0.17%. This reduction means that the variance of the inference would be about 0.17% lower if the model was derived from the population rather than from a sample.

The Regression Coefficient

The aim of this study is to identify the independent variable that contributes most to the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) that influences the criterion (dependent variable) can be examined using a standardised beta coefficient. The regression coefficient explains the average extent of the change in the dependent variable caused by a uniform change in the independent variable. The greater the value of the beta coefficient of an independent variable, the more support the independent variable has as a more important determinant in predicting the dependent variable.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1	(Constant)	-.386	.075		-5.167	.000
	Attraction	.074	.018	.064	4.187	.000
	Transport Facilities	.151	.018	.143	8.515	.000
	Price	-.468	.035	-.388	-13.337	.000
	Safety and Security	.901	.014	.921	65.032	.000
	Hotel Service	.303	.023	.354	13.054	.000
	Tourist Guide Service	.141	.016	.128	8.879	.000

a. Dependent Variable: Domestic Tourist Flow

The highlighted column B is the value for the intercept (a) in the regression equation in the first row labelled (constant). The numbers below the column are the values for the regression coefficients for attraction, hotel service, transport, price, security and guide service. In multiple regressions, the standardised regression coefficient beta(b) is useful as it allows us to compare the relative size of the effect of each independent variable on the dependent variable [11].

The above table of coefficients shows the constant beta value (c) and the p-value of the variable to test the significance of the hypothesis. The significance level of all variable (P-value) is: 0.000 and their standardised coefficients are 0.064,0.143,-0.388,0.921,0.354 and 0.128 respectively. The p-value of all independent variables is less than 0.05. This means that six independent variables have a significant relationship with the dependent variable (domestic tourist flows) [12-15].

Based on these results, the regression equation for predicting domestic tourist flow can be established based on the linear combination of attraction, transport facilities, price, safety, hotel service quality and tour guide services and fees.

- $Y = \beta0 + \beta1X1 + \beta2X2 + \beta3X3 + \beta4X4 + \beta5X5 + \varepsilon$
- Where: Y= dependent variable (Domestic Tourist Flow)
- $\beta0$ =is the Intercept.
- X1= Attraction
- X2=Transportation Facilities
- X3 =Price
- X4 = Safety and Security
- X5=Hotel Service Quality
- X6=Tourist Guide Service and Fees
- ε = is the Error term

This result first shows that the intercept is -0.386 when all independent variables are equal to zero. Then run the equation by holding the variables attraction, mode of transport, price, security, hotel service quality and guide service and fees constant [16-20].

The first hypothesis is attraction. The result of the regression model equation shows that the domestic tourist flow increases by 0.064 when the attraction increases by one unit. The p-value for this coefficient is statistically significant ($p < 0.05$; =0.064), the alternative hypothesis is accepted.

The second hypothesis concerns transport accessibility. The result of the equation of tourist regression model shows that tourist flows from within the country increase by 0.143 units when transport options increase by one unit. The p-value for this coefficient is statistically significant ($p < 0.05$; =0.143), the alternative hypothesis is accepted. The third hypothesis concerns the price. The result of the regression model equation shows that domestic tourist flows decrease by -0.388 units with a price increase of one unit. The p-value for this coefficient is statistically significant ($p < 0.05$; = -0.388), the alternative hypothesis is accepted [21-25].

The fourth hypothesis is: safety and security. The result of the regression model equation indicates that the domestic tourist flow increases by 0.921 units when security is increased by one unit. The p-value for this coefficient is statistically significant ($p < 0.05$; =0.921), the alternative hypothesis is accepted. The fifth hypothesis is: service quality of the hotel. The result of the regression model equation shows that domestic tourist flows increase by 0.354 units when hotel service is improved by one unit. The p-value for this coefficient is statistically significant ($p < 0.05$; =0.354), the alternative hypothesis is accepted. The sixth hypothesis is tour guide and service charges. The result of the regression model equation shows that domestic tourist flows increase by 0.128 units when tour guide services and fees are increased by one unit. The p-value for this coefficient is statistically significant ($p < 0.05$; =0.128), the alternative hypothesis is accepted [26-30].

Discussion of the Result

In the data analysis, the regression coefficients (beta coefficients) between the influencing factors and domestic tourist flows have positive values, with the exception of price. The individual hypotheses are briefly explained below [31-35].

Attraction: Based on the regression analysis, the beta coefficient of 0.064 and the p-value of .000 clearly show that the presence of both natural and cultural attractions has a remarkable and positive impact on the number of tourists visiting the city of Harar. In simpler terms, when the number of natural and cultural attractions increases by one unit, the tourist flow also increases by 0.064 units. The low p-value of 0.000 indicates that this relationship is highly statistically significant, suggesting that it is very unlikely that this relationship occurred by chance.

Previous studies have found similar results in relation to the influence of natural and cultural attractions on the number of tourists visiting an area. Mckercher & du Cros (2002), for example, emphasise in their study the important role that both natural and cultural attractions play in tourists' decisions and preferences. Their findings show that people often show a strong inclination to visit destinations that offer distinctive and remarkable natural landscapes and a diverse cultural heritage. According to Pearce (2005), the presence of diverse natural and cultural attractions can also contribute significantly to increasing tourist numbers [36-40].

Transport Facilites: The beta coefficient in statistics is a measure of the relationship between two variables. In the context of transport facilities and domestic tourist flows in the city of Harar, a beta coefficient of 0.143 indicates a positive relationship between the two variables. This means that as the transport facilities improve, the number of domestic tourists in the city of Harar also increases. The significant value of 0.000 indicates that this relationship is statistically significant, which means that it is unlikely that the observed relationship is due to chance.

This result can be interpreted as follows: The improvement of transport facilities in Harar city has a positive and statistically significant impact on the flows of tourists from abroad. This result is consistent with previous studies that have shown the importance of transport infrastructure for tourist behaviour. Abdou et al. (2021), for example, found that transport connectivity has a significant impact on tourist flows, with better transport connectivity leading to more tourist visits. Similarly, according to Ritchie & Crouch (2003), improved transport links can stimulate tourism demand by making a destination more accessible and attractive to potential visitors.

Furthermore, the significance of the beta coefficient and its positive value are consistent with the findings of studies such as those by Dwyer et al. (2010), which emphasise the role of transport infrastructure in shaping tourist flows and destination choice. These studies emphasise that efficient transport systems can increase the competitiveness of a destination and its attractiveness to tourists.

Price: The beta coefficient of price of -0.388 with a significant value of 0.000 for domestic tourist flow in Harar city indicates a strong negative relationship between the price of tourism services and the number of domestic tourists in Harar. A beta coefficient measures the change in the dependent variable (in this case, domestic tourist flows) when the independent variable (price) changes by one unit. The negative sign of the beta coefficient (-0.388) indicates an inverse relationship, which means that the number of domestic tourists visiting Harar decreases when the price of tourism services increases. The significant p-value of 0.000 indicates that this relationship is not random and is statistically significant.

This result is consistent with economic theory, as higher prices for tourism services can discourage domestic tourists and lead to a decrease in tourist flows. Furthermore, previous studies have also confirmed the inverse relationship between price and tourist flows. For example, Crouch & Ritchie (1999) found that price sensitivity is an important factor influencing travel behaviour, with higher prices leading to lower demand for tourism services. Similarly, studies by Song et al. (2010) and Dwyer et al. (2004) have highlighted the influence of price on travel behaviour and emphasised that price plays a crucial role in shaping travel decisions.

In addition, the negative beta coefficient and its significance in the context of domestic tourist flows in Harar city can also be attributed to factors such as income level, destination cost and general consumer preferences. These factors may influence how sensitive domestic tourists are to price changes and how these changes ultimately affect their decision to visit Harar. Therefore,

the negative beta coefficient of -0.388 and its significant value of 0.000 indicate a strong inverse relationship between price and domestic tourist flows in Harar city. This result is consistent with economic theory and is supported by previous research on the impact of price on travel behaviour.

Safety and Security: The beta coefficient of safety of 0.921 with a significant value of 0.000 associated with domestic tourist flows in Harar city indicates a strong positive relationship between safety and domestic tourist flows. The beta coefficient measures the strength and direction of the relationship between two variables, with a value closer to 1 indicating a strong positive relationship. In this case, the high beta coefficient of 0.921 indicates that safety has a significant impact on the inflow of domestic tourists in Harar city.

In addition, the significant p-value of 0.000 indicates that the relationship between security and the inflow of domestic tourists is statistically significant. A p-value below the conventional threshold of 0.05 indicates that the observed relationship is unlikely to be due to chance, supporting the assumption that safety and security play a crucial role in influencing the behaviour of domestic tourists in Harar city. Previous studies have also provided insights into the relationship between safety and tourist behaviour. For example, Mataković & Cunjak Mataković (2019) found that the perception of safety and security significantly influences tourists' choice of destination. Similarly, Ding & Wu (2022) emphasised that improving safety measures in destinations leads to an increase in visitor numbers.

In addition, a study by Kanwel et al. (2019) showed that improvements in security infrastructure have a positive impact on tourist satisfaction and their intention to visit a destination. These findings are consistent with the current result from Harar city of Harar and indicate that security aspects are important factors influencing domestic tourist flows. The beta coefficient of 0.921 and significant p-value of 0.000 emphasise the significant influence of safety on tourist flows in Harar city. These results are consistent with previous studies that emphasise the importance of security on tourist behaviour.

Hotel Service Quality: The beta coefficient of service quality of hotels of 0.354 with a significant value of 0.000 for domestic tourist flow in Harar city indicates a strong positive relationship between service quality of hotels and domestic tourist flow. Beta coefficient is a measure of the strength and direction of the relationship between two variables in a regression analysis. In this case, a beta coefficient of 0.354 means that every one-unit increase in hotel service quality leads to a corresponding 0.354-unit increase in domestic tourist flows. The significant p-value of 0.000 indicates that this relationship is statistically significant, which means that it is unlikely to have arisen by chance.

This result is consistent with previous studies that have highlighted the importance of service quality in the hospitality industry and its impact on tourist behaviour. For example, a study by Enz (2010) found that service quality is a decisive factor in tourists' choice of accommodation and destination. Similarly, Fine (2008) highlighted the importance of service quality on customer perception and behaviour in the service sector.

Tour Guide Service and Fees: The beta coefficient and the significance value are statistical measures used in regression analysis to assess the relationship between two variables. In this case, the beta coefficient of 0.128 for tour guide service and fees in domestic tourist flow in Harar city indicates a positive relationship between these two variables. The significance value of 0.000 indicates that this relationship is statistically significant, which means that it is unlikely to be due to chance.

The interpretation of the beta coefficient of 0.128 means that for every unit increase in service and tour guide fees, tourist flows in Harar city increase by 0.128 units. This indicates that tour guide services and fees have an impact on the number of domestic tourists in Harar. The statistically significant p-value of 0.000 underpins this relationship and suggests that the observed relationship between tour guide services and fees and domestic tourist flows is unlikely to be due to random variation.

To corroborate these findings with previous studies, it is important to look at similar research in the field of tourism economics and destination management. Previous studies have shown that the availability and quality of tour guides can significantly influence tourist behaviour and destination choice. For example, a study by ALmasoodi & Rahman (2023) found that the quality of tour guides positively influences tourists' satisfaction and loyalty towards the destination. This coincides with the positive beta coefficient found for tour guide service and fees in Harar city, suggesting that improving these services may lead to an increase in domestic tourist flows.

In addition, the research by Garača et al. (2018) emphasises the importance of pricing strategies in tourism services and indicates that fees and pricing structures can influence tourists' decision-making processes. This supports the interpretation of the beta coefficient as it suggests that changes in tour guide fees can influence domestic tourist flows.

In addition, studies such as that of Ritchie & Crouch (2003) have emphasised the role of destination management in shaping tourist flows. They argue that effective management strategies, which include tour guide services, can contribute to the competitiveness and attractiveness of destinations. The research to date therefore supports the idea that tour guide services and fees can influence tourist behaviour and destination choice, which is consistent with the findings of the regression analysis on domestic tourist flows in Harar city.

Conclusion

The purpose of the study was to identify the factors that influence domestic tourist flows in the city of Harar. The results support the hypothesis that attraction, transport facilities, price, safety, hotel service quality, tour guides and fees have a significant influence on domestic tourist flows.

Attractiveness plays a crucial role in convincing tourists to visit tourist destinations in the city of Harar. These include natural attractions such as landscapes, seascapes, beaches, climate, flora and fauna as well as cultural attractions such as history, folklore, religion, art, theatre, music, dance, entertainment, museums, social attractions and the lifestyle and customs of the local or host population. The presence of numerous tourist attractions such

as the Harar Jugol Wall, a UNESCO World Heritage Site, contributes to the positive influence on tourist flows in the city [41].

Hotel services are significantly related to tourist flows with a beta coefficient of 0.064 and a significance level of $P < 0.005$, indicating that high quality and comfortable hotel services can boost tourist flows and encourage contributions from the tourism industry. For every unit increase in transport service, the tourist flow increases by 14.3%. Price has a significant negative effect on tourist flows in Harar City, with a negative coefficient indicating an inverse relationship between price and tourist flows. High prices discourage tourists from visiting the city as they are influenced by travelling, accommodation and other costs. This emphasises the importance of pricing strategies that strike a balance between generating revenue and maintaining a competitive tourism market [42].

Safety and security have a strong positive correlation with the number of tourists visiting Harar City, with a beta value of 0.921 and a P-value of less than 0.005. Improving security measures is likely to increase tourist arrivals. Hotel service quality has a significant impact on tourists' decision to visit, stay and recommend the destination, leading to repeat visits and positive word of mouth.

Finally, tour guide service and fees are positively related to the number of tourists visiting Harar City with a beta value of 0.128 and a p-value of less than 0.005. These findings show the importance of understanding the relationship between these factors in order to improve the tourist experience and attract more visitors to Harar City [43].

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