

**Wollega University**  
**College of Business and Economics**  
**Department of Management**

Dear Participant,

You are invited to participate in a study examining tourists' perceptions of sustainability practices in Addis Ababa's hotels. Your responses will help understand how circular economy initiatives and supply chain transparency influence guests' willingness to pay for sustainable accommodation. Participation is voluntary, and all responses are completely anonymous. No identifying information will be collected. The survey takes approximately 10–15 minutes to complete. By proceeding, you consent to participate in this study.

**General Instructions**

*Please read each statement carefully and indicate your level of agreement by circling the number that best represents your opinion. There are no right or wrong answers. Please answer honestly based on your experience at this hotel.*

**Response scale for Sections A–C:**

*1 = Strongly Disagree   2 = Disagree   3 = Somewhat Disagree   4 = Neutral   5 = Somewhat Agree   6 = Agree   7 = Strongly Agree*

**Section A: Circular Economy Adoption (CEA)**

*Please rate your level of agreement with each statement about the hotel's circular economy practices.*

| No. | Statement                                                                                                     | (1 = Strongly Disagree to<br>7 = Strongly Agree) |
|-----|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| 1   | This hotel actively reduces food waste through composting or donation programs.                               | 1 2 3 4 5 6 7                                    |
| 2   | This hotel uses energy-efficient lighting, heating, and cooling systems.                                      | 1 2 3 4 5 6 7                                    |
| 3   | This hotel reuses water or operates water-saving devices throughout the property.                             | 1 2 3 4 5 6 7                                    |
| 4   | This hotel purchases supplies from local or sustainably certified sources.                                    | 1 2 3 4 5 6 7                                    |
| 5   | This hotel recycles or repurposes materials (e.g., furniture, linens, packaging) rather than discarding them. | 1 2 3 4 5 6 7                                    |

**Section B: Supply Chain Transparency (SCT)**

*Please rate your level of agreement with each statement about the hotel's supply chain transparency.*

| No. | Statement                                                                                                       | (1 = Strongly Disagree to<br>7 = Strongly Agree) |
|-----|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| 1   | This hotel clearly discloses where its food and beverages are sourced from.                                     | 1 2 3 4 5 6 7                                    |
| 2   | This hotel provides information about the environmental standards of its suppliers.                             | 1 2 3 4 5 6 7                                    |
| 3   | This hotel is open about its labor practices with supply chain partners.                                        | 1 2 3 4 5 6 7                                    |
| 4   | I can easily find details about this hotel's sustainability performance (e.g., via signage, website, or staff). | 1 2 3 4 5 6 7                                    |
| 5   | This hotel shares measurable data about its waste, water, or energy reductions with guests.                     | 1 2 3 4 5 6 7                                    |

### Section C: Environmental Concern (EC)

*Please rate your level of agreement with each statement about the environment in general.*

| No. | Statement                                                                     | (1 = Strongly Disagree to<br>7 = Strongly Agree) |
|-----|-------------------------------------------------------------------------------|--------------------------------------------------|
| 1   | Humans are severely abusing the planet.                                       | 1 2 3 4 5 6 7                                    |
| 2   | Plants and animals have as much right as humans to exist.                     | 1 2 3 4 5 6 7                                    |
| 3   | The balance of nature is very delicate and easily upset.                      | 1 2 3 4 5 6 7                                    |
| 4   | When humans interfere with nature, it often produces disastrous consequences. | 1 2 3 4 5 6 7                                    |

### Willingness-to-Pay Premium

*Please enter a number between 0 and 30 in the box below.*

|                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| What percentage price premium above the standard room rate would you be willing to pay for a hotel that actively implements the circular practices described above? |
| <b>My answer:</b> _____ % (please write a number from 0 to 30)                                                                                                      |

### Section D: Background Information

*Please circle or fill in the appropriate response for each question.*

|    |                                                         |                                                                                                                                                                 |
|----|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| D1 | Age                                                     | _____ years                                                                                                                                                     |
| D2 | Gender                                                  | 0 = Female    1 = Male                                                                                                                                          |
| D3 | Education                                               | 1 = Primary school or less<br>2 = Secondary school<br>3 = Diploma / Associate degree<br>4 = Bachelor's degree<br>5 = Postgraduate degree (Master's / Doctorate) |
| D4 | Annual household income (relative to your home country) | 1 = Well below average<br>2 = Below average<br>3 = Average<br>4 = Above average<br>5 = Well above average                                                       |
| D5 | Have you previously stayed at a certified green hotel?  | 0 = No    1 = Yes                                                                                                                                               |
| D6 | Purpose of current trip                                 | 0 = Leisure / Vacation    1 = Business                                                                                                                          |
| D7 | Length of stay at this hotel                            | _____ nights                                                                                                                                                    |

Thank you for taking the time to complete this survey. Your input is invaluable to my research. If you have any questions about this study, please contact me at [gedak@wollegauniversity.edu.et](mailto:gedak@wollegauniversity.edu.et)