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**EXPLICIT AND IMPLICIT  
MOTIVATION TOWARDS  
OUTBOUND TOURISM: A  
STUDY OF SAUDI TOURISTS**

**SUBMITTED BY**

**ABDULRAHEEM ALGHAMDI**

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Management  
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## ABSTRACT

In this thesis, the researcher investigates the implicit and other motivations for Saudi outbound tourism. The Saudi Arabian outbound tourism market is recognised as one of the biggest tourism expenditure. Despite this, research relating to the motivations for Saudi outbound tourism, especially the implicit motives is sparse. It is in response to this that the researcher carried out this study and additionally, examined the influence of Saudi culture, demographic variables and tourists motivations on destination selection.

This study employs a model entitled “Integration Model of Explicit and Implicit Motives” of Push and Pull Factors developed by the researcher to examine the explicit and implicit motives of Saudi outbound tourism. Data was collected from 486 Saudi outbound tourists (81% of the total sample) who travelled to three destinations (Bahrain, Egypt and France). Factor analyses were conducted to identify tourism motivation and cultural factors of Saudi society. Pearson correlation was used to find the relationship between push and pull factors of tourism motivation (explicit and implicit) and the relationship between Saudi culture and push and pull factors of tourism motivation (explicit and implicit).

A series of ANOVA and T-tests were employed to examine the influence of demographic variables on tourism motivations. Logistic regression and multinomial logistic regression were used to find out the influence of tourism motivations, cultural factors and demographic variables on destination selection.

The results of the factor analyses of explicit motives in this study identified seven push factors and four pull factors. The six push factors (intrinsic desire) extracted were: 'escape', 'prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources', 'knowledge' and 'relaxation'. The four pull factors (attributes of destination) identified as underlying dimensions were 'expenditure', 'outdoor activities', 'natural and historical' and 'weather and environment'. In relation to the implicit motives, the factor analysis identified two push factors and three pull factors. The push factors were 'alcohol and sex desires' and 'fun and freedom

desires'. On the other hand, the pull factors were 'alcohol and sex attractions', 'drugs attraction' and 'fun and freedom attractions'.

The factor analysis of cultural items resulted in seven underlying domains, that include 'uncertainty avoidance', 'individualism', 'differences of groups in society (power distance)', 'social interdependence (collectivism)', 'helping others (collectivism)', 'inequalities and hierarchy (power distance)' and 'family relationship (collectivism)'. The Pearson's correlation analyses found significant correlations between the majority of push and pull dimensions in both explicit and implicit motives in all destinations. Moreover, the Pearson's correlation revealed a significant correlation between tourism motivations (push and pull factors), in both explicit and implicit motives, with cultural factors in all destinations under study (Bahrain, Egypt and France).

The results of ANOVA and T-tests indicate significant differences in tourist's motivations according to the differences in demographic variables of tourists (age, income education, gender and marital statuses). In other words, the demographic variables have an influence on tourism motivations. The findings of logistic regression and multinomial logistic regression indicate that the tourism motivations, cultural factors and demographic variables have an influence on destination selection.

Moreover, the researcher carried out 25 interviewees This was in order to validate the results that were obtained from the quantitative approach regarding to tourism motivation of Saudi outbound tourists (explicit and implicit), cultural factors that describe the Saudi society, and to confirm the usefulness of using the third person technique to investigate sensitive issues. The results obtained from the interviews are similar to the results obtained from the questionnaires (quantitative approach). In relation to the usefulness of using the third person technique in investigating sensitive issues, the result of the interviews revealed that the third person technique has proved as one of the acceptable technique to get information about sensitive issues especially with countries that have values grounded on their religious heritage.

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Abdulraheem Al-Ghamdi

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## CHAPTER ONE: INTRODUCTION

### 1.1 Background and Research Problem

Tourism basically concerns many people travelling from one place to another for pleasure or relaxation. It is no easy task to find a general definition of tourism, mainly because of the various facets of tourism that generate different points of view (Bogari, 2002). This task has been an important and ongoing problem for tourism analysts (Lickorish and Jenkins, 1997). Definitions have been formulated by different scholars in keeping with their backgrounds and area of study or research. Among the academic disciplines which have engendered various definitions are sociology, anthropology, economics and geography. In addition, current research recognizes tourism as a separate area of study. Tourism information which can be employed in international or domestic contexts has been offered by a number of technical organisations for the purposes of statistics or legislation.

International organisations such as the World Travel and Tourism Council (WTTC), the Organisation of Economic Co-operation and Development (OECD), and the World Tourism Organisation (WTO) have formulated practical statistical definitions comprising both the supply and demand aspects of tourism. The World Tourism Organisation (WTO, 1995, p.21) defines tourism as “*travelling for leisure, business and other purposes for not more than one year*”. Thus, according to the WTO’s definition people travelling for more than a year cannot be counted as tourists. The WTO further specifies that people cannot be considered tourists if they are travelling for purposes other than pleasure or leisure, for instance, if they are travelling to take up work as a tour guide or domestic help, if they are refugees, or if they travelling illegally.

The definition of tourism has been split into different dimensions that include international tourism (sometimes referred to as outbound), and national tourism (sometimes referred to as domestic tourism).

International tourism is defined as "*the movement of masses across international borders for pleasure/leisure purposes, possibly for a short duration*" (Yavas, 1987, p.57). International tourism (Yavas, 1987) has been a specifically twentieth century phenomenon. The concept of international tourism can help in comprehending the concept of outbound tourism which involves people moving out of their country of origin to a particular country. This is what will be discussed in this research. National tourism, on the other hand, that involves the movement of people within their own borders for the purpose of pleasure or leisure. Inbound tourism involves tourism by non-resident visitors within the country of reference. Others have attempted to restrict the definitions of tourism to the number of miles away from home, overnight stays in paid accommodation, or travel for the purpose of pleasure or leisure (Lowry, 1994).

Hunt and Layne (1991) point out that the difficulties of defining tourism are far from recent. 'Travel' was the standard term used prior to 1987, but this has been supplanted by the term 'tourism'. The industry which has developed as a reaction to people travelling away from home for pleasure or leisure has therefore become known as the tourism industry.

The tourism industry intersects traditional economic sectors and needs economic, social, cultural and environmental inputs. It is hence not easily described, as it does not possess the habitual usual formal production function, nor does can its output be measured in physical terms (Lickorish and Jenkins, 1997). However, although tourism has often been categorised as a service industry which involves looking after people who are away from home, there is no common framework which represents the industry. For instance, in countries such as Italy and France, the attractions for tourists are the shopping and restaurants on offer, as these are facilities are considered different and often superior to those found in other countries. Relatively inexpensive privately-run bed and breakfast accommodation is available in Britain and Ireland, whereas such accommodation is not to be found in most other countries (Lickorish and Jenkins, 1997).

According to McIntosh and Goeldner (1986, p.ix) tourism can be defined as "*the science, art, and business of attracting and transporting visitors, accommodating*

*them, and graciously catering for their needs and wants*". The service nature of tourism is emphasised in this definition, with the relationship between tourists the communities and governments of host countries arising from the process of attracting and offering hospitality to these tourists. Tourism can also be used as a means of linking international cultures, and so encouraging peace between nations (Dann, 1988). From such a perspective, tourism then becomes a service to the community and to the world service which can lead to a better and more global world for the human race to live in.

In recent years, tourism has been one of the most important and consistent growth industries worldwide, and is currently held to be one of the major service industries (Bansal and Eiselt 2004; Zang *et al.*, 2004). Tourism has been a crucial factor in the economic development strategy of many countries (Lea, 1998). As tourism can bring in income, employment, tax revenue and foreign exchange earnings, many countries have joined in the competition of attracting foreign tourists. For instance, in almost all the Mediterranean countries, tourism has now become one of the main sources of income (Howells (2000).

Tables 1-1 and 1-2 below show some statistics of the worlds leading tourist destinations and receipts. Table 1-1 shows the world's ten leading destinations according to arrivals in 2006. France and Spain together account for over 11% of all international arrivals and thus are squarely in the lead.

**Table 1-1 The World's Top 10 Destinations by Arrivals**

| Rank | Country        | International Tourist Arrivals (million) |
|------|----------------|------------------------------------------|
| 1    | France         | 79.1                                     |
| 2    | Spain          | 58.5                                     |
| 3    | United States  | 51.1                                     |
| 4    | China          | 49.6                                     |
| 5    | Italy          | 41.1                                     |
| 6    | United Kingdom | 30.7                                     |
| 7    | Canada         | 23.6                                     |
| 8    | Mexico         | 21.4                                     |
| 9    | Austria        | 20.3                                     |
| 10   | Germany        | 20.2                                     |

Source: World Tourism Organization (2007).

According to the World Tourism Organization (2007), in 2006 receipts from international tourism worldwide came to US\$ 733 billion from the expenditure of 846 million international tourists. The projected figure for the year 2020 is 1.56

billion international tourists (WTO, 2007). The United States remains the uncontested leader among the world's earners with US\$ 86 billion in receipts from the tourism sector, despite the crisis and the fact that receipts have fallen by nearly almost 20% since 2000 (WTO, 2007 ). Next come Spain, France and Italy with receipts of between US\$ 51 and 38 billion each. Table 1-2 illustrates the world's ten leading destinations by receipts.

Table 1-2 : International Tourism Receipts

| Rank | Country        | International Tourism Receipts (billion) |
|------|----------------|------------------------------------------|
| 1    | United States  | 85.7                                     |
| 2    | Spain          | 51.1                                     |
| 3    | France         | 42.9                                     |
| 4    | Italy          | 38.1                                     |
| 5    | China          | 33.9                                     |
| 6    | United Kingdom | 33.7                                     |
| 7    | Germany        | 32.8                                     |
| 8    | Australia      | 17.8                                     |
| 9    | Turkey         | 16.9                                     |
| 10   | Austria        | 16.7                                     |

Source: World Tourism Organization (2007).

The share of the Middel East counties in the international receipts from tourism was US\$ 27.3 billion from the spending of almost 42 million international tourists; the number of international tourists is expected to reach 69 million by 2020 (WTO, 2007).

It is estimated that the world's travel and tourism industry contributed 3.6% (US\$1,851.2 billion) to Gross Domestic Product (GDP) in 2007, with an anticipated rise to (US\$3,121.7 billion) by 2017. Employment from world travel and tourism economy employment is estimated at 231,222,000 jobs in 2007, 8.3% of total employment, meaning 1 in every 12.0 jobs. It is predicted that by 2016, there will be 262,639,000 jobs, 8.3% of total employment, or 1 in every 12.0 jobs (World Travel and Tourism Council, 2007). It is estimated that world travel and tourism generated 12.2% of total exports (US\$1,847.8 billion) in 2007, and it is predicted that this will rise to US\$3,806.4 billion (10.6% of total) in 2017. The capital investment in world travel and tourism for 2007 was estimated at US\$1,155,427.0 billion, or 9.5% of total investment, with the projected figure for

2017 being US\$2,392,765.0 billion or 9.9% of total investment (World Travel and Tourism Council, 2007).

Despite the fact that the tourism sector has an important role in the economic development of many countries in the world, the World Travel and Tourism Council statistical report in 2006 demonstrates that tourism in Saudi Arabia has a limited contribution to the national income. The report indicates that the travel and tourism demand in Saudi Arabia is expected to grow by 1.4% in 2006 and by 5.1% per annum, in real terms, between 2007 and 2016. 2006 total demand represents 0.5% of world market share (World Travel and Tourism Council, 2006b).

It is also expected that travel and tourism will contribute only 2.0% to the Gross Domestic Product (GDP) in 2006 (US\$6.8 billion), rising in nominal terms to US\$10.0 billion (2.3% of total) by 2016. Furthermore, the report indicates that Saudi Arabian travel and tourism economy employment is estimated at 284,000 jobs in 2006, (8.7% of total employment or 1 in every 11.4 jobs). By 2016, this should total 426,000 jobs (10.4% of total employment or 1 in every 9.6 jobs). Moreover, Saudi Arabian travel and tourism capital investment is estimated at US\$3.5 billion or 6.6% of total investment in the year 2006. By 2016, this should reach US\$6.6 billion or 7.5% of total (World Travel and Tourism Council, 2006b).

The question that arises here is why does the tourism sector in Saudi Arabia have a limited contribution to the national income? The limited contribution of the Saudi tourism sector was attributed by previous research to the increasing desire of outbound tourism among Saudi tourists. A survey run by The Saudi Council of Commercial and Industrial Chambers indicates that 76% of Saudi tourists spend their holidays abroad, whereas 24% prefer to spend their holidays in Saudi Arabia (Fegeeh, 2001). The International Tourism Consulting Group (IPK) has also revealed that Saudi tourists made more than 5.29 million international tourism trips in 2001. This represents a 10.3% growth over the 4.8 million tourism trips in 2000 (WTO, 2003 b).

Moreover, the average expenditure of Saudi tourists on international tourism was estimated at 50% more than their counterparts of other nationalities (Hashim, 1997). For example, the expenditure of Saudi tourists on international tourism in 1992 was estimated at SR.18 billion (Trade Magazine, 1993). This expenditure rose to RS 31 billion in 1998 (Al-Fasial, 2000), and to SR 54 billion in 2000 (the Supreme Commission for Tourism, 2001). In comparison with the expenditure of foreign tourists in Saudi Arabia, which was estimated at S.R. 5 billion in 1998 (Figeeh, 2001) and S.R. 6.75 billion in 2000 (Supreme Commission for Tourism, 2001), the payment balance of tourism indicated that there was a deficit in these two years of S.R. 25 billion and S.R. 47.25 billion, respectively. The Supreme Commission for Tourism in Saudi Arabia (2001) also expects that spending, (30% of the total expenditure of international tourism (i.e. S.R. 54 billion)) would benefit the Saudi economy by about SR16.2 billion, and contribute to creating about 164,000 new jobs in different sectors; (that is, 41, 000 in the housing sector, 33,000 in the transportation sector, 25,000 in the restaurant sector, and 65,000 in other sectors).

Despite the similarity between Saudi Arabia and Bahrain in terms of weather and geography, around 75% of visitors to Bahrain are Saudi nationals. They are attracted by the fact that the Bahraini tourism market allows consumption of alcohol and offers a more liberal atmosphere (Business Middle East, 2001). El-Gawhary (1995) also asserts that nearly a million of Arab tourists, mostly from Saudi Arabia, visited Cairo in 1994. During their time in Cairo, they visited nightclubs, Arab pubs, Arab pop shows, and even mingle around with Arab prostitutes. Metwally (2004) confirmed that Bahrain and Dubai try to attract Saudi tourists by offering many entertaining goods and services and a social lifestyle unavailable in Saudi Arabia for cultural and religious reasons.

Despite the availability of many kinds of tourism in Saudi Arabia (See Chapter Two), the second question that arises here is, why do Saudi tourists go abroad? Similarly, researchers and practitioners have long been searching for the fundamental answer to the question, why do people travel? To answer these questions, we should identify the various needs and motives that force travellers to seek out specific leisure activities and experiences (Lee *et al.*, 2002). According

to Statt (1997), we should mainly study their motivations. Yuan and McDonald (1990) further state that as countries struggle to increase their share of foreign visitors, it becomes necessary to understand why people travel and why they choose a specific destination for international tourism.

Understanding the motives of tourism is therefore considered an important factor in developing the tourism sector of any country. According to Jefri (2001), understanding peoples' motives is important in promoting tourism, since it provides a better explanation of the motives behind tourists' behaviour, and enables tourism planners to predict tourists' actions. In fact, there has been a great effort in the existing literature of tourism that deals with the motives and desires of tourists to suggest different motives and desires (Baloglu and Uysal, 1996; Bansal and Eiselt, 2004; Cha, *et al.*, 1995; Mannel and Iao-Ahola, 1987; Moutinho, 1987; Liping, 2002).

Mansfeld (1992) proposes that the ways in which people set objectives for their choice of destination and how these objectives are then reflected in their choice and travel behaviour can be revealed through an analysis of the motivational stage. It can also offer tour operators, tourism planners, and other tourist-related institutions a deeper understanding of the real expectations, requirements and objectives of the tourist, thus enabling them to fulfil these expectations and requirements more effectively. In addition, it is essential for tourism marketers to be able to measure the motives in operation regarding certain kinds of type of travel behaviour including the destination choice and the activities to be pursued in the holiday destinations (Lee, *et al.*, 2002). Similarly, the study of motivations based on the concept of push (internal desire) and pull (destination attributes) factors has met with general acceptance in extant tourism research (Crompton, 1979; Baloglu and Uysal, 1996; Jang and Cai, 2002; Jamrozy and Uysal, 1994; Kim and Lee, 2002)

By reviewing the literature, it has been found that demographic variables and cultural factors significantly influence tourists' motives in general (Bansal and Eiselt, 2004; Baloglu and Uysal, 1996; Bogari *et al.*, 2003; Cha *et al.*, 1995; Gilbert and Terrata, 2001; Hanqin and Lam, 1999; Huybers and Benett 2000; Jang

and Cai, 2002; Jamrozy and Uysal, 1994; Kim and Lee, 2000; Kozak, 2002; Metwally, 2004; Mok and Amstrong, 1995; Oh *et al.*, 1995; You *et al.*, 2000; Zhang *et al.*, 2004) and their decision to choose a particular destination (Cai *et al.*, 1996; Iverson, 1997; McClellan and Foushee, 1983; Metwally 2004; Muller (1989, 1991); Oum and Lemire 1991; Richardson and Crompton, 1988; Sheldon and Mak 1987). Muller (1989, 1991) argued that cultural values determine a consumer's choice of holiday destination and other economic behaviour related to foreign travel for pleasure. He concluded that in order to make a particular destination more attractive, marketers must develop tourism products (i.e. attributes) and promotional themes that fulfill and recognize the segment's values.

In order to understand the effect of demographic variables and cultural factors on tourism motivations and on destination selection in Saudi Arabia, it is therefore essential to gain some understanding of demographic variables and the Saudi Arabian culture. Saudi Arabia's culture by its very nature can be described as religious. That is, Islam plays a central role in defining the culture, and acts as a major force in determining the social norms, patterns, traditions, obligations, privileges and practices of Saudi society. This is especially true as Islam in its entirety is not only a religious ideology, but an inclusive system which embraces detailed instructions for a Moslem's entire way of life (AlMunajjed, 1997).

According to (Yuan and McDonald, 1990) tourism motivations might be different for tourists from one country to another. Despite there having been a number of studies in several countries which investigated the tourism motivations of outbound tourists using the push and pull theory (Cha *et al.*, 1995; Jamrozy and Uysal, 1994; Jang and Cai, 2002; Josiam *et al.*, 1999; Kozak, 2002; Pyo *et al.*, 1989; Smeaton *et al.*, 1998 and; Yuan and McDonald, 1990; Zhang and Terry, 1998) (all these studies had done in non Arabic context), researchers have paid scant attention to studying the motivations of Saudi outbound tourists, whose expenditure is among the largest of all overseas travellers (Hashim, 1997).

Moreover, previous studies have tended to focus on explicit motivations as being the only motives for tourism (Baloglu and Uysal, 1996; Bogari *et al.*, 2003; Cha *et al.*, 1995; Crompton 1979; Hanqin and Lam, 1999; Jamrozy and Uysal, 1994;

Jang and Cai, 2002; Josiam *et al.*, 1999; Kim and Lee, 2002; Kozak 2002; Pyo *et al.*, 1989; Smeaton *et al.*, 1998; Turnbull and Usal, 1995; Usal and Jurowshi, 1994; Yoon and Uysal, 2005; You *et al.*, 2002; Yuan and McDonald, 1990). However, explicit motivations are not necessarily the only motives which drive tourists to travel. There may be other (implicit) motives that tourists do not wish to reveal for various reasons.

Furthermore, previous researchers have studied the influence of demographic variables and cultural factors on tourism motivations in various countries and cultural contexts (Bansal and Eiselt, 2004; Baloglu and Uysal, 1996; Bogari *et al.*, 2003; Cha *et al.*, 1995; Gilbert and Terrata, 2001; Hanqin and Lam, 1999; Jang and Cai, 2002; Jamrozy and Uysal, 1994; Kim and Lee, 2000; Kozak, 2002; Metwally, 2004; Mok and Armstrong, 1995; Oh *et al.*, 1995; You *et al.*, 2000; Zhang *et al.*, 2004). but none have dealt with the influence of such variables on tourism motivations in the Arabic context especially in the Saudi Arabian context.

In addition, the previous literatures investigated the influence of tourism motivations, cultural factors and demographic variables on destination selection separately (Cai *et al.*, 1996; Iverson, 1997; McClellan and Foushee, 1983; Huybers and Benett 2000; Metwally 2004; Muller (1989, 1991); Oum and Lemire 1991; Richardson and Crompton, 1988; Sheldon and Mak 1987). The study of the influence of a combination of all three of these variables (tourism motivations, cultural factors and demographic variables) on destination selection is extremely limited.

Thus, the current study aims to fill these gaps and to contribute to investigating the motivations of Saudi tourists for outbound tourism. Its intent is also to understand how and to what extent the motives of Saudi tourists are influenced by Saudi culture and demographic factors of tourism. The study additionally aims to discover the factors that have an influence on destination selection, such as tourists' motivations, cultural factors and demographic variables.

## 1.2 Research Objectives

As mentioned in the research problem, there are several studies (Cai, L., 2002; Cha *et al.*, 1995; Hanqin and Lam, 1999, Jamrozy and Uysal, 1994; Josiam *et al.*, 1999; Kozak 2002; Pyo *et al.*, 1989; Smeaton *et al.*, 1998; Yuan and McDonald, 1990) which have examined the motivations of outbound tourism in several countries, but there has been a lack of attention paid by researchers to the study of the motivation of Saudi outbound tourism. Furthermore, there has also been a lack of attention given by researchers to the study of the implicit motives of outbound tourism. Therefore, the main aim of this study is to explore the motivations (explicit and implicit) of Saudi outbound tourism. This broad aim consists of the following subsidiary objectives:

- 1- To assess the 'push' and 'pull' motivations (explicit and implicit) that drive Saudi tourists to go abroad.
- 2- To examine the nature of the relationship between push and pull factors (explicit and implicit).
- 3- To examine the differences in motivations of tourists according to their demographic variables (age, gender, marital status, income and education).
- 4- To examine the relationship between Saudi culture and tourism motivations (explicit and implicit).
- 5- To test the influence of Saudi culture on destination selection.
- 6- To test the influence of demographic variables of Saudi tourists on destination selection.
- 7- Lastly, to test the influence of tourists' motives (explicit and implicit) on destination selection.

To achieve these aims and objectives, a quantitative approach will be used.

## 1.3 Importance and Significance of this Study

This research aims to investigate the motivations of Saudi outbound tourism. The Saudi Arabian outbound tourism market is recognised as one of the biggest in the world in terms of the amount of Saudi expenditures in outbound tourism (Hashim,

1997). However, little research has been conducted on the motives behind Saudi outbound tourism, especially the implicit motives. The researcher therefore aims to contribute in this area.

Firstly, it contributes to the literature of tourism motivations of outbound tourism, using push and pull factors, by investigating the unique context of Saudi Arabia. Previous studies have investigated the tourism motivations of outbound tourism in non-Muslim countries (e.g. Cha *et al.*, 1995; Hanqin and Lam, 1999; Jamrozy and Uysal, 1994; Jang and Cai, 2002; Josiam *et al.*, 1999, Kozak, 2002, Yuan and McDonald (1990). There has been a lack of attention among the researchers to investigate the motivations of outbound tourists (especially implicit motives) in Islamic country.

Secondly, one novelty for this research relates to its study of the implicit motivations for Saudi outbound tourism. Implicit here relates to sex, alcohol and other motivations for tourism. Previous studies have customarily focused on explicit motivations as the primary motives for tourism (Baloglu and Uysal, 1996; Bogari *et al.*, 2003; Cha *et al.*, 1995; Creopton 1979; Hanqin and Lam, 1999; Jamrozy and Uysal, 1994; Jang and Cai, 2002; Josiam *et al.*, 1999; Kim and Lee, 2002; Kozak 2002; Pyo *et al.*, 1989; Smeaton *et al.*, 1998; Turnbull and Usal, 1995; Usal and Jurowshi, 1994; Yoon and Uysal, 2005; You *et al.*, 2002; Yuan and McDonald, 1990). However, explicit motivations are not necessarily the only motives that drive the tourist to travel. Possibly there are other motives (implicit) that tourist does not want to reveal for various reasons. These reasons might be cultural, traditional or personal.

In the Saudi context, studying the implicit motivations is very important for several reasons. Though the motivations for studying implicit drivers for outbound tourism are diverse, the Islamic values of Saudi Arabia and destination choices of a significant number of Saudi tourists have modelled the researcher's reflection. Saudi Arabia is the seat of Islam with a very strong Islamic tradition. The kingdom is generally known for its religious conservatism as it is central to the Muslim world and is host to the two main holy mosques in Mecca and Medina, and other historic sites for Moslems. Given these considerations, the

researcher believed that Saudi outbound tourism may be driven by unique traits that have never been thought of by other researchers. Additionally, Saudi's are culturally compelled to respect the Islamic tradition. Ironically, in the past two decades, western and other values have been having a significant influence in the cultural consciousness of Saudi's, leading to demands for various services like pubs, nightclubs, brothels, western cinema's, and so on that are traditionally considered anti Islam. Therefore, providing a coherent picture of the various motivations that influences outbound tourism from the implicit and explicit point of view might be realistic, especially from an Islamic context. It is in such vein that this study attempts to investigate both the implicit and explicit motivations for outbound tourism in Saudi Arabia. It is important to note that, at the time of writing this dissertation, the researcher is not aware of any research paper or dissertation that discusses the implicit motivations for outbound tourism especially in an Islamic setting.

Thirdly, pervious research has studied the influence of demographic characteristics on tourism motivation in different countries and cultural context (see chapter 4) and there has been limited research investigating the influence of demographic characteristics on tourism motivations in non-Muslim countries. Therefore, this study will fill this gap and contribute to the literature of tourism motivations by investigating the effect of Saudi tourists' demographic characteristics on their tourism motivations.

Fourthly, previous literature has investigated the influence of cultural factors on tourism motivations in different countries and cultural context (see chapter 4) and there has been a lack of attention among the researchers to study the influence of Islamic culture on tourism motivation. Therefore, this study will fill this gap and contribute to the literature by investigating the effect of Saudi culture on tourism motivations.

Fifthly, previous literature has investigated the influence of tourism motivations, cultural factors and demographic characteristic separately on destination selection in different countries and cultural context (see chapter 4) and there has been limited research that looks on the influence of these variables (separately or

combinational) in an Islamic context. Therefore, this research will fill this gap and contribute to the literature by investigating the influence of Saudi cultural factors, demographic characteristic of Saudi tourists and tourism motivation of Saudi outbound tourists on destination selection (separately and combinational).

Sixthly, in terms of methodology, in order to investigate the implicit motives the researcher found that it was difficult to investigate such motives by using direct questions. Therefore, the researcher employed the third person technique to investigate the implicit motivation for outbound tourism.

Finally, the study findings not only fill the identified gaps in relation to the tourism motivations, but also provide practitioners and policy-makers with a base from which they can begin to work out an effective strategy to improve the domestic tourism in Saudi Arabia. The discussions regarding the managerial implications are based closely on the research findings.

#### **1.4 Outline of the Thesis**

This thesis has eleven chapters.

**Chapter One** provides an introduction to the thesis with a brief background about tourism in general and tourism in Saudi Arabia. Additionally, it discusses the basic theories that drive the main research gap; more specifically, the study of implicit motivations for outbound tourism. Finally, it describes the major and subsidiary objectives of the thesis and outlines issues to be discussed in the subsequent chapters.

**Chapter Two** discusses the case study. Specifically, it focuses on its geographical, legislative, economical, cultural and social environment. Additionally, it discusses tourism type in Saudi Arabia and a summary of destinations and statistics of outbound tourism in Saudi Arabia. The reasons for this choice are diverse from the point of view of this research. It offers a framework in which the researcher can provide a connection between tourism as a service sector, and other environmental variables like domestic tourism facilities,

cultural, social, and legislative factors and their implications and influence on outbound tourism. This will give the reader a clear picture of the case study and some factors that may influence outbound tourism.

**Chapters Three and Four** contains the literature review. Chapter Three presents a general discussion and summary of the essential tourism motivation (especially the push and pull factors) that influences the tourist decision to travel. Tourism motivation has customarily been the starting point of most tourism research. This is because most stakeholders have been interested in investigating why people travel.

As the second part of the literature review, Chapter Four discusses in more detail the theory of push and pull factors and its relationship to travel motivations. Additionally, it explains the influence of demographic variables and cultural factors on travel motivations. Destination selection is also addressed, especially how this is influenced by tourism motivation, demographic variables and cultural factors. From a review of the literature in Chapters Three and Four, the researcher obtained useful information as to what kind of social, cultural and demographic variables influence tourism motivation

**Chapter Five** reviews the research design used in the thesis. For the purpose of the summary, this chapter has been divided into two distinct sections. The first part explains the details of the research approach, the aims and objectives, the hypothesis, the research population and sample size, and sampling procedure. The second part of this chapter explains data collection, the design of the questionnaire, and the variables and measurement that have been employed to identify both implicit and explicit motivational variables and cultural factors. It also discusses the measurement scale that has been used in the questionnaire and how it has been developed (pilot study) and translated; the difficulties in the overall study and finally, the data analysis and statistical technique primarily employed in the thesis.

**Chapters Six, Seven, Eight and Nine** present the findings of the research. Chapter Six discusses explicit and implicit push and pull factors. It further

analyses the relationship between push and pull factors in both explicit and implicit motivations. Chapter Seven starts with a discussion of the characteristics of the sample (demographic variables). After that, it discusses the relationship between these demographic variables and explicit and implicit tourism motivations (push and pull) in all destinations under study. Chapter Eight looks at Saudi cultural factors. It further studies the relationship between these cultural factors and explicit and implicit tourism motivations (push and pull) in all destinations. Finally, Chapter Nine discusses the destination selection and the variables that have an influence on the selection of a destination. It includes tourism motivational factors, cultural factors and demographic variables and how these variables influence the selection of a destination.

**Chapter Ten** presents the results of the interviews. It explains the explicit and implicit (push and pull) motivations for outbound tourism in Saudi Arabia. It is also presents a description of the Saudi society.

**Chapter Eleven** presents the conclusion of the overall thesis. It summarizes the main arguments and findings of each objective of study. It further looks at some of the novel contributions of the thesis, the implications of the study, and related limitations, mostly from the basis of the research methodology adopted and the theoretical foundation of the hypothesis, and what needs to be done in future research in the area.

## **CHAPTER TWO: THE CONTEXT OF SAUDI ARABIA**

### **2.1 Introduction**

Historically, Saudi Arabia was, and remains, one of the earliest and most popular destinations for pilgrimage tourism due to its Islamic heritage. In the past decades, (primarily due to the economic development of the country influenced by the discovery of petroleum and other resources), other forms of tourism (domestic and outbound) have emerged to satisfy the growing demands of the Saudi population.

This chapter aims to give the reader some information about general issues that may be linked to tourism in Saudi Arabia, which includes the population of Saudi Arabia, its geographical distribution, geographical environment, economic environment, legal environment and legislature, social, and cultural environments and so on.

### **2.2 The Population of Saudi Arabia and its Geographical Distribution**

There has been a significant increase in the population of Saudi Arabia in the past three decades. Saudi Arabia's population increased from 7,000,000 in 1974 to 17,000,000 in 1992 and to more than 22,600,000 in 2004. With an estimated increase of 223% from 1974 to 2004 (The Central Department of Statistics, 2004), present estimates suggest that the population may increase to 30 million people in 2020 (Ministry of Planning, 2000). In terms of the geographical distribution of the population, the regions of AlRiyadh, Makkah Almukarramah and the Eastern region contain 64.5% of the total population of Saudi Arabia (Table 2.1).

The population is distributed as follows: 25.6% for Makkah Almukarramah and Region, 24.1% for AlRiyadh Region and 14.8%, for the Eastern Region. Asir region has 7.4%, AlMadina Almunawarah region has 6.7%, Gizan region has 5.2%, AlQassim region has 4.5%, Tabuk Region has 3.1%, Hail region has 2.3%, Najran region has 1.8%, Al Baha region has 1.7%, Al Jouf region has 1.6%, and finally, the northern borders region has 1.2% (The Central Department of Statistics. 2004).

**Table 2-1: The Distribution of Population in the Administrative Areas**

| The region           | 1974   | 1992  | 2004  |
|----------------------|--------|-------|-------|
| AlRiyadh             | 18.9 % | 22.6% | 24.1% |
| Makkah Almukarramah  | 26.1%  | 26.4% | 25.6% |
| AlMadina Almunawarah | 7.7%   | 6.4%  | 6.7%  |
| AlQassim             | 4.7%   | 4.4%  | 4.5%  |
| Eastern              | 11.4%  | 15.2% | 14.8% |
| Asir                 | 10.1%  | 7.9%  | 7.4%  |
| Tabuk                | 2.9%   | 2.9%  | 3.1%  |
| Hail                 | 3.9%   | 2.4%  | 2.3%  |
| The northern borders | 1.9% % | 1.3%  | 1.2%  |
| Gizan                | 6.0%   | 5.1%  | 5.2%  |
| Najran               | 2.2%   | 1.8%  | 1.8%  |
| Al Baha              | 2.8%   | 2.0%  | 1.7%  |
| Al Jouf              | 1.4%   | 1.6%  | 1.6%  |
| Total                | 100 %0 | 100%  | 100%  |

Source: Central Department of Statistics, (2004) Population and Housing Census for the year 1425 A.H.

The most important information from the result of the general census of 2004 was that those under the age of 20 had increased to 52.1% of the total population (The Central Department of Statistics, 2004). Additionally, the percentage of Saudis who live in urban regions increased to 74% of the population. This situation led to an increase in the demand for tourism services, because young people and other urban dwellers that comprise a significant part of the population needed tourism services (both outbound and domestic). This led to a dramatic development in tourism to match rapid changes in the social life of Saudis (Al-Kahtani, 2001). Recent research has provided evidence to support this fact. For instance, Lickorish and Jenkins (1997) maintained that those who live in urban areas experience a greater degree of pressure to travel for tourism because of their residential environment, as they have more exposure to the media, associations of tour operators, transport centres, travel agents and so forth. They are therefore more likely to be interested in tourism than people living in rural areas.

### 2.3 Site and Location

The geographical area has its effect on marketing activity in determining the distribution policy, transportation and selling policies. The area of the kingdom is 2.240.000 K<sup>2</sup>. It represents 80% of the total area in the Arabian Peninsula. This vast area leads to diversity in the climate, that enable the Saudi to have several

kinds of tourism attractions that could meet the diversity of tourists need. The Kingdom of Saudi Arabia is surrounded by the Red Sea in the west, the Arabian Gulf in the east. This unique location determines the level of marketing activities, and facilitates contact with other countries through trading and commerce.

## 2.4 The Climate

Factors like temperature, humidity, and the amount of rainfall have a great effect in determining the kinds of commodities and services that are habitually needed by a society. The kingdom's climate varies from one area to another; the western region, for instance, is characterized by hot summers and humidity with moderate winter and little rain. The eastern region has a hot summer with high humidity.

The central region has very high and dry temperatures in summer and a dry cold in winter. The southern region is characterized by a moderate climate in the summer and severe cold in winter. This explains why most tourists tend to go to moderate regions in the summer and leave the hottest regions. They favour the Asir and Al-Baha areas. Table 2.2 shows the rate of temperatures in some regions in the kingdom.

**Table 2-2: Average Temperature, By Month and Meteorological Station: 2005 (in degrees Centigrade)**

| Month     | Stations |        |                        |                         |         |      |        |          |      |         |
|-----------|----------|--------|------------------------|-------------------------|---------|------|--------|----------|------|---------|
|           | AlRiyadh | Jeddah | Makkah<br>Almukarramah | AlMadina<br>Almunawarah | Dhahran | Taif | Tabouk | AlQassim | Abha | Al-Baha |
| January   | 27.1     | 32     | 33.8                   | 29.5                    | 27      | 26   | 27.2   | 26.4     | 23.1 | 22.1    |
| February  | 33       | 32.8   | 36.5                   | 35                      | 28      | 31   | 31     | 34       | 25.7 | 24      |
| March     | 35       | 37     | 39.6                   | 36                      | 34      | 32.8 | 33     | 36       | 26.2 | 25.1    |
| April     | 40.4     | 40     | 42                     | 40                      | 39      | 34   | 37     | 40       | 29.1 | 27.5    |
| May       | 43       | 44     | 45.6                   | 41.6                    | 44      | 35.8 | 38     | 43.7     | 29.8 | 28      |
| June      | 45       | 45     | 46.8                   | 46                      | 46      | 38.4 | 41.4   | 45.7     | 32.5 | 29.5    |
| July      | 47.6     | 44     | 44.8                   | 49                      | 47      | 39.5 | 42.4   | 47.8     | 33.8 | 30.2    |
| August    | 45.4     | 44     | 45                     | 47.4                    | 47      | 38.8 | 44     | 46.6     | 32.6 | 30.1    |
| September | 45.3     | 46     | 47.4                   | 44                      | 44      | 37.5 | 39     | 46.2     | 32.4 | 30.5    |
| October   | 37.8     | 42     | 43                     | 40.2                    | 39      | 33.8 | 37     | 39.6     | 30   | 29.5    |
| November  | 36.2     | 37     | 38.6                   | 35.4                    | 35      | 30.4 | 30     | 35       | 25.2 | 24      |
| December  | 31       | 37     | 37.8                   | 31                      | 29      | 28.8 | 32     | 30.5     | 25.6 | 25      |

Source: Presidency of Meteorology & Environment, 2005

## **2.5 The Terrain**

The kingdom is distinguished internationally with wide deserts, high mountains, hills, and plains, like Alrubel Khali desert, Alduhna and Alnofooz. The highest mountains are found all through the part of the kingdom nearest to the western coast, and hills are found on the eastern and southern coasts.

Plains are found on the western coast, in particular the Tahama plains. The geographic terrain has its effect on the climate in every region in the kingdom. Besides the effect on the need for commodities, services, economic activities and social life, the high mountains of Alsrouat have a moderate climate in summer which attracts a great number of tourists.

## **2.6 Economic Environment**

As far as trading and commerce are concerned, both marketers' and customers' decisions are influenced by the economic environment (Dibb et al., 2001). It is vital for a marketing strategist to understand the diversity of economic factors that go towards shaping marketing plans (Lancaster and Massingham, 2001). These factors include gross domestic product (GDP), exchange rates, industrial output, rates of inflation, interest rates, levels of disposable income and the balance of payments rate. These and other factors, can influence costs, prices and demand for products, and hence should be of great concern to marketing managers.

The Saudi economy underwent the 7<sup>th</sup> development plan in the period 2000-2004. This comprised three important elements for the alignment of national economic strategies. The first element was an increase in GDP resulting from an increase in oil production, and in other sources of income for the country. The second element was the ongoing changes in the form of the economy by increasing the diversity of economic activities contributing to national income. The third element concerned the private sector's contribution to the GDP (Ministry of Economy and Planning, 2005).

Table 2.3 provides some performance measures of Saudi economic growth. The measures have been divided into their aggregate amounts, and by the different economic sectors. The results can be summarized as follows:

The value of Gross Domestic Product (proxy here for total local product) increased from RS 606.3 billion in 1999, to SR 722 billion in 2004. On average, the actual growth amounts to 3.4% yearly increases. Based on the 7<sup>th</sup> development plan, this average was more than the expected average of 3.16% and also more than the 6<sup>th</sup> development plan average of 1.11%. As can be seen from the table, there are huge resources which can help to increase the GDP in both the public and private sectors, through improvements in productivity. This has been assisted by the employment of modern techniques, the development of administration methods and judicious utilization of the resources.

The 7<sup>th</sup> development plan has brought about some positive changes. These comprise a significant average contribution from the non-petroleum sectors as well as a significant positive contribution from the petroleum sector. Therefore, these two sectors have made a significant contribution to the gross domestic product of the economy.

The additional value for the non-petroleum sector has been increasing from year to year. For the year 1999, the amount increased from SR 433.2 billion to 525.3 billion in 2004 (see Table 2.3.) In terms of its percentage contribution to the gross domestic product, the non-petroleum sector saw an increase in contribution from 71.7% in 1999 to 73.5 % in 2004. The actual yearly growth rate in these sectors is 3.9%. It is relatively a good rate compared to the growth rate desired by the 7<sup>th</sup> development plan, which was 4.1%.

**Table 2-3: The Total Gross Domestic Product According to the kind of Activity with Consistent Prices in 1999 the 7th Developments Plan.**

| Kind of activity                                      | RS million |         | Annual growth rate | The percentage of the Gross Domestic Product |       |
|-------------------------------------------------------|------------|---------|--------------------|----------------------------------------------|-------|
|                                                       | 1999       | 2004    |                    | 1999                                         | 2004  |
| Non-petroleum sectors                                 | 433193     | 525267  | 3.9                | 71.7                                         | 73.5  |
| Natural gas and raw oil sector                        | 173102     | 196696  | 2.6                | 28.3                                         | 27.5  |
| <b>Gross Domestic Product</b>                         | 606295     | 7219963 | 3.4                | 100.0                                        | 100.0 |
| <b>Source: Ministry of Planning and Economy, 2005</b> |            |         |                    |                                              |       |

The additional value of the petroleum sector increased from SR 173.1 billion in 1999 to SR 196.1 billion in 2004 with an annual growth rate of 2.6%. This value was expected to increase by more than its primary estimation in the 7<sup>th</sup> development plan. This is because during this period, there were significant dynamics (the Iraq war, social tension in Nigeria, Iran, Venezuela, etc.) in the international economy that led to significant increases in oil prices to the benefit of oil producing nations.

The Saudi kingdom is committed to its economic policy of a free enterprise economy according to the teachings of Shareeah. This enables corporations and individuals in the private sector to participate in economic activities without restrictions or intervention in their operations. This objective has been facilitated by regulatory dynamics that are geared towards reducing individual interest and benefits like monopoly, dishonest competition, commercial cheating, selling of commodities that are against the Islamic Shareeah principles which forbid excessively high profit realization and the exploitation of consumers.

The economic policy in Saudi Arabia is one of openness towards world economies without prohibitions or restrictions on imports and exports, and the exchange of foreign currency. According to the statements of the Ministry of Economy and Planning in 2005, the 7<sup>th</sup> development plan has succeeded in promoting foreign trade. For instance, international trade in services and commodities amounted to 58.3% of the gross domestic product in 1999 and rose

to 69.4 % in 2003. This portrays an average annual growth rate that can be estimated at 5.7%. Imports of consumer goods decreased from 47% in 1999 to 43% in 2003. That reduction reflects an increasing reliance on local products. This can be considered as a significant improvement in the kingdom's ability to compete with foreign products.

On the other hand, there was an increase in demand for machine sets, equipment and production commodities from 53% in 1999 to 57% in 2003. This was considered to be a positive development in imports that increase economic efficiency and development. The development of imports and exports led to a tangible surplus value in commercial balance through the years of the 7<sup>th</sup> development plan. This commercial balance increased with an average annual rate that has been estimated at 30.18%. This represents an annual average change of SR 158.4 billion. Despite continuous pressures on the balance of payments deficits through the years of the 7<sup>th</sup> development plan, the positive progress in the commercial balance assisted in consolidating a positive current account in the balance of payments of the kingdom.

## **2.7 The Legislative and Legal Environment**

All the fundamental measures and governmental rules for the organization of business activities are to be found in the legislative and legal environment. This environment is significant in that it represents the bases which should be taken into account when organizing marketing policy.

Among the most important of these bases are custom duties and the restrictions on the import of certain types of commodities. There are also laws on the compulsory pricing of certain strategic goods and commodities, and laws governing the working hours, the employment of women and children, etc. These laws, and several others, have a significant effect on the marketing strategy of all Saudi organizations (Abdelhameed, 2002).

The legislative environment in Saudi Arabia is grounded in the Islamic Shareeah. Accordingly, companies commit themselves to pay Zakat and never deal with

commodities that are not in harmony with the Islamic Shareeah, such as pig meat and alcohol, besides avoiding their use.

## **2.8 The Cultural and Social Environment**

Various cultural and social relations, forces and social regulations have an effect on the marketing strategies, especially in relation to product prices, ways of distribution and advertising (Abdelhameed, 2002). Moreover, these cultural and social values have an impact on tourism and related activities (Hosian, 1993).

The social and cultural environment consists of several elements. The most important elements are religion, language, customs and traditions. Nonetheless, in the discussion that follows, emphasis has been placed only on religion and language, as these were found to be the factors most relevant to this research.

### **2.8.1 Religion**

Previous studies have argued that ethical and cultural values have their basis in religious beliefs such as Judaism, Christianity and Islam. Legislation in countries dominated by a particular religion includes to some degree or another values and ethics of that religion (Morris and Dabbagh, 2004). As far as Islam is concerned, there is the belief that the law comes from God and this can be seen in religious beliefs, teachings and practices (Abdalati, 1998). For instance, in Saudi Arabia, legislation and religion are united within Islam and the Qur'an is the principal source for religious and legislative practices. The assembly which has the government's legislative authority makes rules and formulates regulations within the range and sphere of the Qur'an and the Sunnah of the Prophet Mohammed (PBUH). These rules further constitute the Shariah (Morris and Dabbagh, 2004).

According to Bjerke (2000) it is believed in the Muslim world that a true Muslim must follow many rules in order to gain access to divine reality. Religion is an integral part of the life of all every Muslims, and a visitor to the Arab world who shows respect for Islam religion will be well-received almost everywhere. Bjerke (2000) gives some examples of this respect, such as not drinking alcohol socially and not showing images such as religious symbols, statues and so forth. In

addition, as women seldom participate in the entertainment scene in the Muslim Arab world, visitors, whether businessmen or tourists, will encounter a male-dominated society.

Most Arab countries strive to avoid their societies being too heavily influenced by the western world; therefore the majority of such influences are condemned. In 1974, the late King Faisal of Saudi Arabia declared that he wished his country to achieve economic growth and modernization without compromising the traditions of Islam and Arab culture (Muna, 1980). The wish to keep both Arabic and Islamic identity is notable not only in among Arab politicians, academics and business people. Business people in Arab countries have the difficult task of situation of introducing changes made through modern methods, and adapting them to their traditional work and lifestyles. Business deals in the Arab and Muslim world involving injustice, dishonesty, deception or exploitation is strictly forbidden, and can be legally annulled, even after they are concluded (Morris and Dabbagh, 2004).

In this section, the researcher discusses some of the practices that are habitually prohibited by Islam. Considering the fact that this is merely a doctoral thesis, the researcher cannot discuss all the issues that are prohibited by Islam. Following previous research, the researcher nevertheless discusses those that could be related to implicit motivations for tourism. The basic practices prohibited by Islam include:

#### **2.8.1.1 Fornication**

Every Muslim is supposed to be aware of the prohibitions on fornication and adultery in the Qu'ran. In standard British English, unlawful sexual intercourse by an unmarried person is called fornication, while unlawful sexual intercourse by a married person is called adultery (Loughran, 1999). Both of them are prohibited by Islamic law. Nonetheless, the Arabic language describes both sins using one word, Zina. It is regarded as one of the gravest of all major sins in the world (Al-Qaradawi, 1999). Fornication has been prohibited in many verses in the Qu'ran for

example "*And come not near unto adultery. Lo! it is an abomination and an evil way*" (Qu'ran: 17.32).

The punishment of a person who has committed fornication must be in accordance with his or her marital status (i.e. flogging with a hundred lashes and sent into exile for one year for those who are unmarried, and stoning to death those who have tasted married life if they commit adultery) ( Al-Bukhari, 1997).

The reasons why Zina is forbidden by Islam are many. For example, it leads to confusion, child abuse, the breaking up of families and relationships, the spread of venereal diseases, general laxity in morals; it can lead to a flood of lust and self-gratification (Al-Qaradawi, 1999). In fact, it inflicts much harm on individuals and society. Al-Gar Allah (1990) listed about thirty diseases caused by fornication, including AIDS.

### **2.8.1.2 Alcohol**

Alcohol consumption, especially heavy consumption, has several physiological effects (Mukamal *et al.*, 2006). The effects of heavy alcohol consumption on the central and peripheral nervous systems, gastrointestinal organs, liver, pancreas, and immune system have been well documented (U.S. Department of Health and Human Services, 2000). Other researchers have studied the economic effects of alcohol abuse from several different perspectives (Harwood, 2000; Rice *et al.*, 1990).

In brief, these studies have highlighted the health effects of alcohol abuse through a cost-of-illness approach, that calculates the opportunity costs attributable to health care expenditure (due directly to alcohol abuse and its associated health consequences, and indirectly because of extended hospital stays for related conditions), lost productivity, and other losses to society (such as damage to property in car crashes) (Mukamal *et al.*, 2006). Harwood (2000), using a cost-of-illness approach as an illustration, estimated that more than \$184 billion in costs in the U.S. in 1998 were due to alcohol abuse. Health care and related

expenditures accounted for more than \$26 billion of these costs, and lost earnings because of illness accounted for over \$87 billion.

Because alcohol is the cause of many problems faced by society, it has been prohibited in the Qu'ran, for example *"O ye who believe! Strong drink and games of chance and idols and dividing arrows are only an infamy, Satan's handiwork. Leave them aside in order that ye may succeed"* (Quran: 5.90).

Alcohol is prohibited in the Hadith. The Prophet of Islam, Muhammad (peace be upon him) said: *"Alcohol is the mother of all evils and it is the most shameful of evils."* (Ibn Majah, 2004). He also said: *"Anything which intoxicates in a large quantity is prohibited even in a small quantity."* (Thus there is no excuse even for a small sip of alcohol.) (Ibn Majah, 2004).

Not only are those who drink alcohol cursed, but those who deal with them directly or indirectly are also cursed by Allah, as Prophet Muhammad (peace be upon him) said: *"God's curse falls on ten groups of people who deal with alcohol. The one who distills it, the one for whom it has been distilled, the one who drinks it, the one who transports it, the one to whom it has been brought, the one who serves it, the one who sells it, the one who utilizes money from it, the one who buys it and the one who buys it for someone else."* (Ibn Majah, 2004).

### **2.8.2 Language**

Language affects marketing, particularly in the mass media. The language used in manufacturing countries affects certain marketing commodities, and hence it is not easy to market such commodities in countries where a different same language is spoken. For example, the system of writing the Arabic language is a "right-to-left" one, and this necessitates altering computer keyboards and books that conform to this system.

The Arabic language is the basic language in Saudi Arabia and all governmental institutions and individuals are committed to its use. The English language is the second language due to the presence of many foreign companies and individuals

who are non-Arabic speakers. In the field of tourism, many Saudi tourists prefer the Arab countries for easy communication (the World Tourism Organisation 2003b; Lubbe, 1998).

## **2.9 Tourism in Saudi Arabia**

Traditionally, the Kingdom of Saudi Arabia has been well-known for only one kind of tourism, religious tourism, that is, pilgrimages to Islamic holy places such as Mecca and Medina. However, over last ten years there has been a growth in popularity of other forms of tourism, such as nature tourism, economic tourism, cultural tourism and recreational tourism.

Until recently, the aims of the tourism sector in Saudi Arabia were to restrict the outflow of national income to foreign countries through too much Saudi outbound tourism, and also to protect the Islamic values of Saudis from the influence of foreign culture (Ministry of Planning, 1990). Nonetheless, these aims have altered slightly in recent years, as the Saudi government has become concerned about the contribution of the tourism sector to the national income (The Supreme Commission for Tourism, 2002).

### **2.9.1 Domestic Tourism in Saudi Arabia**

The World Tourism Organisation (1995, p.14) defined a domestic tourist as: *"any person residing within a country, irrespective of nationality, travelling to a place within a country other than his usual residence for a period of not less than 24 hour, or one night, for a purpose other than the exercise of remunerated activity in the place visited"*

According to the Supreme Commission for Tourism (2003), domestic tourism relates to Saudis travelling outside their usual environment for a period of not more than one consecutive year for leisure, business and other purposes.

In terms of the geography, Saudi Arabia itself has some unique characteristics and climatic conditions. The terrain comprises coasts, highlands, and deserts and this makes the Saudi climate diverse. In the Sorat highlands, for example, the

temperature is moderate in summer and cold in winter, while the internal valleys are hotter in summer and warm in winter. This variety of climates has combined to make Saudi Arabia attractive to many tourists.

Below are descriptions of the most important types of domestic tourism in Saudi Arabia, according to the motivation criterion.

### **2.9.1.1 Religious Tourism**

Religious tourism has been recognized by previous researchers as the "greatest single tourism in the world" (see Swarbrooke and Horner, 1999). It is the temporary travelling of individuals for visits to religious sites. It satisfies religious emotions and greatly motivates tourists (Bogari 2002; Din 1989). For example, millions of Muslims visit Saudi Arabia every year for pilgrimage and "Omra" and also to visit the Almasjed Alnabuwa Alshureef and Holy Shrine of the Prophet Mohammed (peace and blessings be upon him). According to The Supreme Commission for Tourism (2004) 19% of all domestic tourism trips and 58% of all inbound tourism trips were for religious purposes. Additionally, the expenditure of tourists travelling for religious purpose was the largest, 33% of all domestic tourism expenditure; on the other hand, religious tourism accounted for 71% of all inbound tourism expenditure.

### **2.9.1.2 Cultural Tourism**

The aim of cultural tourism is to enable tourists to acquaint themselves with the various ways of life of different people and gather information about the history and civilization of these people. In the context of Saudi Arabia, cultural tourists have been interested in understanding issues pertaining to the Islamic traditions, values and civilizations from ancient times to the present day. This includes visiting ancient places and holy sites like the ancient site of "Madain Salih". Other cities include some the northern district of the country, Alfao south of the Dawasir valley, and other historical places. Tourists can also have the chance to see the Janadriya festival which includes many cultural and folkloric activities. The number of visitors to this festival, for example, was 345,000 between 24/2/2005 to

9/3/2005 (The Supreme Commission for Tourism, 2005). There are also 69 museums in the Kingdom, with 28 of them focusing on culture and traditions. There are a further 23 museums with a historical theme, and 15 based on science (The Supreme Commission for Tourism, 2005). There are an estimated 7,902 key cultural heritage locations in the Kingdom. More than one quarter (28%) were categorized as architectural heritage, with a further quarter (26%) being categorized as sites of traditional customs and values (The Supreme Commission for Tourism, 2005). The following table illustrates distribution of cultural heritage sites by province.

**Table 2-4 : Distribution of Cultural Heritage Sites by Province**

| <b>Province</b>                                    | <b>Number</b> | <b>%</b> |
|----------------------------------------------------|---------------|----------|
| Asir                                               | 22025         | 26%      |
| Al Baha                                            | 938           | 12%      |
| Al Jouf                                            | 101           | 1%       |
| AlMadina Almunawarah                               | 518           | 7%       |
| AlQassim                                           | 577           | 7%       |
| AlRiyadh                                           | 498           | 6%       |
| Asir                                               | 2,025         | 26%      |
| Eastren                                            | 704           | 9%       |
| Hail                                               | 360           | 5%       |
| Jasan                                              | 273           | 35%      |
| Makkah Almukarramah                                | 748           | 9%       |
| Najran                                             | 223           | 3%       |
| Northern Borders                                   | 137           | 2%       |
| Tabuk                                              | 800           | 10%      |
| Total                                              | 7,902         | 100%     |
| Source: The Supreme Commission for Tourism, (2005) |               |          |

### **2.9.1.3 Medical Tourism**

Medical tourism is considered to be one of the main tourist attractions for those in the developed countries. The kingdom of Saudi Arabia possesses a great deal of potential in the form of manpower and equipment to make it a leading country in this respect. There are over 315 hospitals and around 3,500 medical centres with a total inventory of more than 46,000 beds, Patients are cared for by more than 100,000 doctors and nurses (The Supreme Commission for Tourism, 2005). There are also places famous for mineral water recommended for curing diseases such as chest complaints and rheumatism. Some of these places are found in Alahsaa and

Tuhama. According to the Bahrain Tribune (2003), Saudi Arabia attracts several thousand visitors annually through medical tourism due to its state-of-the-art medical treatment.

#### 2.9.1.4 Nature Tourism

This is available in places famous for their natural beauty and moderate climate such as Asir, Al Baha and Taif. There are a further eighteen national parks in the Kingdom, with the largest being Asir National Park, which covers 450,000 ha, followed by Taif National Park covering 5,100 ha. All the other national parks are under 2,000 ha (The Supreme Commission for Tourism, 2003). The following table illustrates the National Parks in Saudi Arabia, their location and size

**Table 2-5: National Parks in Saudi Arabia and location and size**

| Name                         | Location                      | Size (ha) |
|------------------------------|-------------------------------|-----------|
| Asir National park           | Asir province                 | 450,000   |
| Taif Nation park in Saysad   | Taif city                     | 5,100     |
| Alzulfi National park        | 240 km from Riyadh            | 1,600     |
| Al Sudah park                | 25 km from Abha               | 883       |
| Hail National park in Masher | Hail province                 | 800       |
| Suwaidra park                | Part if al hasa National park | 500       |
| Al Dalghan park              | 27 km south–west of Abha      | 440       |
| Al Gar'an park               | 4 km from Dalghan             | 420       |
| Sl Shaybani park             | Near Akeer port Al Hasa       | 350       |
| Saad National park           | 110 km of Riyadh              | 300       |
| HRH prince Sultan park       | 4 km from Dalghan             | 268       |
| Jawatha park                 | Part if Al Hasa National park | 100       |
| Tour Almaska park            | South from Al Gar'an          | 27        |
| Al Hadhaba park              | 15 south-east of Abha         | 10        |
| Asir – Almudaidah park       | 2 km from Abha                | 10        |
| Al Hassa National park       | 20 km from Hofuf              | 10        |
| Huralima National park       | 80 km NW of Riyadh            | 10        |
| Albaha National park         | Al Baha region                | 10        |

Source: The Supreme Commission for Tourism, 2003.

In addition to the 18 national parks, there are 14 protected areas, varying from 9 km<sup>2</sup> to nearly 20,500 km<sup>2</sup> (The Supreme Commission for Tourism, 2003).

#### 2.9.1.5 Marine Tourism

The kingdom possesses two coasts, including the Red Sea coastline that stretches to about 1800 kms in the west and the Arabian Gulf coastline that stretches to

about 700 kms in the east. These two coasts are considered to have some of the best beaches in the world. Some of the finest tourism activities in Saudi Arabia include fishing, scuba diving, sailing, snorkelling, wind-surfing, water-skiing, catamarans, wet bikes and jet skis. The Farasan Islands, for example, host some of the finest diving in the world.

The Saudi government has invested a great deal in the services needed in these coastal areas. The main projects established on these coasts are the Jeddah Kourinash project and the Half Moon project in Aldamam. Some other beaches are privately owned by hotels and other companies.

#### **2.9.1.6 Desert Tourism**

There are three huge deserts in Saudi Arabia including Empty Quarter Desert, Aldhna Desert and Great Nefud Desert. In Empty Quarter Desert, some of the largest sand dunes in the world, up to several hundred meters high, can be found (The Supreme Commission for Tourism, 2005). Many kinds of animals live in these deserts such as oryx, ibex and gazelles. The tourist can go camping and stay in these deserts for several days, especially in winter, enjoying hunting birds and gazelles and other activities.

#### **2.9.1.7 Sport Tourism**

This kind of tourism depends on different kind of sports, like water-sports, skiing, hunting birds, fish and animals, as well as watching or participating in sporting occasions, for example, travelling to Germany to watch World Cup matches, and so on. There are excellent facilities in the kingdom for practising sports tourism. There are 17 sports centres and swimming pools, 154 sports clubs, and 9 public yards, in addition to 23 youth centres (Ministry of Economic and Planning, 2005).

Horse and camel racing are very popular in the kingdom. The annual races at the Janadriya festival attract tens of thousands of spectators. Although gambling is habitually prohibited by Islam, spectators in the weekly horse racing held in Riyadh can participate in a draw or raffle.

#### **2.9.1.8 Economic Tourism**

This consists of tourism for various economic purposes such as visiting international fairs, and tourism to negotiate or finalize deals, contracts and business. Economics show that this not only attracts buyers, but offers tourism facilities for those who wish to come and visit. In the kingdom there are a number of specialized companies which hold international and local fairs, such as the Saudi Company for Fairs and International Markets and the Alharithi Fair Company. Most of the towns and cities in Saudi Arabia have excellent commercial centres and markets which sell their products at reasonable prices.

#### **2.9.1.9 Social Tourism**

This kind of tourism has as its aim visiting relatives, acquaintances and friends and participating in family occasions. Without doubt, this strengthens family and social relations and is, according to Law (1993), a part of tourism travel. The existence of social tourism in the kingdom reflects the fact that Saudi society is a cohesive and family-oriented society. This kind of tourism represents 11 % of all inbound tourism trips and 32% of all domestic tourism (The Supreme Commission for Tourism, 2004).

#### **2.9.1.10 Conference Tourism**

Hosting and organizing conferences is considered to be a complicated and advanced tourist activity which needs extensive and detailed planning to guarantee its success. In addition, it requires the availability of facilities pertaining to the conferences such as residence, transport and other tourism facilities. No country can host conferences without being well prepared to do so. The kingdom has the human and material resources and facilities required to host conferences. In most towns and cities in the kingdom there are well-prepared halls and galleries with modern facilities. Most have internal and external telecommunications, together with media and translation services. There is about 51081M<sup>2</sup> of allocated places for meetings inside the hotels. Most of them (approximately 55%) are in the towns of Jeddah and AlRiyadh and can accommodate 37,000 delegates (The Supreme Commission for Tourism, 2003).

### **2.9.2 Outbound Tourism in Saudi Arabia**

Outbound tourism comprises the activities of residents of Saudi Arabia travelling to and staying in places outside of the country and outside of their usual environment for not more than one consecutive year, for leisure, business and other activities (The Supreme Commission for Tourism, 2003).

Before King Abdul Aziz started to send his sons and ministers overseas, Saudis had little involvement in international tourism (Yavas, 1987). The numbers of tourists travelling to and from Saudi Arabia have greatly increased, particularly in the 1970s, at rates of 40-50 percent annually (Luqman, 1980). However, this was not the situation in the 1960s, when certain factors, financial considerations, for instance, restricted Saudis' decisions to go on holiday abroad. Although several factors may have contributed to the decision of Saudis to travel abroad, the financial factor stands out, as increased travelling by Saudis coincided with the periods when Saudi Arabia saw a significant increase in per capita income (especially during the 1970s). Per capita income in Saudi Arabia is now among the highest in the world. However, prior to considerable numbers of Saudis going abroad as tourists, Saudi Arabia, as the cradle of Islam, had a long tradition of receiving foreigners as tourists, or coming for other religious reasons connected to tourism in the Kingdom. Among the reasons suggested by researchers for Saudi tourists travelling abroad are the lack of tourist infrastructure in Saudi Arabia, the lack of promotion of domestic destinations (Seddon and Khoja, 2003), and more and more Saudis going abroad on business or to study, as well as through information, international contacts and commerce (Yavas, 1987).

IPK International's Arabian Travel data estimates that Saudis made 4.8 million outbound trips in 2000 and 5.3 million trips in 2001. While the statistics of the World Tourism Organization show that the number of Saudi outbound travellers increased from 4.2 million in 1998 to 5.5 million in 2001 (World Tourism Organization, 2003b), with an average annual growth of 10.4%. Over 5.5 million Saudi residents travelled abroad in 2001, representing more than 25 % of the Saudi population. Estimates suggest that this will continue, to reach over 9 million

arrivals worldwide in 2020, representing over 25% of all outbound tourists from the Middle East region (World Tourism Organization, 2003b).

### 2.9.2.1 Analysis of Saudi Outbound Tourism by Region

The Middle East is the most important region for Saudi outbound tourism (See Table 2-6). It represents for 88 % of all Saudi outbound tourism in 2001, with an average annual growth of 11.5 % between 1998 and 2001. Lubbe (1998) justified this by asserting that the Saudis are normally motivated to travel to destinations in which they feel comfortable and where the language, culture and food are familiar to them.

**Table 2-6: Saudi Arrivals by Region (1998-2001)**

| Region                 | 1998<br>Arrivals | Share<br>% | 1999<br>Arrivals | Share<br>% | 2000<br>Arrivals | Share<br>% | 2001<br>Arrivals | Share<br>% |
|------------------------|------------------|------------|------------------|------------|------------------|------------|------------------|------------|
| Middle East            | 3616609          | 86.2       | 3995123          | 86.9       | 4373647          | 87.4       | 4865002          | 88.4       |
| Europe                 | 297419           | 7.1        | 307748           | 6.7        | 321379           | 6.4        | 315764           | 5.7        |
| East Asia &<br>Pacific | 109335           | 2.6        | 105935           | 2.3        | 128816           | 2.6        | 142816           | 2.6        |
| The Americas           | 77377            | 1.8        | 82650            | 1.8        | 85887            | 1.7        | 80800            | 1.5        |
| Africa                 | 55473            | 1.3        | 58550            | 1.3        | 51680            | 1.0        | 54663            | 1.0        |
| South Asia             | 41384            | 1.0        | 46757            | 1.0        | 45068            | 0.9        | 43593            | 0.8        |
| World Total            | 4197597          | 100        | 4596763          | 100        | 5006477          | 100        | 5502638          | 100        |

Source: World Tourism Organization, 2003b, p13.

Europe is the major inter-regional destination for Saudi outbound traffic by far, with arrivals rising from 0.297 million in 1998 to 0.321 million in 2000 before dropping to 0.316 million in 2001 largely because of 11 September 2001. Europe's market share in total Saudi outbound arrivals shows a steadily declining trend, from 7.1% of world traffic in 1998 to 5.7% in 2001.

The East Asia and Pacific region share of worldwide Saudi outbound tourism has been steady at about 2.5% in the period 1998 to 2001, showing neither major growth nor dropping, on a relatively small base.

Africa has been losing its market share in Saudi outbound traffic, down from 1.3% in 1998 to 1.0 % in 2001.

The share of the Americas in Saudi outbound tourism has dropping steadily from 1.8 in 1998 to 1.5 in 2001, mainly because of stricter visa regulations in the outcome of 11 September 2001. In addition, the share of South Asia has declined from 1% in 1998 to 0.8 in 2001.

### 2.9.2.2 Analysis of Saudi Outbound Tourists by Popularity of Destination

Table 2-7 presents the top 12 destinations, worldwide, that drew Saudi tourists from 1998 to 2001. As shown from this table, the top 6 destinations for Saudi outbound tourists in 2001 are all in the Middle Eastern region (Bahrain, Kuwait, Jordan, Dubai, Egypt and Lebanon). Unquestionably, the most popular destination for Saudi tourists is Bahrain. Most tourists go to Bahrain by road, passing over the King Fahd Bridge from Dammam in the Eastern Provinces of Saudi Arabia (The Supreme Commission for Tourism, 2003). The numbers have grown consistently from 1,937,203 in 1998 to 2,922,333 in 2001, reflecting a 12.7% annual growth rate during this period. The total number of Saudi tourists to Bahrain in 2001 represents over 59% of all Saudi tourists in the Middle East and over 52% of all Saudi outbound tourists worldwide. On the other hand, around 75% of visitors to Bahrain are Saudi nationals (Business Middle East, 2001).

**Table 2-7: Saudi Outbound Tourists bu Country (1998-2001)**

| Country        | 1998    | 1999    | % change 99/98 | 2000    | % change 00/99 | 2001    | % change 01/00 | Average growth % 01/98 |
|----------------|---------|---------|----------------|---------|----------------|---------|----------------|------------------------|
| Bahrain        | 1937203 | 2220643 | 14.6           | 2617406 | 17.9           | 2922333 | 11.7           | 17.0                   |
| Kuwait         | 524873  | 574924  | 9.5            | 641691  | 11.6           | 660916  | 3.0            | 8.6                    |
| Jordan         | 608478  | 609229  | 0.1            | 471142  | -22.7          | 602665  | 27.9           | -0.3                   |
| Dubai          | -       | -       | -              | 339179  | -              | 406695  | 19.9           | -                      |
| Egypt          | 233630  | 240712  | 3.0            | 240198  | -0.2           | 225629  | -6.1           | -1.1                   |
| Lebanon        | 71143   | 82646   | 16.2           | 98343   | 19.0           | 116938  | 18.9           | 21.5                   |
| France         | 93423   | 95963   | 2.7            | 110266  | 14.9           | 102725  | -6.8           | 3.3                    |
| United Kingdom | 100000  | 112000  | 12.0           | 107000  | -4.5           | 90000   | -15.9          | -3.3                   |
| United States  | 68288   | 72891   | 6.7            | 75320   | 3.3            | 69911   | -7.2           | 0.8                    |
| Syria          | 58684   | 51848   | -11.7          | 48825   | -5.8           | 56487   | 15.7           | -1.2                   |
| Malaysia       | 8925    | 11564   | 29.6           | 27808   | 140.5          | 39957   | 3.7            | 115.9                  |
| Indonesia      | 41875   | 30418   | -27.4          | 33027   | 8.6            | 35229   | 6.7            | -5.3                   |

Source: World Tourism Organization, 2003b, p15

Saudi travel to Kuwait has been growing consistently, with an average annual growth rate of 6.5%. This estimation is based on an increase from 524,873 in 1998 to 660,916 in 2001. This embodies 13.4% of all Saudi tourists in the Middle East, and 11.8% of all Saudi tourists worldwide in 2001. While the growth rate is significant, the numbers are substantially less than seen in Bahrain.

Tourists from Saudi Arabia to Jordan have been relatively constant, just over 600,000 annually, representing 12.2% of all Saudi tourists to countries in the Middle East, and 10.8% of all tourists worldwide in 2001. There was a significant drop in 2000.

As shown in the table above, in 2000 the number of Saudi tourists in Dubai was 339,179, growing by 19.9% to 406,695 in 2001.

There has not been a remarkable increase in Saudi tourists visiting Egypt in recent years, with the number just below the quarter-million mark between 1998 and 2001. In fact, there appears to have been a 6.1% dropping in 2001, from 240,198 in 2000 to 225,629 in 2001. Among Arab countries Egypt appears to be the only major country that has realized a significant reduce in tourists visiting from Saudi Arabia.

Lebanon has seen an enormous growth in Saudi tourists; by 16% per annum on average from 71,143 in 1998 to 116,938 in 2001. This includes a 19% increase between 2000 and 2001. In the light of the events of 2006, however, this is very likely to decline sharply.

Saudi tourists in France have grown gradually from 93,422 in 1998 to 110,266 in 2000. This reflects an average annual growth of 6%. France then suffered a setback, with 102,726 tourists recorded in 2001, largely as an outcome of 11 September 2001.

The United Kingdom represents about 30% of all Saudi tourists into Europe in 2001. However, tourists have declined from 112,000 in 1999 to 107,000 in 2000

and further to 900,000 in 2001, reflecting a 16% drop in 2001 compared with 2000; this decline may be as a result of the effects of 11 September 2001.

Saudi tourists in the United States were significant and growing steadily, at an average annual rate of over 5%, from 68,288 tourists in 1998 to 75,320 tourists in 2000, constituting 58% of all Saudi tourists in the Americas, however there was a significant decline to 69,911 arrivals in 2001, which can be attributed almost entirely to the effects of 11 September 2001.

Syria is a significant country for Saudi tourists, it accounts for about 50,000 Saudi tourists annually. This number actually declined from 85,684 in 1998 to 48,825 in 2000, and then rose to 54,487 in 2001.

Malaysia has experienced unusual increase in tourists from Saudi Arabia; this number has grown at an average annual rate of 87% from 8,925 tourists in 1998 to 39,957 tourists in 2001. This represents the highest growth achieved by any country in tourists from Saudi Arabia in this period.

In Indonesia Saudi tourists dropped enormously in 1999 to 30,418, from an all-time high of 41,875 in 1998; after that, Indonesia has been trying to develop on this dropping, growing slowly but steadily to 35,229 tourists in 2001 with an average annual growth of 5.3% between 1999 and 2001.

## **2.10 Summary**

The intention of this chapter has been to provide a general discussion of some demographic and other factors that may be linked to tourism in Saudi Arabia, including the population of Saudi Arabia, its geographical distribution, geographical environment, economic environment, legal environment and legislature, social and cultural environments and so on). The factors that have been emphasized are those that are directly related to the scope of the thesis. In an effort to inform readers about tourism in Saudi Arabia, the chapter has focused on a discussion of the natural attractions of Saudi Arabia and other cultural issues that influence tourism.

Despite the kingdom's richness in forms of tourism like pilgrimage tourism, there are other natural tourist attractions and other features that have greatly encouraged inbound and domestic tourism in Saudi Arabia. These areas have been referred to in the notes above. Nonetheless, the researcher found that other features and needs are still lacking, or by implication not necessary (given the kingdom's cultural and religious heritage) that may influence outbound tourism and discourage inbound tourism. These features and tourism needs will be discussed in subsequent chapters.

## CHAPTER THREE: TOURISM MOTIVATION

### 3.1 Introduction

The aim of this chapter is to review the literature on tourism motivation, to find out the most important push factor that drive the tourists to travel and the most pull factor that attract them to specific destinations. Therefore, the expected contributions of this chapter is to provide clear picture about the tourism motivation of tourists in the whole world and how these motivations varies from country to country, region to region or from continent to continent.

A very simple definition of motivation has been put forward by Hawkins *et al.*, (1998, p366) as “*the reason for behaviour*”. Additionally, Ali-knight (2000, p.4) argued that motivation is derived from the word motivate which is “*to cause a person to act in a certain way or to stimulate interest in inducing a person to act*”. Mook (1996) also defined motivation as the cause of human behaviour. Moutinho (1987, p.16, 2002, p.49) defines motivation as “*a state of need, a condition that exerts a “push” on the individual towards certain types of actions that are seen as likely to bring satisfaction*”. Moreover, tourism motivation has been defined by several researchers for example Pizam *et al.*, (1979, p.195) defines the tourism motivation as “*the set of needs which predisposes a person to participate in a tourist activity*”. Furthermore, tourist motivation can be defined as “*the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience*” (Pearce *et al.*, 1998, p215).

Over 30 years later, the tourism literature abounds with articles offering explanations as to why people travel (push factors) and why they select particular destinations (pull factors). This chapter, aims at reviewing the tourism motivation studies with a special focus on those related to (push factors) to find out the most important push factors that drive tourists to travel and those related to (pull factors) to find out the most important pull factors that draw tourists to specific destinations. This exercise will lead to identification of some issues (literature gaps) related to tourism motivations (push and pull) that have not investigated by

previous research particularly in the Muslim countries in general and in Arabic countries in particular

### **3.2 Tourism Motivation**

A enormous number of studies in the field of travel motivation have emerged in the last 30 years (e. g. Cohen, 1972; Crompton, 1979; Dann, 1977; Gonoth, 1997; Jang and Cia, 2002; Kim *et al.*, 2007; Oh et al 1995; Polog, 1974; Yuan and McDonald, 1990), in which researchers have attempted to answer the question of why people travel. In many of these studies, researchers have have tried to discover two forces associated with motivation namely push and pull forces. Push motives have been used to explain the desire to go for tourism, while pull motives have been used to explain the selection of destination (Crompton, 1979; Goossens, 2000). Push forces are associated with the decision as to whether or not to go, while pull forces are associated with the decision as to where to go. These two decisions being are made at two separate points in time (Klenoski, 2002). Pull factors have to do with tangible attractions that are associated with the destination, while push factors are associated with intangibles such as the motives, need and interests of the traveler (Kim and Chalip, 2004). Many researchers contend that the push and pull force approach to decision-making in travel offers the best way of explaining and predicting individuals' travel decisions (Kim and Chalip, 2004; Kim *et al*, 2006).

The literature on the push and pull approach proposes that people are first of all pushed by internal desires or emotional factors such as the need for escape, relaxation, adventure, prestige, knowledge and so forth (e g. Balogul and Uysal, 1996; Bogari *et al.*, 2003; Cha *et al.*, 1995; Crompton, 1979; Fodness, 1994; Hanqin and Lam, 1999; Jang and Cai, 2002; Kim and Lee, 2002; Kozak 2002; Oh *et al.*, 1995; Usal and Jurowshi, 1994; Yan and McDonad, 1990; Yoon and Uysal, 2005). They are then pulled by external or tangible factors such as natural and historical attractions, expenditure, sport and outdoor activities, etc. (e g. Balogul and Uysal, 1996; Bogari *et al.*, 2003; Crompton, 1979; Hanqin and Lam, 1999; Jang and Cai, 2002; Kim and Lee, 2002; Kozak 2002; Oh *et al.*, 1995; Usal and Jurowshi, 1994; Yan and McDonad, 1990; Yoon and Uysal 2005). Despite

these two sets of forces seeming to be independent, it should be noted that they actually inter-dependent, as individuals, be it consciously or unconsciously, base their travel decisions on both, and take them in a two-step process (Kim *et al*, 2007).

Most previous researchers have tried to define tourist motivations (push and pull) by developing lists of the reasons for travel, and have then used factor analysis to reduce the number of items in these lists into several categories of factor (see table 3-1).

Although each of these studies sought to identify motivational influences, they differ in terms of whether the focus was on identifying both push and pull factors (Bogari *et al*, 2003; Hanqin and Lam, 1999; Jamrozy and Uysal, 1994; Jang and Cia, 2002; Jang and Wu, 2006; Kau and Lim, 2005; Kim *et al*, 2003; Kim *et al*, 2006; Lee *et al*, 2002; Oh *et al*, 1995; Yoon *et al*, 2005; Uysal and Jurowski, 1994; Yuan and McDonald; 1990), or on push factors only (Beard and Ragheb, 1983; Beh and Buyere 2007; Cha *et al*, 1995; Chiang and Jogaranam, 2005; Fondness, 1994; Heung *et al*, 2001; Kim and Jogaratnam, 2002; Kim and lee, 2000; Kim *et al*, 2007; Kim and Prideaux, 2005; Kozak, 2002; Mehetioglu, 2005). Some studies attempted to find the relationship between push and pull factors (Baloglu and Uysal 1996; Bogari *et al.*, 2003; kim *et al*, 2003; Usal and Jurowshi 1994; Jang And Cai 2002; Kim *et al*, 2003; Kim and Lee, 2002; Oh *et al*, 1995). The relationship between push and pull factors will be discussed in more details in the next chapter.

It should be noted that tourists rarely travel to satisfy one motive. A number of researchers have noted that tourists' motivations are multiple (Compton, 1979; Mansfeld, 1992; Mayo and Jarvis, 1981; Pearce, 1982; Uysal, *et al.*, 1993) and tourists might have different reasons to travel for tourism. Moreover, tourists hope to experience more than one activity in a destination (Kozak, 2002).

**Table 3-1: Number of items of tourism motivations (push and pull) and number of factors extracted from them**

| Researchers                 | Number of Items |          | Number of Factors |            |
|-----------------------------|-----------------|----------|-------------------|------------|
|                             | Push            | Pull     | Push              | Pull       |
| Beard and Ragheb (1983)     | 48 items        | -        | 4 factors         | -          |
| Yuan and McDonald (1990)    | 29 items        | 53 items | 5 factors         | 7 factors  |
| Fondness (1994)             | 65 items        | -        | 7 factors         | -          |
| Jamrozy and Uysal (1994)    | 30 items        | 53 items | 8 factors         | 11 factors |
| Uysal and Jurowski (1994)   | 26 items        | 29 items | 4 factors         | 4 factors  |
| Oh <i>et al</i> (1995)      | 30 items        | 52 items | 6 factors         | 5 factors  |
| Cha <i>et al</i> (1995)     | 30 items        | -        | 6 factors         | -          |
| Baloglu and Uysal (1996)    | 30 items        | 53 items | 4 factors         | 6 factors  |
| Hanqin and Lam (1999)       | 22 items        | 26 items | 5 factors         | 6 factors  |
| Kim and lee (2000)          | 24 items        | -        | 5 factors         | -          |
| Heung <i>et al</i> (2001)   | 25 items        | -        | 5 factors         | -          |
| Kozak (2002)                | 14 items        | -        | 4 factors         | -          |
| Lee <i>et al</i> (2002)     | 17 items        | 22 items | 6 factors         | 7 factors  |
| Jang and Cia (2002)         | 22 items        | 19 items | 6 factors         | 5 factors  |
| Kim and Jogaratnam (2002)   | 26 items        | -        | 7 factors         | -          |
| Kim and Lee (2002)          | 12 items        | 12 items | 4 factors         | 3 factors  |
| Kim <i>et al</i> (2003)     | 12 items        | 12 items | 4 factors         | 4 factors  |
| Bogari <i>et al</i> (2003)  | 36 items        | 40 items | 9 factors         | 9 factors  |
| Yoon <i>et al</i> (2005)    | 24 items        | 28 items | 8 factors         | 10 factors |
| Kim and Prideaux (2005)     | 21 items        | -        | 5 factors         |            |
| Mehetioglu (2005)           | 20 items        | -        | 5 factors         | -          |
| Kau and Lim (2005)          | 28 items        | 48 items | 6 factors         | 9 factors  |
| Chiang and Jogaranam (2005) | 20 items        | -        | 5 factors         | -          |
| Jang and Wu (2006)          | 23 items        | 12 items | 5 factors         | 3 factors  |
| Kim <i>et al</i> (2006)     | 30 items        | 25 items | 7 factors         | 6 factors  |
| Kim <i>et al</i> (2007)     | 26 items        | -        | 7 factors         | -          |
| Beh and Buyere (2007)       | 49 items        | -        | 8 factors         | -          |
| Correia <i>et al</i> (2007) | 15 items        | 19 items | 3 factors         | 3 factors  |

By reviewing the methodologies that have been used in studies of tourism motivation, it may be noticed that these studies differ in the approach they employed to identify tourism motivations (see appendix C). Most of these studies have been based on a quantitative approach (e. g. Fisher and Price; Fodness, 1994;

Hanqin and Lam, 1999; Jang and Cai, 2002; Jang and Wu, 2006; Kim *et al.*, 2007; Kim and Lee, 2002; Kosak,2002; You *et al.*, 2000; Zhang *et al.*, 2004), while some have been based on a qualitative approach (Baloglu and Uysal, 1996; Cha *et al.*, 1995; Crompton, 1979; Jamrozy and Uysal, 1994; Oh *et al.*, 1995; Polog, 1974; Yuan and McDonald, 1990; Uysal and Jurowski, 1994). It should be noted that most of the studies based on the qualitative approach have used data from a larger study conducted by the U.S. Travel and Tourism Administration and Tourism Canada in 1986 and 1988 (e.g Baloglu and Uysal, 1996; Youan and McDonald, 1990 Jamrozy and Uysal, 1994; Oh *et al.*, 1995).

Table 3-2 illustrates the most important tourism motivations (push and pull) that push tourists to travel and pull them to specific destinations.

**Table 3-2 : Tourists' Motivations**

| Researchers                   | Tourism motivations |            |          |                                |                      |       |                      |                             |             |                 |                        |                                 |             |                              |                |
|-------------------------------|---------------------|------------|----------|--------------------------------|----------------------|-------|----------------------|-----------------------------|-------------|-----------------|------------------------|---------------------------------|-------------|------------------------------|----------------|
|                               | Push factors        |            |          |                                |                      |       |                      |                             |             |                 | Pull factors           |                                 |             |                              |                |
|                               | Escape              | Relaxation | Prestige | Family and friend togetherness | Increasing Knowledge | Sport | Adventure excitement | Enjoying national resources | Sex desires | Alcohol desires | historical attractions | Natural environment and Weather | Expenditure | Sport and outdoor activities | Sex attraction |
| Cromton (1979)                | +                   | +          | +        | +                              |                      |       |                      |                             |             |                 |                        |                                 |             |                              |                |
| Yuan and McDonald (1990)      | +                   | +          | +        | +                              | +                    |       |                      |                             |             |                 | +                      |                                 | +           | +                            |                |
| Fisher and Price (1991)       | +                   |            |          | +                              | +                    |       |                      |                             |             |                 |                        |                                 |             |                              |                |
| Fodness (1994)                |                     | +          | +        | +                              |                      |       |                      |                             |             |                 |                        |                                 |             |                              |                |
| Jamrozy and Uysal (1994)      | +                   |            | +        | +                              | +                    | +     | +                    |                             |             |                 | +                      |                                 | +           | +                            |                |
| Uysal and Jurowski (1994)     | +                   |            |          | +                              |                      | +     |                      |                             |             |                 | +                      |                                 | +           |                              |                |
| Oh <i>et al</i> (1995)        | +                   | +          | +        | +                              | +                    | +     | +                    | +                           |             |                 | +                      |                                 | +           | +                            |                |
| Cha <i>et al</i> (1995)       |                     | +          | +        | +                              | +                    | +     | +                    |                             |             |                 |                        |                                 |             |                              |                |
| Pruitt and LaFont (1995)      |                     |            |          |                                |                      |       |                      |                             | +           |                 |                        |                                 |             |                              |                |
| Baloglu and Uysal (1996)      | +                   |            | +        | +                              | +                    | +     | +                    |                             |             |                 | +                      |                                 | +           |                              |                |
| Ryan and Kinder (1996)        |                     |            |          |                                |                      |       |                      |                             | +           |                 |                        |                                 |             |                              |                |
| Kim (1997)                    |                     | +          | +        |                                |                      |       |                      |                             |             |                 |                        |                                 |             |                              |                |
| Josiam <i>et al</i> (1999)    |                     |            |          |                                |                      |       |                      |                             | +           | +               |                        |                                 | +           | +                            | +              |
| Ryan and Glendon (1998)       |                     | +          |          | +                              | +                    |       |                      |                             |             |                 |                        |                                 |             |                              |                |
| Hanqin and Lam (1999)         |                     | +          | +        | +                              | +                    |       |                      |                             |             |                 | +                      |                                 | +           |                              |                |
| Josiam <i>et al</i> (1999)    | +                   | +          |          |                                |                      | +     |                      |                             |             | +               |                        |                                 |             |                              | +              |
| You and O' Leary(1999)        | +                   | +          | +        | +                              |                      |       | +                    |                             |             |                 | +                      |                                 | +           |                              |                |
| Clift and Forrest (1999)      |                     | +          |          |                                | +                    |       |                      |                             | +           |                 |                        |                                 |             | +                            |                |
| You <i>et al</i> (2000)       | +                   | +          | +        | +                              | +                    |       | +                    |                             |             |                 | +                      |                                 | +           |                              |                |
| Kim and Lee (2000)            | +                   |            | +        | +                              | +                    |       |                      |                             |             |                 |                        |                                 |             |                              |                |
| Pritchard <i>et al</i> (2000) |                     |            |          |                                |                      |       |                      |                             | +           |                 |                        |                                 |             |                              |                |
| Heung <i>et al</i> (2001)     | +                   |            |          | +                              | +                    |       | +                    | +                           |             |                 |                        |                                 |             |                              |                |
| Herold <i>et al</i> (2001)    |                     |            |          |                                |                      |       |                      |                             | +           |                 |                        |                                 |             | +                            |                |
| Kim and Lee (2002)            | +                   |            |          | +                              |                      |       | +                    | +                           |             |                 |                        |                                 |             |                              |                |
| Kozak (2002)                  | +                   | +          |          |                                | +                    | +     |                      | +                           |             |                 | +                      |                                 | +           |                              |                |
| Lee <i>et al</i> (2002)       | +                   | +          | +        | +                              | +                    |       |                      |                             |             |                 | +                      |                                 | +           |                              |                |
| Jang and Cai (2002)           | +                   | +          |          | +                              | +                    |       | +                    |                             |             |                 | +                      |                                 | +           |                              |                |
| Kim and Jogaratnam (2002)     |                     | +          | +        | +                              | +                    | +     | +                    |                             |             |                 |                        |                                 |             |                              |                |
| Chartrs and Ali-Knight (2002) |                     |            |          |                                |                      |       |                      |                             |             | +               |                        |                                 |             |                              | +              |
| Teye and Leclerc (2003)       | +                   |            |          | +                              | +                    |       |                      |                             | +           | +               |                        |                                 |             |                              |                |

Continued Table3-2

| Researchers                      | Tourism motivations |            |          |                                |                      |       |                      |                             |             |                 |                        |                                 |             |                              |                |                     |
|----------------------------------|---------------------|------------|----------|--------------------------------|----------------------|-------|----------------------|-----------------------------|-------------|-----------------|------------------------|---------------------------------|-------------|------------------------------|----------------|---------------------|
|                                  | Push factors        |            |          |                                |                      |       |                      |                             |             |                 | Pull factors           |                                 |             |                              |                |                     |
|                                  | Escape              | Relaxation | Prestige | Family and friend togetherness | Increasing Knowledge | Sport | Adventure excitement | Enjoying national resources | Sex desires | Alcohol desires | historical attractions | Natural environment and Weather | Expenditure | Sport and outdoor activities | Sex attraction | Alcohol attractions |
| Kim <i>et al</i> (2003)          | +                   |            |          | +                              |                      |       | +                    | +                           |             |                 |                        |                                 |             |                              |                |                     |
| Bogari <i>et al</i> (2003)       |                     | +          |          | +                              | +                    |       |                      |                             |             |                 | +                      |                                 | +           |                              |                |                     |
| Bruwer (2003)                    |                     |            |          |                                |                      |       |                      |                             |             | +               |                        |                                 |             |                              |                | +                   |
| Omondi (2003)                    |                     |            |          |                                |                      |       |                      |                             |             | +               |                        |                                 |             |                              |                | +                   |
| Zhang <i>et al</i> (2004)        |                     |            |          |                                |                      |       |                      |                             |             |                 | +                      |                                 |             |                              |                |                     |
| Kim and Chalip (2004)            | +                   |            |          |                                | +                    | +     |                      |                             |             |                 |                        |                                 |             |                              |                |                     |
| Beerli and Martin (2004)         |                     | +          | +        | +                              |                      |       | +                    |                             |             |                 | +                      |                                 | +           |                              |                |                     |
| Awaritefe (2004)                 |                     | +          |          |                                | +                    | +     |                      | +                           |             |                 | +                      |                                 |             |                              |                |                     |
| Alant and Bruwer (2004)          | +                   |            |          | +                              |                      |       |                      |                             |             | +               |                        |                                 |             |                              |                | +                   |
| Tassiopoulos <i>et al</i> (2004) |                     |            |          |                                |                      |       |                      |                             |             |                 |                        |                                 |             |                              |                |                     |
| Bellis <i>et al</i> (2004)       |                     |            |          |                                |                      |       |                      |                             |             | +               |                        |                                 |             |                              |                |                     |
| Jaffe and Pasternak (2004)       |                     |            |          |                                |                      |       |                      |                             |             |                 |                        |                                 |             |                              |                | +                   |
| Yuan <i>et al</i> (2005)         |                     |            |          |                                |                      |       |                      |                             |             | +               |                        |                                 |             |                              |                | +                   |
| Yoon and Uysal (2005)            | +                   | +          | +        | +                              | +                    |       | +                    |                             |             |                 | +                      | +                               | +           |                              |                |                     |
| Kim and Prideaux (2005)          | +                   |            | +        | +                              | +                    |       | +                    | +                           |             |                 |                        |                                 |             |                              |                |                     |
| Mehmetoglu (2005)                | +                   |            | +        | +                              | +                    |       |                      |                             |             |                 |                        |                                 |             |                              |                |                     |
| Kau and Lim (2005)               | +                   |            | +        | +                              | +                    |       | +                    | +                           |             |                 |                        |                                 |             |                              |                |                     |
| Chiang and Jogaranam (2005)      | +                   | +          |          |                                | +                    |       |                      |                             |             |                 |                        |                                 |             |                              |                |                     |
| Jang and Wu (2006)               |                     | +          | +        | +                              | +                    |       |                      |                             |             |                 | +                      |                                 | +           |                              |                |                     |
| Kim <i>et al</i> (2006)          | +                   |            | +        | +                              | +                    |       |                      |                             |             | +               |                        |                                 |             |                              |                |                     |
| Getz and Brown (2006)            |                     |            |          |                                |                      |       |                      |                             | +           |                 |                        |                                 |             |                              |                | +                   |
| Yokota (2006)                    |                     |            |          |                                |                      |       |                      |                             | +           |                 |                        |                                 |             |                              |                | +                   |
| Kim <i>et al</i> (2007)          |                     | +          | +        | +                              | +                    | +     |                      |                             |             |                 | +                      | +                               | +           | +                            |                |                     |
| Hsu <i>et al</i> (2007)          | +                   |            |          |                                | +                    |       |                      |                             |             |                 |                        |                                 |             |                              |                |                     |
| Beh and Buyere (2007)            | +                   |            |          |                                | +                    |       | +                    |                             |             |                 |                        |                                 |             |                              |                |                     |
| Correia <i>et al</i> (2007)      | +                   |            |          | +                              | +                    |       |                      |                             |             |                 | +                      | +                               |             |                              |                |                     |

In the following section the most important motives (push and pull) that impel tourists to travel will be discussed:

### **3.2.1 Push Motivations**

Kim et al (2003, p.170) argued that "*push factors have been conceptualized as motivational factors or needs that arise due to a disequilibrium or tension in the motivational system*" that is, as factors that motivate or create a desire to travel (Crompton, 1979; Hanqin and Lam, 1999; Kim et al, 2006; Uysal and Hangan, 1993; Yuan and McDonald, 1990). A review of the literature suggests that people are initially pushed by internal desires or motivational factors such as escape, relaxation, prestige, reunion with family and friends, increasing knowledge and so on. In the next part these push factors will be discussed in detail.

#### **3.2.1.1 Escape Motive**

The escape motive reflects the individual's wish to escape from his/her personal environment (pressure, stress), as well as from his/her interpersonal environments (employer, colleagues, family) (Jamrozy and Uysal, 1994). Several researchers define this escape motivation through dimensions such as escape from routine responsibilities, escape from the familiar, escape from the pressures of urban living, escape from a stressful job, escape from everyday life and getting away from the demands of home (e.g. Crompton, 1979; Baloglu and Uysal 1996; Jang and Cia 2002; Kim *et al*, 2006). The crucial factors in escape are the physical and social differences between the environments of home and destination (Crompton 1979). These differences enable tourists to escape from everyday routines and stress (Fisher and Price, 1991) and, according to Crompton (1979), to escape not only from their general area of residence but also from the specific environments of their home and workplace.

Table 3-3 illustrates the nationality of tourists and their destinations according to the escape desire. As seen in the table 3-3 the escape factor was found to be one of the motives that push tourists in different countries to travel either abroad or

domestically. It was important for tourists from the United State, South Korea, Noriega, China, Cyprus, Kenya, and Portugal who domestically travel, and it was important for tourists from Japan, United State, Britain, German, France, Australia and China who travel outbound. Moreover, It should be noted that most tourists from Europe and Australia prefer to travel abroad to satisfy this desire. While Japanese tourists to satisfy this desire prefer travel to far away counties and neighbour counties, Chinese tourists prefer to travel domestically and to neighbour countries to satisfy this desire. To satisfy this desire The United State tourists travel to domestic destinations, neighbour countries and far away countries, while African tourists (Kenyan tourists), and Korean tourists prefer to travel domestically. The reasons behind that may be the economic factors. Regarding the destinations that tourist prefers to travel to for satisfying escape desire it was found that South Korea is the most popular outbound destination that attracts tourists from Japan, the United State, Australia and China (table 3-3). Furthermore, it should be noted that as seen in table 3-3 there is a lack of attention among the researchers to investigate the influence of the escape factor on the tourists who travel from Arabic countries or who travel to Arabic countries.

**Table 3-3: Nationality of Tourists who are motivated by Escape Factor and Their Destination**

| Country of tourists | Destinations                                                                                                                                                                                                                                                 |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Japan               | Hong Kong (Heung <i>et al</i> , 2001), South Korea (Kim and prideaux, 2005), Britian (Gilpert and Terrata, 2001) overseas (Kim and Lee, 2000; You <i>et al</i> 2000, Yuan and McDonald, 990)                                                                 |
| Unites State        | domestically (Chiang and Jogaratnam, 2005; Crompton, 1979; Josiam et al 1999; Kim et al 2007; Yuan <i>et al</i> , 2005 ) ten outbound destinations (Kim et al 2006) South Korea (Kim and Chalip, 2004; Kim and Prideaux, 2005) overseas ( Kim and Lee, 2000) |
| Britain             | seven outbound destinations (Jang and Cai 2002), Malloreca and Turkey (Kozak, 2002) Overseas (You <i>et al</i> , 2000; You and O'Leary, 1999; Yuan and McDonald, 1990)                                                                                       |
| German              | Overseas (Baloglu and Uysal, 1996; Jamorozy and Uysal, 1994; Yuan and McDonald, 1990) Malloreca and Turkey (Kozak, 2002) USA, Canada, and Aisa (Lee <i>et al</i> , 2002) ) overseas (Yuan and McDonald, 1990)                                                |
| France              | Overseas (Yuan and McDonald, 1990)                                                                                                                                                                                                                           |
| Australia           | South Korea (Kim and Priseux, 2005) Overseas (Oh et al, 1995) USA (Uysal et al 1994)                                                                                                                                                                         |
| Korea               | domestically (Kim and Lee 2002; Kim <i>et al</i> 2003)                                                                                                                                                                                                       |
| China               | domestically (Hsu <i>et al.</i> , 2007) Singapore (Kau and Lim 2005) South Korea (Kim and Prideaux, 2005)                                                                                                                                                    |
| Cyprus              | Domestically (Yoon and Uysal 2005)                                                                                                                                                                                                                           |
| Kenya               | Domestically (Beh and Buyere (2007))                                                                                                                                                                                                                         |
| Portugal            | Domestically (Correia (2007))                                                                                                                                                                                                                                |

Different studies show variations in the ranking of the importance of this factor compared to other factors. For example, escape was the first most important factor perceived by Chinese tourists who visited Singapore (Kau and Lim 2005) and the second most important factor perceived by British, Japanese, French and German tourists (Yuan and McDonald, 1990), as well as being the second most important factor perceived by British tourists (Jang and Cai 2002). Moreover, it is the second most important factor perceived by US women tourists who travel solely for leisure purpose (Chiang and Jogaranam, 2005). It was the third most important factor perceived by US tourists (Kim *et al.*, 2006), the fourth perceived by Korean tourists (Kim *et al.*, 2003) and the second for US tourists who were attending Vintage Indiana wine and food festival (Yuan *et al.*, 2004). It was also the second most important factor perceived by Cypriot tourists (Yoon and Uysal 2005), and the third most important perceived by US student tourists (Kim *et al.*, 2006). It appears that although the escape factor is a global factor, being one of the most important factors for tourists in many countries in the world, yet its importance differs from one country to another and from one tourists group to another.

You *et al.* (2000) study showed that British tourists rated the escape factor as being more important than did Japanese tourists who travelled to North America. Furthermore, this factor was the most important in explaining the motive of visitation to the West Indies/Caribbean by British tourists. It is also noteworthy that British tourists were highly motivated by the escape factor when it came to visiting Africa (Jang and Cia, 2002). Furthermore, the escape factor was also rated as more important by Anglo-American tourists than by Japanese tourists (Kim and Lee 2000). However, Kim and Prideax (2005) found that tourists from China (Minland) and China (Hong Kong) were more likely to be motivated by the escape factor to travel to Korea compared to US, Australian and Japanese tourists.

Several studies (Josiam *et al.* 1999; Kim and Jogaratnam, 2002; Kim and Lee 2000; Kim *et al.* 2006) investigated the motivation of student tourists, and they found that escape is one of the motives that drive them to travel for tourism. Furthermore, the escape factor was found to be very important for people in different age groups. For example, Hsu *et al.*, (2007) and You and O'Leary (1999)

found this motive to be important for older tourists, while Kim *et al.*, (2003) found it to be important for tourists aged under 40 who were visiting National Parks.

Some studies have identified the importance of escape for tourists who attended specific events. For example Yuan *et al.*, (2005) found that escape was one of the motives driving tourists to attend a wine festival in a Midwestern state in the USA, while Kim and Chalip (2004) found this factor to be important for tourists who attended the FIFA World Cup in Korea in 2002.

Tourists categorised as those escaping may be attracted by destinations with limited activities and inexpensive hospitality products. This implies that the escape-motivated tourist is not seeking luxury resorts, fine dining, first-class hotels or amusement attractions, but may well be satisfied with a modest second homes or holiday cabin (Uysal and Jurwski 1994).

### **3.2.1.2 Relaxation**

In tourism literature the concept of relaxation is generally used to indicate activities that do not lead to any stress or tension. Crompton (1979) defines relaxation as the desire to refresh oneself mentally and physically from normal day-to-day stresses (Crompton and McKay, 1997). According to Barham (1989) physical activities of any kind is considered to be incompatible with the relaxation motive. Ryan and Glendon (1998) stated that there are two types of relaxation in tourism: mental relaxation and physical relaxation. The category “relaxation” includes motives such as doing nothing at all, just relaxing, giving the mind a rest and so forth (see e. g. Cha *et al.*, 1995; Hanqin and Lam, 1998; Jang and Cai, 2002; Kau and Li, 2007; Kim & Jogaratnam 2002; Kozak, 2002; Yoon and Uysal, 2005).

Table 3-4 presents the nationality of the tourists according to the relaxation factor. The relaxation factor is one of the factors that have been found to push tourists to travel according to prior research. According to the relaxation factors, tourists who travel domestically to satisfy this factor are mostly from Saudi Arabia,

Nigeria, United States, and Taiwan. While tourists who travel out of the country to satisfy their need for relaxations include those from South Korea, China, France Australia, Germany, Great Britain, Japan. It is important to recognise that most tourists from Europe are pushed to travel as a result of the relaxation factor. Generally average tourists from developing countries who are influenced by the relaxation factor usually travel domestically. However, it appears that mostly tourists from developing countries carry out inbound tourism to satisfy their relaxation needs. This might relate to the high cost involved in travelling abroad.

**Table 3-4: Nationality of Tourists who are motivated by Relaxation Factor and Their Destination**

| Country of tourists | Destinations                                                                                                                                                           |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Japan               | South Korea (Kim and prideaux, 2005), Britian (Gilpert and Terrata, 2001) overseas (Cha et al, 1995; You <i>et al</i> 2000, Yuan and McDonald, 990)                    |
| Unites State        | Domestically (Crompton, 1979; Josiam et al 1999; Kim et al 2007)                                                                                                       |
| Britain             | Seven outbound destinations (Jang and Cai 2002), Malloreca and Turkey (Kozak, 2002) Overseas (You <i>et al</i> , 2000; You and O'Leary, 1999; Yuan and McDonald, 1990) |
| German              | Overseas (Jamorozy and Uysal, 1994) Malloreca and Turkey (Kozak, 2002) USA, Canada, and Asia (Lee <i>et al</i> , 2002) ) overseas (Yuan and McDonald, 1990)            |
| France              | Overseas (Yuan and McDonald, 1990)                                                                                                                                     |
| Australia           | Overseas (Oh et al, 1995) USA (Uysal et al 1994)                                                                                                                       |
| South Korea         | Domestically (Kim and Lee 2002) Australia (Kim 1997)                                                                                                                   |
| China               | Singapore (Kau and Lim 2005) Hong Kong (Hanqin and Lam, 1999)                                                                                                          |
| Saudi Arabia        | Domestically (Bogari et al , 2003)                                                                                                                                     |
| Nigeria             | Domestically (Awaritfe, 2004)                                                                                                                                          |
| Taiwan              | Domestic and international destinations (Jang and Wu 2006)                                                                                                             |

Regarding the importance of this factor compared to other factors, different studies showed variations in the ranking of its importance. For example, relaxation was the first most important factor perceived by British tourists (Ryan and Glemdon 1999) and the second most important factor perceived by Chinese tourists who visited Singapore (Kau and Lim 2005), and it was the third most important factor perceived by US women tourists who travel solely for leisure purpose (Chiang and Jogaranam, 2005). Furthermore, it was the third most important factor perceived by Taiwanese tourists (Jang and Wu, 2006), the fourth perceived by US tourists (Kim *et al.*, 2007) the eighth perceived by Cypriot tourists (Yoon and Uysal 2005) and the fifth most important factor perceived by British, Japanese and French tourists (Cha *et al*, 1995; Yuan and McDonald, 1990). Moreover, You *et al.*, (2000) found that Japanese tourists attached a higher

importance to it compared to British tourists. Kozak (2002) found that German tourists travelling to Turkey were more motivated by the relaxation factor compared to British tourists. Kim and Jogaratnam (2002) found that the relaxation factor was more important for US students compared to Asian students, and it was the most significant motivator for British tourists who visit the West Indies/Caribbean.

### **3.2.1.3 Prestige**

Crompton and McKay (1997) stated that prestige is a desire to have a high status in the eyes of other people. According to Riley (1995), travellers may acquire prestige through two types of behaviour. First, attractions and activities may be seen as prestigious before tourist consumption and this existing prestige may then be transferred to visitors. Second, behaviour worthy of prestige may be based on considerations of the knowledge, actions, skills, abilities and attitudes of travellers.

Prestige has been identified by a number of tourism motivation studies as one of several social-psychological motivations of travellers who opt to engage in particular kinds of leisure travel. This factor has been given different names in the literature such as prestige (e. g. Crompton, 1779; Jamrozy and Uysal, 1994; Lee *et al*, 2002; You *et al*, 2000; Yuan and McDonald, 1990) travel bragging (Cha *et al*, 1995; Kim and Jogaratnam,2002; Kim *et al.*, 2007; Lee *et al*; 2002) ego enhancement (Fodness, 1994; Jang and Wu, 2006; Mehmetoglu, 2005) achievement (Yoon and Uysal, 2005) social status (Kim and Prideaux 2005) and indulgence (Kim *et al.*, 2006). The researchers identify this factor through items such as 'to gain a feeling of belonging', 'to gain others' respect ', 'to influence others', 'going to places my friends want to go', 'talking about the trip after returning home', 'going to places friends have not been', 'fulfilling one's dream of visiting a place', and so on ( e. g. Cha *et al*, 1995; Hanqin and Lam, 1999; Kim *et al*, 2006; Kim and Jogaratnam, 2002; Kim and Lee, 2000; ; Kim and Prideaux, 2005; Lee *et al*, 2002; Yuan and McDonald, 1990; You *et al*, 2000; You and O'Leary, 1999).

Following prior research, table 3-5 presents the nationality of the tourists according to the prestige factor. According to the prestige factor, most tourists are pushed to travel abroad to satisfy this factor. In the US and Australia, tourists are pushed to travel both inbound and outbound to satisfy the prestige factor. In Germany, Britain, Japan outbound tourism is mostly to satisfy this factor as it is the case in South Korea and China, where tourists mostly travel outbound to satisfy this factor. It is important to note that Australian, Asian and American tourists mostly travel to South Korea to satisfy this factor while South Korean tourists mostly travel to Australia to satisfy this factor that might be attributed to the fact that South Korea and Australia are closed to each other. It should be noted that as seen in table 3-5 there is a lack of attention among researchers to investigate the influence of the prestige factor on the tourists who travel from Arabic countries or those who travel to Arabic countries.

**Table 3-5: Nationality of Tourists who Motivated by Prestige Factor and Their Destination**

| Country of tourists | Destinations                                                                                                                                                                                 |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Japan               | South Korea (Kim and prideaux, 2005), overseas (Cha <i>et al</i> , 1995; Yuan and McDonald, 1990)                                                                                            |
| Unites State        | Domestically (Kim and Jogaratnam, 2002; Crompton, 1979; Kim et al 2007) ten outbound destinations (Kim <i>et al</i> 2006) South Korea (Kim and Prideaux, 2005) overseas ( Kim and Lee, 2000) |
| Britain             | Overseas (You and O'Leary, 1999; Yuan and McDonald, 1990)                                                                                                                                    |
| German              | Overseas ( Jamorozy and Uysal, 1994; Yuan and McDonald, 1990)                                                                                                                                |
| France              | Overseas (Yuan and McDonald, 1990)                                                                                                                                                           |
| Australia           | South Korea (Kim and Priseum, 2005) Overseas (Oh et al, 1995) USA (Uysal et al 1994)                                                                                                         |
| South Korea         | Australia (Kim 1997)                                                                                                                                                                         |
| China               | South Korea (Kim and Prideaux, 2005), Hong Kong (Hanqin and Lam, 1999)                                                                                                                       |

Concerning the ranking of the importance of the prestige factor compared with other factors, previous research has revealed that prestige was the second most important factor perceived by Chinese tourists (Kau and Lim 2005) and by Korean tourists (Jang and Wu, 2006) and the third most important factor perceived by Japanese, French and German tourists (Yuan and McDonald, 1990), as well as being the fourth most important factor perceived by British tourists (Yuan and McDonald, 1990). It was the fifth most important factor perceived by USA tourists (Kim *et al*, 2007). Kim and Lee (2000) found this factor to be more important for Japanese tourists than Anglo-American tourists. You *et al.*, (2000) found that there was no difference in the importance rating of the prestige factor

between UK and Japanese tourists. Beerli and Martin (2004) found this factor to be important for tourists who travelled to the Canary Islands

Some studies (Kim *et al.*, 2006; Kim *et al.*, 2007) found that prestige is one of the motives that drive students to travel for tourism. Furthermore, this factor was found to be very important for tourists in different age groups. For example, Jang and Wu (2006) and You and O'Leary (1999) found this motive to be important for older tourists, while Hanqin and Lam (1999) found tourists in the 36-45 age group perceived travelling to Hong Kong as very prestigious.

#### **3.2.1.4 Family and Friend Togetherness**

According to Crompton (1979), the pleasure vacation has the function of a way in which family relationships can be enhanced or enriched. This enhancement is often assisted by long car drives as family members are in close physical contact with each other over prolonged periods of time and are obliged forced to interact with each other. It is clear that a far greater comprehension of each other will probably result than it would in the usual routine circumstances in which each family member goes in his/her own direction with only intermittent interaction between them.

Holiday travel may enhance travellers' desires for affiliation or social interaction (Fisher and Price, 1991). According to Crompton (1979) the traveller with social motivations might view the holiday as a chance to interact with other people and to establish permanent or temporary relationships. In the course of the holiday, some tourists seek interaction with friends or family who belong to the same travelling party or live in the destination, or both. This is defined as the "kinship" motivation, and may potentially to increase or reduce intercultural interaction and changes in attitude after the holiday

Researchers identify the family and friend togetherness motivation through items such as 'visiting friends and relatives', 'being with my family', 'visiting places family came from' and so on (e.g. Bogari *et al.*, 2003; Cha *et al.*, 1995; Fisher and Price 1991; Hanqin and Lam, 1999; Jamrozy and Uysal, 1994; Jang and Cia 2002; Kim *et al.* 2006; Kim *et al.* , 2007; Lee *et al.*, 2002; Oh *et al.* , 1995; You *et al.*,

2000; You and O'Leary, 1999; Yuan and McDonald, 1990; Uysal and Jurowski, 1994).

Table 3-6 presents the nationality of the tourists who are pushed to travel by the family friends and togetherness factor. From the table, it can be observed that tourists travel domestically and overseas in-order to satisfy this factor. Tourists from the developed countries, notably the German, French, Australian travel abroad to countries that are several miles away to satisfy this desire. On the other hand, tourists from developing countries are more likely to travel to neighbouring countries or domestically to satisfy this factor. Though Australian tourists mostly travel to South Korea to satisfy this factor, they also sometimes travel to far away places but tourists from Taiwan and Saudi Arabia mostly travel to neighbouring or home countries. Although some researchers consider the family and friend togetherness factor to be one of the motives that drive tourists to travel abroad, this is debatable. Unless people have family or friends living abroad, if they want to visit friends and relatives, or just spend some time with their family, they do not necessarily need to travel overseas.

**Table 3-6: Nationality of Tourists who Motivated by Family and Friend Togetherness Factor and Their Destination**

| Country of tourists | Destinations                                                                                                                                                                                |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Japan               | South Korea (Kim and prideaux, 2005), overseas (Cha <i>et al</i> , 1995; You <i>et al</i> 2000, Yuan and McDonald, 990)                                                                     |
| Unites State        | domestically ( Crompton, 1979; Yuan <i>et al</i> , 2005) ten outbound destinations (Kim <i>et al</i> 2006) South Korea ( Kim and Prideaux, 2005) Mexico and Europe (Fisher and Price, 1991) |
| Britain             | seven outbound destinations (Jang and Cai 2002), Overseas (You <i>et al</i> , 2000; You and O'Leary, 1999; Yuan and McDonald, 1990)                                                         |
| German              | Overseas ( Jamorozy and Uysal, 1994) USA, Canada, and Aisa (Lee <i>et al</i> , 2002) ) overseas (Yuan and McDonald, 1990)                                                                   |
| France              | Overseas (Yuan and McDonald, 1990)                                                                                                                                                          |
| Australia           | South Korea (Kim and Preiseux, 2005) Overseas (Oh <i>et al</i> , 1995)                                                                                                                      |
| South Korea         | domestically (Kim and Lee 2002; Kim <i>et al</i> 2003)                                                                                                                                      |
| China               | South Korea (Kim and Prideaux, 2005) Hog Kong (Hanqin and Lam, 1999)                                                                                                                        |
| Saudi Arabia        | Domestically (Bogari <i>et al</i> , 2003)                                                                                                                                                   |
| Taiwan              | Domestic and international destinations (Jang and Wu 2006)                                                                                                                                  |
| Australia           | USA (Uysal <i>et al</i> 1994)                                                                                                                                                               |
| Portugal            | Domestically (Correia (2007))                                                                                                                                                               |

Regarding the ranking of the importance of the family and friend togetherness factor compared to other factors, previous research has revealed that it was the first most important factor perceived by Japanese tourists who travel abroad for

pleasure (Cha *et al* 1995), the second most important factor perceived by Chinese tourists who travelled to Hong Kong (Hanqin and Lam, 1999), the third most important factor perceived by British tourists who travelled abroad (Jang and Cai, 2002; Yuan and McDonald, 1990), the third most important factor perceived by Korean tourists who visited national parks (Kim *et al*, 2003), the third most important factor perceived by Taiwanese tourists (Jang and Wu, 2006), the third most important factor perceived by US tourists who visited a wine and food festival (Yuan *et al.*, 2005), the fourth most important factor perceived by Japanese and French tourists who travelled abroad (Yuan and McDonald, 1990), the fifth most important factor perceived by German tourists who travelled abroad (Yuan and McDonald, 1990), and the seventh most important factor perceived by tourists who travelled the north of Cyprus (Yoon and Uysal, 2005).

You *et al.* (2000) found that the family and friend togetherness factor was very important for UK tourists compared to Japanese tourists, while Kim and Lee (2000) found this factor to be more important for Japanese tourists than for Anglo-American tourists. Moreover, Jang and Cai (2002) found that the push factor of 'family and friend togetherness' was considered the most important perceived factor by British tourists who travelled to Canada. Beerli and Martin (2004) found this factor was important for tourists who travelled to the Canary Islands.

### **3.2.1.5 Knowledge**

Increasing Knowledge is the wish to acquire knowledge and broaden intellectual horizons (Crompton and McKay 1997). It includes the wish to acquire Knowledge about other countries through cultural activities (Moutinho, 1987) and the wish to look for new and different experiences through pleasure (Lee and Crompton 1992). Researchers have categorized this factor through several motives such as experiencing new and different lifestyles, seeing and experiencing a foreign destination, meeting new and different people, meeting people with similar interests and so on (e.g. Cha *et al*, 1995; Fisher and Price, 1991; Fodness, 1994; Jang and Cia, 2002; Kau and Lim, 2006; Kim *et al.*, 2006; Kim *et al*, 2007; Kim and Lee, 2002; Kozak, 2002).

Despite the similarity of the items that constitute this factor, researchers have given it several names. It has been called knowledge (Beerli and Martin, 2004; Bogari *et al*, 2003; Cha *et al*, 1995; Clift and Forrest, 1999; Fodness, 1994; Hsu *et al*, 2007, Kim *et al*, 2007; Kim and Lee, 2002; Klenosky, 2002; Jang and Cia, 2002; Jang and Wu, 2006; Kim and Jogaratnam; Oh *et al*, 1995; Ryan and Glendon, 1998; Yoon and Uysal, 2005; You *et al*, 2000; ), novelty (Baloglu and Uysal, 1996; Jamrozy and Uysal, 1994; Lee *et al*, 2002; Yuan and McDonald, 1990) culture (Beh and Buyere 2007; Kozak, 2002; Teye and Leclere, 2003) education (Fisher and Price, 1991), culture and history (Kim and Prideaux, 2005) seeing and learning (Kim *et al* 2006), and exploration (Heung *et al*, 2001; Kau and Lim, 2006). This should be borne in mind when discussing this factor.

Table 3-7 shows the nationalities and destinations that push tourists to travel to satisfy the knowledge factor. Though tourists travel both domestically and overseas to satisfy this factor, tourists from developing countries mostly travel to domestic destinations to seek knowledge while those from developed countries do travel to domestic and foreign destinations to satisfy this factor. Those from Japan, United States, Britain, china, travel both domestically and outbound to satisfy this factor while those from Nigeria, Saudi Arabia, mostly travel to home destinations to satisfy this factor. It is important to note that a popular destination to satisfy the knowledge factor is South Korea and Turkey.

**Table 3-7: Nationality of Tourists who Motivated by Knowledge Factor and Their Destination**

| Country of tourists | Destinations                                                                                                                                                                                                                        |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Japan               | South Korea (Kim and prideaux, 2005), overseas (Cha <i>et al</i> , 1995; Kim and Lee, 2000)                                                                                                                                         |
| Unites State        | domestically ( Crompton, 1979; Fodness, 1994; Kim et al 2007) ten outbound destinations (Kim <i>et al</i> 2006) South Korea (2004; Kim and Prideaux, 2005) overseas ( Kim and Lee, 2000) Mexico and Europe (Fisher and Price, 1991) |
| Britain             | seven outbound destinations (Jang and Cai 2002), Malloreca and Turkey (Kozak, 2002) Overseas (You <i>et al</i> , 2000)                                                                                                              |
| German              | Malloreca and Turkey (Kozak, 2002)                                                                                                                                                                                                  |
| Australia           | South Korea (Kim and Priseux, 2005) Overseas (Oh <i>et al</i> , 1995)                                                                                                                                                               |
| China               | domestically (Hsu <i>et al.</i> , 2007) Singapore (Kau and Lim 2005) South Korea (Kim and Prideaux, 2005) Hog Kong (Hanqin and Lam, 1999)                                                                                           |
| Saudi a Arabia      | Domestically (Bogari <i>et al</i> , 2003)                                                                                                                                                                                           |
| Nigeria             | Domestically (Awaritfe, 2004)                                                                                                                                                                                                       |
| Australia           | USA (Uysal <i>et al</i> 1994)                                                                                                                                                                                                       |
| Portugal            | Domestically (Correia (2007))                                                                                                                                                                                                       |

Different studies show variations in the ranking of the importance of this factor compared to other factors. For example, knowledge was the first most important factor perceived by Chinese tourists who travel to Hong Kong (Hanqin and Lam 1999), the first most important factor perceived by British tourists who travel abroad (Jang and Cia, 2002), the first most important factor perceived by older Chinese tourists who travel for tourism (Jang and Wu, 2006) and the first most important factor perceived by American student tourists (Kim *et al.*, 2007). Moreover, it is the second most important factor perceived by US women tourists who travelling solely for leisure purpose (Chiang and Jogaranam, 2005). In addition, this factor was the second most important factor perceived by American student tourists who travelled to outbound destinations (Kim *et al.*, 2006), the second most important factor perceived by Japanese tourists who travelled to Hong Kong (Heung *et al.*, 2001), as well as being the third most important factor perceived by Chinese tourists who travelled to Singapore (Kau and Lim 2006) and the third most important factor perceived by tourists who visited Cyprus (Yoon and Uysal, 2005). Furthermore, it was the fifth factor perceived by Saudi tourists who travelled domestically, and the sixth factor perceived by Japanese tourists who travelled abroad.

You *et al.* (2000) study showed that British tourists were more motivated by the knowledge factor than Japanese tourists who travelled to North America. Furthermore, Kim and Lee (2000) found this factor to be more important for Japanese tourists than for Anglo-American tourists. In addition, it has been found that the knowledge factor was more important for British tourists who visited Turkey than for British tourists who visited Mallorca. Furthermore, this factor was the most important one in explaining the motive of British tourists for visiting Central/South America (Jang and Cia, 2002). Beerli and Martin (2004) found the knowledge factor to be important for tourists who travelled to the Canary Islands.

### **3.2.1.6 Sport Motivations**

According to Gibson (1998 p.49), sport tourism can be considered as '*leisure-based travel that takes individuals temporarily outside of their home communities*

to participate in physical activities, to watch physical activities, or to visit attractions associated with physical activities.’ More recently Gibson (2003 p.207) refined her definition, and noted that, ‘there are three types of sport tourism: a) active sport tourism where participants travel to take part in sport; b) event sport tourism where participants travel to watch sport; and c) nostalgia sport tourism where participants visit sports related attractions such as halls of fame, famous stadium, or sports-themed cruises’.

Despite the similarity of the items that constitute this factor researchers have given it several names such as the sport factor (Cha et al, 1995, Jamrozy and Uysal, 1994; Oh et el 1995; Uysal and Jurowski, 1994), the physical factor (Kozak, 2002) and physical activities (Mehmetoglu, 2005). Researchers categorize this factor into several motives such as ‘participating in sport’; ‘desire to watch sports events’ and ‘participating in physical activities’ (e. g Cha *et al*, 1995; Kim *et al.*, 2007; Oh *et al*, 1995).

Table 3-8 presents the nationality and destination of tourists who travel to satisfy the sports factor. Relatively, most tourists travel overseas to satisfy this factor compared to the number of tourists who travel to domestic destinations. Only United States tourists travel to domestic destinations to satisfy this factor. This can be attributed to the large geographical area of the country and the diverse number of sport disciplines that are very popular in the United States as opposed to other European countries where they are not very popular. It is very important to recognise that no much research has been done to assess if tourists from Muslim countries travel to satisfy this factor. If they don’t travel to satisfy this factor, it is important that researchers try to explain why.

**Table 3-8: Nationality of Tourists who Motivated by Sport Factor and Their Destination**

| Country of tourists | Destinations                                                                                   |
|---------------------|------------------------------------------------------------------------------------------------|
| Japan               | Overseas (Cha <i>et al</i> , 1995)                                                             |
| Unites State        | Domestically (Kim and Jogaratnam, 2002; Josiam et al 1999)                                     |
| Britain             | Mallorca and Turkey (Kozak, 2002)                                                              |
| German              | Overseas (Jamorozy and Uysal, 1994; Usal and Jurowski, 1994) Mallorca and Turkey (Kozak, 2002) |
| Australia           | Overseas (Oh et al, 1995)                                                                      |

In addition, Jamrozy and Uysal (1994) found that the sport factor to be important for tourists who travelled with their friends compared to those in other groups (alone, wife/husband/girlfriend/boyfriend, family, organized tour group). Uysal and Jurowski, (1994) found that the sport factor plays an important role in the selection of cities and resort areas. Moreover, Kozak (2002) found that German tourists who are motivated by this factor are more likely to travel to Turkey and Mallorca compared to British tourists.

### 3.2.1.7 Adventure

Adventure has been defined as an exciting experience which comes about through unknown unusual or even dangerous occurrences, or as an undertaking involving unknown risks (Lee and Crompton, 1992; Mayo and Jarvis 1981). Millington *et al.* (2001) defined adventure as a leisure activity, primarily an outdoor one that takes place in unusual, exotic, remote or wilderness destinations, and is likely to be associated with a high degree of involvement and activity by the participant. Adventure tourists wish to experience varying degrees of risk and excitement and to be personally challenged (Millington *et al.* 2001). Tourists with a desire for adventure prefer to visit unusual and exotic destinations to gain new experiences, enjoy the unique environment, or put their skills to the test (Tran and Ralston, 20006).

The adventure factor in previous research has been given a variety of names, such as adventure (Beh and Buyere (in press); Cha *et el*, 1995; Jamrozy and Uysal, 1994; Kim *et al*, 2003; Oh *et el*, 1995; Yoou *et el*, 2000) adventure and excitement (Kau and Lim 2006), adventure and thrills (Kim *et al*, 2006), entertainment (Beerli and Martin, 2004; Kim and Jogaratnam, 2003), and fun and excitement (Jang and Cia, 2002). Researchers identify this factor as being daring and adventuresome and excitement, to having fun and being entertained (e g. Cha *et al*, 1995 Kau and Lim , 2006; Kim *el al*, 2007; Oh *et al*, 1995).

Table 3-9 presents the nationality of tourists who travel to satisfy the adventure factor and their respective destinations. It can be noted that nationals from

different countries travel to both domestic and overseas destinations to satisfy this factor. Tourists from developing countries are most likely to travel to domestic destinations or to neighbouring countries to satisfy this factor, while tourists from developed countries travel to both domestic and overseas destinations to satisfy this factor. It is very important to recognise that no research has been done to assess if tourists from Muslim countries travel to satisfy the adventure factor. If they do not travel to satisfy this factor, it is important for other researchers to explain why.

**Table 3-9: Nationality of Tourists who Motivated by Adventure Factor and Their Destination**

| Country of tourists | Destinations                                                                                |
|---------------------|---------------------------------------------------------------------------------------------|
| Japan               | Overseas (Cha <i>et al.</i> , 1995).                                                        |
| Unites State        | Domestically (. Crompton, 1979; Kim et al 2007) ten outbound destinations (Kim et al 2006). |
| Britain             | Seven outbound destinations (Jang and Cai 2002), Overseas (You <i>et al.</i> , 2000)        |
| German              | Overseas (Jamorozy and Uysal, 1994)                                                         |
| Australia           | Overseas (Oh <i>et al.</i> , 1995)                                                          |
| Korea               | Domestically (Kim <i>et al.</i> 2003)                                                       |
| China               | Singapore (Kau and Lim 2005)                                                                |

Regarding the ranking of the importance of the adventure factor compared to other factors, previous research has revealed that adventure was the second most important factor perceived by Korean tourists (Kim and Lee 2003), the second most important factor perceived by US tourists (Kim and Lee, 2007), the fourth most important factor perceived by Japanese tourists who travel abroad (Cha *et al.*, 1995), and the sixth most important factor perceived by Chinese tourists who travel to Singapore (Kau, and Lim, 2005). Jang and Cai (2002) found that British tourists were more motivated by the adventure factor to visit Central/South America. Moreover, Kim *et al.*, (2003) found that the adventure factor was more important for tourists of under 29 years age.

### 3.2.1.8 Enjoying Natural Resources

Enjoying Natural resources refer to the desire of tourists to enjoy the natural recourses such as wilderness and undisturbed areas, national parks/forests, rivers, rural areas and nice weather, snow/mountains and so on, which are available in specific destinations (e. g. Awaritfe, 2004; Kau and Lim 2005; Kim *et al.*, 2003;

Kim *et al.*, 2006; Kim and prideaux, 2005; Oh *et al.*, 1995). Researchers identify this factor through items such as ‘to watch national park/frosts,’ ‘to see rivers and lakes’, ‘to enjoy warm weather’ ‘to see wilderness’, ‘to enjoy rural countryside’, and so on (see Awaritfe, 2004; Baloglu and Uysal, 1996; Heung *et al.*, 2001; Kau and Lim 2005; Kim *et al.*, 2003; Kim *et al.*, 2006; Kim and Lee, 2002; Kim and prideaux, 2005; Kozak, 2002; Mehmetoglu, 2005; Oh *et al.*, 1995).

Table 3-10 presents information related to tourists who travel to satisfy the natural resources factor. As noted from the table, European tourists, notably tourists from Britain and Germany, primarily travel to satisfy this desire in Mallorca and Turkey. Asian tourists with the exception of Australians mostly travel to neighbouring countries or inbound to satisfy this desire. Specifically, Chinese tourists travel primarily to Singapore and south Korean tourists travel mostly to domestic destinations, Australian tourists travel overseas, while Japanese tourists travel to Hong Kong and South Korea. Nigerian tourists mostly travel to domestic destinations to satisfy this desire. As in similar desires, the case of Nigeria and some Asian nations might be due to financial reasons. It is important to note that no researcher has studied the effect of this motive in the Arab countries.

**Table 3-10: Nationality of Tourists who Motivated by Enjoying Natural Resources Factor and Their Destination**

| Country of tourists | Destinations                                                                 |
|---------------------|------------------------------------------------------------------------------|
| Japan               | Hong Kong (Heung <i>et al.</i> , 2001), South Korea (Kim and prideaux, 2005) |
| Unites State        | ten outbound destinations (Kim et al 2006)                                   |
| Britain             | Mallorca and Turkey (Kozak, 2002)                                            |
| German              | Mallorca and Turkey (Kozak, 2002)                                            |
| Australia           | Overseas (Oh et al, 1995)                                                    |
| South Korea         | domestically ( Kim and Lee, 2002 ; Kim <i>et al</i> 2003)                    |
| China               | Singapore (Kau and Lim 2005)                                                 |
| Nigeria             | Domestically (Awaritfe, 2004)                                                |

### 3.2.1.9 Desire for Sex

The sex motive is the desire of tourists (men or women) to engage in sexual activity with strangers during his/her holiday (Herrold et al, 2000; Omondi, 2003; Pruitt and Lafont, 1995; Yokota, 2006) These activities might include watching strippers, using escorts, or engaging in sexual experiences with prostitutes (Evans,

*et al.*, 2000). A number of researchers identify the sex motivation through dimensions such as 'to get to know sexual partners', 'to visit prostitutes for sexual relief', 'the desire for clandestine sex', 'to meet new sexual partners', and 'to search for a romantic relationship' (Clift and Forrest, 1999; Herold *et al.*, 2001; Josiam *et al.*, 1998; Pruitt and LaFont, 1995; Ryan and Kinder 1996; Yokota, 2006).

Most travellers have the freedom and opportunity to escape the normal morals and practices of society imposed by their communities at home, and this often leads to episodes of increased sexual promiscuity and casual sexual relationships while travelling abroad (Bellis et al, 2004; Omodi, 2003; Memish and Osoba, 2003). For instance, Yokota, (2006) reported that Japanese males like to travel to Thailand to engage in sex with Thai women. Furthermore, according to Chutikul (1996), sex tourists frequently travel to Thailand to look for sexual experiences which would have serious consequences in their own country. In a study of Norwegian travellers abroad, 245 of 599 subjects (41%) admitted to engaging in casual sexual activity while abroad (Memish and Osoba, 2003).

The majority of tourists who travel for sex are from developed countries, specifically from the United States, Western Europe, and Japan, as they can afford and choose to participate in sexual tourism (Brown 2000; Bender and Furman, 2004; Leung 2003; Omondi, 2003; Ryan and Hall 2001; Steinfatt 2002; Yokota, 2006 ). According to Jeffreys (2003 p225): "*Western tourists are seen as being motivated by racist sexual stereotypes and as using sex tourism to bolster their privileged race and class status*"

Literature has revealed that both male and female tourists have the desire to have sex with strangers while they are on holiday (Herold *et al.*, 2001; Omondi, 2003; Pruitt and Lafont, 1995; Yokota, 2006). For instance, Josiam *et al.* (1998) investigated the sexual activity, alcohol and drug use of US college students during their spring break at a popular Florida beach destination. The findings suggest that students, both male and female, engaged in more sexual activity and had more new sexual partners during their holiday than in the previous month. Moreover, Bellis *et al.* (2004) found that more than 56% of young British tourists

visiting Ibiza had sex with at least one person, while 26.2% of males and 14.5% of females had sex with more than one partner.

In addition, a few significant studies in tourism research have looked at the behaviour of female tourists while on holiday (Herold et al, 2001; Omondi, 2003; Pruitt and Lafont, 1995; Dahles and Bras, 1999). These studies reported that many of these female tourists had sexual relationships with local men. For instance, Herold *et al*, (2001) reported that some women, in particular French Canadians, go to the Dominican Republic with the intention of engaging in sex with beach boys. According to Pruitt and Lafont (1995), many Euro-American women travellers to Jamaica have a sexual relationship with the local men. Moreover, Omondi (2003) stated that female tourists go to Kenya to meet the local beach boys and encourage male prostitution. It would seem that many Western women tourists look for 'black men with good bodies' who are stronger and more sexually virile than the men in their home countries (Jeffreys, 2003; Omondi, 2003).

The sexual motivation for gays and lesbians has been investigated in a few studies (Clift and Forrest 1999; Hughes, 2002; Pritchard et al, 2000). For instance, Clift and Forrest (1999) identified three dimensions of gay tourist motivation: gay social life and sex, culture and sights, and comfort and relaxation. They found that gays who had visited southern European gay resorts (Gran Canaria, Ibiza and Mykonos) had significantly higher scores on the first dimension, whereas gays who had visited European cities (Amsterdam, Paris and Prague) and had travelled further afield (sub-Saharan Africa and Australia) scored higher on the second dimension. Pritchard *et al* (2000) found that the sexual orientation of gays and lesbians has an influence on their tourism motivation due to the dominance of heterosexuality in their milieu, although they are motivated to travel for a variety of reasons. According to Hughes (1997) gay men may feel more at ease in the company of other gay men while on holiday and the holiday may be their only chance to express their sexuality overtly. This includes the potential for casual and anonymous sex, which is an additional opportunity for certain gay men and a new opportunity for others.

### 3.2.1.10 Motivations of Alcohol Consumption

Alcohol (wine) desire motive is an expression of the desire of the individual to drink alcohol while he or she is on holiday. That includes tasting different kinds of wines. According to Getz and Brown (2006), most definitions of wine tourism relate to the traveller's motivation and experiences. For example Hall *et al.*, (2000) defined it as “...*visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors*”. Yuan *et al.* (2005) stated that alcohol desire refers to tourists whose purpose is or includes the tasting, consumption, or purchase of wine, often at or near the source of its production.

Wine can provide a major motivating factor for tourists to visit a destination (Hall *et al.* (2000), Tassiopoulos (2004) argued that wine is an important motivation for international and domestic tourists who follow wine trails. Jaffe and Pasternak (2004) found that some foreign tourists in Israel want to visit a winery or attend a wine festival, and the most important reason for them to visit a winery was to learn about wine making.

Attending wine festivals is recognised as the main reason and specific motivation for visiting wineries or wine regions (Hall and Macionis, 1998). For example, Yuan *et al.*, (2005) investigated tourists' motivations for attending a wine festival, and their study revealed that the top five motivators were related to wine. The most important reason for respondents to attend the festival was wine tasting, followed by experiencing local wineries. Moreover, they found that the wine motivation factor was more important for married respondents. The importance of wine festivals was demonstrated through research by Houghton (2001), particularly as they attract a new market segments to wine regions and wineries

Some researchers investigated tourists' motivations for visiting wine regions (Alant and Bruwer, 2004; Charters and Ali-Knight, 2002; Getz and Brown; 2006). For example, Charters and Ali-Knight, (2002) studied the motivation for visiting two wine regions in Australia. The result of this study revealed that the tourists'

motivations for visiting wine regions are ‘the desire to buy wine’, ‘the desire to learn about wine’, and ‘the desire to taste wine at the winery’. Furthermore, one of the aims of Alant and Bruwer’s (2004) study was to explore the motivations for visiting the wine regions of South Africa. The results showed that the highest ranked motivations for both first-time and repeat visitors with regards to wine, were specifically: 'to taste wine', 'to have a nice tasting experience', 'to enjoy different wines' and 'to find interesting and special wines'.

Some studies have investigated the motivations of student tourists who had travelled during the Spring Break vacation in the United States (Gerlach 1989; Josiam *et al* 1998; Josiam *et al* 1999), and these studies found that to drink a lot is one of the motives that drive students to travel during the Spring Break. Gerlach (1989) suggested that students want to drink, “raise hell”. Josiam *et al* (1999) found that the vast majority (85%) drank alcohol at the destination. The average respondent had six drinks before 6pm and eight more drinks in the course of the evening and night.

### **3.2.2 Pull Factors**

The pull factors of a tourist destination refer to a combination of facilities and services made up of a number of multidimensional attributes that all contribute to the attractiveness of the destination for a particular individual in a choice situation (Hu and Ritchie, 1993). Travellers’ perceptions of the extent to which a destination will be able to fulfil their particular holiday requirements are reflected in the attractiveness of the destination. Once the decision to travel has been taken, it is the pull factors which attract the individual to a particular destination (Oh *et al*, 1995). Pull factors come forth as a result of the attractiveness of a destination according to the traveller’s perceptions (Uysal and Hagan, 1993) and these are the factors that motivate him or her when planning a holiday (Goossens, 2000). A review of the literature implies that tourists are initially pulled by destination attributes such as historical attractions, natural environment, weather, cost, and so forth. In the next part these pull factors will be discussed in detail.

### 3.2.2.1 Historical Attractions

Historical Attractions signify the presence of historically or archaeologically interesting buildings and places, ancient cult sites (stones, trees, caves, hills, groves), ancient burial sites, hill-forts, ruined castle, churches, manors, arts and crafts places, local festivals, and historical cities that attract tourists to some destinations (see Hanqin and Lam, 1998; Jang and Cai, 2002; Yoon and Uysal, 2005; Zhang *et al.*, 2004). This factor is significant for tourists who are motivated by the factor of increasing knowledge (Baloglu and Uysual, 1996; Hu and Ritchie, 1993; Jang and Cia, 2002; Oh *et al*, 1995). Hu and Ritchie (1993) found that the uniqueness of the local people's way of life, historical attractions, scenery, and local people's attitude toward tourists were rated as most important for education-seeking tourists.

Despite the consensus in the literature about the items that constitute this factor, they are different in the name that has been given to this factor. For example the same factor might be named as natural and historical (e. g. Jang and Cia, 2002; Jang and Wu, 2006), cultural and historical (Boggari, 2003; Oh *et al* ,1995; Yuan and McDonald, 995), cultural activities (Jamrozy and Uysal, 1994), cultural experience (Uysal and Jurowski, 1994), cultural and heritage activities (You et al, 2000,) natural/ecological sites (Lee *et al*, 2002) and attractions (Kim *et al* , 2006).

Availability of the historical attractins factor attracts many tourists from several nationalities; table 3-11 illustrates the nationality of tourists who were attract by this factor. According to table 3-11, nationals from several countries are pulled to travel to see the historical attractions of certain countries and cities. They however travel both domestically and overseas. Like in most cases, nationals from developing countries do travel mostly domestically to see different historical attractions and those from developed countries mostly travel to overseas destinations due to their interest in viewing historical places. For example, British, German, French, Australian, Japanese, US tourists are more likely pulled to travel to foreign destinations by this factor, while Nigerian, Saudi Arabian, Taiwanese tourists are more likely attracted to travel to destinations in their home countries. Finally, tourists from China were mostly attracted to travel to neighbouring

countries like Singapore and Hong Kong. It is important to note that, on average, tourists from developed countries travel to far away places. However, the fact that tourists from developing countries mostly travel domestically or to neighbouring countries is a significant concern. Given that, neighbouring countries are very much similar to domestic destinations mostly in terms of their history and cultural artefacts. Nonetheless, the reason that they might choose to do so might be the high cost involved in travelling to far away places.

**Table 3-11: Nationality of Tourists who attract by Historical Attractions Factor and Their Destination.**

| Country of tourists | Destinations                                                                                                                                                          |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Japan               | Overseas (You <i>et al</i> 2000, Yuan and McDonald, 1990)                                                                                                             |
| United States       | Ten outbound destinations ( Kim <i>et al</i> 2006)                                                                                                                    |
| Britain             | Seven outbound destinations (Jang and Cai 2002), Mallorca and Turkey (Kozak, 2002) Overseas (You <i>et al</i> , 2000; You and O'Leary, 1999; Yuan and McDonald, 1990) |
| German              | Overseas (Jamorozy and Uysal, 1994) Mallorca and Turkey (Kozak, 2002) USA, Canada, and Asia (Lee <i>et al</i> , 2002) ) overseas (Yuan and McDonald, 1990)            |
| France              | Overseas (Yuan and McDonald, 1990)                                                                                                                                    |
| Australia           | Overseas (Oh <i>et al</i> , 1995)                                                                                                                                     |
| China               | Singapore (Kau and Lim 2005) Hong Kong (Hanqin and Lam, 1999)                                                                                                         |
| Saudi Arabia        | Domestically (Bogari <i>et al</i> , 2003)                                                                                                                             |
| Nigeria             | Domestically (Awaritfe, 2004)                                                                                                                                         |
| Taiwan              | Domestic and international destinations (Jang and Wu 2006)                                                                                                            |
| Hong Kong           | Overseas (Zhang <i>et al</i> , 2004)                                                                                                                                  |
| Portugal            | Domestically (Correia (2007))                                                                                                                                         |

Different studies show variations in the ranking of the importance of this factor compared to other factors. For example, the historical factor was the second most important factor perceived by French tourists (Yuan and McDonald, 1990), the third most important factor perceived by Japanese, British, and US tourists who travel abroad (Kim *et al*, 2006; Yuan and McDonald, 1990) and the fourth most important factor perceived by German tourists who travel abroad (Yuan and McDonald, 1990), as well as being the sixth most important factor perceived by Saudi tourists who travel domestically (Bogari, 2003).

Jang and Wu (2006) found that the historical factor attracts older Taiwanese tourists and this result is similar to that of Huang and Tsai's (2003) study which found that the 'natural and historical factor' appeared to be an important motivational factor for older Taiwanese tourists. Moreover, it was the third factor that attracts the US students tourists to travel to ten destinations (Mexico, Canada,

United Kingdom, Spain, Italy, Germany, France, Asia, Ireland, and Jamaica) (Kim *et al*, 2006), and it was the most important factor that attracts German tourists to Mallorca and Turkey (Kozak, 2002). Jang and Cia (2002) argued that the region of Central/South America is known for famous festivals and rich culture such as the Samba Festival and Maya culture, and therefore it attracts British tourists who are motivated by the increasing knowledge factor.

### **3.2.2.2 Natural Environment and Weather Attraction**

The natural environment and weather factor signifies the availability of certain features in some destinations such as wilderness and undisturbed areas, national parks/forests, rivers, rural areas and nice weather that attract tourists to these destinations (Jamorozy and Uysal, 1994; Jang and Cai, 2002; Kim *et al*, 2003; Kim *et al*, 2006; Oh *et el*, 1995; Uysal *et al.*, 1994; Yoon and Uysal, 2005; You *et al*, 2000; Uysal and Jurowski 1994). Smith (1990) reported that the natural environment and weather conditions are very significant in determining the attractiveness of a region as a holiday destination. According to Uysal *et al.* (1994), the renown of many national parks and natural areas of the USA is a powerful draw for overseas visitors and is a major export earner. They added that visiting the national parks and natural areas of the USA is one of the most important reasons for foreign travel to the USA. In addition, Kim *et al* (2003) reported that national parks in Korea are important recreational and tourism attractions for both Korean visitors and international tourists. Related to climate, Jamorozy and Uysal (1994) found that climate ('nice weather') was a significant factor for in attracting German tourists who travelled abroad. Moreover, German and British tourists were more attracted by the availability of nice weather in Mallorca and Turkey (Kozak, 2002). Jang and Cai, (2002) found that the availability of nice weather in the West Indies/ Caribbean was one of the attractions that draws British tourists.

The availability of natural environment and nice weather attracts many tourists from several nationalities. Table 3-12 shows the nationality of tourists who were attracted by this factor. As seen from this table most tourists who travel overseas are attracted by this factor. For example, tourists from Britain, US, Germany,

Australia, Japan, were mostly pulled to travel to foreign destinations by this factor. This is logical as most of these countries do not have distinct climates. However, tourists from South Korea and Portugal were mostly pulled to travel to domestic destinations by the weather factor. It is important to recognise that, South Korea enjoys four distinct seasons because of its location. It has a long, cold and dry winter, while its summer is short, hot and humid. Rainfall occurs during the spring and this is habitually accompanied by really blowing wind.

**Table 3-12: Nationality of Tourists who attract by Natural Environment and Weather Factor and Their Destination**

| Country of tourists | Destinations                                                                                                            |
|---------------------|-------------------------------------------------------------------------------------------------------------------------|
| Japan               | Overseas ( You <i>et al</i> 2000)                                                                                       |
| Unites State        | Ten outbound destinations (Kim <i>et al</i> 2006)                                                                       |
| Britain             | Seven outbound destinations (Jang and Cai 2002), Mallorca and Turkey (Kozak, 2002) Overseas (You <i>et al</i> , 2000)   |
| German              | Overseas (; Jamorozy and Uysal, 1994) Mallorca and Turkey (Kozak, 2002) USA, Canada, and Asia (Lee <i>et al</i> , 2002) |
| Australia           | Overseas (Oh <i>et al</i> , 1995)                                                                                       |
| South Korea         | Domestically (Kim <i>et al</i> 2003)                                                                                    |
| Portugal            | Domestically (Correia (2007))                                                                                           |

According to previous research this factor plays a significant role in satisfying several needs of tourists (Jang and Cai, 2002; Oh *et al*, 1995; Uysal and Jurowski, 1994). For example, Uysal and Jurowski (1994) argued that rural areas and small towns attract tourists who are motivated by the push factor of escape. According to Oh *et al*, (1995), Australian adventure seekers, when choosing a destination abroad, give importance to such destination attributes as wilderness and undisturbed areas, and national parks/forests. Furthermore, Uysal's (1994) study showed that nearly 64% of Australian travellers to the USA had visited a national park or natural area in the USA, and that although they were motivated by a number of factors including relaxation, hobbies, novelty, enhancement of family relationships, escape, and prestige, the most important factor for Australian tourists was novelty.

### 3.2.2.3 Expenditure and Low Travel Cost Factor

The United Nations and The World Tourism Organization (1993, p.15) defines tourist expenditure as “*the total consumption expenditure made by a visitor or on*

*behalf of a visitor for or during his/her trip and stay at a destination and which expenditure is related to that trip and which trip is undertaken outside the usual environment of the tourist”* (WTO 1993). The expenditure factor as an attraction factor includes several items such as cost of trip, accommodation budget, cost of tourist goods and services, cost of public transportation and so on (Hanqin and Lam, 1998; Kim *et al*, 2006; Kozak, 2002; Oh *et al.*, 1995; Uysal and Jurowski, 1994; Yuan and McDonald, 1990; Zhang *et al.*, 2004).

Table 3-13 suggests that some tourists are being attracted to specific destinations by the expenditure factor when they travel overseas. European tourists, primarily the British and German tourists, are being pulled to travel to Turkey which is relatively cheap compared to other destinations and the Spanish resort town of Mallorca. Chinese tourists who are attracted by the expenditure factor travel primarily to Hong Kong and Singapore. Primarily, tourists for Japan, United States, Britain, Germany, France, China and Hong Kong consider this factor when making travel decision. It is important to note that no researcher has studied this factor in Arab countries.

**Table 3-13: Nationality of Tourists who Attract by Expenditure and Low Cost Factor and Their Destination**

| Country of tourists | Destinations                                                         |
|---------------------|----------------------------------------------------------------------|
| Japan               | Overseas (Yuan and McDonald, 990)                                    |
| Unites State        | Ten outbound destinations (Kim et al 2006)                           |
| Britain             | Mallorca and Turkey (Kozak, 2002) Overseas (Yuan and McDonald, 1990) |
| German              | Mallorca and Turkey (Kozak, 2002) overseas (Yuan and McDonald, 1990) |
| France              | Overseas (Yuan and McDonald, 1990)                                   |
| China               | Singapore (Kau and Lim 2005) Hong Kong (Hanqin and Lam, 1999)        |
| Hong Kong           | Overseas (Zhang et al, 2004)                                         |

The expenditure factor is considered to be one of the most important factors that attract tourists to a specific destination. For example, Kim and Lee (2006) found this factor to be the most important factor across international destinations (Mexico, Canada, United Kingdom, Spain, Italy, Germany, France, Asia, Ireland, and Jamaica). Moreover, this factor was the first most important factor that attracts tourists from Britain, France, Japan and Germany who travel abroad (Yuan and McDonald, 1990). Furthermore, the relatively low cost of services in Mallorca and Turkey was one of the attractions that attract Germany and British

tourists (Kozak, 2002). Furthermore, Bogari *et al.*, (2003) found this factor to be important for Saudi tourists who traveled domestically.

Kau and Lim (2005) studied the motivations of Chinese tourists who travelled to Singapore and found that while adventure seekers and prestige/knowledge seekers were satisfied with the cost of services, family travellers were the most dissatisfied with the cost. As a result, adventure seekers and prestige/knowledge seekers were more likely to revisit Singapore than family travelers, who were less likely to do so.

Zhang et al (2004) investigated Hong Kong residents' preferences toward destination choice of outbound leisure travel, and they found that the cost of travelling overseas was one of the factors that attract Hong Kong tourists to travel abroad. Furthermore, they found that this factor was more important for tourists with an income under US\$ 15000 compared to those in other income groups (US\$ 15000- US\$ 29999 and US\$ 30000 and above). That means that persons with limited economic means spend their holidays within the borders of their own country, or indeed they may not travel for tourism at all.

#### **3.2.2.4 Sports and Outdoor Activities**

The sport and outdoor activities factor refers to the availability of attractions such as water sports, good beaches for swimming/sunbathing, good hunting, good fishing, golf and tennis, hiking, climbing and sporting events that attract tourists to participate in sport or physical activities in some destinations (e. g Baloglu and Uysal; 1996; Cha et al, 1995; Jamrozy and Uysal, 1994; Kim et al 2007; Oh et al, 1995; Yoon and Uysal, 2005; Yuan and McDonald, 1990; Uysal and Jurowski, 1994). For example, according to Kim and Chalip (2004) sporting events are a type of attraction that can attract participants, spectators, and tourists (Chalip *et al.*, 2003; Hall, 1992). Moreover, the availability of water-sport activities in Northern Cyprus attracts tourists to the island (Yoon and Uysal, 2005).

Table 3-14 presents information about countries whose tourists are pulled by the sport and outdoor activity factor to travel to specific destinations. This factor

pulled tourists from different countries to travel outbound and domestically. For example, tourists from France and Australia are mostly pulled to travel to outbound destinations by this factor. However, tourists from Germany, Britain, and USA are attracted by this factor to travel to diverse number of countries in different continents by the factor of sport and outdoor activities. This is satisfactory given that different sporting disciplines are more popular and developed in other continents. It should be noted that researchers have not studied the influence of this factor on tourists from Arab countries.

**Table 3-14: Nationality of Tourists who attracted by Sport and Outdoor Activities Factor and Their Destination.**

| Country of tourists | Destinations                                                                                                                                                                       |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Japan               | Overseas (Cha <i>et al</i> , 1995; Yuan and McDonald, 1990)                                                                                                                        |
| Unites State        | Domestically (Josiam <i>et al</i> 1999) ten outbound destinations ( Kim <i>et al</i> 2006)                                                                                         |
| Britain             | Seven outbound destinations (Jang and Cai 2002), Mallorca and Turkey (Kozak, 2002) Overseas ( Yuan and McDonald, 1990)                                                             |
| German              | Overseas (Baloglu and Uysal, 1996; Jamorozy and Uysal, 1994) Malloreca and Turkey (Kozak, 2002) USA, Canada, and Asia (Lee <i>et al</i> , 2002) overseas (Yuan and McDonald, 1990) |
| France              | Overseas (Yuan and McDonald, 1990)                                                                                                                                                 |
| Australia           | Overseas (Oh <i>et al</i> , 1995)                                                                                                                                                  |

Regarding the importance of this factor, Uysal and Jurowski, (1994) found that it plays an important role in the selection of cities and resort areas. Moreover, Kozak (2002) comparing British and German tourists visiting Turkey and Marllorca found that the availability of sports facilities in the two destinations attracted German tourists more than British tourists. Furthermore, Jang and Cia (2002) argued that the availability of outdoor activities in the US was an important factor for attracting British tourists.

Several studies (Josiam *et al* 1999; Josiam *et al* 2006, Kim *et al* 2006) have investigated the motivations of student tourists, and they found sport attractions to be one of the most important factors that attract them to travel. For example, Kim et al (2006) found that this factor is the most important factor that attracts US students to travel to ten international destinations (Mexico, Canada, United Kingdom, Spain, Italy, Germany, France, Asia, Ireland, and Jamaica).

### 3.2.2.5 Sex Tourism

Sex attraction refers to the availability of certain services in some destinations that attract tourists who have a desire to have sex with strangers; this includes the availability of prostitutes, sex agents, pimps, brothels and so on, (Clift and Forrest, 1999; Herold *et al.*, 2001, Leheny, 1995; Rao, 1999).

According to previous research, sex attraction applies to a number of developing countries, the majority of which are in parts of Latin America and the Caribbean, Southeast Asia, some countries in Africa such as Gambia and Kenya and, to a lesser extent, the Netherlands (Bishop and Robinson, 1999). However, in some destinations such as Kenya, the Gambia, and several Caribbean islands, female sex tourists are apparently even more prevalent than their male counterparts (Herold *et al.*, 2001; Jeffreys, 2003; Nyanzi *et al.*, 2005; Pruitt and LaFont 1995).

Sex tourists are attracted by several factors such as the availability of sex workers (male and female), varieties of prostitutes (including child prostitutes) sexual services such as sex agents, pimps and brothels, cheap prices and so on (Chutikul, 1996; Josiam *et al.*, 1998; O'Connell and Davidson, 1996; Omondi, 2003; Yokota, 2006). O'Connell and Davidson (1996) argued that the prices of sexual pleasures in developing countries (in Asia, Africa, Latin America, or the Caribbean) are cheaper than in sex tourists' home countries and that is one of factors that pull sex tourists to these countries.

Omondi (2003) stated that sex tourism in Kenya has a number of elements that attract sex tourists from Germany, the UK, Switzerland, Italy and France. Sex tourists also come from North America, Japan, Australia, New Zealand and other European countries such as Spain and the Scandinavian countries. Among these elements is the availability of prostitution, brothels, sexual services, child prostitution involving young boys and girls, and beach boys, with all these services being much less expensive than what tourists would have to pay in their home countries.

Yokota (2006) found that the easy availability of cheap commercial sexual services in Thailand attracts many male Japanese tourists. Steinfatt (2002) reported that 'convenient times and places for sex in Thailand' and 'low cost' were the most important factors in attracting Western male tourists to travel to Thailand. In addition, Chutikul (1996) noted that sexual services in Thailand are easily accessible; and clients do not have to be concerned with legal penalties due to deficiencies in the legal and social systems.

Regarding student tourists, Josiam *et al.*, (1998) and Josiam *et al.*, (1999) argued that the availability of multiple sexual encounters with new partners in Spring Break tourism is considered to be one of the factors that pull US college students during Spring Break to popular beach destinations.

Foreign tourists are attracted by the availability of beach-boys and various sex workers on the Gambian coast (Nyanzi *et al.*, 2005), in the Dominican Republic (Herold *et al.*, 2001), and in Jamaica (Pruitt and LaFont, 1995). Herold *et al.*, (2001) noted that all of the beach boys in the Dominican Republic are black, and stated their belief that this is an added attraction for tourists as having a different skin colour enhances the exotic nature of the experience.

As far as tourism attractions for gay tourists are concerned, Hughes (1997) noted that there are several UK tour operators offering holidays abroad exclusively for gay men, e.g. Uranian, In Touch, Sensations, and Man Around. Some hotels in the UK advertise themselves as 'gay' venues and certain destinations, both in the UK and overseas, have come to be known as gay resorts. In Europe, there is a focus on particular destinations such as Amsterdam, Sitges, Ibiza (Town), Mykonos and Gran Canaria. Outside Europe, popular destinations include San Francisco, New York, Miami (South Beach), Australia (particularly Sydney) Thailand and Goa. Clift and Forrest (1999) found that the principal destinations that attract British gay men are London, Brighton, Amsterdam, (a city reputed to be the 'gay capital of Europe' (Hughes, 1997b)), Paris, also considered an important gay city (Clift & Wilkins, 1995; Gmuunder, 1997), certain places in the United States, as well as Gran Canaria and Ibiza, both of which are renowned gay resorts (Clift and

Forrest, 1999). Hughes (1997) added that men who visit resort destinations with an established gay reputation will be motivated by opportunities to socialise with other gay men and possibly to engage in sexual activity with new partners. Furthermore, he reported that Manchester's 'Gay Village' is a huge draw for gay men (and, to a lesser extent, women) not only from Manchester, but from all over the UK.

### 3.2.2.6 Alcohol Attractions

Alcohol attractions refer to the phenomenon by which individuals are attracted to a particular destination because of the availability of licit or illicit alcohol (including wine) and related services. This includes the availability of outlets for alcohol (e.g. night clubs, bars and pubs), wine regions and so forth (Alant and Bruwer, 2004; Charters and Ali-Knight, 2002; Getz and Brown, 2006; Jaffe and Pastenak, 2004, Josiam *et al*, 1998). Tassiopulos (2004) found that the fourth most popular tourist attraction in South Africa for both international and domestic tourists was following wine trails.

Wine festivals and similar events draw a considerable number of tourists to a wine region and help build loyalty to the region and its individual vineyards and wine producers (Hoffimn *et al*, 2001). They added that "wine festivals can be used as a vehicle to attract younger people to become more interested in wine". According to Yuan (2005) the festivals themselves, as well as the wine, represented the external (pull) motives that attracted respondents to attend this special event.

In addition, the presence of wine trails attracts tourists to particular destinations. Jaffe and Pastenak (2004) reported that wine trails are significant in several major wine-producing countries such as France, Italy, Spain and the USA. Moreover, they found that the presence of wine trails in Israel attracts foreign tourists. According to Hall and Mitchell (2000) some Eastern European countries, notably Hungary, have started to establish wine trails in an attempt to attract Western European tourists.

The presence of wine regions in some destinations acts as an attraction for tourists. For instance, Alant and Bruwer, (2004); Charters and Ali-Knight (2002); and Getz and Brown (2006) demonstrated that the presence of wine regions in Australia and South Africa attracts many tourists who want 'to taste wine', 'to have a nice tasting experience', 'to enjoy different wines' and 'to find interesting and special wines'.

In the US, several destinations attract considerable numbers of 'Spring Breakers'. For instance, in 1988 for example, it was estimated that during the 5-week long Spring Break season (which generally runs from the end of February to early April) 400,000 college students took their holiday in or around Daytona Beach, Florida; 250,000 students in Fort Lauderdale, Florida; another 250,000 on South Padre Island, Texas; and another 40,000 in Palm Springs, California (Josiam *et al*, 1998). Drinking alcohol, taking drugs and sexual activity are among the main attractions of the Spring Break (Josiam *et al*, 1998; Josiam *et al*, 1999). Josiam *et al* (1998) added that the tolerance of public drinking on the beach appeared to be a great attraction for the students.

### 3.3 Gaps in Tourism Motivation Literature

By reviewing the push motivations that drive tourists to travel and pull factors that attract tourist to a specific destination, several gaps have been found in the literature. This includes:

- 1- As in prior literature, push factors of escape, prestige, sport, and adventure are important for tourists in several countries (Japan, United States, Britain, German, France, Australia, South Korea, China, Noriega, Cyprus and Kenyan) who broadly and domestically travel (see Baloglu and Uysal, 1996; Beh and Buyere 2077; Heung *et al* 2001; Hsu *et al.*, 2007); Gibert and Terrata, 2001; Jamorozy and Uysal, 1994; Jang and Cia 2002; Kau and Lim 2005; Kim and Chalip, 2004; Kim and *et al.*, 2003; Kim et al 2006; Kim and Jogaratnam, 2002; Kim and Lee, 2000; Kim and Prideaux, 2005; Kozak, 2002; Mehmetoglu, 2005; Oh *et al.*, 1995; Yoon and Uysal 2005; You *et al*, 2000; You and O'Leary, 1999; Yuan *et al.*, 2005; Yuan

and McDonald, 1990). Unfortunately, there is lack of attention among the researchers to study the influence of such motivations on the Saudi tourists in general and who travel abroad in particular. This study will attempt to find the extent to which all or some of these factors had influenced Saudi tourists' decision to travel abroad for leisure or other purposes.

- 2- Some push motivations such as relaxation, family and friend togetherness, and knowledge have been found to be important for tourists in several countries (Japan, United States, Britain, German, France, Australia, South Korea, China, Noriega, Taiwan) who broadly and domestically travel (see Awaritfe, 2004; Cha *et al.*, 1995; Hanqin and Lam, 1999; Gibert and Terrata, 2001; Jamorozy and Uysal, 1994; Jang and Cia 2002; Jang and Wu 2006; Kim, 1997; Kim and Prideaux, 2005; Kozak, 2002; Oh *et al.*, 1995; You *et al.*, 2000; You and O'Leary, 1999 Yuan and McDonald, 1990). Moreover, they found these factors to be important for Saudi tourists who travel domestically (Bogari, 2003). The question that arises here is whether these motives are important for Saudi outbound tourists or not. An attempt will be made to answer this question throughout the course of this study.
  
- 3- Related to pull factors, review of the prior literature revealed that pull factor of sports and outdoor activity attract tourists from different countries such as the Unites State, Britain, France, Japan, and Australia to specific destinations (see Baloglu and Uysal, 1996; Cha *et al.*, 1995; Jamorozy and Uysal, 1994; Jang and Cai, 2002; Josiam *et al.*, 1999; Kim *et a.l.*, 2006; Kozak, 2002; Lee *et al.*, 2002; Oh et al, 1995; Yuan and McDonald, 1990). Unfortunately, there is no enough effort exerted by researchers to study the influence of such motivations on the Saudi tourists in general and on those who travel abroad in particular. Therefore, this study will attempt to find out whether such factors attract Saudi tourists to travel abroad.
  
- 4- Some pull factors such as historical attraction, natural environment and the weather, expenditure and low travel cost factors attract tourists from

different countries such as (Japan, United States, Britain, German, France, Australia, China, Nigeria, Taiwan; Hong Kong) to travel to inbound or outbound destinations (see Awaritfe, 2004; Hanqin and Lam, 1999; Jamorozy and Uysal, 1994; Jang and Cai 2002; Jang and Wu 2006; Kau and Lim 2005; Kim *et al.*, 2006; Kozak, 2002; Lee *et al.*, 2002; Oh *et al.*, 1995; You et al 2000; You and O'Leary, 1999; Yuan and McDonald, 1990; Zhang et al, 2004). Furthermore, Bogari (2003) found that these factors attract Saudi tourists who travel domestically. The question that arises here is whether these attractions are important for Saudi outbound tourists or not. An attempt will be made to answer this question throughout the course of this study.

- 5- Prior literature has unanimously agreed that sex desire has an influence on outbound tourism in non Muslim countries such as United States, Western Europe, and Japan (see Bellis et al, 2004; Chutikul, 1996; Clift and Forrest 1999; Herrold et al, 2000; Josiam *et al.*, 1998; Omondi, 2003; Pritchard *et al.*, 2000; Pruitt and Lafont, 1995; Yokota, 2006). It is however important to recognize that Saudi Arabia is a religious country and that unlawful sexual intercourse is prohibited. Therefore, this study investigates if some Saudi outbound tourists might travel to satisfy such desire.
  
- 6- Previous research found that Alcohol consumption has an influence on tourists of non Muslim countries such as Western Europe, Australia, and South Africa (see Alant and Bruwer, 2004; Charters and Ali-Knight, 2002; Gerlach 1989; Getz and Brown; 2006; Jaffe and Pasternak, 2004; Josiam *et al.*, 1998; Josiam et al., 1999; Yuan *et al.*, 2005). It is however important to recognize that Saudi Arabia is a religious country and that Alcohol consumption is prohibited. This study investigates if some Saudi outbound tourists might travel to satisfy such desire.
  
- 7- Pervious research has revealed that the availability of sex in some destinations such as Latin America and the Caribbean countries, Thailand, and other Southeast Asian countries, some countries in Africa such as

Gambia and Kenya attract tourists from different countries such as United States, Germany, the UK, Switzerland, Italy, France, and Japan (see Bishop and Robinson, 1999; Chutikul, 1996; Clift and Forrest, 1999; Herold et al, 2001; , Hughes .1997; Jeffreys, 2003; Josiam *et al*, 1998; Josiam *et al*, 1999; Nyanzi et al, 2005; Omondi, 2003; Pruitt and LaFont 1995; Yokota, 2006). Therefore, it is important to investigate whether some Saudi tourists are attracted by availability of sex tourism in some countries or not.

- 8- As indicated in the literature, the availability of alcohol and wine in some destinations such as France, Italy, Spain, the USA, Israel, Hungary, Australia and South Africa attract tourists from all over the world (see Alant and Bruwer, 2004; Charters and Ali-Knight, 2002; Getz and Brown, 2006; Jaffe and Pastenak, 2004, Josiam *et al*, 1998; Josiam *et al*, 1999; Tassiopulos, 2004; Yuan, 2005). Therefore, the researcher wishes to investigate if Saudi outbound tourists are influenced to travel to specific destinations as a result of availability of alcohol.

### 3.4 Summary

This chapter has reviewed and analyzed one of the most important theories of travel motivation. Earlier research into travel motivations tended to concentrate on human needs and desires (push factors), but more recent researchers, beginning with Crompton in 1979, have pointed to the association between these push factors and pull factors involving the attractions and amenities of a particular destination as influencing a tourist's choice of a destination. Push motives have been used to explain the desire to go on a vacation, while pull motivations have been used to explain the choice of destination. Following Crompton's lead, most researchers have tended to involve attempts to integrate tangible pull factors and intangible push factors.

The literature on the push and pull approach suggests that people are initially pushed by internal desires or emotional factors such as the need for escape, rest, relaxation, adventure, prestige, and social interaction. They are then pulled by

external or tangible factors such as natural or man-made attractions, for instance sunshine, beaches, sports facilities, and cheapness. Although these two sets of forces may seem to be separate, they are in fact inter-dependent, and tourists form their travel decisions, either consciously or unconsciously, in a two-step progression.

After a review of the methodologies used in research on tourism motivation, it was noted that these studies differ in the approach they employ to identify tourism motivations and that most of them were based on a quantitative approach.

It can be seen from previous literature that various push factors, such as escape, prestige, sport, and adventure drive tourists from several countries (e.g. Japan, United States, Britain, Germany, France, Australia, South Korea, China, Norway, Cyprus and Kenya) to travel both overseas and domestically, and they are pulled by various pull factors such as historical attractions, natural environment and the weather, and expenditure. The relative importance of such factors varies according to the nationality of tourists. However, little attention has been paid to studying the influence of such motivations on tourists from Muslim countries. Therefore, one of the aims of this study is an attempt to discover the extent to which all or certain of these factors have influenced Saudi tourists' decision to travel abroad for leisure.

The main contribution of this chapter has been the identification of the most important push and pull factors that drive and attract tourists from several countries who travel both overseas and domestically and to identify the research gap noted above. In addition, there is the identification of the fact that implicit motives are not included in any model of travel motivational theory. These remain extremely difficult to quantify, but it must be recognised that any synthesis and analysis of factors leading to destination choice will remain incomplete without their inclusion.

## CHAPTER FOUR: PUSH AND PULL FACTORS AND TOURISTS' MOTIVATION

### 4.1 Introduction

This chapter is an extension of the previous chapter. In this chapter, the researcher will discuss the widely used "Push" and "Pull" theory of tourist motivation and the variables that influences them, like the demographic and cultural factors. Moreover, this chapter will discuss the influence of tourism motivations, demographic variables, and cultural factor on destination selection.

According to this theory, "push" factors are those which make people desire to travel for tourism, and "pull" factors are those which lead them to select a particular destination, the latter often involve intangibles to a greater extent than the former. The presumed integration and reciprocal relationship of these two factors is illustrated by the so-called "**Integration Model of Explicit Motives**", which will be examined in this chapter.

The chapter will then continue to expand on the theme of tourist motivation, and to suggest that the **Integration Model of Explicit Motives** has its limitations, dealing as it does with essentially explicit motivations. It will then go on to propose a new "**Integration Model of Explicit and Implicit Motives**", involving both push and pull factors, but also including possible implicit tourist motivations.

The influence of demographic variables such as age, gender, income, marital status, and educational levels will be considered, as well as the influence of the society dominant culture, in the case of Saudi society the Islamic culture, on tourist motivation.

The chapter will conclude with a review of the variables (motivations, demographic variables and cultural factors) that have an influence on the decision-making process of tourists which lead to their final choice of destination, and how a better understanding of these steps can be of the greatest assistance to

those involved in the travel industry in their aim of providing travel products which satisfy the needs and expectations of tourists.

## 4.2 Push and Pull Factors Theory

As mentioned in chapter three most of the discussions in the tourist motivation literature have tended to revolve around the theory of push and pull motivation (e.g. Baloglu and Uysal, 1996; Bogari *et al.*, 2003; Crompton, 1979; Jang and Cai, 2002; Kim and Lee, 2002; Kozak, 2002; Oh, Uysal, *et al.*, 1995; Turnbull and Usal, 1995; Usal and Jurowshi, 1994; Yuan and McDonald, 1990; Yoon and Uysal, 2005). The theory assumes that people travel and choose their destinations according to different push and pull motivational variables. Basically, this is a two-step process involving push factors which motivate an individual to leave his/her home, and pull factors which draw an individual to travel to a specific place.

Push factors offer insights into tourists' internal stimulations to travel and are useful in explaining the desire to go on holiday in general (Belo and Etzel, 1985; Crompton, 1979; Goossens, 2000; Kozak 2002). Klenosky (2002, p.385) argued that "*Push factors refer to the specific forces in our lives that lead to the decision to take a vacation (i. e., to travel outside of our normal daily environment)*". Most push factors are origin-related and involve socio-psychological concerns and intrinsic desires such as the need for escape, relaxation, adventure, prestige, family and friend togetherness, sport, enjoying natural resources (see chapter three). In a study of overseas Chinese travellers, Hanqin and Lam (1999), for example, found that knowledge, prestige and enhancement of human relationships were the most important push motivational factors.

On the other hand, pull factors offer indications as to what external attributes attract tourists and make them desire to visit specific places (Klenosky, 2002; Sirrakaya and McLellan, 1997; You *et al.*, 2000;). Klenosky (2002, p.385) argued that "*Pull factors refer to those that lead an individual to select one destination over another once the decision to travel has been made* They often involve tangibles and other elements such as the availability of recreational facilities, historical values, marketing image, etc. They emerge as a result of the

attractiveness of the chosen area (Klenosky, 2002; Uysal and Hagan, 1993; Yuan and McDonald, 1990). That is to say, they are reflected in terms of the features, attractions, or attributes of the destination itself, such as historical attractions, natural environment and weather attraction, expenditure, low travel cost and so forth (See Chapter Three). In studying the motivations of British outbound tourists who visited seven international regions, Jang and Cai (2002) argued that the most dominant pull motivational factors that drew British outbound tourists were cleanliness and safety, easy access, an economical deal, and a sunny and exotic atmosphere.

While much has been written about the theory of push and pull factors and some researchers (e.g. Baloglu and Usal 1996; Bogari *et al.*, 2003; Kim *et al.*, 2003; Uysal and Jurowski 1994; You *et al.*, 2000) have examined the relationship between the two types of factors (why people desire to go on a holiday, and why they select particular places), yet the relationship, and the theory in general, seem to be more complex than they described. To date, the debate has concentrated on an “Integration Model”. This model involves the two types of factors (push and pull) being integrated and having a reciprocal relationship. In other words, push and pull factors can be matched to psychographic profiles of tourists. For instance, escape-relaxation factors make people choose destinations where nightlife, entertainment and water sports are available, whereas social status factors push them to choose other destinations where facilities such as golf, tennis, fishing, shopping and gambling are available (Moscardo, *et al.*, 1996; Witt & Wright, 1992; Uysal & Hagan, 1993).

By examining the nature and extent of the relationship between push and pull factors of tourist motivations for pleasure travel, Uysal and Jurowski (1994) found a correlation between the two groups of factors. They found that two of the pull factors (entertainment/resort and rural/inexpensive) could be explained by the push factor (escape). The results also suggest that rural/inexpensive areas may have the potential to attract those motivated by variables in the heritage/culture factor grouping, which includes local crafts, festivals, events, theatre, and cultural activities. In another study, Kim and Lees (2002) supported the findings of Uysal and Jurowski (1994) and argued that the relationship between the two groups of

factors is often positive. Their findings revealed a significant positive correlation between four push factors (family togetherness and study, appreciating natural resources and health, escaping from everyday routine, and adventure and building friendship) and three pull factors (various tourism resources, information, the convenience of facilities, and easy access to national parks) at  $\leq .05$  level significance. The only exception was the correlation between the pull factor of "easy access to national parks" and the push factor of "family togetherness and study". Similarly, Bogari *et al.*, (2003), using correlation and regression analysis, found a significant positive relationships between push factors (cultural values, usefulness, knowledge, social and economical factors, family togetherness, interest, relaxation, and convenience of facilities) and pull factors (safety, activity, beach sports/activity, nature/outdoor, historical/cultural, religious, budget, leisure and upscale) at  $\leq 0.01$  level of significance.

Oh *et al.*, (1995) adopted a canonical correlation analysis to examine the relationship between 52 pull factors and 30 push factors. Their results yielded four canonical variates indicating relations between the two sets of factors that were then used to form four overlapping market segments of the Australian overseas tourism market. These include "safety/comfort seekers" who prefer travelling to safe places as far as possible. Popular destinations for this category should provide personal safety, a good standard of hygiene and cleanliness, and a warm welcome for these travellers. "culture/history seekers" usually aim to increase their knowledge, experience different cultures, visit historical cities, local festivals, see crafts and handiwork, and try local cuisine. Their targeted destinations should develop products which would emphasize and cater to the cultural and historical motivations of travellers. The third segment is "novelty/adventure seekers" who are characterised by an emphasis on novelty and adventure in travel experiences. Finally, 'luxury seekers' who usually target destinations that highlight products such as high quality restaurants, nightlife and entertainment, and first class accommodation.

Baloglu and Uysal (1996) also examined the relationship between push and pull motivational factors to recognise product bundles in order to structure market segments and provide a marketing implication. They found that there is a

significant relationship between destinations' attributes, pull factors, and motives of travel, push factors. For example, sports activity pull factors in general have been found to be directly related to sports push factors, and have a relation to beach-resort factors. Push motives such as learning new things, seeing and experiencing foreign destinations, and experiencing new and different lifestyles have been also found to match with destination attributes which provide opportunities to increase knowledge. They also found that push motives such as travelling to historical, safe and secure places were matched with destinations characterised by attributes such as high quality restaurants, historical sites, warm hospitality, guided tours, museums and art galleries, and safety and cleanliness. Travellers who need escape and excitement have been found to be attracted by destinations which provide reliable weather, an exotic environment, and beaches.

Using the means-end approach to identify the pull attributes which attract travellers to particular destinations and the relationship between these attributes and the higher level motivational forces, push factors, which influence one's decision to travel in the first place, Klenoski (2000) argued that the means-end perspective provides a useful alternative approach for examining the relationship between push and pull factors in motivating and guiding travel behaviour. The results of his study revealed interesting evidence suggesting that a single pull factor can serve different and possibly multiple ends for travellers. For example, the results showed that the pull attribute "beaches" can lead to three different sets of means-end relationships. One set emphasizes the opportunity a beach provides to socialize and meet people, go out with others, and ultimately have fun and enjoy life. Another set stresses getting some sun and working on a tan, which indicates a belief that looking good and healthy leads to feeling good about oneself. The third set of relationships involves going to the beach to enjoy nature and the outdoors, to escape and relax, and to feel refreshed and recharged, thus enhancing one's productivity and chances for success back home at work or study.

Jang and Cai (2002) used a logistic regression (logit) model to identify the motivation factors which significantly affect destination choice by British travellers. They found that "fun and excitement" and "outdoor activities" contribute to the decision of those British travellers who select the U.S as a

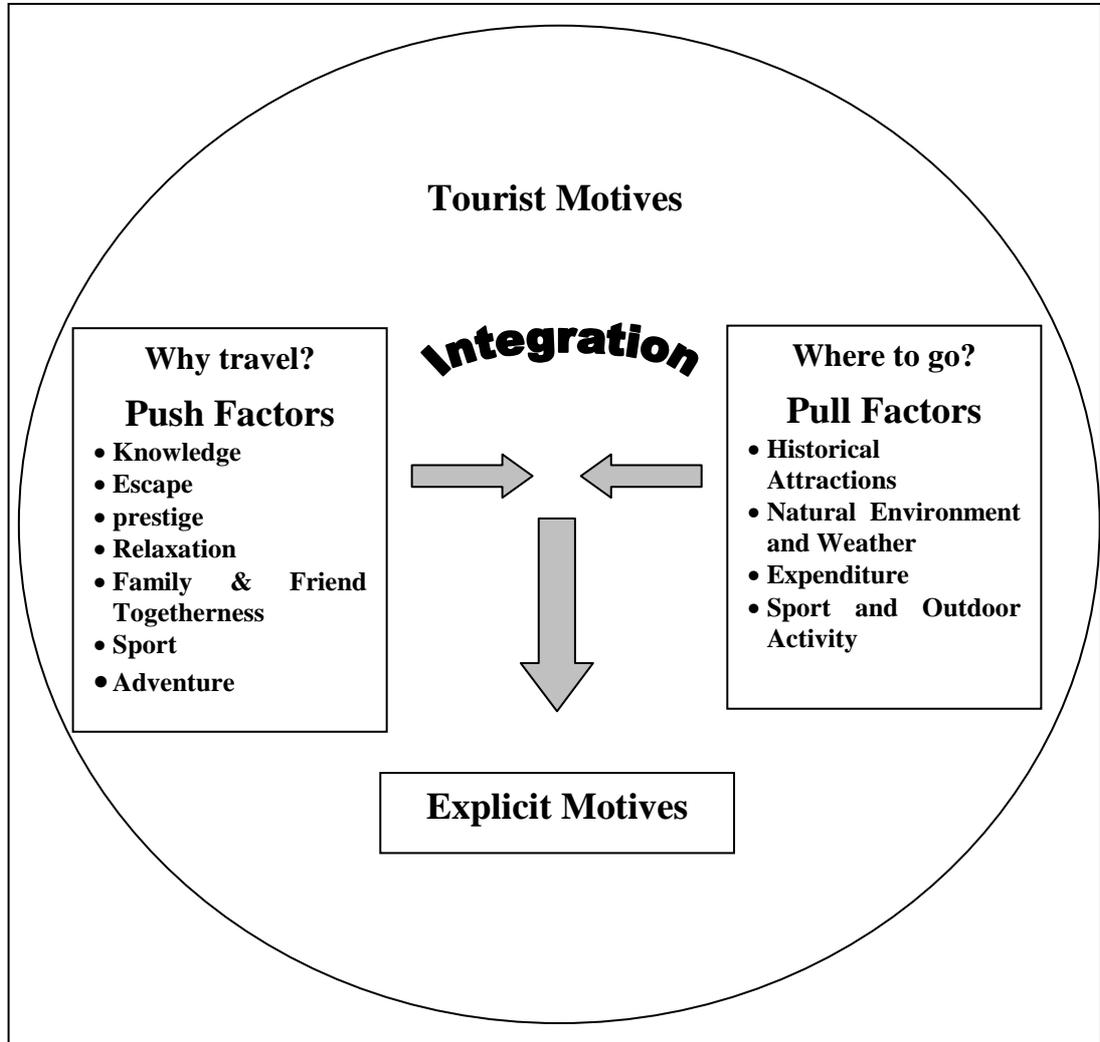
holiday destination. On the other hand, the British travellers who are motivated by "novel experience", "family and friend togetherness", "natural and historic environment" and "sunny and exotic atmosphere" are less likely to select the U.S. Their findings also revealed that Canada is more likely to attract those motivated by "family and friend togetherness" and "natural and historic environment". Travellers motivated by "knowledge seeking", "fun and excitement," and "sunny and exotic atmosphere" are more likely to travel to Central/South America. The West Indies/Caribbean region appears more likely to attract travellers motivated by "escape," "rest and relaxation," and "sunny and exotic atmosphere". Africa is more likely to be chosen by those who desire "natural & historic environment" and "sunny & exotic atmosphere". In Oceania, family & friend togetherness" is a positively significant factor. British travellers to Asian countries are more likely to be motivated by "novel experience".

By using the correlation analysis, Kim *et al.*, (2003) examined the relationship between push and pull factors. The result indicated that the pull factors, 'key tourist resources' and 'information and convenience of facilities' both have significant positive correlations with all four of the push factors (family togetherness and study, appreciating natural resources and health, escaping from everyday routine, and adventure and building friendship).

As mentioned above, most of these studies concentrated on positive and reciprocal relationships between the two categories of factors, using an **"integration model of explicit motives"**. This model, as can be seen in Figure 4.1, suggests that tourists' push factors, such as novelty experience (e.g. experiencing new and different lifestyles), escape (e.g. having a change from a busy job), knowledge seeking (e.g. going to places that have not been visited before), fun and excitement (e.g. finding thrills and excitement), rest and relaxation (e.g. just relaxing), and family and friend togetherness (e.g. visiting friend and relatives) are integrated with pull factors which include, for example, archaeological buildings and places, cleanliness and safety (e.g. personal safety, environmental qualities, purity of air, water, and soil), easy access and an economical deal (e.g. availability of pre-trip and in-country tourist information., the best deal available), outdoor

activities (e.g. outdoor camping in the wilds, activities for the entire family), and a sunny and exotic atmosphere (e.g. exotic atmosphere, good weather).

**Figure 4-1 Integration Model of Explicit Motives**



In fact, this “**integration model of explicit motives**” has been supported explicitly by most previous studies, especially in the Western context. According to Goossens (2000, p.305) *"push and pull factors melt together in the brain of the tourist"*. He believes that *"the push and pull factors of tourist behaviour are two sides of the same motivational coin"*. He goes on to argue that emotions and feelings about destination attributes motivate tourists to plan their trips. You *et al.* (2000, p.9) also argue that *"the matching of internal motives (push factors) with destination attributes (pull factors) may prompt a traveller to select one destination over another"*. In the same vein, Dann (1981, p.206) pointed out that, *'potential tourists in deciding "where to go" may also take into consideration*

*various pull factors which correspond adequately to their motivational push'*. Kelnosky (2002) suggested that push and pull factors should not be viewed as being entirely independent of each other but rather as being fundamentally related. In a recent study, Kim and Chalip (2004, p.695) also argued that "*push and pull factors are thought to work together to determine travel intentions and destination choice*". This integration was suggested to explain the motives for travel and for selecting specific destinations and services.

Based on the above argument, the "**Integration Model of Explicit Motives**" of push and pull factors suggests that the relationship between push and pull factors should be integrated to explain the explicit motives of tourists. Although this is true, this model does not give the complete picture. In other words, it does not effectively explain the complex relationship between the two groups of factors. The model has been used by previous studies to explain explicit motives as the only motives of tourism. However, "explicit" motivations are not necessarily the only motives that drive the tourist to travel. The answers of a tourist about his/her motivations don't always necessarily reflect all his/her actual motivations. For example, if a tourist is asked about his/her push motivations to have a holiday, and the answer is to enjoy good weather, this push motivation is not necessarily the only motivation that drives him/her to travel. Perhaps he/she has other motives that push him/her to travel but some of these motivations are implicit and the tourist does not want others to know about them for whatever reason.

Sex, for example, is considered to be one of the implicit motives which cannot be explored by the "**Integration Model of Explicit Motives**" of push and pull factors. Oppermann (1999) argued that, in a survey of sex tourism, if anyone is confronted with the question: "Are you a sex tourist?" it is highly unlikely that he/she would answer in the affirmative. Ryan and Kinder (1996) recognized prostitution as a concealment need which motivates outbound tourism. They acknowledged the fact that even happily married individuals use tourism as a way to visit prostitutes. They further acknowledged the fact that the desire for sex is not unknown to observers of tourist behaviour. Rivers (1972, p.162) stated that: "*Tourists abroad aim to free themselves from the mores that inhibit their capacity for enjoyment at home and this is one of the prime motives for travel.*"

Despite of the similarity between Saudi Arabia and Bahrain in terms of weather and geography, around 75% of Bahrain visitors are *Saudi* nationals. They are attracted by the fact that Bahraini tourism market allows consumption of alcohol and offers a more liberal atmosphere (Business Middle East, 2001). El-Gawhary (1995) also argued that nearly a million Arab tourists, mostly from Saudi Arabia, visited Cairo in 1994. During their time in Cairo, they visited nightclubs, Arab pubs, Arab pop shows, and even mixed with Arab prostitutes. Metwally (2004) confirmed that Bahrain and Dubai try to attract Saudi tourists by offering many entertaining goods and services and a social lifestyle which are not available in Saudi Arabia because of cultural and religious reasons.

Indeed, by focusing only on explicit motives, the push and pull factors “**Integration Model of Explicit Motives**”, may not explain all real motivations. As can be seen in Figure 4.2, the explicit motives (push and pull) do not give the complete picture of motivations, and there are other implicit motives which influence the decision and behaviour of tourists. The implicit motives are composed of implicit push and pull factors. The relationship between them should be integrated to contribute to explaining the real motives of tourists.

As the implicit motives are expected to be very important in Saudi Arabia because of the very conservative nature of the Saudi society, this study developed and employed a self-developed “**Integration Model of Explicit and Implicit Motives**” of push and pull factors to examine the explicit and implicit motives of Saudi tourists towards outbound tourism. The third person approach will also be used, as it is one of the most popular methods for discovering implicit motives. (This has been discussed in the methodology in Chapter Five).

Based on the above discussion some, hypotheses can be developed:

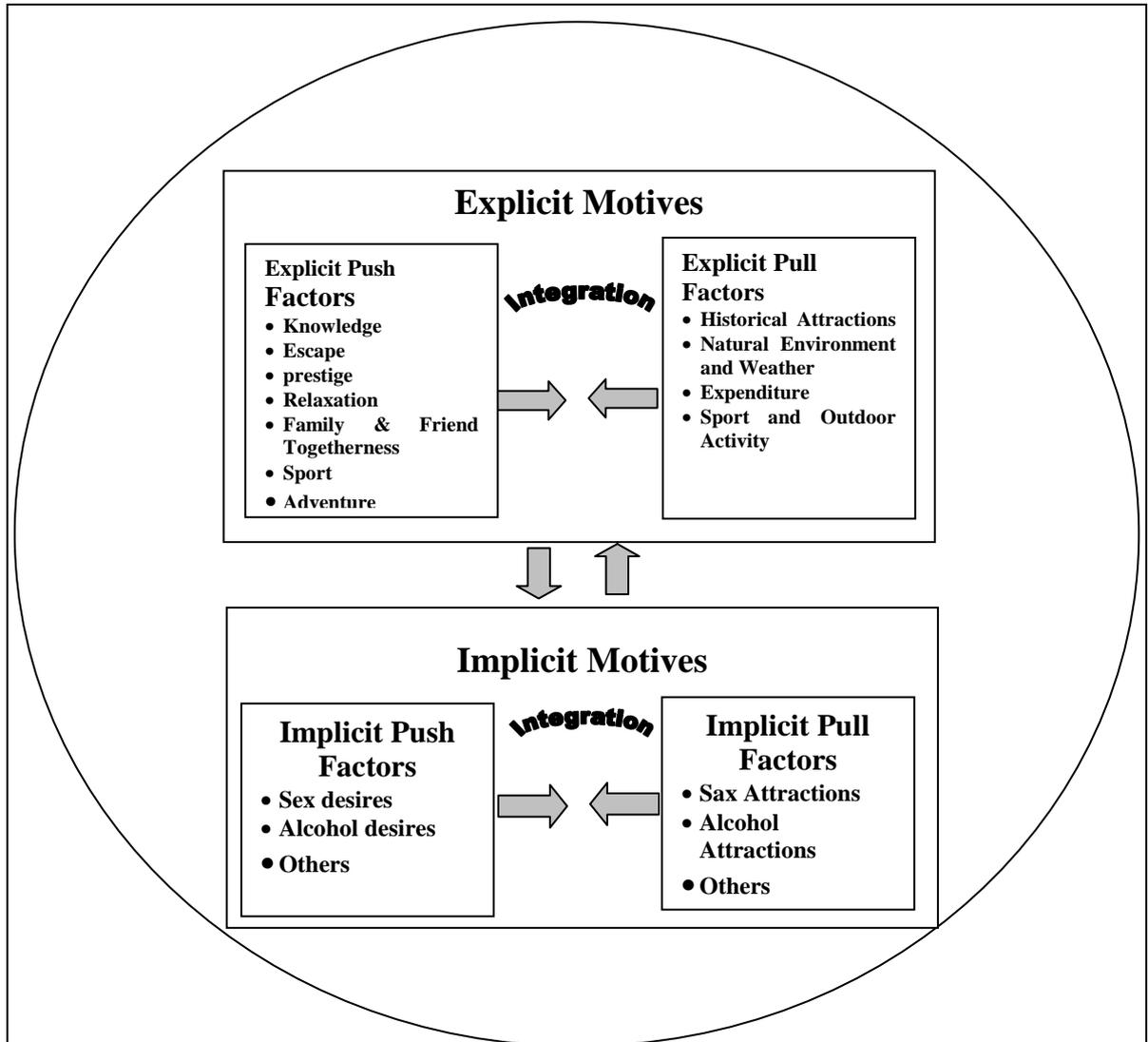
**H1a:** *There is a relationship between push and pull factors in explicit motives.*

Since previous research concentrated on examining the relationship between push and pull factors of explicit motives of tourists (as the only motives), and limited attention has been paid to finding the push and pull factor of the implicit motives

of tourism and the relationship between them, see Figure 4.2. Thus, it is hypothesized that:

**H1b:** *There is a relationship between push and pull factors in implicit motives.*

**Figure 4.2: Integration Model of Explicit and Implicit Motives**



### 4.3 Demographic Factors and Tourist Motives

In reviewing the literature, it has been found that demographic factors significantly influence tourists' motives (Baloglu and Uysal, 1996; Bogari *et al.*, 2003; Cha *et al.*, 1995; Hanqin and Lam, 1999; Jang and Cai, 2002; Jamrozy and Uysal' 1994; Metwally, 2004; Mok and Amostrong, 1995; Oh *et al.*, 1995; Zhang *et al.*, 2004). Oh *et al.* (1995) argued that differences between tourists in terms of

tourism motivations (push and pull factors) emerge due to differences in their demographics characteristics such as age, gender, marital status, income and education. In their study of the relationship between travel motivations and social and demographic factors, Hanqin and Lam (1999) found significant differences among Chinese tourists' motives (and in turn the influence of push and pull factors) according to their **age**. Their results suggested that people around 36-45 perceive travelling to Hong Kong as very prestigious, and that 'prestige' was a very important push factor for this group of Chinese tourists. Using chi-square analysis, Cha *et al.*, (1995) also found that age was significantly different among three groups of Japanese tourists (i.e. sports seekers, novelty seekers, and family/relaxation seekers). Their result showed that most of group 1 (sport seekers) tourists were from the age group 20-49 (82.7%). It also had the largest proportion of the age group 20-29 (40.6%), but included the smallest percentage of the age groups 18-19 (1%) and 60+ (5.6%). Jang and Cai (2002) also found that British travellers to Canada tended to be old (50.7), while the West Indies/Caribbean region was the destination for the relatively young tourists (39.5). Kim *et al.*, (2003) found that the ages of visitors to the national parks in Korea had a significant effect on both push and pull factors, for example, two of the age groups (29-39 and 40-49) showed the highest mean scores on the family togetherness push factor. In contrast, age group 1 (<29) had the lowest mean score on this factor. Those in group 4 (age 50 or above) rated 'appreciating natural resources and health' as an influential factor leading them to travel to the national parks. Regarding the pull factors, the two older respondent groups generally viewed the 'key tourist resources', 'information, and convenience of facilities' and 'accessibility and transportation' factors as more important than did the two younger respondent groups.

**Gender** is another important demographic variable. In their study of Hong Kong resident tourists' motives, Mok and Amostrong (1995) found a significant relationship between perceived importance of destination attributes and gender. Their study found that male respondents perceived entertainment and climate as more important than females. In addition, Kim *et al.*, (2003) found significant differences ( $p < 0.05$ ) between males and females in three of the push factors and one of the pull factors. Female respondents placed more importance on the push

factor of ‘family togetherness and study’, whereas male respondents emphasized factors of ‘appreciating natural resources and health’, and ‘adventure and building friendships’. On the pull factor of ‘key tourist resources’, the female group tended to perceive the key tourist resources at the national parks to be more important compared to the male group. In a recent study, Zhang *et al.*, (2004) also found significant differences between tourists' gender and two destination dimensions, tour features (accommodation, local transportation and food) and exogenous factors (epidemics, natural disaster, safety and political and social environment). Male tourists rated tour features more important than female tourists did. However, female tourists considered exogenous factors more important than male tourists did.

Another important demographic variable is **marital status**. According to Zhang *et al.*'s (2004) findings, married tourists considered tour features more important than their single counterparts. Jamrozy and Uysal (1994) also examined the influence of marital status on tourists' motivations. They related five travel groups (families, individuals travelling alone, couples, friends, and organized tour groups) to motivational push and pull factors and found that German overseas travellers display variations in push motivations while travelling alone and in groups of friends, as opposed to travelling as families, couples, and tour groups. For example, the first group (individuals travelling alone) looked for 'novelty', 'experience' and 'adventure' factors, while the second group (family groups) were motivated by 'luxury' and 'doing nothing'.

The **income** of tourists was also found to have an influence on tourist motives; according to Kim *et al.*, (2003) income has a significant effect on the push and pull factors. The result of their study indicated that three of the four push factors were found to be significantly different at the 0.01 level of significance, while one of the pull factors was significant at the 0.1 level of significant among groups with different income. Respondents with higher incomes (US\$25,000 or more) reported that ‘family togetherness and study’, and ‘appreciating natural resources and health’ were more important push factors in travelling to the national parks than respondents with lower incomes (less than US\$8,333). On the other hand, the lowest income group reported the highest mean score on the ‘adventure and

building friendship' factor compared to other income groups. Combining their respondents into three groups, US\$14,999 or below (group1), US\$15,000-US\$29,999 (group2) and US\$30,000 or above (group 3), Zhang et al (2004) found that income variable has significant influence on tourist motives. They found that group 3 considered Tour Features more important than group1, while group 1 rated Travel Cost more important than groups 2 and 3. Comparing groups 2 and 3, group 2 rated this dimension more important than group 3. They concluded that tourists with higher incomes perceived travel cost as less important than those in lower income groups. The findings of Hanqin and Lam (1999) also suggested that the higher the income, the higher the perceived importance of 'prestige' for travelling to Hong Kong.

Tourists with different **educational** levels were also found to have different tourist motives and to select different tourist destinations. In their study of Japanese travellers, Cha *et al.*, (1995) found that group one (sport seekers) and group three (family/relaxation seekers) had the highest percentage of the tourists with university/postgraduate education level (36.7% and 37.7%), while group two had the largest proportion of the senior high school level (45.5%). Baloglu and Uysal (1996) also found that high school and university graduates were generally novelty seekers and usually travel in summer and stay longer at the destination. On the other hand, less well-educated people were found to be urban-life seekers. They usually travel in spring and summer time and spend up to one month at the destination.

It is clear from the above studies that demographic factors are significantly influential in determining tourists' motives and can give indications of explicit motives as the only motives of tourism.

Based on the above discussion some hypotheses can be developed

**H2:** *There are differences in push factors of tourists (explicit) in terms of tourists' demographic factors (age, gender, marital status, income and education).*

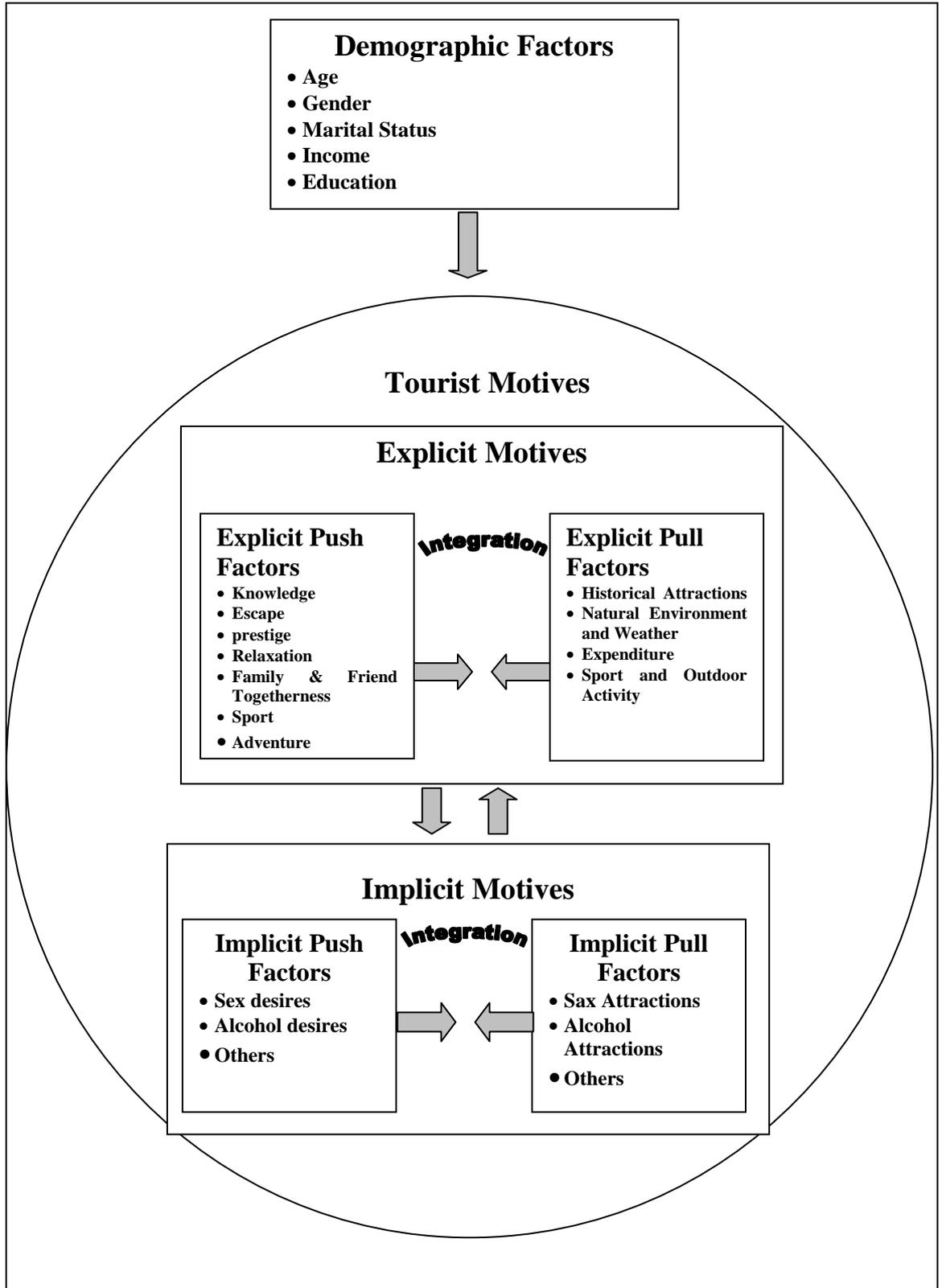
**H3:** *There are differences in pull factor of destinations (explicit) in terms of tourists' demographic factors (age, gender, marital status, income and education)*

Since previous research concentrated on explicit motives of tourists as the only motives, the question that still needs an answer is whether demographic factors have an influence on implicit motives of tourists, see Figure 4.3. Thus, it is hypothesized that:

**H4:** *There are differences in push factors of tourists (implicit) in terms of tourists' demographic factors (age, gender, marital status, income and education).*

**H5:** *There are differences in pull factors of destinations (implicit) in terms of tourists' demographic factors (age, gender, marital status, income and education)*

Figure 4.3: Demographic Variables and Tourism Motives



#### **4.4 Societal Culture and Tourism Motives**

Culture is considered one of the most important factors which have a great influence on tourism (Bogari, *et al.*, 2003; Kozak, 2002; Livin and kar, 2003; Reisinger and Turner, 1998; Pizam and Jeong, 1996; Pizam and Sussman, 1995; Pizam and Reichel, 1996; You *et al.*, 2000). This section aims to provide a review of relevant literature in this area, focusing on the influence of cultural variables on tourists' motives and their selection of tourist destinations. At the beginning, it may be useful to understand the concept of culture.

##### **4.4.1 The Concept of Culture**

Culture is a complex multidimensional phenomenon which is difficult to define (Bercovitch and Elgstrom, 2001; Cohen 1991; Kroeber and Kluckhohn, 1985; Moutinho, 1987). It is like a black box which we know is there, without knowing what it contains (Hofstede, 1980). There is no universal definition of culture. Rather, there are hundreds of definitions in the literature describing the concept of culture in different ways (Bercovitch and Elgstrom, 2001). According to Hanna and Wozniak (2000), there were over two hundred definitions of culture at that time, and these may have doubled during the last few years with the intensive usage of the concept of culture in different fields.

As culture is wide in its scope, theorists have met with difficulties in arriving at a single definition of culture and have put forward various views as to what constitutes the meaning of culture. In the different fields of social sciences, such as sociology, psychology, anthropology and intercultural communications, there have been varying interpretations of the concept of culture. Definitions vary between seeing culture as an all-inclusive phenomenon to the more restricted view of the concept founded on particular conceptual underpinnings. Nonetheless, in spite of the differing views of different authors, there is a general consensus of opinion in the literature that culture is a theory (Colby, 2003), an abstraction or a name for a very broad category of phenomena (Kaluckhohn, 1961).

A common and widely accepted definition of culture is that of an umbrella concept including elements such as shared values, beliefs and norms that

collectively distinguish a specific group of people from others (Assail, 1998; Otaki *et al.*, 1986; Hofstede, 1980; Hofstede, 1991; Pizam *et al.*, 1997; Pizam and Reichel, 1996; Pizam and Sussman, 1995). These shared elements are programmed into individuals in subtle ways from childhood (Otaki *et al.*, 1986), are resistant to change (Hofstede, 1991), and remain evident both at home and abroad (Pizam and Reichel, 1996; Pizam and Sussman, 1995). These elements are learned from society and lead to common behaviour patterns. Hofstede (1991) argues that culture is often reflected as a collective phenomenon, as it is partly a function of the social environment in which a person lives and is based on what he learns and from where it was learned. It therefore distinguishes members of groups and categories of people from one another. Along the same lines, Schiffman and Kanuk (1994: 409), described culture as “*the sum total of learned beliefs, values and customs that serve to direct the consumer behaviour of members of a particular society*”. Kohls (1984, p7) described culture as “*an integrated system of learned behaviour patterns that are characteristic of the members of any given society. It includes everything that a group thinks, says, does and makes.*” In addition, Goodenough (1971, pp 21-22) maintained that culture is “*a set of beliefs, shared by a group of people, which help the individual to decide what is, what can be, how to feel, what to do and how to go about doing things*”.

Culture has several components or sources, which include religion, attitudes and values, language, social organization, education, technology, political systems, legal systems. Religion influences lifestyle, values, beliefs, and attitudes and can have a huge impact on the way people in a society act toward each other and toward those in other societies (Bercovitch and Elgstrom, 2001; Moutinho, 1987; Usunier, 1996). Shared values, beliefs and group norms are internalized by individuals (Blackwell *et al.*, 2001), and attitudes are evaluations of alternatives based on these values. Differences in cultural values affect the ways in which decisions are made, strategy is implemented and planning is executed. The interaction of religion, values, beliefs and attitudes affect the way people behave, speak and act. These factors also have an impact on the motives of tourists through the different types of experiences people gain through outbound tourism (Kozak, 2002; Kim and Lee, 2000; Sakakida, *et al.*, 2004; Yiannakis *et al.*, 1991;

You *et al.*, 2000). In this study, Islam, as a crucial part of Saudi culture, will be one of the most critical issues assumed to influence the motives of Saudi tourists.

Language has been described as the mirror of culture (Czinkota *et al.*, 2002). It is critical to culture as it is the primary way in which cultural information and ideas are transmitted. Knowledge of the local language can assist in a better understanding of the culture (Rugman & Hogetts, 2000), for several reasons First, language provides direct access to local people who are often more overt in their communication when dealing with someone who speaks their language. Second, it allows a clearer understanding of the situation. With direct knowledge of a language, a person does not have to rely on someone else to interpret or explain. Third, an understanding of the language permits the person to pick up nuances, implied meanings, and other information that is not being stated outright.

#### **4.4.2 Culture and Tourists' Motives**

The preponderance of literature argues that culture is one of the many forces influencing consumer decision-making and thus it is an important to those considering the business of tourism (Bogari, *et al.*, 2003; Kim 1999; Livin and Kar, 2003). Recognizing the importance of culture and its influence on tourist decision-making, previous research concentrated on the relationship between national culture and tourist behaviour on one hand (Reisinger and Turner, 1998 ; Pizam and Jeong, 1996; Pizam and Sussman, 1995; Pizam and Reichel, 1996) and on tourist motivations on the other hand (Bansal and Eiselt, 2004; Gilbert and Terrata, 2001; Kim and Lee, 2000; Kozak, 2002; McClellan and Foushee, 1983; Muller, 1989, 1991; Sheldon and Fox, 1988; Sussmann and Rashcovsky, 1997; Richardson and Crompton, 1988; You *et al.*, 2000; You and O'Leary, 1999; Yuan and McDonald, 1990; Woodside and Lawrence, 1985).

In their study examining the effect of national culture on tourist behaviour, Pizam and Sussmann (1995) analyzed the views of a group of British tour guides, Asking for their opinions on behavioural differences between tourists from Japan, France, Italy and the US. Their findings indicated that in 90% of the researched

behavioural characteristics there were significant differences perceived between the four nationalities. For example, Japanese tourists were perceived by the British tour guides to keep mostly to themselves and to avoid socializing with other tourists. On the other extreme, the guides thought that Americans showed some tendency to congregate with other nationalities. The French tourists bought significantly fewer souvenirs than the other nationalities. They were also perceived to buy the least number of gifts. Italians came next, and Japanese and Americans were perceived to buy the most. Having these results, the researchers concluded that these differences are as a result of the cultural influences.

In another context, Pizam and Reichel (1996) studied the views of Israeli tour guides to American, British, German and French tourists' behavioural characteristics. Supporting Pizam and Sussmann (1995) study (in Britain), Pizam and Reichel (1996) results indicated that in eighteen out of the twenty behavioural characteristics there was a significant difference perceived between the four nationalities. Germans and French were perceived by the Israeli tour guides to be more adventurous than Americans and British. German tourists were also perceived to be the most active among the four nationalities. On the other hand, British tourists were perceived by the Israeli tour guides as being relatively passive. Other behavioural differences between the four nationalities were found in 'trip planning', 'searching for authenticity', 'shopping magnitude' and 'photography'.

Examining the influence of national culture on tourists' behaviour, Reisinger and Turner (1998) also found that Korean outbound tourists' behaviour was significantly influenced by their national culture. Comparing Korean tourists' behaviour with that of their Australian hosts, eight factors were identified as the dimensions of the cultural differences between the two nationalities. These include communication and understanding the tourist, display of feeling, courtesy and responsiveness, interaction, competence, idealism, regard of others, and greetings. For example, Korean tourists, as a result of the high uncertainty avoidance in the Korean society, do not display feelings in public and, in particular, do not go in for criticism and excessive compliments. They keep their emotions under control and respond to any situation calmly. An important reason

for this is the need for social harmony which is expressed in the maintenance of harmony in all human relations and avoidance of conflict. On the other hand, in Australia, a low uncertainty avoidance culture, people treat conflict as natural. They argue, criticize and seek solutions to problems. As a result, the researchers concluded that Australian tourism marketers should respond to the Korean tourist needs (e.g. for not displaying feeling in public).

The other category of previous research focused on examining the relationship between national culture and tourist motivations and destination preferences. Surveys conducted by The United States Travel and Tourism Administration (USTTA) (1984a, 1984b) among Japanese, Australian, British, West German, and French tourists found significant differences among these nationalities regarding tourism preferences and the importance of various factors in choosing a destination. It was found that food ranked as the most important part of a good vacation for UK and Japanese visitors but ranked third for Australians, fifth for Germans, and not at all for French. Examining the cross-cultural differences on the importance of food service in a vacation choice, Sheldon and Fox (1988) also found that for Japanese tourists, as compared to US and Canadian tourists, food service had a stronger influence on their tourist motives and in turn on their destination choice.

Kim and Prideaux (2005) investigated the differences in motivations for travel to Korea, preferred tourist resources (activities), length of planning before travelling, information sources used, and length of stay based on five national tourist groups (American, Australian, Japanese, Chinese (Mainland), Chinese (Hong Kong SAR).) The results indicated that the motivations of travel to Korea, length of pre-travel planning, information sources used, and length of stay were influenced by national culture. In term of motivations, tourists from Mainland China and China (Hong Kong SAR) were most likely to be motivated by the 'enjoying various tourist resources' dimension, while Japanese and European tourists were less likely to be motivated by this dimension. Tourists from Japan were least likely to be motivated by 'culture and history', while those from America, China (Mainland), China (Hong Kong SAR), and Australia were more likely to be motivated by 'culture and history' than other groups. For the dimension 'escaping

from everyday routine', Chinese (Mainland) and China (Hong Kong SAR) tourists were more likely to be motivated to travel to Korea than the other three national groups. American and Australian tourists were more likely to be motivated by 'socialization' while Mainland Chinese tourists were least likely to be motivated by this dimension. Finally, Chinese (Mainland) and Chinese (Hong Kong SAR) tourists were more likely to be motivated by 'social status', compared to US visitors, who were the least likely to be motivated by this dimension.

Analyzing the impact of culture on tourists' motivation (especially on push and pull factors), Kim and Lee (2000) used cultural orientation of individualism and collectivism to understand the differences in travel motivations between Anglo-American and Japanese tourists. The study found that Japanese and American tourists have different cultural tendencies and travel preferences, and this result was confirmed by Sakakida *et al.*, (2004) when examining Japanese and American college students' travel preferences. Gilbert and Terrata (2001) studied the influence of Japanese culture on travel motivations and argued that Japanese tourists seem to be pushed by acquiring new knowledge and enjoying adventure through overseas travel.

You *et al.*, (2000) found that travellers from the United Kingdom and Japan had different travel motives and benefit-seeking patterns. They showed significant differences for thirteen of seventeen travel motivation variables. For example, UK travellers viewed knowledge enhancement about places and people as being more important than did Japanese travellers. Other differences were found for escaping from the ordinary, finding thrills and excitement, visiting friends and relatives, experiencing a simpler life, and experiencing a new and different lifestyle. Kozak (2002) used the concept of push and pull to analyse the motivations of 1,872 British and German tourists visiting Mallorca and Turkey in the summer of 1998. Factor analysis produced four motivational categories: culture, pleasure-seeking/fantasy, relaxation and physical aspects. German tourists were more likely to have culture and nature-oriented motivations. British tourists liked to have fun and mix with fellow tourists. Tourists visiting Turkey had stronger cultural and physical motivations than those in Mallorca. As Bansal and Eiselt (2004) put it, tourists from North America frequently travel in small groups and

most of them are looking for adventure. Some of their motivations may include, climate, relaxation, adventure, personal reasons, educational sites, festivals, and so on. Examining the influence of Arab culture on tourist motives Barham (1989) noted that the lack of activity preferred by the Arabs in general influences their tourist decisions. In Jordan, as in most Arab societies, the main motivation for tourism is recreation, which usually means absolute relaxation called “raha”, and any physical activities are considered to be against the aim of this motivation.

Despite the great attention of previous research in examining the relationship between culture and tourism, very little research has been conducted to find out how Saudi culture and Saudi outbound tourists' motives are related to each other, despite the increasing numbers of Saudi outbound travellers in the last few years. Furthermore, there has been a lack of attention to examination of the influence of societal culture on hidden motives of tourists. To close this gap, the current study aims to examine the influence of the Saudi societal culture on Saudi outbound tourists' motives, especially their hidden motives. To achieve this aim, Hofstede's model of culture will be used.

#### **4.4.3 Hofstede's Model of Culture**

In his famous study of culture consequences, Hofstede (1980, 1991) identified five different dimensions of culture based on a study of seventy-two countries. These dimensions are: power distance, collectivism versus individualism, uncertainty avoidance, femininity versus masculinity, long-term versus short-term orientation. **Power distance** refers to how cultures deal with inequality between individuals. That is to say, understanding the way people are treated in terms of equality/inequality in their family, school, work and society. For instance, a small power distance family treats the children as equals, and they are encouraged to have minds of their own and make or contribute to decisions. In schools, they will rely to an extent on their own initiatives, and in the workplace they see hierarchy as being an inequality of roles established only to manage the company, and subordinates will frequently be consulted when the company makes decisions. In a large power distance family, children are relatively obedient to their parents and elders as a sign of respect. Parents and elders are treated as superiors and make

decisions for the children. In this case, the child also regards his teacher as being very wise, and feels uneasy about contributing or criticizing his/her ideas even when he/she may have a contrary opinion. Although hierarchy represents inequality of power, subordinates should expect to be instructed in what to do, not to be consulted, nor asked to make contributions on any course of action or plan.

**Individualism versus collectivism** represents the level of integration between individuals and groups. In individualistic societies, everyone is expected to look after him/herself and his immediate family, for example his children and partners. In a collectivist society, when people are born, they are integrated into a very extended family. The family frequently includes uncles, aunts, grandparents, cousins, nieces, nephews, etc. In collectivist societies, for example, decisions are made by the group of family members. There is a respect for elders and other family members. At work, collectivists take everyone's opinion into account, and employees have a very close relationship. On the other hand, in individualistic societies, peoples' individual opinions are more important than those of the group. There is little consultation at the level of the individual, and this also applies in the workplace. People concentrate on what they are supposed to do, but very little on its relationship to what others are doing.

**Uncertainty avoidance** refers to norms, values and beliefs concerning tolerance of ambiguity, and how cultural influences make a member of a society feel either comfortable or uncomfortable. A higher uncertainty avoidance culture attempts to structure social systems (political, educational, and business) on which where order and predictability are predominant. Hence, situations that are held to be risky, unacceptable, unknown, and different should be avoided as far as possible through strict laws and structures. In a high uncertainty avoidance society, people are governed by strict rules and responsibilities in the workplace. In contrast, in a low uncertainty avoidance society, differences are tolerated, and simple rules are used to manage people. In such cultures, such issues are discussed openly, and it is not expected that people will express surprise when faced with issues they find undesirable. In the workplace, people are not governed by strict rules, written or unwritten.

The degree of clear distinction between social gender roles is referred to by **masculinity versus femininity**. This involves distinctions of emotion between genders, ranging from 'tough' masculine to 'tender' feminine. Masculinity is the extent to which a society's dominant values are success, money, and material things. Femininity is the extent to which a society's dominant values are caring for others, the quality of life, or people. In a feminine society, there is solidarity in relationships, and conflicts are often resolved by compromise and negotiation. In contrast, in a masculine society, conflicts are resolved by pressure or debate rather than through compromise.

Finally, **long-term versus short-term orientation** has its basis in Confucian ideals. The characteristics of long-term orientation societies include thrift, saving and perseverance, whereas the emphasis is on social applications regardless of cost in short-term orientation societies.

According to Hofstede's findings, Arab culture in general and Saudi culture in particular, is a high power distance culture. This could be attributed to the Moslem's beliefs about authority in Islamic society, where Islam and Arab traditions recognize status hierarchy (Bjerke and Al-Meer, 1993). Saudi culture is also described as a high uncertainty avoidance culture, where people do not tolerate others who deviate from Islamic teachings and Arab traditions. According to Hofstede, collectivism is another important characteristic of Saudi culture. Saudis live in a society where family and friendship remain important and influential factors in their life and work. Islam is considered an important source for this high collectivism orientation. Moslems are required to cooperate with other Moslems, and to share each another's sorrows and happiness. They are also required to offer non-Moslem groups the maximum social and cultural rights on the basis of the common bonds of humanity (Al-Twajjri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993). Finally, Hofstede described Saudi culture as a 'feminine' culture. There is an emphasis on caring and concern for others and a friendly relationship among people. Islamic teachings and tribal systems stress the concept of caring and cooperation among people which characterizes feminine societies (AT-Twajjri and Al-Muhaiza, 1996).

Critics of Hofstede's work have frequently questioned its empirical validity. Some stressed the limitation of gathering data from a sample of a single organization in order to make inferences about national culture (Portwood, 1982; Shackleton and Ali, 1990; Smith and Dugan, 1996; Wallace, *et al.*, 1999). Kidd (1982), for example, argued that the subjects are representative only of each country's middle class. Research in Britain and the United States has indicated considerable differences in social class and, in turn, in work values. Some other reviewers of Hofstede's work questioned whether the dimensions developed from data collected between 1968 and 1973 were specific to the period of analysis (Sondergaard, 1994; Shackleton and Ali, 1990; Wallace, *et al.*, 1999).

Despite this criticism, Hofstede's study is considered to be one of the few models which provide clear dimensions of studying and examining the influence of culture. In the current study, Hofstede's model of culture will be used for two main reasons. First, among numerous studies on cultural differences, such as Kaluckhohn and Strodbeck (1961) (five value orientations towards people), Hall (1977, 1983) (communication style and information flow), and Samovar and Porter (1988) (formality of culture), most attention has been focused on the research of Hofstede (1980) (Reisinger and Turner, 1998). Moreover, in examining the link between culture and tourism, the most widely utilized dimensions of culture are the five dimensions developed by Hofstede (Crotts and Erdman, 2000).

Tourism studies that used Hofstede's dimensions of culture often found interesting results. For example, using Hofstede's conceptual framework to examine the influence of national culture on consumers' evaluation of travel services, Crotts and Erdmann (2000) found that national culture influences a consumer's willingness to report dissatisfaction. Respondents from matched sample of international visitors to the US revealed a willingness of respondents from high masculinity societies to report dissatisfaction more often than those from low masculinity societies. Though the differences were small, they were nevertheless statistically significant. The researchers suggested that firms who serve visitors from societies where assertive behaviour is encouraged should expect low average satisfaction measures when compared to visitors from less masculine societies.

They concluded by supporting the usage of Hofstede's model when examining the influence of national culture on consumers' decision-making in general and tourist's motives and selection of destinations in particular.

Litvin and Kar (2003) used one of Hofstede's dimensions (i.e. individualism-collectivism) to study the influence of culture on a sample of Singapore tourists. Their findings provided confirmation that the greater the degree of congruity between ideal self-image and destination image, the greater the visitor satisfaction. The relationship between these variables is intensified for individualists versus collectivists. Individualists have considerably higher satisfaction than collectivists at a high level of congruence. This is due to the expectation that individualists would be most satisfied with a destination they felt to be a reflection of self. The researchers concluded by stressing the significance of Hofstede's model, arguing that it is not possible to apply culture to commerce in general, and to tourism in particular, without taking Hofstede's work into account.

The second reason for using Hofstede's model in the current study is that most replicated studies of Hofstede's work in the Saudi context achieved significant findings, validating Hofstede's finding at least in terms of Saudi culture. With a sample of Saudi managers, Bjerke and Al-Meer (1993) studied the influence of Saudi culture on organizations using Hofstede's cultural dimensions. Their results showed that Saudi managers score high on power distance, tend to have a high uncertainty avoidance orientation, and prefer a tight social framework in organizational as well as institutional life. In another study, Al-Twajiri and Al-Muhaiza (1996) applied Hofstede's four cultural dimensions to the Gulf Cooperation Council countries, including Saudi Arabia. Despite some cultural changes being noticed, the main findings support Hofstede's description of Saudi culture as one of high power distance, high uncertainty avoidance, collectivism and femininity.

To examine the influence of Saudi societal culture on Saudi outbound tourists' motives, three of Hofstede's cultural dimensions will be used. These are collectivism/individualism, power distance, and uncertainty avoidance. The fourth dimension (i.e. masculinity/femininity) has been excluded for its low score in

Hofstede's work and the replicated studies in the Saudi context (see Table 4.1). It was also decided to exclude the fifth dimension (long/short-term orientation) since it was not used by the replicated studies in the Saudi context.

**Table 4-1 : Summary of the Cultural Dimension of Arabic Countries and Saudi Arabia**

| Cultural Dimension    | Hofstede's Results | Bjerke and Al-Meer's Results | Al-Twajri and Al-Muhaiza's Results |
|-----------------------|--------------------|------------------------------|------------------------------------|
| Power Distance        | 80                 | 73                           | 61                                 |
| Uncertainty Avoidance | 68                 | 74                           | 88                                 |
| Individualism         | 53                 | 43                           | 53                                 |
| Masculinity           | 38                 | 41                           | 41                                 |

Source: Hofstede (1980; 1991); Bjerke and Al-Meer (1993); Al-Twajry and Al- Muhaiza (1996).

Although the influence of Saudi culture, with its dimensions of collectivism, high power distance and high uncertainty avoidance, on Saudi tourist's motives has not been clearly examined, some indications can be inferred from previous studies' findings. For example, in studying the foreign travel behaviour of Saudi tourists, Yavas (1987) found that religious leaders have influenced young Saudis to avoid some countries and tourist destinations where their morals could be compromised (notably Europe and USA). They were encouraged to travel to countries where Islamic teachings and traditions are implemented (notably Arab and Moslem countries). This finding can be attributed to the influence of the high power distance dimension of Saudi societal culture and the hierarchical status recognized in Islam.

Studying motivations for domestic tourism in Saudi Arabia, Bogari (2002) also argued that the conservative nature of Saudi culture made domestic holidays preferable to Saudis. Her study's findings revealed that Saudis preferred domestic tourism to preserve traditions and customs, to protect children from non-Islamic values and to protect Saudi youth from such diseases as Aids. The findings also showed that Saudi travellers considered domestic holidays to be more appropriate for families than foreign holidays. This is because the Saudi social environment helps women to preserve the Islamic veil. It was also considered to be more convenient to perform Islamic rituals when holidaying domestically than when holidaying in non-Islamic countries. Personal security was also considered to be

assured while on holiday in Saudi Arabia, and being with people who share similar traditions and customs. According to the World Tourism Organization (WTO) (2003b), most Saudi tourists see Malaysia as safe for family travel. Being a Moslem state it possibly provides some comfort in the wake of 11 September 2001, along with the similarities in food and culture. These findings can be associated with the high uncertainty avoidance characteristic of Saudi culture.

Saudi traditional customs have also been found to influence tourist destinations and choice selection. Saudi outbound travellers were found to prefer travelling with their family members to travelling alone. In this case, notably for reasons of privacy, they often prefer renting a flat to staying in a hotel or motel. In private flats, they can also prepare their own traditional Saudi food rather than eating out (Yavas, 1987). Again this finding could be attributed to the collectivist nature of Saudi culture.

Based on the above review of previous research some hypotheses can be developed:

**H6a:** *Cultural factors are associated with Push factors of tourists (explicit).*

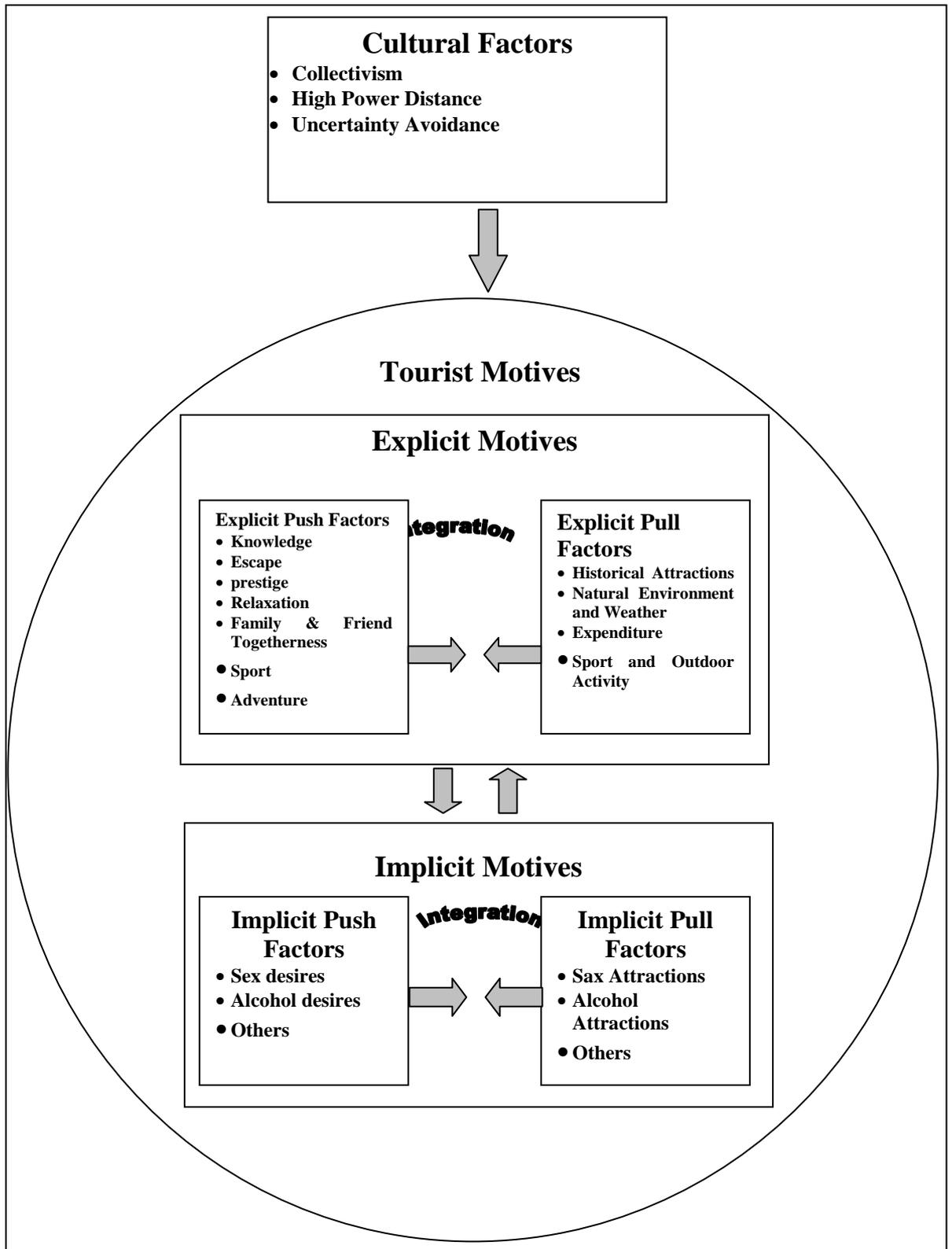
**H6b:** *Cultural factors are associated with Pull factors of tourists (explicit).*

Since previous research concentrated on examining the influence of cultural factors on explicit motives of tourists (as the only motives), limited attention has been paid on the influence of cultural factors on implicit motives (see Figure 4). Thus, it is hypothesized that:

**H6c:** *Cultural factors are associated with Push factors of tourists (implicit).*

**H6d:** *Cultural factors are associated with Pull factors of tourists (implicit).*

Figure 4-4: Cultural Factors and Tourism Motives



## 4.5 Tourist Destination Choice

Tourist destination choice is a process of decision-making which involves selecting from two or more available options (Bogagi 2002). The basic model of consumer decision-making suggests that decisions are made based on five distinct stages: 1-) need or problem recognition; 2-) search of information; 3-) alternative evaluation; 4-) choice; 5-) post-purchase processes (Blois and Grunert, 2000; Boyd, *et al.*, 2002; Czinkota *et al.*, 1997; Dibb *et al.*, Engel *et al.*, 1993).

In the literature, there are several factors which have been found to influence travellers to choose particular destinations. These include factors like age, income, personality, the distance of the destination, cost, image, time, safety, the ability of the traveller to travel to the destination, previous visits, cultural background and motivation (Baloglu and McCleary, 1999; Bansal and Eiselt, 2004; Kosak, 2002; Sirakaya *et al.*, 2001). The influence of these factors on tourist destination choice has been well examined by previous research (Jang and Cai, 2002; Lehto *et al.*, 2002; Mansfeld, 1992; Moutinho, 1987; Nicolau and Mas, 2006; Sirakaya *et al.*, 2001; Summers and McColl, 1998; Turnbull & Uysal, 1995; Zhang *et al.*, 2004).

The next sections will discuss the influence of motivation, cultural factors and demographic variables on the destination selection of tourists.

### 4.5.1 Tourist's Motivations and Destination Selection

In order to improve income from tourism and to determine marketing segments, recently marketing planners have been interested in understanding why people choose particular destinations (Poria *et al.*, 2004). Mansfeld (1992, p.401) suggested that, *“An analysis of the motivational stage can reveal the way in which people set goals for their destination choice and how these goals are then reflected in both their choice and travel behaviour. As well as this, it can provide tour operators, tourism planners, and others tourist-related institutions with a better understanding of the real expectations, needs and goals for tourists. Such an understanding is essential to create travel products designed to meet these needs and expectations”*.

Summers and McColl (1998) maintained that the recognition of a need to travel would prompt the first stage in the decision-making process. The tourist's decision-making process involves his or her motives and intentions in addition to the stimuli that transform interest into product or destination selection (Moutinho 1987). You *et al.* (2000) point out that motivational theories have been used by a number of researchers in an attempt to understand the travel decision-making process. For instance, using a convenience sample of young American and Chinese students, Summers and McColl (1998) found that psychographic variables such as motivation, perceived risk, and cultural values played an important part in forming the criteria involved in destination selection. In addition, Lehto *et al.* (2002) suggested that psychographic variables such as traits, attitudes and preferences may have a role to play in understanding travel decision-making.

Mansfeld (1992) argued that there is a strong link between travel motivations and destination choice. This was confirmed by Jang and Cai (2002) who studied travel motivations associated with British outbound pleasure travellers and, suggested that it is vital for destination marketers to establish a strong fit between their destination attributes and the motivations of their target markets through effective marketing and promotional programmes. In another study, Zhang *et al.* (2004) investigated Hong Kong residents' preferences toward destination choice of outbound leisure travel. The result indicated that safety is the most important aspect for Hong Kong residents in selecting a travel destination. From here, motivations can be characterized as "positive" driving forces, which prompt individuals to travel to specific destinations, or "negative" forces such as fears or aversions, which lead individuals not to travel to certain destinations (Gillbert and Terrata, 2001).

In terms of the role of push and pull factors in destination choice of tourists, the tourism literature emphasizes the importance of both push and pull factors in shaping tourist motivations and hence in choosing vacation destinations (Crompton, 1979; Dann, 1977; Goossens, 2000; Jang and Cai, 2002; Oh *et al.*, 1995; Yuan and McDonald, 1990). According to Crompton (1979), travel

motivations including push and pull factors have an influence on the decision to select a tourist's destination.

Dann (1977) studied the influence of push and pull factors in travel decision-making, finding that push factors are internal to individuals, and give rise in them to a desire to travel. In contrast, he found pull factors to be external to individuals, and to influence where, when, and how people travel, given that the initial desire to travel is present. The push motivations have traditionally been considered useful for explaining the desire for travel, while the pull motivations have been considered useful for explaining the actual destination choice (Baloglu and Uysal, 1996; Goossenes, 2000). The push factors are held to be socio-psychological motivations which influence the individual to travel, with the pull factors being those which attract the individual to a particular destination once the decision to travel has been taken (Oh *et al.*, 1995). It is generally accepted that push factors must be present before pull factors can take effect (Mill & Morrison, 1998).

Practically, Yuan and McDonald (1990) examined travel motivation and destination choices, using the concept of push and pull factors. The authors examined push and pull factors across four countries: France, Japan, West Germany, and the UK, using personal interview data from a larger study conducted by the U.S. Travel and Tourism Administration and Tourism Canada in 1986. Five push factors were identified including escape, novelty, prestige, enhancement of family relationships, and relaxation/hobbies. Pull items included budget, culture and history, nature, ease of travel, cosmopolitan environment, facilities, and hunting. Differences found among the four countries were culturally defined. The authors concluded that although individuals may travel for similar reasons, reasons for choosing particular destinations and the level of importance attached to each factor might differ.

Similarly, Jang and Cai (2002) sought to identify the motivation factors (push and pull) which significantly affected destination choice by British travellers. To achieve this aim, they used three steps, which are: -

- 1- Uncover underlying push and pull factors of motivation associated with the British outbound tourist.
- 2- Compare the level of importance of the underlying factors across the different destination regions.
- 3- Identify what motivational factors have significant effects on destination choice by using logistic regression test.

This study indicated that “fun & excitement” and “outdoor activities” contributed to the decision of those British travellers who selected the U.S as a holiday destination. On the other hand, the British travellers who were motivated by "novel experience", "family and friend togetherness", "natural and historic environment" and "sunny and exotic atmosphere" were less likely to select the U.S. Their findings also revealed that Canada was more likely to attract those who were motivated by "family and friend togetherness" and "natural and historical environment". Travellers who were motivated by "knowledge seeking", " fun and excitement," and " sunny and exotic atmosphere" were more likely to travel to Central/South America. The West Indies/Caribbean seemed more likely to attract travellers who were motivated by "escape," "rest & relaxation," and sunny & exotic atmosphere". Africa was more likely to be chosen by those who desired "natural and historic environment" and "sunny & exotic atmosphere". In Oceania, “family and friend togetherness" was a positively significant factor. British travellers to Asian countries were more likely to be motivated by "novel experience".

As can be seen from the above literature review and discussion, the effort made by previous research tended to concentrate on the influence of explicit motives of tourists and how that reflects on their selection of tourism destination. Thus, it is hypothesized that:

**H7a:** *Push motives of tourists (explicit) have an influence on destination selection*

**H7b:** *Pull motives of tourists (explicit) have an influence on destination selection*

Limited attention has been paid to find the influence of implicit motives of tourists (push and pull factors) on destination selection, see Figure 4-5. Thus, it is hypothesized that:

**H7c:** *Push motives of tourists (implicit) have an influence on destination selection*

**H7d:** *Pull motives of tourists (implicit) have an influence on destination selection*

#### **4.5.2 Demographic Variables of Tourists and Destination Selection**

The tourism research literature shows that demographic variables of tourists have an influence on destination selection (Cai *et al.*, 1996; Huybers and Benett 2000; Metwally 2004; Lee *et al.*, 2002; Oum and Lemire 1991; Richardson and Crompton, 1988; Sheldon and Mak 1987). Sheldon and Mak (1987) proposed a model that explained travellers' choices of independent travel versus package tours by using logistic regression analysis of survey data on travel to Hawaii. The results indicated that travellers' decisions were related to some demographic and socio-economic and travel trip characteristics. Richardson and Crompton (1988) found that age, education and income are influential variables in differentiating the vacation patterns of French and English Canadian tourists in Canada. Oum and Lemire (1991) found that marital status and gender has an influence on Japanese tourist' destination choices.

Cai *et al.*, (1996) presented a model that identified a set of demographic and socio-economic variables that differentiated US pleasure travellers selecting China, including (Hong Kong), from those choosing other Asian travel destinations; they found that the group of tourist choosing China/ Hong Kong over non-China/ Hong Kong could be characterized by higher household incomes, more education, later life cycle stage, smaller family sizes. Tourists choosing non-China/ Hong Kong over China/ Hong Kong tended to have lower household incomes, fewer years of schooling, larger family sizes and to be in earlier life cycle stages. Lee *et al.* (2002) found that the gender of German long-haul travellers had an influence on their destination choices.

Despite the limited attention given to it, the influence of demographic variables of Saudi tourists on tourist motives and destination selection has been examined by previous research. In his study of the impact of demographic factors on the selection of tourist resorts by citizens of the Gulf Council Countries (GCC) (including Saudis), Metwally (2004) found a significant relationship between marital status and education levels and selection of resorts. For example, young married couples were found to prefer spending their vacation in neighbouring GCC resorts and to spend short periods of time at the tourist resorts, while households preferred to spend their vacations in Arab resort countries other than neighbouring GCC countries. On the other hand, highly educated and single persons were found to prefer spending their vacations outside the Arab region.

It can be seen from previous discussion that demographic variables have an influence on destination selection, see Figure 4-5. Thus, it is hypothesized that:

**H8:** *Demographic factors (age, gender, marital status, income and education) have an influence on destination selection*

#### **4.5.3 Societal Culture and Destination Selection**

By reviewing the literature, several studies identified culture as one of the many forces influencing consumer decision-making (see Assael, 1998; Pizam and Sussman, 1995; You *et al.*, 2000) and thus it is critically important to those considering the business of tourism (Litvin and Kar, 2003) in general, and on destination selection (Bogaric, 2002; Muller (1989-1991); Yavas, 1987) in particular .

Regarding international tourism, Muller (1989, 1991) argued that an individual's choice of holiday destination and other economic behaviour relating to travel abroad for pleasure are determined by cultural values. He concluded that marketers should develop tourism products (i.e. attributes) and promotional themes that take the segment's values into account in order to make a particular destination more attractive. McClellan and Foushee (1983) also examined similarities and differences in the perceptions of tour operators from nine

countries concerning certain holiday attributes of the US. Their findings showed significant differences between the respondents. The conclusion was that visitors from different countries (and, by extension, from different cultures) do not share the same perceptions of the US. The study found that there were great variations in the importance that visitors from the different countries accorded to certain attributes.

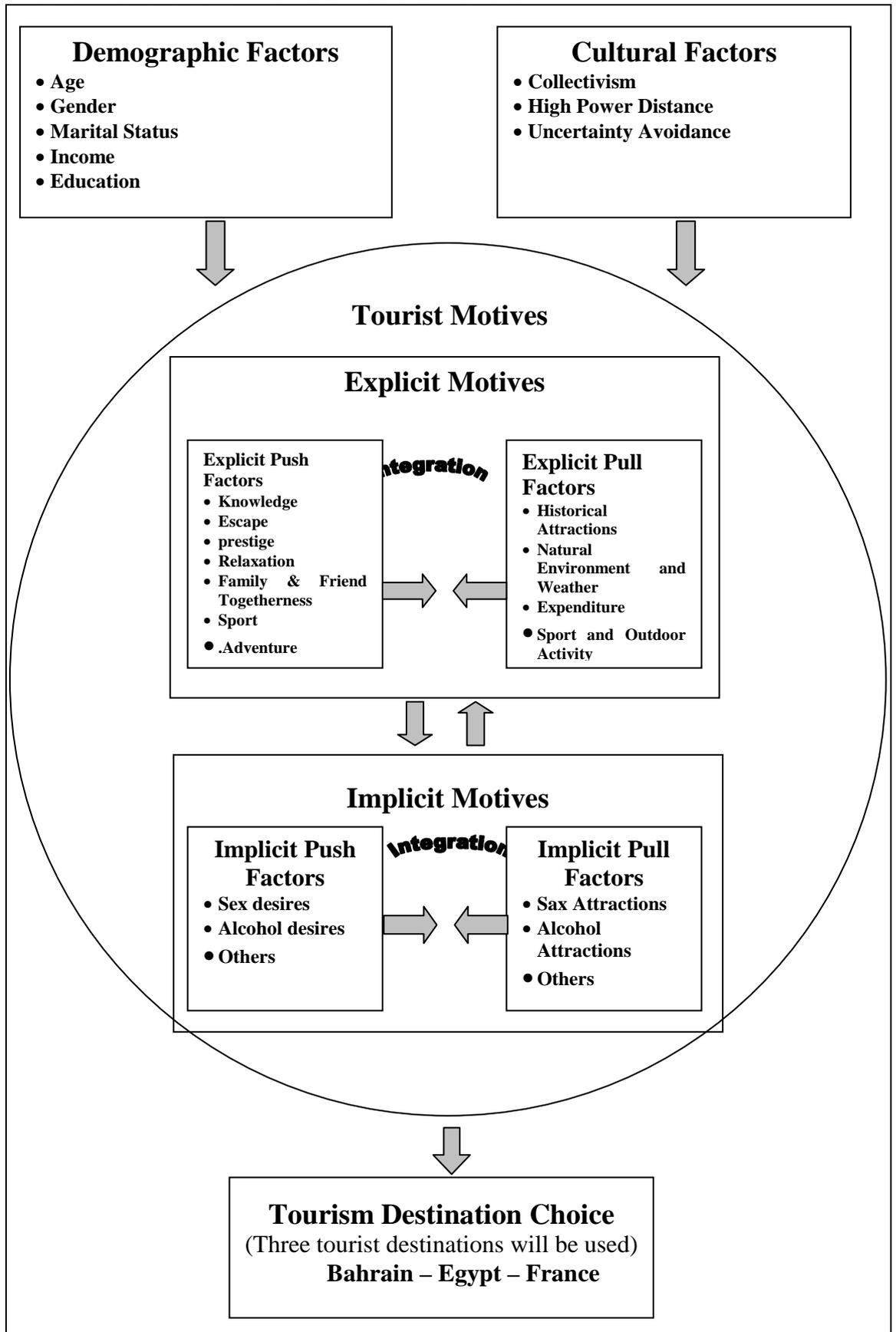
In terms of the decision time in vacation planning, Iverson (1997) found that there is a difference between Korean and Japanese tourists in this regard. The Korean tourists showed a significantly shorter decision time than Japanese tourists.

In another study investigating the benefits of travelling to Hawaii, Woodside and Lawrence (1985) reported a considerable difference between visitors from Canada, the US and Japan. Richardson and Crompton (1988) studied the similarities and differences between French and English Canadians in terms of six holiday travel characteristics: (1) availability of holiday time and use of that time for holiday travel, (2) actual amount of holiday time, (3) amount of travel undertaken, (4) length, (5) distance, and (6) cost of the most recent trip. Their findings suggest that French Canadians have less opportunity to travel, and are less likely to travel given that opportunity. It also appeared that French Canadians travelled shorter distances and for shorter periods of time than English Canadians, although their *per diem* expenditure was more than that of their English Canadian counterparts. These differences were ascribed to both cultural and socio-economic factors. Moreover Yavas (1987) found that religious leaders have influenced young Saudis to avoid some countries and tourist destinations where their morals could be compromised (notably Europe and USA). They were encouraged to travel to countries where Islamic teachings and traditions are implemented (notably Arab and Moslem countries).

Based on the above review of previous research some hypotheses can be developed:

***H9: Cultural factors have an influence on destination selection.***

**Figure 4-5:** the Influence of Tourism Motivations (Explicit and Implicit), Demographic Variables and Cultural Factors on Destination Selection



#### **4.6 Summary**

This chapter is devoted essentially to an examination of the push and pull theory of tourist motivation and choice of destination, i.e. the push factors which prompt an initial desire for travel, and the pull factors which lead to the selection of a particular destination.

The Integration Model, combining these factors in an integrated and reciprocal relationship was also discussed. The suggestion was made that this theory does not go far enough to explain tourist motivation, dealing as it does with explicit, albeit often intangible factors.

A new Model was proposed, in which these explicit motivations could be combined with more implicit ones, such as a desire to indulge in illicit sex, drinking, or gambling whilst abroad, and how these motivations influence destination selection. It was suggested that these implicit factors played a big role in this selection as the explicit ones, if not larger, and that a combination of explicit and implicit motivations could provide a much more complete understanding of tourists' choices.

Review the literature in this chapter revealed that demographic variables (age, gender, income, marital status and education), and cultural factor have an influence on tourism motivation. Furthermore, Review the literature revealed that tourism motivation, demographic variables, and cultural factors have an influence on destination selection.

Very little attention has been paid to study tourism motivation of outbound tourists, especially implicit motives, and to what extent these tourism motivations have influenced by demographic variable and cultural factors and how these variable have an influence on destination selection, in Muslim countries. This is a lacuna which the present study seeks to fill. This theme will be examined in the following chapters.

## CHAPTER FIVE: RESEARCH DESIGN AND METHODOLOGY

### 5.1 Introduction

The aim of this research is to investigate the motivations of outbound tourists in Saudi Arabia. In this chapter, the researcher aims to investigate the best research methods and methodology to be employed in answering the research hypothesis. The researcher starts by identifying the best research methodology and approach for this research, followed by the hypothesis, aims and objectives, details of the sample, issues relating to questionnaire design, the measurement variables employed involving both implicit, explicit (push and pull factors) and cultural factors. The pilot study was aimed at properly developing the questionnaires, and language mistakes, items to be added or deleted, identification of items to be changed and suitability for the Saudi context are investigated, as well as difficulties encountered in the study and the techniques to be used in the data analysis.

### 5.2 Research Methodology

There are two main research methods which can be categorized as positivist and phenomenological (interpretivist) (Saunders *et al.*, 2003). They can also be identified as quantitative and qualitative (Bryman, 2004; Creswell, 1994; David and Sutton, 2004; Hussey and Hussey, 1997) methods.

Remenyi *et al.*, (1998, p. 287) defined positivist (quantitative) research as "*a theory of the nature, omni-competence and unity of science as understood in the physical world*". According to Robson (2002), positivists seek the existence of a constant relationship between events, or between two variables. As far as data collection and analysis are concerned, qualitative research generally focuses on words rather than quantification. Qualitative research as a research strategy is inductivist, constructivist, and interpretivist, although qualitative researchers do not always subscribe to all three of these features (Bryman, 2004).

McDaniel and Gates (1998) summarized the main difference between quantitative and qualitative research, see Table 5.1.

**Table 5-1: Qualitative versus Quantitative research**

| Comparison Dimension              | Qualitative research                                                                         | Quantitative research                                                                                      |
|-----------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <b>Types of questions</b>         | Probing                                                                                      | Limited probing                                                                                            |
| <b>Sample size</b>                | Small                                                                                        | Large                                                                                                      |
| <b>Information per respondent</b> | Much                                                                                         | Varies                                                                                                     |
| <b>Administration</b>             | Requires interviewer with special skills                                                     | Fewer special skills required                                                                              |
| <b>Type of analysis</b>           | Subjective, interpretive                                                                     | Statistical, Summarization                                                                                 |
| <b>Hardware</b>                   | Tape recorder, projection devices, video, pictures, discussion guides                        | Questionnaires, computers, printouts.                                                                      |
| <b>Ability to replicate</b>       | Low                                                                                          | High                                                                                                       |
| <b>Training of the researcher</b> | Psychology, sociology, social psychology, consumer behaviour, marketing , marketing research | Statistics, decision models, decision support systems, computer programming, marketing, marketing research |
| <b>Type of research</b>           | Exploratory                                                                                  | Descriptive or causal                                                                                      |

Adopted from McDaniel and Gates (1998)

It can be noted from the table above that qualitative research tends to use probing questions, while quantitative research tends to use limited questions. For the requirement to perform statistical analysis, quantitative research often uses a large sample, while the aim of qualitative research is to understand in-depth, so it has the potential to be conducted using a very small sample.

The normal process of quantitative research is the study of research literature to establish a suitable theory and construct various hypotheses. Qualitative research

assists in directing the nature of the reality, understanding the phenomenon, evaluating key themes emerging from the research, and eventually helping with theory-building (Easterby-Smith et al. 2002; Lincoln and Guba, 19985, Patton, 1990).

Quantitative research is associated with the deductive approach, while qualitative research is associated with the inductive approach (Bryman. 2004; David and Sutton, 2004). Deductive research sets out to 'test' a hypothesis, while inductive research sets out to explore a field. In this regards, deductive research requires a greater degree of pre-emptive structure in the process of data collection. If the researcher seeks to test a hypothesis, he or she will want to measure the relationship between different variables (Bryman. 2004; David and Sutton, 2004). Inductive methods are exploratory, seeking to build accounts of what is going on from the data collected; this does not require the establishment of pre-set measures and method of counting. (Bryman. 2004; David and Sutton, 2004).

Looking at things superficially, researchers find it hard distinguish between quantitative and qualitative research. The only clear distinction is when they argue that quantitative researchers employ measurement while qualitative researchers do not (Bryman, 2004). But in a bid to differentiate these two strands of research, other researchers have argued that research that utilized quantitative information makes reference to things that can be counted and put in numerical scale. This makes it possible for such things to be specified in such a way that they can be counted and scaled with other variables. Elements within the overall reality can be customarily specified as individual units and the number of such units can be recorded in different recording measures (for example, centimetres in a person's height or portions of fruit in person's daily diet). Qualitative data on the other hand refers to the collection of materials in linguistic form, a form that has not been translated into a location on a numerical scale (David and Sutton, 2004). It relates to transforming beliefs into numerical units. For instance, a researcher can ask qualitative questions, and expect the reader to provide yes or no answers or to provide responses according to the order of importance (for example from 1 to 5). When researchers employ quantitative techniques, they habitually have very limited contact with the people being studied. For example, some quantitative

research that involves unobtrusive methods like secondary data, structured observations, or mailed questionnaires, requires no face-to-face or verbal contacts. Quantitative methods are highly structured, and are customarily located within a research design that involves a set of predetermined stages, procedures and pre-tested instruments. On the other hand, the methods that involve the use of qualitative methods are habitually flexible and more open (Blaikie, 2000). Nonetheless, qualitative and quantitative research have certain interconnections that can make them indistinguishable on occasion. For instance, qualitative research has been described by some researchers as generating rather than testing theories, although some qualitative research does test theories<sup>1</sup>.

Following Walle (1997), both approaches could be used in tourism research. Riley and Love (2000) recently reviewed the range and scope of qualitative and quantitative approaches used in tourism research in articles of four major tourism journals, from the first issue to the end of 1996. These journals are the *Journal of Travel Research*, *Annals of Tourism Research*, *Tourism Management* and *Journal of Travel and Tourism Marketing*. They reveal that the quantitative approach still plays the dominant role in tourism as well as in marketing research.

### **5.3 Choosing the Research Approach**

Following reflections relating to both the quantitative and qualitative approach, this study will use the two approaches in two phases. In the first phase, the researcher will use quantitative approach (questionnaires), in the second phase the researcher will use the qualitative approach (interviews), to validate the result obtained from the first stage. The reasons for using the two approaches are-

- 1- The value of combining different study techniques is to enhance validity and reduce possible bias from relying on one-dimensional sources of information. Furthermore, the advantage of using multiple methods lies on combining the insights from the different approaches (Pearce and Lee, 2005). Therefore, the main objective of the qualitative approach

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<sup>1</sup> See Bryman, 2004, pp20 for a detailed discussion of this and related examples.

(interviews) in this study is to validate the results obtained from the questionnaires relating to the motivation of tourists (explicit and implicit) and the information that describes Saudi society. Furthermore, it aims to confirm the usefulness of using the third person technique to investigate the implicit motives of tourism.

- 2- A qualitative approach is not enough alone to collect required and necessary data for this research due to its shortcomings (e.g. small sample, generalizability, comparability, not statistically representative). Large samples and statistical significance levels are important aspects of marketing research with which a researcher feels comfortable because the data are customarily generated in a rigorous and scientific manner (McDaniel and Gates, 1999). Large samples are also important to represent the target population of the study, which can enhance the possibility of generalization (Proctor 1997).
- 3- This combination between the two approaches (qualitative and quantitative) will help the researcher to get benefit from the two approaches. It will also help to counterbalance the shortcomings of each approach. For example, the qualitative approach can help to score a high degree of internal validity and reliability. On the other hand, the quantitative approach will strengthen the weakness of the qualitative data in terms of external validity and reliability. Briefly, the combination of the two approaches is very important and essential for this research, as a vague and sensitive topic, to enhance accuracy, reliability, validity and generalizability (Clark and Dawson, 1999; Burns, 2000).
- 4- This study aims to find the relationship between push and pull factors of tourist's motivation. Between Saudi cultural values and tourists' motivations, and demographic variables of Saudi tourists and their motivations. According to Creswell (1994) and Robson (2002), a quantitative approach is suitable for measuring the relationship between variables.
- 5- Quantitative approach are useful for assisting necessary comparability among Saudi tourists and whether there are significant differences in terms of demographic variables, tourists' motivations, and destination choice. According to Saunders *et al.*, (1997), quantitative approach

facilitates easily comparable data, which are useful for the collection of large data sets.

#### **5.4 Research Aims and Objectives**

According to Locke *et al.*, (2000, p9) the purpose statement indicates "*why you want to do the study and what you intend to accomplish*".

In writing a quantitative purpose statement, a researcher needs to mention the theory being tested as well as variables and the relationship or comparison (Cresswell, 2003).

The aim of this research is to explore the motivations of Saudi outbound tourism. This broad aim consists of the following objectives:

- 1- To assess the push and pull motivations (explicit and implicit) that drive Saudi tourist to go abroad.
- 2- To examine the nature of the relationship between push and pull factors (explicit and implicit).
- 3- To examine the differences in motivations of tourists according to their demographic variables (age, gender, marital status, income and education).
- 4- To examine the relationship between Saudi culture and tourism motivations (explicit and implicit).
- 5- To test the influence of Saudi culture on destination selection.
- 6- To test the influence of demographic variables of Saudi tourists on destination selection.
- 7- Lastly, to test the influence of tourists' motives (explicit and implicit) on destination selection.

#### **5.5 Formulation of Research Hypotheses**

In quantitative study, researchers use research questions and hypotheses to shape the purpose of their study (Bryman. 2004; David and Sutton, 2004).The hypotheses are predictions the researcher holds about the relationship among

variables (Creswell, 2003). According to Sekaran (1992, p.79) the hypothesis is "*a logically conjectured relationship between two or more variables expressed in the form of a testable statement. These relationships are conjectured on the basis of the network of associations established in the theoretical framework formulated for the research study*". Black (1999, p.45) defined hypotheses as "*statements of expected outcome which can be subsequently tested*". Based on theoretical foundations set out in Chapter Four, Table 5.2 summarizes the hypotheses in this study. The hypothesis has been generated based on previous research studies and is discussed in Chapters Six, Seven, Eight and Nine

Table 5-2: Hypotheses in this Study

|      | Hypotheses                                                                                                     |
|------|----------------------------------------------------------------------------------------------------------------|
| H1a. | There is a relationship between push and pull factors in explicit motives                                      |
| H1b. | There is a relationship between push and pull factors in implicit motives.                                     |
| H2a. | There are differences in push factors of tourists (explicit) in terms of tourists' <i>age</i> .                |
| H2b. | There are differences in push factors of tourists (explicit) in terms of tourists' <i>gender</i>               |
| H2c. | There are differences in push factors of tourists (explicit) in terms of tourists' <i>marital status</i>       |
| H2d. | There are differences in push factors of tourists (explicit) in terms of tourists' <i>income</i> .             |
| H2e. | There are differences in push factors of tourists (explicit) in terms of tourists' <i>education</i>            |
| H3a. | There are differences in pull factors of destinations (explicit) in terms of tourists' <i>age</i>              |
| H3b. | There are differences in pull factors of destinations (explicit) in terms of tourists' <i>gender</i> .         |
| H3c. | There are differences in pull factors of destinations (explicit) in terms of tourists' <i>marital status</i> . |
| H3d. | There are differences in pull factors of destinations (explicit) in terms of tourists' <i>income</i> .         |
| H3e. | There are differences in pull factors of destinations (explicit) in terms of tourists' <i>education</i> .      |
| H4a. | There are differences in push factors of tourists (implicit) in terms of tourists' <i>age</i> .                |
| H4b. | There are differences in push factors of tourists (implicit) in terms of tourists' <i>gender</i>               |
| H4c. | There are differences in push factors of tourists (implicit) in terms of tourists' <i>marital status</i>       |
| H4d. | There are differences in push factors of tourists (implicit) in terms of tourists' <i>income</i> .             |
| H4e. | There are differences in push factors of tourists (implicit) in terms of tourists' <i>education</i>            |
| H5a. | There are differences in pull factors of destinations (implicit) in terms of tourists' <i>age</i>              |
| H5b. | There are differences in pull factors of destinations (implicit) in terms of tourists' <i>gender</i> .         |
| H5c. | There are differences in pull factors of destinations (implicit) in terms of tourists' <i>marital status</i> . |
| H5d. | There are differences in pull factors of destinations (implicit) in terms of tourists' <i>income</i> .         |
| H5e. | There are differences in pull factors of destinations (explicit) in terms of tourists' <i>education</i> .      |
| H6a. | <i>Cultural</i> factors are associated with Push factors of tourists (explicit).                               |
| H6b. | <i>Cultural</i> factors are associated with Pull factors of destinations (explicit).                           |

**Continued Table 5-2: Hypotheses in this Study**

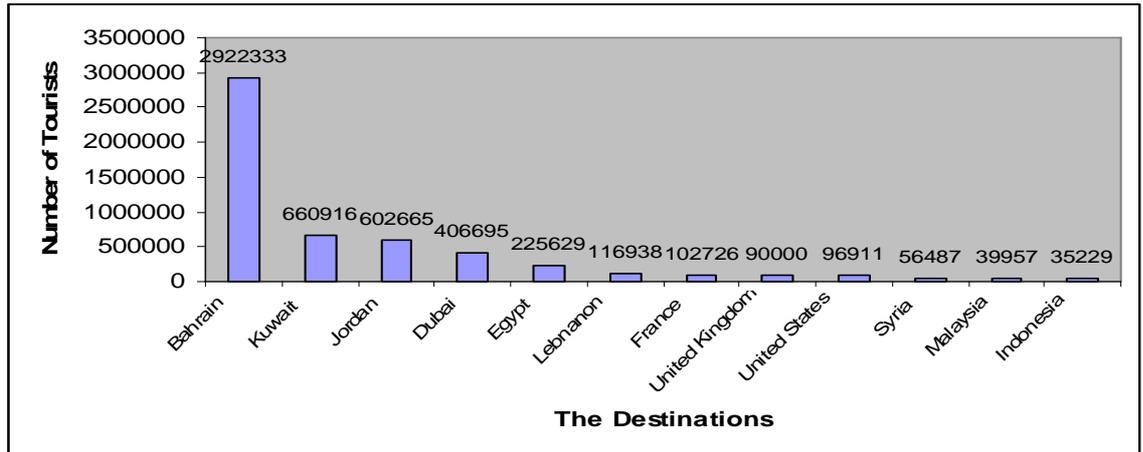
| Hypotheses  |                                                                                      |
|-------------|--------------------------------------------------------------------------------------|
| <b>H6c.</b> | <i>Cultural</i> factors are associated with Push factors of tourists (implicit).     |
| <b>H6d.</b> | <i>Cultural</i> factors are associated with Pull factors of destinations (implicit). |
| <b>H7a.</b> | Push factors of tourists (explicit) have an influence on destination selection.      |
| <b>H7b.</b> | Pull factors of destination (explicit) have an influence on destination selection    |
| <b>H7c.</b> | Pull factors of destination (implicit) have an influence on destination selection    |
| <b>H7d.</b> | Push factors of tourists (implicit) have an influence on destination selection       |
| <b>H8a.</b> | the <i>age</i> of the tourists have an influence on destination selection            |
| <b>H8b.</b> | the <i>gender</i> of the tourists have an influence on destination selection         |
| <b>H8c.</b> | The <i>marital status</i> of the tourists have an influence on destination selection |
| <b>H8d.</b> | The <i>income</i> of the tourists have an influence on destination selection         |
| <b>H8e.</b> | The <i>education</i> of the tourists have an influence on destination selection      |
| <b>H9.</b>  | <i>Cultural factors have an influence on destination selection.</i>                  |

## 5.6 Population of Research

Different researchers have defined a population in different ways. The population is simply all the members of the group that the researcher is interested in (Burgess, 2001). Additionally, Collis and Hussey (2003, p.100) defined the population as a "*body of people or any other collection of items under consideration for research purposes*". Finally, David and Sutton (2004, p.149) defined the population as "*every possible case that could be included in your study*".

The target population of this study is Saudi outbound tourists aged 18 years old and above. Because of apparent difficulties in investigating all Saudi outbound tourists, this study has been restricted to Saudi outbound tourists who booked to travel to three destinations (Bahrain, Egypt and France) and completed the check-out process. These destinations have been chosen for the following reasons:

- 1- According to the WTO (2003) report, these destinations were considered to be among the most popular destinations for Saudi tourists in 2001 (see Figure 5.1).

**Figure 5.1:** the 12 Top Destinations of Saudi Outbound Tourists In 2002

Source: World Tourism Organisation, 2003, p.6

- 2- To enhance the apparent generalizability of this research, these destinations were selected from different continents (Asia, Africa and Europe) to represent all outbound Saudi tourists.
- 3- Although the USA is one of the destinations most visited by Saudi tourists, it has been excluded because of the anticipated difficulty of obtaining the required sample, especially in the current political circumstances.
- 4- The previous literature has referred to the fact that these destinations offer many entertaining goods and services and special lifestyles which are not available in Saudi Arabia for cultural and religious reasons (Business Middle East, 2001; El-Gawhary, 1995; Metwally, 2004).

## 5.7 Sample Size

According to Bryman (2004) the decision about sample size depends on a number of considerations including time, cost, non-response, heterogeneity of the population, type of analyses. He also emphasized the factors of time and cost, because these factors are very important for every researcher. Bryman also indicated that a large sample can not guarantee precision. Similarly, Finn *et al.*, (2000) argued that sample size is determined by the level of resources available to the researcher and the expected errors. Therefore, if the researcher expects a low response rate, then he should deliver more questionnaires than his intended sample size. Some authors (Bazrah, 1996; David and Sutton, 2004) argued that the researcher could estimate the sample size depending on his experience and with consideration to cost and time, but it should not be less than thirty.

In quantitative research, the larger the sample, the smaller the sampling error, and the more accurate the survey results (Lewis, 1984). The literature suggests the existence of a positive relationship between the number of items and the sample size, representing a ratio of at least 1:4 or 1:5 (Hinkin *et al.*, 1997; Tinsley and Tinsley, 1987). A large sample population is helpful in generating better results from factor analysis. Sampling error is expected to decrease as the size of the sample increases (Hurst, 1994). Therefore, to guard against error when the researcher had limited time; the questionnaire must be self-managed, as no other way would be feasible to safeguard against error when the researcher is faced with time limitations. As it would have been very expensive to travel to various cities, the sample size will be 600, which allows a permissible error rate of less than 5 percent at the 95 percent confidence level. This is divided equally between the three destinations to be studied. For the qualitative stage, this research will interview 25 participants.

### 5.8 Sampling Procedure

According to Collis and Hussey (2003, p.100) a sample is "*made up of some of the members of population*". It is usually difficult to examine all members of the population due to various restraints relating to time, money and other resources (Burgess, 2001).

There are two groups of sampling techniques (David and Sutton, 2004; Hussey and Hussey, 1997; Moutinho *et al.*, 1998):

1- Probability samples, which are based on each case in the population having an equal chance of being selected. This type of sampling includes a number of sampling techniques that may be defined as "simple random sample, stratified random sample, cluster sampling (divided into systematic sample and area sample)"

2- Non-probability samples are used when it is difficult to identify all potential cases in the population and where it is not possible to construct a sampling frame (Saunders *et al.*, 2003). This type of sampling includes a number of sampling techniques: "convenience sample, judgment samples, and quota sample".

Since the target of this research is Saudi outbound tourists, and there are no records for them, and it is also necessary to be sure that a person who answers the question is a tourist, therefore, the researcher decided to collect the data from the tourists who are in the airports and on the King Fahd Bridge and want to travel abroad for tourism. There are three international airports in Saudi Arabia, and the number of tourists who are travelling abroad for tourism differs from one airport to the other. Therefore, quota sampling is appropriate to represent the population of research, and will be applied in this study.

Quota sampling is normally used for large populations (Saunders *et al.*, 1997). Moutinho *et al.*, (1998) argued that quota samples are used in many consumer researches, and with carefully selected control criteria are likely to produce the best results from the non-probability method. Oakshott (2001) argued that quota sampling is a cheap and quick method of obtaining a sample. Quota sampling is widely used in both opinion surveys and market research (Bancroft and O'Sullivan; 1993; Bryman, 2004; Oakshott, 2001). The aim of quota sampling is to produce a sample that reflects a population in terms of the relative proportions of people in different categories such as gender, age, and region of residence, and in combinations of these categories (Bryman, 2004; David and Sutton, 2004). Despite the criticisms of this method (see Bryman, 2004), this method of sampling was chosen for simplicity, practicality and with the time and cost constraints in mind.

Saunders *et al.*, (2003) set several steps for selecting a quota sample:

- 1- Divide the population into specific groups.
- 2- Calculate a quota for each group based on relevant and available data.
- 3- Give each interviewer an assignment, which states the number of cases in each quota from which they must collect data.
- 4- Combine the data collected by interviewers to provide the full sample.

In this study, the first stage of the sampling is to account for the percentage of people travelling from every airport to the destinations under study.

Table 5.3 illustrates the number of tourists who travelled to Bahrain, Egypt and France from international airports: King Khaled Airport (Riyadh), King Abdulaziz Airport (Jeddah) and King Fahd Airport (Damam)) in 2003.

**Table 5-3: The Number of Tourists Who Travelled From International Airports in 2003**

| Airports                        | Bahrain * |            | Egypt  |            | France |            |
|---------------------------------|-----------|------------|--------|------------|--------|------------|
|                                 | Number    | Percentage | Number | Percentage | Number | Percentage |
| King Khaled Airport (Riyadh)    | 112253    | 38.8       | 53925  | 23.9       | 48487  | 47.2       |
| King Abdulaziz Airport (Jeddah) | 113410    | 39.2       | 153202 | 67.9       | 54239  | 52.8       |
| King Fahd Airport (Damam)       | 63648     | 22         | 18502  | 8.2        | 0      | 0%         |
| Total                           | 289311    | 100%       | 225629 | 100%       | 102726 | 100%       |

\*Just 9. 9% of Saudi tourists went by plane, and 90. 1% (2633022) tourists went by car. Figures have been adapted from the Presidency of Civil Aviation (2003), and WTO (2003).

The second stage is to count the number of questionnaires that should be distributed in every airport and on the King Fahd Bridge, depending on the percentages that have been calculated in the Table 5.3. Table 5.4 illustrates the number of questionnaires that should be distributed in every international airport and on the checkpoint of the bridge leading to Bahrain (the King Fahd Bridge).

**Table 5-4 : The Number of Questionnaires that were Distributed in Every International Airport and on the King Fahd Bridge**

| Destinations  | King Khaled Airport (Riyadh) |        | King Abdulaziz Airport (Jeddah) |        | King Fahd Airport (Damam) |        |
|---------------|------------------------------|--------|---------------------------------|--------|---------------------------|--------|
|               | Percentage                   | Number | Percentage                      | Number | Percentage                | Number |
| Bahrain* (20) | 38.8                         | 8      | 39.2                            | 8      | 22                        | 4      |
| Egypt (200)   | 23.9                         | 48     | 67.9                            | 136    | 8.2                       | 16     |
| France (200)  | 47.2                         | 94     | 52.8                            | 106    | 0%                        | 0      |

\*Just 9. 9% of Questionnaires (20) will be distributed from the airports, and the rest (180) will be distributed on the King Fahd Bridge

In the third stage, international tourists who have completed the check-in process and want to travel to one of the destinations under study, have been approached by the researcher and ask if they are travelling for tourism. Those who indicate a purpose of travel other than tourism will be identified and excluded for further

consideration. Tourism travellers will then be asked to participate in the survey. Upon agreeing to participate, the tourist has been given a questionnaire to fill out.

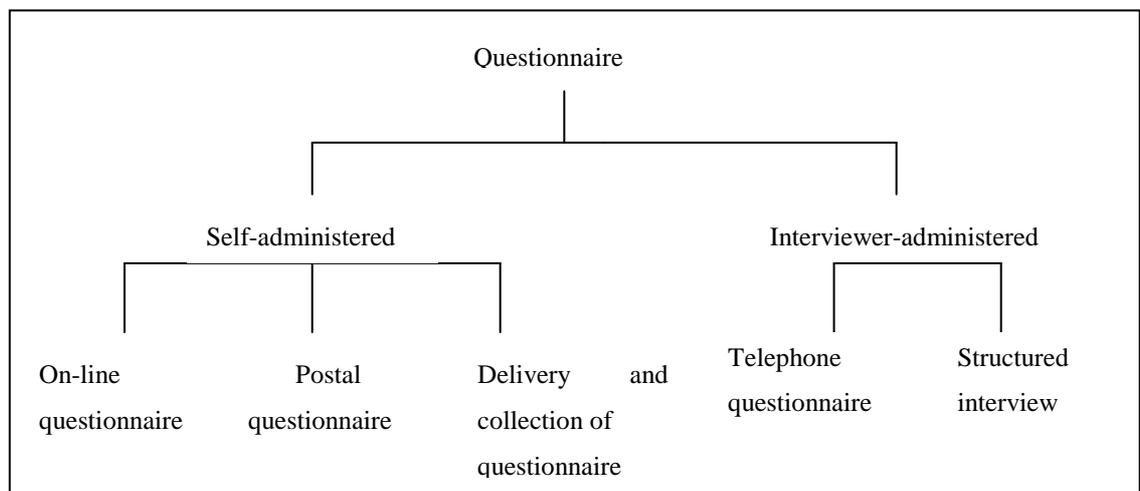
In the qualitative phase (interviewees), the researcher will use the snowball sample techniques, in which those already interviewed will be asked to facilitate contact with other potential interviewees.

## 5.9 Data Collection

In quantitative research approach, there are two main traditional methods of data collection. They are the self-completion method, sometimes referred to as a self-administered questionnaire, and the structured interview (Bryman, 2004; David and Sutton, 2004).

Figure 5.2 outlines the main types of survey administration:

**Figure 5-2: Type of Questionnaire**



Source: Saunders *et al.*, 2003, p. 282

Questionnaires that are completed by respondents themselves are one of the main instruments for gathering data using a social survey design (Bryman, 2004). There are various definitions of the term ‘questionnaire’ (Oppenheim, 2000). Some authors, for example Kervin, (1999) reserve it exclusively for surveys where the person answering the question actually records their own answers. Others, for

example Bell, (1999), use it as a more general term to include interviews that are administered either face-to-face or by telephone. Saunders *et al.* (2003) use 'questionnaire' as a general term to include all techniques of data collection in which each person is asked to respond to the same set of questions in a predetermined order.

There are several advantages to using the questionnaire that includes low cost in time and money, ease of obtaining information from many people very quickly, ability to provide suggestive data for testing a hypothesis, and so on (Bryman. 2004; David and Sutton, 2004). A limitation of questionnaires is that the questions are presented and the respondent cannot fully express their opinions (Bryman. 2004; David and Sutton, 2004). According to Bryman, (2004), a self-administered questionnaire is one of the main instruments for gathering data using a social survey design. Therefore, this study will use a self-administered questionnaire to collect data for the first stage.

For the qualitative research approach, this research will use semi-structured interview to collect data from the participants. Questions has been organized in five categories, which are explicit tourism motivations, implicit tourism motivations (both in first person and third person), cultural factors, usefulness of the third person technique in investigating sensitive issues, and some basic demographic information (see appendix D for the questions that have been asked in the interviews)

### **5.10 Designing the Questionnaire**

A crucial part of good research design concerns making sure that the questionnaire design addresses the needs of the research and will collect the precise data that is required to answer the research questions and achieve the research objective (Burgess, 2001; Saunders *et al.*, 2003). Burgess (2001) argued that most researchers make the mistake of asking too many questions. He added that clear and concise questionnaires can help to obtain the best response. Black (1999) asserted that questionnaires for quantitative research in the social sciences

are usually designed with intention of being operational definitions of concepts, instruments that reflect attitudes, perceptions, views and opinions.

In this research, the questionnaire is divided into four parts (See appendix A): part one discusses explicit motives, part two is on implicit motives, part three is related to Saudi societal culture, and part four considers the profile of the sample.

Part one consists of two sections: section (A) is related to internal desires (push) that drive individuals to travel for tourism. Push factors consist of 24 items. Section (B) is related to the attributes (pull) of destinations that attract individuals to choose a specific destination. These emerge as a result of the attractiveness of a destination as it is perceived by the tourist. They include external resources, such as historical resources etc. Pull factors include 15 items. Both of the motivation variables (push and pull) were developed on the basis of a review of the related literature and pilot study and were modified to apply to the research site and target population.

Part two reflects implicit motives of tourists. It consists of two sections: section (A), which is related to other internal motivations, includes 12 push items. Section (B), related to other external forces (pull), includes 13 items. Both push and pull motivational variables were developed on the basis of a review of the related literature and pilot study and were formulated by using the third-person technique to apply to the research site and the target population. The reasons for using the third-person technique (see McDaniel and Gates, 1999; Proctor, 19997) are the following:-

- 1- The third-person technique is often used to avoid issues that might be embarrassing or evoke hostility if answered directly by a respondent.
- 2- The researcher assumes that the respondents will reveal personal motivations while describing the reactions of a third party.
- 3- Asking an individual to respond in the third person reduces the social pressure to give an acceptable answer.

The questions in part two are very sensitive and the respondent may not want to be referred to by this particular motive (See Oppermann, 1999; Ryan and Kinder

1996; Pritchard *et al.*, 2000). For example, it may be thought very strange to ask someone directly if “he had contact with a prostitute or engaged in a trip to visit a prostitute”, but one may ask him if he thinks others (not him) “travel to visit prostitutes through sex agents or engage in sexual activities during their trip”.

Part three reflects the culture of Saudi society, in relation to Hofstede's *Model of Culture* (the model has five different dimensions but in this research, the researcher has considered just three dimensions<sup>1</sup>: power distance, individualism versus collectivism, and uncertainty avoidance) and consists of 22 items which were developed on the basis of a review of the related literature and were modified to suit Saudi culture.

In part four (relating to the profile of the sample), questions 1 to 5 are concerned with respondents' gender, marital status, age, education level, and monthly income. In question 6 the respondents are asked to write down any comments. This study focuses on five main constructs relating to demographic variables (i.e. age, gender, marital status, monthly income, education level). Although there are no specific measures of demographic factors, this study will adopt Bogari's (2002) measures for two main reasons. First, Bogari's study was conducted in the Saudi context, which can help to control the influence of contextual differences. Secondly, the findings of this study showed the influence of the demographic factors on Saudi tourists' motivations and destination selection to be highly significant. Age is measured by using four main categories (under 25, 25-34, 35-44, 45 and over). The monthly income factor is measured by using five main categories (less than SR 3000, SR 3000-5999, SR 6000-8999, SR 9000-14999, SR 15000 and over). In terms of education level, five levels of education are used (primary or less, secondary, intermediate, university, post-university). Finally, the marital status is measured by using the two main categories (married and single).

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<sup>1</sup> The justification for this has been presented in Chapter 4.

## 5.11 Variables and Measurement

### 5.11.1 Push Factors (Explicit)

Push factors have been conceptualized as motivational factors or needs that arise due to a disequilibrium or tension in the motivational system (Kim *et al.*, 2003).

Push factors involve the following:

- **Knowledge**

Previous studies have employed this factor in the study of tourism motivation (e.g. Cha *et al.*, 1995; Hanqin and Lee, 1999; Jang and Cai, 2002; Kim and Lee, 2000; Kim and Jogaratnam, 2002; Kim *et al.*, 2006; Kim *et al.*, 2007; Kozak, 2002; Oh *et al.*, 1995; Yoon and Uysal 2005). This factor has been used by different researchers with a reasonable and acceptable reliability alpha (For example, Jang and Cai (2002) had a reliability alpha of 0.688, while Cha *et al.*, (1995) had a reliability alpha of 0.70, Kim and Jogaratnam (2002) had a reliability alpha of 0.82 and Kim and Lee (2000) had a reliability alpha of 0.884). The items utilized here include:

- Seeing and experiencing a foreign destination
- Learning new things or increasing knowledge
- Meeting new people.
- Trying new food

Some items have not been included because there was some doubt as to their abilities to influence outbound tourism motivation (see Jang and Cai, 2002; Kim and Lee 2000). Elements that have not been included in the measurement include items such as “going places I have not visited before”, etc. (see Jang and Cai, 2002; Kim and Lee, 2000).

- **Escape**

In this factor, the researchers have identified four similar motivational items (e. g. Jang and Cai, 2002, Kim and Lee, 2000; Kim and Predeaux, 2005; Oh *et al.*, 1995; Yoon and Uysal, 2005) that are associated with this factor and they include:

- Getting away from the demands of home.
- Having a change from a busy job.
- Escaping from everyday life.
- Relieving boredom.

The different authors included different items for example, “indulging in luxury” (Oh *et al.*, 1995), “to gain new energy in my life through this trip” (Kim and Predeaux, 2005) that are more specific to their research and have not been included in this study.

The various items that make up the escape factor grouping reflect the desire to get away and experience a change from routine (Jamrozy and Uysal., 1994). Major research papers utilize the factor of escape as a principal factor in identifying motivational dimensions (see Jang and Cai, 200; Kim and Lee, 2000; Kim and Predeaux, 2005, Oh *et al.*, 1995; Yoon and Uysal, 2005).

Different researchers utilizing this factor recognized a significant reliability alpha (for example Jang and Cai (2002) had a reliability alpha of 0.809, and Kim and Lee (2000) had a reliability alpha of 0.608).

- **Adventure and Excitement**

On the basis of previous studies (e. g. Jang and Cai, 2002; Kau and Lim, 2005; Kim & Jogaratnam; 2002; Oh *et al.*, 1995), the following most commonly used items have been derived:

- Finding thrills and excitement.
- Being daring and adventuresome.

-Having fun and entertained.

Items not included by some of the authors are: “re-living past good times” (Kim & Jogaratnam, 2002), and “seeing as much as possible” Oh *et al.*, (1995). The researchers found these items to be central to their particular studies. In the context of this particular study, they will not be utilized either as they have been found unsuitable for the study of Saudi tourism (Bogari, 2002).

The reliability alpha of this factor in Jang and Cai’s study (2002) was 0.688. Other studies did not report its reliability alpha (Kim & Jogaratnam; 2002; Oh *et al.*, 1995; Yoon and Uysal, 2005).

- **Relaxation**

Three items have been derived from an analysis of this factors based on a review of the key articles cited (e.g. Cha *et al.*, 1995; Hanqin and Lam, 1998; Jang and Cai, 2002; Kim & Jogaratnam 2002; Kau and Lim, 2005; Kozak, 2002). These items were found to be relatively important to all groups as supported by related research results.

-Doing nothing at all.

-just relaxing

Items that were included in these factors but were rated lower included feeling at home while away from home, indulging in luxury, and so on (see, Hanqin and Lam (1998).

This factor has been used by different researchers with an acceptable reliability alpha (for example, Jang and Cai (2002) had a reliability alpha of 0.644, Kim and Jogaratnam (2002) had a reliability alpha of 0.65 and finally Cha *et al.*, (1995) had a reliability alpha of 0.76).

- **Family and Friend Togetherness**

This factor has been measured by previous researchers (e.g. Cha *et al.*, 1995; Hanqin and Lam, 1999; Jang and Cai, 2002; Kim *et al.*, 2006; Kim *et al.*, 2007; Kim and Jogaratnam, 2002; Kim and Predeaux, 2005; Oh *et al.*, 1995) using related factors that include the following items:

- Visiting friends and relatives.
- Being together as a family.
- Meeting people with similar interests.
- Visiting places family came from.

Less commonly cited items by researchers utilizing this factor include, “meeting new people”, “being able to share my travel experiences once I return home” (Hanqin and Lam, 1999), ‘reliving past good times’ (Oh *et al.*, 1995). Therefore, these items will not be used in this study because they have not been used by many authors and they seem to be unsuitable for outbound tourism (see for example Jang and Cai, 2002; Kim & Jogaratnam, 2002).

Different researchers have identified an acceptable reliability alpha for this factor (for example, Jang and Cai (2002) had a reliability alpha of 0.613, Kim and Jogaratnam (2002) had a reliability alpha of 0. 0.57, Cha *et al.*, (1995) had a reliability alpha of 0.62, Kim and Lee (2000) had a reliability alpha of 0.784).

- **Prestige**

Items common to several studies (e. g. Cha *et al.*, 1995; Hanqin and Lam, 1999; Kim et al, 2006; Kim and Lee 2000; Kim & Jogaratnam, 2002; Kim and Prideaux, 2005) and utilized by this study include:

- Going to places my friends want to go.
- Talking about trip after returning home
- Going to places friends have not been.

Other items that have been utilized by other researchers but have not been included in this study because they have not been widely used in other studies (see Cha *et al.*, 1995; Kim and Lee, 2000; Kim & Jogaratnam, 2002) involve “fulfilling ones dream of visiting a place” (Hanqin and Lam, 1999), “to gain others’ respect, to influence others”, “to gain a feeling of belonging” (Kim and Lee, 2000). These items seem to have relatively less influence on travel motivations.

This factor has been used by different researchers with an acceptable reliability alpha, (for example Kim and Jogaratnam, (2002) had a reliability alpha of 0.70, Cha *et al.*, (1995) had a reliability alpha of 0. 0.65, and Kim and Lee, (2000) had a reliability alpha of 0.86)

- **Sport**

Following previous studies, (e.g. Cha *et al.*, 1995; Funk *et al.*, 2001; Kahle *et al.*, 1996; Kim *et al.*, 2006; Kim and Jogaratnam, 2002; Oh *et al.*, 1995; Zhang *et al.*, 2001), the following items were included in this factor:

- Desire to watch sporting events
- Participating in sport.

It is important to recognize that all researchers cited above utilize the two different items to measure the sports factor.

Different researchers recognized a high reliability alpha for this factor, (for example Kim and Jogaratnam (2002) had a reliability alpha of 0.87; Cha *et al.*, (1995) had a reliability alpha of 0.74).

- **Enjoying Natural Resources**

Previous research have measured this factor by using several items (see Awaritfe, 2004; Heung *et al.*, 2001; Kau and Lim 2005; Kim *et al.*, 2003; Kim *et al.*, 2006; Kim and Lee, 2002; Kim and prideaux, 2005; Kozak, 2002; Oh *et al.*, 1995) These items include:

- Visiting national parks/ forests
- Enjoying the rural countryside
- Enjoying the warm weather

Different researchers recognized different reliability alpha for this factor, (for example Kim *et al.*, (2006) had a reliability alpha of 0.67; Mehmetoglu, (2005) had a reliability alpha of 0.76; Kim and Prideaux, (2005) had a reliability alpha of 0.76.

### 5.11.2 Pull Factors (Explicit)

Pull factors have been conceptualized as relating to the features, attractions, or attributes of the destination itself, such as beach, mountains, and beautiful scenery (Kim *et al.*, 2003).

Pull factors involve the following:

- **Historical Attractions**

The most important items that have been utilized in previous studies (e.g. Hanqin and Lam, 1999; Jang and Cai, 2002; Kau and Lim, 2005; Zhang *et al.*, 2004) and will be used in this study include:

- Outstanding scenery
- Historical or archaeological buildings and places
- Local festivals
- Interesting/ friendly local people
- Historic old cities

Oh *et al.* (1995) found that the most important items which relate to vacations were interesting and friendly local people, followed by outstanding scenery. There are other items utilized in some studies and they include visits to appreciate natural ecological sites, interesting rural countryside (Jang and Cai, (2002), museum and arts galleries (Oh *et al.*, (1995). These items have been ignored as

they have not been found to be fundamental to this study, and they have not been frequently used in previous studies.

This factor has been used by different researchers with a significant reliability alpha, (for example Jang and Cai, (2002) had a reliability alpha of 0.78; Hanqin and Lam, (1999) had a reliability alpha of 0.67).

- **Sports and Outdoor Activity**

This factor includes attractions such as water sports, good beaches for swimming/sunbathing, good hunting, good fishing, golf and tennis, hiking, climbing and sporting events that attract tourists to participate in sport or physical activities in some destinations. There are some items common to the limited literature (e.g. Jang and Cai 2002; Lee *et al*, 2002; Oh *et al.*, 1995) that are utilized in this study and they include:

- Outdoor activities
- Campground and trailer parks.
- Activities for the entire family.
- Sport facilities.

These items have been utilized because it has been thought that they are very important since previous researchers have frequently utilized them (Jang and Cai 2002; Oh *et al.*, 1995).

The reliability alpha of this factor in Jang and Cai's (2002) study was 0.609; the other study did not report the reliability alpha (Oh *et al.*, 1995).

- **Natural Environment and the Weather Attraction**

Items included in the sparse literature (e.g Jamorozy and Uysal, 1994; Jang and Cai, 2002; Kim et al, 2003; Kim et al, 2006; Oh et el, 1995; Uysal et al, 1994; Yoon and Uysal, 2005; You et al, 2000; Uysal and Jurowski 1994) utilizing this factor include:

- Nice weather

- Standards of hygiene
- Environmental quality.
- outstanding scenery

The decision to employ all of these items is because they are thought to be important in their capacity to measure the motivation for Saudi outbound tourism. The reliability alpha of this factor in Jang and Cai's study (2002) was 0.601. The other study did not account for the reliability alpha (Jamrozny and Uysal, 1994).

- **Expenditure and Low Travel Factor**

This factor was measured with four items based on previous studies (e.g. Hanqin and Lam, 1998; Kim et al, 2006; Kozak, 2002; Oh *et al.*, 1995; Uysal and Jurowski, 1994; Yuan and McDonald, 1990; Zhang et al., 2004).

- Cost of trip,
- Accommodation budget
- Cost of tourist goods and services,
- Availability and cost of public transportation.

These items, though extensively utilised by previous researchers, have been employed because of the supposition that they can influence Saudi outbound tourism.

The reliability alpha of this factor in Hanqin and Lam's (1999) study was 0.74. Other studies did not report the reliability alpha (Oh *et al.*, 1995; Zhang *et al.*, 2004).

### **5.11.3 Push Factors (Implicit)**

Push factors (implicit) involve the following:

- **Sexual Desires**

The sexual relationship factor has been measured using items adapted from previous studies (e.g. Clift and Forrest, 1999; Herold *et al.* 2001; Joisam *et al.*, 1998; Omondi, 2003; Pruitt and LaFont, 1995; Yokota, 2006) that include:

- To get to know sexual partners
- To visit prostitutes for sexual relief
- The desire for clandestine sex
- To meet new sexual partners
- To search for a romantic relationship

Although this approach may seem too narrow, it guides an understanding into the wider implicit motives that may influence outbound tourism. It is important to specify that the items were not used as measurement variables but were utilized in extant research on sex tourism to explain tourists' sexual and psychosocial behaviours.

- **Desire for Alcohol and Drugs**

Following previous studies, (e.g. Altant and Bruwer, 2004; Charters and Ali-Knight, 2002; Joasiam *et al.*, 1998; ; Joasiam *et al.*, 1999; Tassiopoulos *et al.*, 2004; Yuan *et al.*, 2005), the following items have been used to measure this push factor:

- To drink wines and/or spirits in pubs.
- To enjoy the taste of different wines and/or spirits.
- To find interesting and special wines and/or spirits.
- The desire to use drugs.

The factors of alcohol and drugs have been added together, given their similarities in terms of the effects of their usage and their legal implications.

#### **5.11.4 Pull Factors (Implicit)**

Pull factors (implicit) involve the following:

- **Sex Attraction**

Items adopted from previous studies (e.g. Chutikul, 1996; Herold *et al.*, 2001, Leheny, 1995; Omondi, 2003; Rao, 1999; Yokota, 2006) that seem important to

the study of implicit motives of outbound tourism and will be used in this study, include:

- Varieties of prostitutes such as streetwalkers
- Availability of sex services like sex agents, pimps and brothels
- Prices of brothels and other sex services.

These items reflect the values that draw a tourist to a destination to satisfy his or her desire for a sexual relationship.

- **Alcohol and Drugs Attraction**

Research (e.g. Alant and Bruwer, 2004; Charters and Ali-Knight, 2002; Getz and Brown, 2006; Joasiam *et al.*, 1998) on pull factors to measure outbound tourism has frequently adopted the following items:

- Availability of different kinds of alcohol
- Availability of different kinds of drugs
- There are a large number of alcohol outlets (e.g. night clubs and pubs) to visit.
- Availability of a variety of drugs.

As discussed above, most of these items have been previously studied, but this study has included some items (e.g. “the cost of wine and drugs”) that have been thought important to this study but have not been utilized by previous researchers. The presumption is that prices may influence the consumption of alcohol and drugs.

### **5.11.5 Cultural Factors**

There is a clear distinction between the culture of a societal or national culture and organizational culture. Societal culture refers to profound beliefs and values, and practices that are shared by the vast majority of people belonging to a certain nation; on the other hand organizational culture refers to the values, beliefs and

practices that are shared by most members of an organization (Oudenhoven, 2001).

Different studies have applied Hofstede's cultural orientation model to understand the differences in travel motivation (Kim and Lee, 2000) others have studied culture linked to society (Li 2003; Sakakida *et al.*, 2004; Triandis and Gelfand 1998) and finally there is a group of studies which considers only organizational culture (see Chen *et al.*, 1998; Lee *et al.*, 2000; Morrison *et al.*, 2004; Sue-Chan and Ong 2002; Tan and Chong 2003; Yilmaz *et al.*, 2005). However, most studies describe societal culture rather than organizational culture<sup>1</sup> have been used in the study of tourism motivation. Some of the items have been modified to suit Saudi cultural values.

This study has adopted items that are found to be related to Saudi cultural orientation. It should be recalled that the research is interested in studying culture in general, and how this culture relates to travel motivation. Therefore, it needs to deal with applying Hofstede's cultural model to understanding the traits of Saudi culture, and ascertaining how this culture is linked to travel and tourism motivations, so the selection of the items has been based on this assumption. Items have been selected based on how they describe the society and on how suitable or otherwise they may be for the study of Saudi culture. Items eliminated relate to those that by assumption may not be linked with or suitable to Saudi culture.

- **Individualism and Collectivism**

Several studies have employed this factor to study different aspects of travel motivation. Eleven items have been selected based on the studies of Kim and Lee (2000), and Li (2003). Although these items are relatively extensive in the literature and may have been debated in other studies, they have been assessed to be suited to this particular study. In addition, the studies utilized different

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<sup>1</sup> For example, Kim and Lee, (2000), utilized tourists' cultural orientation of individualism and collectivism to understand the differences in travel motivation. Li (2003) studied the relationship between cultural background and national forest service quality.

measurement scales and items to describe various things that may not be related to social culture are ignored.

1. One does better working in group than alone
2. When faced with a difficult personal problem, one should consult one's friends and relatives
3. I like to live close to my good friends.
4. I would help within my means if a relative told me that he or she was in financial difficulties.
5. The most important thing in my life is to make myself happy
6. Aging parents should live at home with their children.
7. Children should live at home with parents until they get married
8. When faced with difficult personal problems, it is better to decide what to do yourself rather than follow the advice of others
9. I would struggle through a personal problem by myself rather than discuss it with my friends.
10. One's should live one's life independently of others as much as possible.
11. It does not matter to me how my country is viewed in the eyes of other nations

Some of the items have been rephrased and the researcher does not believe the phrasing will affect the results of the study.

- **Power Distance**

There has been an abundance of literature discussing the effects of power on organizations using the framework developed by Hofstede (1991). Some articles (see Chen et al 1998; Lee *et al.*, 2000; Morrison *et al.*, 2004; Sue-Chan and Ong 2002; Tan and Chong 2003; Yilmaz *et al.*, 2005) that discuss culture in organizations with a specific focus on aspects of customer relationship, employee learning process, pay and compensation issues, etc. have been disregarded. Although the items adopted are from diverse literatures (see AT-Twajiri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993; Li, 2003); only items relevant and presumably related to the study of power in the Saudi cultural context has been included. Since Hofstede described the culture of Saudi Arabia as a high power

distance culture (see Hofstede, 1980), items adopted have been based on the influence of high power distance.

1. People are identified by their position in the social networks to which they belong.
2. People are identified independently of the groups they belong to.
3. Inequalities among people should be minimized.
4. Hierarchy is something that exists in our society and is accepted.
5. There always exists an underlying conflict between the powerful and the powerless.

The items adopted have been designed to suit the perspectives of this study and there is no apparent reason to suggest that this could negatively influence the results or their relative interpretation.

- **Uncertainty Avoidance**

Although researchers have studied uncertainty avoidance from the perspectives of societal cultures (see Al-Twaijri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993; Li, 2003; Money and Crotts, 2003; Wu *et al.*, 2001; Pizam *et al.*, (1997), and so on), this research has adopted some items that may reflect our understanding of Saudi culture. Items selected have been perceived as being relevant to the study of Saudi culture (see Al-Twaijri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993).

1. It is very important to follow society's rules even if I sometimes think it is in society's best interests to break these rules.
2. It is important to me to work in a well-organized employment situation where the responsibility and requirements are clear.
3. It is very important for me to have long-term security of employment.
4. Society's rules are very strict and have to be adhered to rigorously.
5. Tolerance of differing behaviours and opinions should be adhered to rigorously
6. Within society there exist clear instructions which have to be followed.

As with the previous item, the researcher have rephrased some of the elements here and do not believe the rephrasing will affect our results of study.

### 5.12 Measurement Scaling

All of the items (push and pull travel motivations (explicit and implicit), cultural factors) in this study have been measured by using the Likert scale. Most studies in travel motivations (see Baloglu & Uysal, 1996; Cha *et al.*, 1995; Hanqin & Lee, 1999; Jamorzy and Uysal, 1994; Kim *et al.*, 2003; Kim & Jogaratnam, 2002; Kim & Lee, 2002; Kim & Predeaux ;Jang &Cai, 2002; Kozak, 2000; Oh *et al.*, 1995; You *et al.*, 2000) have used this scale. The difference between these studies was in the number of Likert points used by the researchers. Some studies utilize a four-point scale (Baloglu & Uysal, 1996; Cha *et al.*, 1995; Hanqin & Lee, 1999; Jamorzy and Uysal, 1994; Jang &Cai, 2002; Oh *et al.*, 1995; You *et al.*, 2000), and others a five-points scale ( Bogari *et al.*, 2003; Jang and Wu, 2004; Kim *et al.*, 2003; Kim & Jogaratnam, 2002; Kim & Lee, 2002; Kim & Predeaux, 2005; Lee *et al.*, 2000; Li, 2003; Pizam *et al.*, 1997; Yilmaz *et al.*, 2005), while several studies used a seven-point scale (Kozak, 2000; Wu *et al.*, 2001)). Since this research involves an analysis of the implicit assumptions relating to outbound tourism, it will be safer to utilize a five-point measurement scale. This will avoid the possibility of a high number of respondents biased towards choosing “undecided” as a response to the degree of sensitivity of the question. The Likert scale in this study ranging from 5 = strongly agree, 4 = agree, 3 = neither agree nor disagree, 2 = disagree, 1 = strongly disagree.

### 5.13 Translating the Questionnaire

Saunders *et al.*, (2003, p.300) argued that "*translating a questionnaire and associated instructions into another language requires care if your translated or target questionnaire is to be decoded and answered by respondents in the way you intended*". They added that for international research, the translation is extremely important if the questionnaires are to have the same meaning to all respondents. There are a number of techniques for translating the questionnaire (see Usunier, 1998).

In this research, the questionnaire involves two versions (the Arabic version and the English version). The questionnaire was designed in the English language and then translated into Arabic since that was the language required for the thesis. To obtain the equivalent version in Arabic, the process of “back translation” suggested by Brislim (1970), Hui and Triandis (1985), and Usnier (1998) was followed. To allow the comparison of the two versions, two bilingual assistants were employed to translate the questionnaire from English to Arabic and from Arabic back to English.

#### **5.14 The Pilot Study**

A pilot study is not a pre-test, but is used more formatively to assist the researcher in developing relevant lines of questioning (Yin, 1994). A pilot study also provides the researcher with the opportunity to focus on particular areas that may have been unclear previously (Janesick, 1994). It is always desirable to conduct a pilot study before collecting data (Bryman, 2004; Saunders, 2003). The aim of a pilot study is to refine the questionnaire so that respondents will have no problems in answering the questions and there will be no problems in recording the data. In addition, the pilot study may enable researchers to convert an open-ended question into a closed question by determining the range of possible answers. It may also enable researchers to perform a trial analysis on pilot study sample and hence test out all analysis procedures (Burgess, 2001). To find out more about the use of pilot studies in survey research, see Bryman (2004 p. 159).

In this study, the pilot study for the first version of the questionnaire was carried out in June, 2005. The questionnaire was applied to 60 tourists.

The results of this pilot study suggested several changes in the questionnaire, as follows:

##### **5.14.1 Items Added**

The pilot study relating to part two (implicit motives) section A (push items), suggested the addition of four items which are: Saudi tourists prefer travelling to culturally less conservative countries; Alcohol is one of the motives that influence

Saudi tourists' decisions to travel abroad; Prohibition of mixed (male and female) music festivals in the country pushes Saudi tourists to travel abroad and; Attending cinema shows is one of the factors which push Saudi tourists to travel abroad.

The pilot study relating to part two (implicit motives) section B (pull items), suggested adding five items which are: Saudi tourists prefer travelling to destinations where alcohol is available; Saudi tourists prefer travelling to destinations where drugs are available; Possibility of personal and social freedom influences the destination choice of Saudi tourists; Availability of mixed music festivals attracts a Saudi tourist to certain destinations and; Attending cinema shows enhances Saudi tourists' selection of particular destinations.

#### **5.14.2 Deleting Items**

The results of the pilot study suggested the deletion of several items in some parts of the questionnaire:

The pilot study of part one (explicit motives) section A (push items), suggested that the researcher delete the item of "just realxing" because it is similar to the item of "doing nothing at all".

The pilot study of part one (explicit motives) section B (pull items), suggested that the researcher delete the item of "Historic old cities" because it is similar to the item of "Historical or archeological buildings and places".

The pilot study of part two (implicit motives) section A (push items) suggested that the researcher delete the item "To meet new sexual partners "because it is similar to the item "To get to know sexual partners". As well as, the result of pilot study suggest that the researcher should delete the item of "Availability of verity of drugs" because it is similar to the item of "Availability of different kinds of drugs". Moreover, the result of pilot study suggests that the researcher should delete the item of "Varieties of prostitutes such as streetwalkers" because the item

of "destinations that provide diverse sexual services" is inclusive the Varieties of prostitutes.

### **5.14.3 Changing Items**

The results of the pilot study suggested the alteration of several items in some parts of the questionnaire:

The pilot study relating to part one (explicit motives) section A (push items), suggested that the researcher change the word from "to enjoy warm weather" to "to enjoy cool weather". Moreover, The pilot study relating to part one (explicit motives) section B (pull items), suggested that the researcher combine two items, "Seaside" and "Water sports", into one item, "Sports attraction".

The pilot study of part two (implicit motives) section B (pull items) suggested that the researcher change "Prices of brothels and other sex services" to "Destinations that provide cheap sexual services are more attractive to Saudi tourists". The results of the pilot study also suggested that one item should be divided into two. The item "The cost of wine and drugs" needed to be divided into two items which are: "Destinations that provide cheap alcohol are more attractive to Saudi tourists and "Destinations that provide cheap drugs are more attractive to Saudi tourists".

### **5.15 Difficulties with the Study**

In examining the questionnaires, the researcher encountered some difficulties. For example, some participants did not want to participate in the research, some destroyed their questionnaires, gave abusive responses instead of answering the questions, wrote private messages to the researcher that he was impolite to be asking some of the very sensitive questions, and so on. In the researcher's opinion, this may have been because this study is very sensitive and addresses issues that are unacceptable in Islamic and Saudi culture. Also, it was generally difficult to distribute the questionnaires in hot weather with high humidity especially on the bridge between Bahrain and Saudi Arabia. At the airport it was

much less difficult as there was air-conditioning, whereas the bridge was an open area.

### **5.16 Data Analysis**

The analysis of quantitative data is known as social statistics. It is usually accompanied by a range of statistical and analytical terminology (David and Sutton, 2004). The data analysis involves several stages: coding data, data entry, analyzing data.

There are a number of specialist software applications available to support quantitative data analysis. These include Minitab for Windows, SPSS for windows and SAS for Windows. In this study the researcher used SPSS V.13 for Windows which uses the following statistical techniques:

- Reliability analysis
- Frequencies and percentages
- Mean score
- Factor analysis
- Pearson correlation
- One-way ANOVA
- Scheffe multiple range test
- T-test
- Logistic regression
- Multinomial logistic regression

#### **5.16.1 Reliability Analysis**

Reliability refers to the extent to which a measuring instrument contains variable errors, that is, errors that appear inconsistently between observations either during any one measurement procedure or each time a given variable is measured by the same instrument (Frankfort-Nachmias and Nachmias, 2000). One of the most commonly used reliability measures is Cronbach's Alpha. Cronbach's coefficient is a reasonable indicator of the internal consistency of instruments that do not have right-wrong (binary) marking schemes, and can thus be used for both essay

questions and questionnaires using scales such as rating or Likert scales (Black, 1999; Oppenheim, 1992). The variation of a computed alpha coefficient is between 0, which denotes no internal reliability, and 1, which denotes perfect internal reliability. Nunnally and Bernstein (1994) recommend the coefficient 0.70, which is now the standard. This research will employ Cronbach's Alpha to test the reliability of several factors relating to tourism motivation (push and pull) and cultural factors.

### **5.16.2 Frequencies and Percentages**

The first step in the process of analyzing categorical variables, nominal or ordinal, is to produce a frequency count of the number of cases that responded to each of the variable categories (David and Sutton, 2004; Frankfort-Nachmias and Nachmias 2000). It displays a frequency table for a specified variable, showing the number and percentage of case for each value, normally applied to categorical variables. These are variables with a fixed number of discrete values (Norusis, 1994). In this research frequencies and percentages are used with variables (for example, demographic variables such as gender, marital status, and age) that enable the researcher to describe the sample.

### **5.16.3 Mean Score**

The mean, or average, is the most frequently-used measure of central tendency (David and Sutton, 2004; Frankfort-Nachmias and Nachmias 2000), and offers a general picture of the data without unnecessarily inundating one with each of the observations in a dataset (Sekaran, 1992). The means procedure is applied to comparing averages (means) for different groups. In this study, the mean scores will be used to find the relationship between push and pull factors of motivation of tourists (explicit and implicit) and to find the relationship between Saudi society culture and demographic variables of tourists with tourism motivations (explicit and implicit).

#### 5.16.4 Factor Analysis

Factor analysis can be used to reduce the number of variables and discover latent variables or factors among observed variables. Factor analysis groups variables with similar characteristics together. Most previous studies in tourism motivation (e.g. Cha *et al.*, 1995; Hanqin & Lee, 1999; Jamorzy & Uysal, 1994; Kim & Lee, 2002; Kim & Predeaux, 2005; Kozak, 2000; Jang & Cai, 2002; Yoon & Uysal, 2005) have used factor analysis. Kaiser–Meyer–Olkin (KMO) statistics will be employed to decide whether it is appropriate to run a factor analysis. These statistics take values between 0 and 1. Data are considered appropriate for factor analysis if the KMO values approach 1. In this study, principal components factor analyses will be employed for the push and pull motivational items and for the Saudi society cultural items as expressions to identify separately underlying dimensions associated with Saudi culture and Saudi motivations for travelling to foreign destinations. An OBLIQUE rotation, the most common choice in the rotation method, will be used since it generally provides easier interpretation and the resulting factors will be expected to be utilized in the subsequent multivariate analysis (Hair *et al.*, 1998). According to Kaiser’s (1974) criterion, only factors with eigenvalues greater than 1 will be retained, and only items with factor loadings and communalities of greater than 0.50 will be included in the final factor structure.

#### 5.16.5 Pearson Correlation

There are various statistical techniques that allow researchers to measure the extent to which two variables are associated by a single summarizing measure. Such measures of relationship, often referred to as correlation coefficient, reflect the strength and the direction of association between the variables, and the degree to which one variable can be predicted from the other (Frankfort-Nachmias and Nachmias 2000). It ranges from +1 to -1. A correlation of +1 means that there is a perfect positive linear relationship between variables, a correlation of -1 means that there is a perfect negative linear relationship between variables, and finally, a correlation of 0 means that there is no relationship between variables (Frankfort-Nachmias and Nachmias 2000). Pearson correlation will be used in this study to find:

- 1- The relationship between push and pull factors of tourists' motivation (explicit and implicit).
- 2- The relationship between Saudi societal culture and push and pull factors of tourists' motivations (explicit and implicit).

#### **5.16.6 One-way ANOVA**

One-way ANOVA (analysis of variance) is used to test whether three or more groups are different. ANOVA analyses the variation within and between groups of data by comparing means (Hair *et al.*, 1998).. The F ratio or F statistic represents these differences. Hays (1994) lists some assumptions that need to be met before using one way ANOVA (for example each data value is independent and does not relate to any of the other data values). One-way ANOVA was used in this study to identify the differences in the motivation of the tourists in terms of the demographic characteristic of tourists that had more than two categories, such as age, income and education.

If the results of ANOVA were significant ( $p < 0.05$ ), a post-hoc analysis with a Scheffe method was conducted to identify differences among the factors of motivation of the tourists related to their demographic characteristics.

#### **5.16.7 Scheffe Multiple Range Test**

Scheffe multiple tests can be used to determine the significant differences between group means in an analysis of variance setting. The Scheffe multiple range test is a more commonly-used comparison than other multi-comparative procedures (Miller, 2002).

#### **5.16.8 T-test**

The T-test is the most commonly-used method to evaluate the differences in means between two groups (Hair *et al.*, 1998).. In this study the T-test analyses were used to identify the differences in the motivation of the tourists in term of the tourists' demographic characteristics that had only two categories, such as gender and marital status.

### 5.16.9 Logistic Regression

Logistic regression is used to model non-continuous response variables (an ordered or unordered categorical variable) (Moutinho and Hutcheson, 2004). In this study, three logistic regression (logit) models will be tested to find out what factors contributed to determining each destination as a travel region (see Jang & Cai, 2002). The binary dependent variables in the logit models are the choice of a specific destination (will code 1 in the analysis) versus the choice of the other destinations (will code 0), for example, Bahrain vs. non-Bahrain in the Bahrain model. The logit model can also be specified as follows:

$$\Pr(y = 1 | x_n) = \left( \frac{\exp(b_0 + b_1x_1 + b_2x_2 + \dots + b_nx_n)}{1 + \exp(b_0 + b_1x_1 + b_2x_2 + \dots + b_nx_n)} \right)$$

where;  $\Pr(y = 1 | x_n)$  = the probability of the event  $y$  occurring given the effects of the explanatory variable,  $x_n$

$\exp$  = is the base of the natural logarithms (or the exponent)

$b_n$  = the slope coefficients corresponding to the appropriate explanatory variable,  $x_n$

$x_n$  = the explanatory variables involved in the regression

### 5.16.10 Multinomial Logistic Regression

Multinomial logistic regression is an extension of the logistic regression model. This model allows each category of an unordered response variable to be compared to a reference category; this provides a number of logistic regression models. According to Moutinho and Hutcheson (2004), the multinomial logistic regression procedure outputs a number of logistic regression models that make specific comparisons.

In this study, multinomial logistic regression will be used to make a comparison between the destinations under study (Bahrain, Egypt and France) relative to the influence of tourism motivations, cultural factors and demographic variables on the decisions of tourists.

In analysing the interviews, the researcher used Content Analysis of the interview transcripts in order to identify the motivations behind outbound tourism of Saudi tourists and their views on Saudi society. This technique has been employed to describe in a systematic manner both the form and the content of written or oral material (Sommer, and Sommer. 2002). It may also be seen as representative of a more 'linguistically oriented' approach to qualitative research (Miles and Huberman (1994). Each interview transcript was analysed manually, in order to be able to clarify themes and patterns and permit motivations to be revealed using the 'constant comparison' method (see Jane *et al.*, 2000; Johns, and Gyimothy, 2002; Strauss and Corbin, 1990). New ideas and concepts were compared with others that appeared from the data to identify central underlying themes or categories. These categories of motivations would be subject to in-depth exploration in the course of subsequent interviews and the following stage of the research.

### **5.17 Summary**

After investigating the qualities of the qualitative and quantitative approach, the researcher decided to use the two approaches in two phases. In the first phase, the researcher will use quantitative approach (questionnaires), in the second phase the researcher will use the qualitative approach (interviews). This will help to validate the result of the first stage. The reasons for using the two approaches are diverse.

The population of the study comprises Saudi outbound tourists who have booked to travel to the three destinations of study (Bahrain, Egypt and France). The sample size was 600 tourists, divided equally for each of the three destinations. The number of cases for qualitative phase will be 25 participants. Quota sampling was used to represent the population of the research (in quantitative phase), and snowball sample techniques in qualitative phase, the questionnaire will be used to collect data in the first phase and the interviews in the second phase. The questionnaires were divided into four parts based on the variables and research issues to be addressed. The measurement variables and the pilot study was used to build the final questionnaire. The researcher employed factor analysis and other

useful techniques like the T-test, ANOVA, Pearson correlation, and logistic and multinomial regression, to investigate different issues and answer specific research questions. For the analysis of the interviews, the researcher used Content analysis of transcripts of the interviews to identify the motivations behind outbound tourism of Saudi tourists and their opinions about Saudi society. Each transcript of an interview was analyzed manually, to be able elucidate themes and patterns and allow motivations to be uncovered using the ‘constant comparison’ method.

## **CHAPTER SIX: FINDINGS: TOURIST MOTIVATIONS OF OUTBOUND TOURISM (EXPLICIT AND IMPLICIT)**

### **6.1 Introduction**

As mentioned in chapter 1, this research aims to investigate the 'push' and 'pull' motivations (explicit and implicit) that drive Saudi tourists to go abroad, and to examine the nature of the relationship between push and pull factors. Since previous studies have investigated the motivations of outbound tourism in non-Muslim countries (see chapter 3), there has been a lack of attention among the researchers to investigate the motivations of outbound tourists (especially implicit motives) in Islamic countries. Therefore, this chapter aims to fill this gap and to contribute to the literature on tourism motivations by investigating the 'push' and 'pull' motivations (explicit and implicit) of Saudi outbound tourism.

Factor analysis is used to find latent variables or factors among observed variables. In other words, if the data contains many variables, factor analysis is used to reduce the number of variables through grouping variables that are related to the same theoretical concept (latent variable) together. Thus by using factor analysis we can produce a small number of factors (latent variables) from a large number of variables, which are capable of explaining the observed variance in the larger number of variables. The reduced factors are used for further analysis of causal relationships.

The use of factor analysis involves three stages:

1. The first step which usually researchers start with is to determine the appropriateness of running a factor analysis. The measures used to determine factor analysis use appropriateness have been proposed by Kaiser (1974) and are based on an index that compares correlation and partial correlation coefficients (these measures of sampling adequacy are also known by statisticians as Kaiser–Meyer–Olkin, or KMO statistics). KMO statistics take values between 0 and 1. When the values are High (approaching 1) then the sum of the correlation coefficients are relatively

large compared to the sum of the partial correlation coefficients. This suggests a pattern of correlation in the data confirming the appropriateness of using factor analysis. On the other hand, if the sum of the partial correlation coefficients is relatively large compared to the correlation coefficients, the relationships in the data are likely to be quite diffuse. This suggests a situation where it is unlikely that the variables will form distinct factors. Table 6-1 presents details of how KMO statistics can be interpreted

**Table 6-1 : Interpretation of the KMO Statistics**

| <b>KMO statistic</b> | <b>Interpretation</b> |
|----------------------|-----------------------|
| in the .90's         | Marvellous            |
| in the .80's         | Meritorious           |
| in the .70's         | Middling              |
| in the .60's         | Mediocre              |
| in the .50's         | Miserable             |
| below .50            | Unacceptable          |

**Resource:** Kaiser, 1974.

2. The second procedure involves a factor extraction from the correlation matrix that is customarily based on the correlation coefficients of the variables. The goal of factor extraction is to determine the factors needed to represent the data. The method to be used here is Principle Components Analysis.
3. Thirdly, the researcher chooses a rotation method in order to maximize the relationship between the variables and some of the factors. The rotation can be used to transform the factors to make them more easily interpretable.

As a general rule, for factor analysis the number of observations should be at least four or five times the number of the variables to be analysed (Hair et al., 1987). In the current study,  $n = 486$  and the push motivation of explicit scale analysed contains  $5 \times 24 = 120$  variables. The pull motivational of explicit scale analysed contains variables ( $5 \times 15 = 75$  variables), the push motivation of implicit scale

analysed contains ( $5 \times 12 = 60$  variables), the implicit pull motivational scale analysed contains ( $5 \times 13 = 65$  variables) and the culture scale analysed contains ( $5 \times 22 = 110$  variables). This suggests that the use of the factor analysis in this study is within the guidelines.

## **6.2 Explicit Motives**

### **6.2.1 Push Motives**

Before proceeding to explore the underlying patterns of the tourism motivations, a Kaiser–Meyer–Olkin measure of sampling adequacy has been used to determine the appropriateness of principal components analysis (data reduction procedure) for the motivational variables.

The estimates of KMO statistics of 0.849, which can be described as "Meritorious" (Hair et al 1995; Kaiser, 1974), indicated that the data of section (a) of part one of the questionnaires (push items of explicit motives) is suitable for factor analysis. All 24 items included in the initial analysis had a factor loading above 0.5 "very significant" (Hair et al 1995), and were retained for subsequent analysis (Stevens, 1996). Most of the factor loadings were greater than 0.60, indicating a good correlation between the items and the factor grouping they belong to. In addition, all items were loaded highly only on one factor and were not split-loaded on another factor above (0.35) as suggested by Gorsuch (1974) and Leary (1995).

Principal components analysis with OBLIQUE rotation suggests that seven factors may be extracted from the data (eigenvalues =1 and above) and 24 items were retained under the seven factors which explains 61.9% of the variance in the data set. The first factor accounts for 24.1% of the variance, the second 11.5%, the third 6.9%, the fourth 5.6%, the fifth 5.0% the sixth 4.6% and the seventh is 4.1%. None of the remaining factors is significant (See Table 1 in Appendix B).

Reliability analysis (Cronbach's Alpha) was calculated to test the reliability and internal consistency of each factor. The alpha coefficients for five factors were above 0.7. These coefficients were higher than the standard estimates of 0.70 as

recommended by Nunnally and Bernstein (1994). The inter-correlation for the sixth factor was (0.341) which was significant at the .001 level.

The factors were labelled according to the commonality of the items loading on each factor, and they were labelled as follows: escape, prestige, social and sport, experience and excitement, enjoying natural resources, knowledge, and relaxation. Table 6-2 illustrates the result of the factor analysis of travel motivations (push factor) of Saudi outbound tourists.

**Table 6-2 : Push Factors of Explicit Motivation of Saudi Outbound Tourists**

| Push factors                                  | Loading | Eigen Value | Variance Explained | Reliability Analysis |
|-----------------------------------------------|---------|-------------|--------------------|----------------------|
| <b>Factor 1: Escape</b>                       |         | <b>5.8</b>  | <b>24.1</b>        | <b>0.77**</b>        |
| Getting away from the demands of home         | .62     |             |                    |                      |
| Having a change from a demanding job          | .71     |             |                    |                      |
| Escaping from everyday life                   | .77     |             |                    |                      |
| Relieving boredom                             | .74     |             |                    |                      |
| Having fun, being entertained                 | .67     |             |                    |                      |
| <b>Factor 2: Prestige</b>                     |         | <b>2.8</b>  | <b>11.5</b>        | <b>0.79**</b>        |
| Visiting places my friends have not been      | .70     |             |                    |                      |
| Visiting places my family is originally from  | .63     |             |                    |                      |
| Going to places my friends want to go         | .82     |             |                    |                      |
| Talking about the trip after returning home   | .68     |             |                    |                      |
| <b>Factor 3: Social and Sport</b>             |         | <b>1.7</b>  | <b>6.9</b>         | <b>0.78 **</b>       |
| Visiting friends and relatives                | .61     |             |                    |                      |
| The family can be together                    | .74     |             |                    |                      |
| Meeting people with similar interests         | .56     |             |                    |                      |
| Watching sports events                        | .59     |             |                    |                      |
| Participating in sport                        | .71     |             |                    |                      |
| <b>Factor 4: Experience and Excitement</b>    |         | <b>1.3</b>  | <b>5.6</b>         | <b>0.72**</b>        |
| Meeting new people                            | .53     |             |                    |                      |
| Trying new food                               | .66     |             |                    |                      |
| Finding thrills or excitement                 | .77     |             |                    |                      |
| Being daring and adventurous                  | .71     |             |                    |                      |
| <b>Factor 5: Enjoying Natural Resources</b>   |         | <b>1.2</b>  | <b>5.0</b>         | <b>0.72 **</b>       |
| Enjoying the cool weather                     | .65     |             |                    |                      |
| Visiting national parks/ forests              | .85     |             |                    |                      |
| Enjoying rural countryside                    | .78     |             |                    |                      |
| <b>Factor 6: Knowledge</b>                    |         | <b>1.1</b>  | <b>4.6</b>         | <b>0.341*</b>        |
| Seeing and experiencing a foreign destination | .73     |             |                    |                      |
| Learning new things or increasing knowledge   | .80     |             |                    |                      |
| <b>Factor 7: Relaxation</b>                   |         | <b>1.0</b>  | <b>4.1</b>         | <b>(n/a)</b>         |
| Doing nothing at all                          |         |             |                    |                      |
| Total variance explained                      |         |             | <b>61.9%</b>       |                      |

\* Pearson Correlation

\*\* Reliability alpha

From the previous table, **factor 1**, the escape factor, explained **24.1** percent of the variance with an eigenvalue of **5.8**. All motives that made up this factor grouping reflected the desire to get away and experience a change from routine. This factor is composed of five items 'getting away from the demands of home', 'having a change from a demanding job', 'escaping from everyday life', 'relieving boredom' and 'having fun, being entertained'.

The reliability alpha of this factor is **0.77**, slightly less than the (0.80) Cronbach Alpha for this factor in Jang and Cia's (2002) study, and higher than the value of 0.70 in Kim et al's (2005) Study. The reliability of this factor was confirmed by the Pearson inter-correlation of the items included in this factor, which were all significant at 0.001 level, (see Table 6.3). The total correlation for all items is higher than 0.3, which is a relatively good indicator (see Field, 2005). The values in the column labelled 'Alpha if items are deleted', indicate that none of the items here would increase the reliability if they were deleted because all values in this column are less than the overall reliability of 0.77.

**Table 6-3 : Confirming the Reliability of the Escape Factor**

| No. | Statements                            | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |     |     |
|-----|---------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|-----|-----|
|     |                                       |                                  |                                  | 1                   | 2   | 3   | 4   |     |
| 1   | Getting away from the demands of home | .50                              | .75                              | .34                 |     |     |     |     |
| 2   | Having a change from a demanding job  | .51                              | .74                              |                     | .49 | .47 |     |     |
| 3   | Escaping from everyday life           | .64                              | .69                              |                     | .41 | .41 | .55 |     |
| 4   | Relieving boredom                     | .62                              | .70                              |                     | .27 | .33 | .37 | .48 |
| 5   | Having fun, being entertained         | .47                              | .75                              |                     |     |     |     |     |

**Factor 2**, the prestige factor, is loaded with four items, and accounts for **11.5** percent of the variance in the data, with an eigenvalue of **2.8**. The four items are: 'visiting places my family is originally from', 'going to places my friends want to go', 'visiting places my friends have not been' and 'talking about the trip after returning home'.

This factor had a reliability alpha of 0.79. This value is slightly lower than the value of the Cronbach Alpha of Hanqin and Lam's (1998) study which is 0.80, but it is higher than the value of Cha et al's (1995) study (0.65) and of Jamrozny and Uysal's (1994) study (0.58). The reliability of this factor was confirmed by the Pearson inter-correlation of the items included in this factor, which were all significant at 0.001 level (see Table 6.4). In addition, the total correlation for all items is higher than 0.3, which is a good indicator (Field, 2005). The values in the column labelled 'Alpha if items are deleted', indicates that none of the items here would increase the reliability if they were deleted. This indicates that all items are contributing positively to the overall reliability.

**Table 6-4 : Confirming the Reliability of the Prestige Factor**

| No. | Statements                                   | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |
|-----|----------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|
|     |                                              |                                  |                                  | 1                   | 2   | 3   |
| 1   | Visiting places my friends have not been     | .57                              | .74                              | .45                 | .50 | .50 |
| 2   | Visiting places my family is originally from | .59                              | .74                              |                     |     |     |
| 3   | Going to places my friends want to go        | .61                              | .73                              |                     |     |     |
| 4   | Talking about the trip after returning home  | .60                              | .73                              |                     |     |     |

**Factor 3**, the social and sport factor, contains five items and explains **6.9** percent of the variance in the data, with an eigenvalue of **1.7**. The items associated with this factor deal with social and sport values including, 'visiting friends and relatives', 'the family can be together', 'meeting people with similar interests', 'watching sports events' and 'participating in sport'.

The reliability alpha of this factor is 0.78. It is higher than the value of the Cronbach Alpha for this factor in Cha et al's (1995) study (0.73), in Jamrozny and Uysal's (1994) study (0.72), in Jang and Cai's (2002) study (0.61) and in Kim and Jogaratnam's (2002) study (0.57). To further examine the internal consistency, the reliability of this factor was confirmed by the Pearson inter-correlation for the items included in this factor. They were all significant at 0.001 level (see Table 6-5). The total correlation for all items is higher than 0.3, which is relatively good,

according to Field, (2005). The values in the column labelled 'Alpha if items are deleted' indicate that none of the items here would increase the reliability if they were deleted, because all the values in this column are less than the overall reliability (0.78).

**Table 6-5 : Confirming the Reliability of the Social and Sport Factor**

| No. | Statements                            | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |     |
|-----|---------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|-----|
|     |                                       |                                  |                                  | 1                   | 2   | 3   | 4   |
| 1   | Visiting friends and relatives        | .48                              | .76                              | .38                 | .43 | .39 | .39 |
| 2   | The family can be together            | .50                              | .75                              |                     |     |     |     |
| 3   | Meeting people with similar interests | .54                              | .74                              |                     |     |     |     |
| 4   | Watching sports events                | .61                              | .71                              |                     |     |     |     |
| 5   | Participating in sport                | .62                              | .71                              |                     |     |     |     |

**Factor 4**, the experience and excitement factor, contains the four items which are employed to explain this factor. They include, 'meeting new people', 'trying new food', 'finding thrills or excitement' and 'being daring and adventurous'. This factor accounts for **5.6** percent of the variance in the data with an eigenvalue of **1.3**.

The reliability alpha of this factor is 0.72, which is lower than the value of the Cronbach Alpha reported by Hanqin and Lam's (1998) study (0.88), and higher than the value of 0.69 reported by Cha et al's (1995) study. To confirm the reliability of this factor, the Pearson inter-correlation of the items included in this factor was done, and they were all significant at 0.001 level (See Table 6-6). The total correlation for all items is higher than 0.3, which is a good statistical indicator (Field, 2005). Furthermore, the values in the column labelled 'Alpha if items are deleted' indicate that none of the items here would increase the reliability if they were deleted, because all values in this column are less than the overall reliability (0.72).

**Table 6-6 : Confirming the Reliability of the Experience and Excitement Factor**

| No. | Statements                    | Corrected item-<br>Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted | Pearson Correlation |     |     |
|-----|-------------------------------|-----------------------------------------|----------------------------------------|---------------------|-----|-----|
|     |                               |                                         |                                        | 1                   | 2   | 3   |
| 1   | Meeting new people            | .42                                     | .71                                    | .41                 | .40 | .56 |
| 2   | Trying new food               | .51                                     | .65                                    |                     |     |     |
| 3   | Finding thrills or excitement | .58                                     | .61                                    |                     |     |     |
| 4   | Being daring and adventurous  | .53                                     | .64                                    |                     |     |     |

**Factor 5:** enjoying natural resources explains **5.0** percent of the variance with an eigenvalue of **1.2**. This factor contains three items which are, 'enjoying the cool weather', 'visiting national parks/ forests ', 'enjoying rural countryside'.

The reliability alpha of this factor is 0.72. To further examine the internal consistency, the reliability of this factor is confirmed by the Pearson inter-correlation of the items included in this factor, which are all significant at 0.001 level (See Table 6-7). The total correlation for all items is as well higher than 0.3, which is statistically a good indicator (see Field, 2005). Furthermore, the values in the column labelled 'Alpha if items are deleted' indicate that none of the items here would increase the reliability if they were deleted except the item "enjoying the cool weather". Deleting this item would increase the value from 0.72 to 0.73. Despite this increase, it was decided to keep it for two reasons: firstly, the increase is not dramatic and both values reflect a reasonable degree of reliability. Secondly, this item reflects the desire to enjoy cool weather, which is considered important for Saudi tourists (see Al-Ghamdi, 1996; Bogary, 2002)

**Table 6-7: Confirming the Reliability of the Enjoying Natural Resources factor**

| No. | Statements                       | Corrected item-Total Correlation | Coronbach's Alpha if Item Deleted | Pearson Correlation |     |
|-----|----------------------------------|----------------------------------|-----------------------------------|---------------------|-----|
|     |                                  |                                  |                                   | 1                   | 2   |
| 1   | Enjoying the cool weather        | .45                              | .73                               |                     |     |
| 2   | Visiting national parks/ forests | .63                              | .51                               | .46                 |     |
| 3   | Enjoying rural countryside       | .53                              | .63                               | .34                 | .56 |

**Factor 6**, the knowledge factor, explains **4.6** percent of the variance with an eigenvalue of **1.1**. The two motives that made up this factor grouping reflected the desire to increase knowledge: 'seeing and experiencing a foreign destination', 'learning new things or increasing knowledge'. Even with only two items kept, the factor is reasonably reliable, as confirmed by the Pearson correlation of 0.34, which is statistically positive and significant at 0.01 level.

**Factor 7**, the relaxation factor, includes just one item; 'doing nothing at all'. This factor accounted for **4.1** percent of variance with an eigenvalue of **1.0**. Because this factor contains just one item, it becomes difficult to assess its reliability, as reported by Ryan and Bonfield, (1975); it was therefore decided to drop this factor from further analysis.

Although the order of the factors and the items loading on each factor are on some occasions different from those reported in other studies, the factor structure remains essentially the same, with the factors emerging here similar to those appearing in previous studies (see chapter three).

### 6.2.2 Pull Motives

Factor analysis was used to group 15 destination attributes (pull items) into a set of underlying dimensions, which would indicate the general concerns about destination attributes when selecting the leisure travel destination.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy indicated that the 15 items sampled were adequate for factor analysis, with the KMO measure=

.863, which can be described as "Meritorious" (Hair *et al.*, 1995; Kaiser, 1974). The 15 attributes were analyzed by factor analysis with OBLIQUE rotation to group the polarized attributes into a manageable number of factors. All 15 items included in the initial analysis had a factor loading above 0.5, which is "very significant" according to Hair *et al.*, (1995) study and were retained for subsequent analysis (Stevens, 1996). Most of the factor loadings were greater than 0.60, indicating a good correlation between the items and the factor grouping to which they belong. All items were loaded highly on only one factor and were not split-loaded on another factor above 0.35 as suggested by Gorsuch (1974) and Leary (1995).

Four factors with eigenvalues of 1.0 or above were extracted and 15 attributes were retained under the four factors; this explains 64.5% of the variance in the data set. The first factor accounts for 36.0% of the variance, the second 12.5% the third 8.4%, the fourth 7.6%, all the remaining factors are not significant (See Table 2 in Appendix B).

For the reliability analysis, Cronbach's Alpha was used to test the internal consistency of each factor and the factors' overall reliability. The result indicates that the alpha coefficient for the total factors was 0.87, and three factors were internally consistent with the Cronbach's Alpha ranging from 0.72 to 0.89. The Pearson correlation for the fourth factor was 0.467.

Table 6-8 presents the factor loading and corresponding pull motivation items which emerged after the OBLIQUE rotation. These items were the attractiveness of the 'expenditure factor', the 'outdoor activities factor', the 'natural and historical factor', and the 'weather and environment factor'.

**Table 6-8 : Pull Factors of Explicit Motivation of Saudi Outbound Tourists**

| Pull factors                                     | Loading | Eigen Value | Variance explained | Reliability Analysis |
|--------------------------------------------------|---------|-------------|--------------------|----------------------|
| <b>Factor 1: Expenditure</b>                     |         | 5.4         | 36.0%              | 0.89**               |
| Cost of trip                                     | 0.83    |             |                    |                      |
| Accommodation budget                             | 0.87    |             |                    |                      |
| Cost of tourist goods and services               | 0.87    |             |                    |                      |
| Cost of public transportation                    | 0.76    |             |                    |                      |
| <b>Factor 2: Outdoor Activities</b>              |         | 1.9         | 12.5%              | 0.79**               |
| Outdoor activities are available                 | 0.79    |             |                    |                      |
| Availability of campgrounds and trailer parks    | 0.78    |             |                    |                      |
| Availability of activities for the entire family | 0.57    |             |                    |                      |
| Sports attractions                               | 0.69    |             |                    |                      |
| <b>Factor 3: Natural /Historical</b>             |         | 1.3         | 8.4%               | 0.72 **              |
| Possibility of seeing outstanding scenery        | 0.64    |             |                    |                      |
| Local festivals                                  | 0.61    |             |                    |                      |
| Interesting/ friendly local people               | 0.65    |             |                    |                      |
| Destinations which have historical attractions   | 0.63    |             |                    |                      |
| A good standard of hygiene                       | 0.63    |             |                    |                      |
| <b>Factor 4: Weather and Environment</b>         |         | 1.1         | 7.6%               | 0.467*               |
| Nice weather                                     | 0.83    |             |                    |                      |
| Environmental quality                            | 0.68    |             |                    |                      |
| Total variance explained                         |         |             | 64.5%              |                      |

\* Pearson Correlation

\*\* Reliability alpha

**Factor 1** relates to the costs of travelling overseas such as, the cost of the trip, the accommodation budget, cost of tourist goods and services and cost of public transportation. It has been labelled "expenditure". This factor explains 36.0 percent of variance in the data, with an eigenvalue of 5.4.

The reliability alpha of this factor is 0.89. This value is higher than the Cronbach Alpha for this factor as reported by Hanqin and Lam (1999) (which is 0.82) and that reported by Jamorozy and Uysal (1994) (which is 0.64). To further examine the internal consistency, the reliability of this factor is confirmed by the Pearson inter-correlation of the items included in this factor. They were all significant at 0.001 level (See Table 6-9). Furthermore, the total correlation for all the items is higher than 0.3, which is a good indicator as suggested by Field (2005). The values in the column labelled 'Alpha if the Items are deleted', indicates that none of the items here would increase the reliability if they were deleted. These suggest that all the items are positively contributing to the overall reliability.

**Table 6-9: Confirming the Reliability of the Expenditure Factor**

| No. | Statements                         | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |
|-----|------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|
|     |                                    |                                  |                                  | 1                   | 2   | 3   |
| 1   | Cost of trip                       | .75                              | .86                              | .76                 | .77 | .64 |
| 2   | The accommodation budget           | .82                              | .83                              |                     |     |     |
| 3   | Cost of tourist goods and services | .80                              | .84                              |                     |     |     |
| 4   | Cost of public transportation      | .66                              | .89                              |                     |     |     |

**Factor 2**, the outdoor activities factor, contains four items and explains **12.5** percent of the variance with an eigenvalue of **1.9**. The four items are: 'outdoor activities are available', 'availability of campgrounds and trailer parks', 'availability of activities for the entire family' and 'sports attractions'.

The reliability alpha of this factor is 0.79. This value was higher than the Cronbach's Alpha for this factor reported by Jang and Cia (2002) (with a value of 0.61). To support the reliability of this factor, the Pearson inter-correlation if the items included in this factor had been estimated and they were all significant at 0.001 level (See Table 6-10). Additionally, the total correlation for all items is higher than 0.3. This is a good indicator, as in Field's (2005) study. Furthermore, the values in the column labelled 'Alpha if Items are deleted' indicate that none of the items here would increase the reliability if they were deleted, because all the values in this column are less than the overall reliability of 0.79.

**Table 6-10: Confirming the Reliability of the Outdoor Activities Factor**

| No. | Statements                                       | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |
|-----|--------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|
|     |                                                  |                                  |                                  | 1                   | 2   | 3   |
| 1   | Outdoor activities are available                 | .62                              | .72                              | .60                 | .54 | .40 |
| 2   | Availability of campgrounds and trailer parks    | .68                              | .69                              |                     |     |     |
| 3   | Availability of activities for the entire family | .55                              | .76                              |                     |     |     |
| 4   | Sports attractions                               | .55                              | .76                              |                     |     |     |

**Factor 3**, the natural and historical factor explains 8.4 percent of the variance in the data set with an eigenvalue of 1.3. This factor includes five items that are related to the natural and historic resources of a destination. The five items are, 'possibility of seeing outstanding scenery', 'local festivals', 'interesting and friendly local people', 'destinations, which have historical attractions' and 'a good standard of hygiene'.

The reliability alpha of this factor is 0.72. This is lower than the Cronbach Alpha for this factor as reported by Jang and Cia (2002) (with a value of 0.78) and the other reported by Hanqin and Lam (1999) (with a value of (0.73)). Additionally, the Pearson inter-correlation if the items included in this factor had been estimated to support the analysis of the reliability of this factor. They were all significant at the 0.001 level, (See Table 6-11). Estimates for the total correlation for all the items are higher than 0.3 and are statistically appealing as suggested by Field (2005). Furthermore, the values in the column labelled 'Alpha if Items are deleted' indicate that none of the items here would increase the reliability if they were deleted because all values in this column are less than the overall reliability of 0.72.

**Table 6-11: Confirming the Reliability of the Natural and Historical Factor**

| No. | Statements                                     | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |     |
|-----|------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|-----|
|     |                                                |                                  |                                  | 1                   | 2   | 3   | 4   |
| 1   | Possibility of seeing outstanding scenery      | .36                              | .71                              |                     |     |     |     |
| 2   | Local festivals                                | .51                              | .65                              |                     |     |     |     |
| 3   | Interesting/ friendly local people             | .53                              | .64                              |                     |     |     |     |
| 4   | Destinations which have historical attractions | .51                              | .65                              |                     |     |     |     |
| 5   | A good standard of hygiene                     | .47                              | .67                              |                     |     |     |     |
|     |                                                |                                  |                                  | .29                 |     |     |     |
|     |                                                |                                  |                                  | .22                 | .45 |     |     |
|     |                                                |                                  |                                  | .26                 | .38 | .38 |     |
|     |                                                |                                  |                                  | .27                 | .30 | .38 | .39 |

**Factor 4**, the weather and environment factor, accounts for 7.6 percent of the variance in the data set with an eigenvalue of 1.1. This factor contains two items which are: 'nice weather', and 'environmental quality'. The Pearson correlation for this factor is .47, which is positive and has a medium effect (See Field, 2005).

According to the rank of the factors, the findings of this research are somewhat different from other studies (see chapter three). For example, expenditure was the second factor perceived by Chinese tourists (Hanqin and Lam 1999), the fourth factor perceived by Hong Kong tourists (Zahang et al 2004) and the fifth factor perceived by German tourists (Jamrozy & Uysal, 1994).

### **6.3 Implicit Motives**

#### **6.3.1 Push Motives**

The principal component factor method with OBLIQUE rotation was used to generate the factors underlying the 12 travel motives of Saudi outbound tourism. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy aims to examine if the strength of the relationship among variables is large enough to proceed for the estimation of a factor analysis. It was 0.910, and can be described as "Marvelous" (Hair et al 1995; Kaiser, 1974), indicating that the data of section (a) of part two of the questionnaires (push items of implicit motives) seemed suitable for factor analysis. All 12 items included in the initial analysis had very significant factor loadings (Hair et al 1992) (above 0.5) and were retained for subsequent analysis (Stevens, 1996). Most of the factor loadings were greater than 0.60, indicating a good correlation between the items and the factor grouping to which they belong.

Principal components analysis suggests that two factors may be extracted from the data set (with eigenvalues above 1) and 12 items were retained under the two factors which explained 69.7% of the variance in the data set. The first factor accounts for 59.6% of the variance, the second factor explained 10.1% of the variance (See Table 3 in Appendix B).

Reliability analysis (using Cronbach's Alpha) was calculated to test the reliability and internal consistency of each factor. The alpha coefficients for each of the two factors are 0.95 and 0.76. These coefficients were higher than the standard of 0.70 that has been recommended by Nunnally and Bernstein (1994).

These factors were labelled according to the strength of the loadings of the variables (Hair *et al.*, 1995). They were labelled as "Alcohol and Sex desires" and "Fun and Freedom desires". Table 6-12 illustrates the result of the factor analysis of travel motivations (push factor) of Saudi outbound tourists.

**Table 6-12: Push Factors of Implicit Motivation of Saudi Outbound Tourists**

| Push factors                                                                                                              | Loading | Eigen Value | Variance explained | Reliability Alpha |
|---------------------------------------------------------------------------------------------------------------------------|---------|-------------|--------------------|-------------------|
| <b>Factor 1: Alcohol and Sex desires</b>                                                                                  |         | <b>7.2</b>  | <b>59.6%</b>       | <b>0.95</b>       |
| Saudi tourists prefer travelling abroad to get to know people of the opposite sex.                                        | .62     |             |                    |                   |
| Some Saudi tourists prefer travelling abroad to search for a romantic relationship                                        | .64     |             |                    |                   |
| The desire for clandestine sex is considered to be one of the motives that drive Saudi tourists to go abroad for tourism. | .72     |             |                    |                   |
| A Saudi tourist considers travelling abroad as a good chance to visit prostitutes                                         | .73     |             |                    |                   |
| Alcohol is one of the motives that influence Saudi tourists' decisions to travel abroad.                                  | .82     |             |                    |                   |
| A Saudi tourist prefers traveling abroad to find interesting and special wines and/or spirits.                            | .88     |             |                    |                   |
| The desire to drink wines and/or spirits in pubs drives Saudi tourists to travel abroad for tourism.                      | .93     |             |                    |                   |
| A Saudi tourist considers travelling abroad as a good chance to enjoy the taste of different wines and/or spirits.        | .92     |             |                    |                   |
| With its strict prohibition, the desire to try drugs is one of the motives of outbound tourism of Saudi tourists          | .83     |             |                    |                   |
| <b>Factor 2: Fun and Freedom desires</b>                                                                                  |         | <b>1.2</b>  | <b>10.1%</b>       | <b>0.76</b>       |
| Saudi tourists prefer traveling to culturally less conservative countries                                                 | .60     |             |                    |                   |
| Prohibition of mixed (male and female) music festivals in the country pushes Saudi tourists to travel abroad              | .80     |             |                    |                   |
| Attending cinema shows is one of the factors which push Saudi tourists to travel abroad                                   | .80     |             |                    |                   |
| <b>Total variance explained</b>                                                                                           |         |             | <b>69.7%</b>       |                   |

**Factor 1**, the Alcohol and Sex desires factor explains **59.6** percent of the variance with an eigenvalue of **7.2**. Most motives that made up this factor grouping reflected the implicit desire of some Saudi tourists to have illicit sex and drink alcohol, both of which are prohibited in Saudi Arabia for religious reasons. This factor is comprised of nine items: 'Saudi tourists prefer travelling abroad to get to know people of the opposite sex', 'some Saudi tourists prefer travelling abroad to search for a romantic relationship', 'the desire for clandestine sex is considered to be one of the motives that drive Saudi tourists to go abroad for tourism', 'a Saudi tourist considers travelling abroad as a good chance to visit prostitutes', 'alcohol is one of the motives that influence Saudi tourists' decisions to travel abroad, 'a Saudi tourist prefers travelling abroad to find interesting and special wines and/or

spirits', 'the desire to drink wines and/or spirits in pubs drives Saudi tourists to travel abroad for tourism ', 'a Saudi tourist considers travelling abroad as a good chance to enjoy the taste of different wines and/or spirits', 'with its strict prohibition, the desire to try drugs is one of the motives of outbound tourism of Saudi tourists'.

The reliability alpha of this factor is 0.95. This value is confirmed by the Pearson inter-correlation of the items included in this factor, which were all significant at the 0.01 level (See Table 6-13). The total correlations for all the items were higher than 0.3, which is statistically significant (see Field 2005). Furthermore, the values in the column labelled 'Alpha if the Items are deleted', indicate that none of the items here would increase the reliability if they were deleted because all values in this column are less than the overall reliability (0.95).

**Table 6-13: Confirming the Reliability of the Alcohol and Sex Desires Factor**

| No. | Statements                                                                                                                | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
|-----|---------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|--|--|--|
|     |                                                                                                                           |                                  |                                  | 1                   | 2   | 3   | 4   | 5   | 6   | 7   | 8   |  |  |  |  |  |  |  |
| 1   | Saudi tourists prefer travelling abroad to get to know people of the opposite sex.                                        | .76                              | .94                              |                     |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
| 2   | Some Saudi tourists prefer travelling abroad to search for a romantic relationship                                        | .74                              | .94                              | .76                 |     |     |     |     |     |     |     |  |  |  |  |  |  |  |
| 3   | The desire for clandestine sex is considered to be one of the motives that drive Saudi tourists to go abroad for tourism. | .81                              | .93                              | .70                 | .73 |     |     |     |     |     |     |  |  |  |  |  |  |  |
| 4   | A Saudi tourist considers travelling abroad as a good chance to visit prostitutes                                         | .81                              | .93                              | .69                 | .69 | .85 |     |     |     |     |     |  |  |  |  |  |  |  |
| 5   | Alcohol is one of the motives that influence Saudi tourists' decisions to travel abroad.                                  | .81                              | .93                              | .62                 | .60 | .68 | .72 |     |     |     |     |  |  |  |  |  |  |  |
| 6   | A Saudi tourist prefers travelling abroad to find interesting and special wines and/or spirits                            | .85                              | .93                              | .62                 | .61 | .70 | .69 | .84 |     |     |     |  |  |  |  |  |  |  |
| 7   | The desire to drink wines and/or spirits in pubs drives Saudi tourists to travel abroad for tourism                       | .81                              | .93                              | .60                 | .55 | .61 | .63 | .70 | .80 |     |     |  |  |  |  |  |  |  |
| 8   | A Saudi tourist considers travelling abroad as a good chance to enjoy the taste of different wines and/or spirits.        | .80                              | .93                              | .61                 | .57 | .60 | .58 | .69 | .81 | .86 |     |  |  |  |  |  |  |  |
| 9   | With its strict prohibition, the desire to try drugs is one of the motives of outbound tourism of Saudi tourists          | .65                              | .94                              | .47                 | .44 | .50 | .51 | .55 | .61 | .67 | .86 |  |  |  |  |  |  |  |

**Factor 2**, the Fun and Freedom desires factor explains 10.1 percent of the variance with an eigenvalue of 1.2. This factor contains three items which are: 'Saudi tourists prefer traveling to culturally less conservative countries', 'prohibition of mixed (male and female) music festivals in the country pushes Saudi tourists to travel abroad', and 'attending cinema shows is one of the factors which push Saudi tourists to travel abroad'.

The reliability alpha of this factor is 0.76. To confirm the reliability of this factor, the Pearson inter-correlation of the items included in this factor has been estimated, which were all significant at 0.001 level (See Table 6-14). The total correlation for all the items is higher than 0.3, which is a good indicator (see Field, 2005). Furthermore, the values in the column labelled 'Alpha if Items are deleted', indicate that one item 'Saudi tourists prefer travelling to culturally less conservative countries' will increase the reliability from 0.75 to 0.80 if it is deleted. Therefore, it has been decided to drop this item and the Pearson correlation has been obtained. The Pearson correlation is positive and high (.67).

**Table 6-14: Confirming the Reliability of the Fun and Freedom Desires Factor**

| No. | Statements                                                                                                   | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |
|-----|--------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|
|     |                                                                                                              |                                  |                                  | 1                   | 2   |
| 1   | Saudi tourists prefer travelling to culturally less conservative countries                                   | .46                              | .80                              |                     |     |
| 2   | Prohibition of mixed (male and female) music festivals in the country pushes Saudi tourists to travel abroad | .66                              | .58                              | .43                 |     |
| 3   | Attending cinema shows is one of the factors which push Saudi tourists to travel abroad                      | .64                              | .60                              | .40                 | .67 |

In summary, the first factor of "Alcohol and Sex desires" captured **59.6** percent of the variance. This goes a good deal towards explaining why some Saudi tourists travel abroad. These results are similar to the results of previous research which found sex motive and alcohol motive drive tourists from several country to travel for tourism (see chapter three).

### 6.3.2 Pull Motives

To examine the dimensions underlying the pull factor, a principal component factor analysis with OBLIQUE rotation has been undertaken. The calculation of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.918 which can be described as "Marvelous" (Hair et al 1995; Kaiser, 1974). This indicates that the data of section (b) of part two of the questionnaires (pull items of implicit motives) seemed suitable for factor analysis. All 13 items included in the initial analysis had factor loadings which are very significant (Hair et al 1992) (above 0.5) and were retained for subsequent analysis (Stevens, 1996). All of the factor loadings were greater than 0.70, indicating a good correlation between the items and the factor grouping to which they belong. All items were loaded highly on only one factor and were not split-loaded on another factor above 0.35 as suggested by Gorsuch (1974) and Leary (1995).

Principal components analysis suggests that three factors may be extracted from the data set (eigenvalues above 1) and 13 items were retained under the three factors which explain 81.6% of the variance in the data set. The first factor accounts for 59.7% of the variance, the second factor explains 13.7% of the variance and the third factor explains 8.2% of the variance (see Table 4 in Appendix B).

Cronbach's Alpha was used to test the reliability and internal consistency of each factor, the result indicating that the alpha coefficient for three factors ranged from 0.87 to 0.95. These coefficients were higher than the standard of 0.70 as recommended by Nunnally and Bernstein (1994).

The factors were labelled according to the strengths of the loading of the variables (Hair et al 1995). They were labelled as Alcohol and Sex attractions, Drugs attractions and Fun and Freedom attractions. Table 6-15 illustrates the result of the factor analysis of travel motivations (pull factor) of Saudi outbound tourists.

**Table 6-15: Pull Factors of Implicit Motivation of Saudi Outbound Tourists**

| Pull factors                                                                                 | Loading | Eigen Value | Variance explained | Reliability Alpha |
|----------------------------------------------------------------------------------------------|---------|-------------|--------------------|-------------------|
| <b>Factor 1: Alcohol and Sex attractions</b>                                                 |         | <b>7.8</b>  | <b>59.7%</b>       | <b>0.95</b>       |
| Destinations that provide cheap sexual services are more attractive to Saudi tourists.       | .77     |             |                    |                   |
| Destinations that provide diverse sexual services are more attractive to Saudi tourists.     | .82     |             |                    |                   |
| Availability of sexual agents attracts Saudi tourists to specific destinations               | .83     |             |                    |                   |
| Availability of nightclubs, pubs and discos attract Saudi tourists to specific destinations. | .79     |             |                    |                   |
| Saudi tourists prefer travelling to destinations where alcohol is available.                 | .81     |             |                    |                   |
| Destinations that provide cheap alcohol are more attractive to Saudi tourists.               | .77     |             |                    |                   |
| Destinations that provide different kinds of alcohol are more attractive to Saudi tourists   | .79     |             |                    |                   |
| <b>Factor 2: Drugs attractions</b>                                                           |         | <b>1.8</b>  | <b>13.7%</b>       | <b>0.95</b>       |
| Saudi tourists prefer traveling to destinations where drugs are available                    | .89     |             |                    |                   |
| Destinations that provide cheap drugs are more attractive to Saudi tourists.                 | .89     |             |                    |                   |
| Destinations that provide different kinds of drugs are more attractive to Saudi tourists.    | .88     |             |                    |                   |
| <b>Factor 3: Fun and Freedom attractions</b>                                                 |         | <b>1.1</b>  | <b>8.2%</b>        | <b>0.87</b>       |
| Possibility of personal and social freedom influences destination choice of Saudi tourists.  | .81     |             |                    |                   |
| Availability of mixed music festivals attracts a Saudi tourist to certain destinations       | .83     |             |                    |                   |
| Attending cinema shows enhances a Saudi tourist's selection of particular destinations       | .86     |             |                    |                   |
| <b>Total variance explained</b>                                                              |         |             | <b>81.6%</b>       |                   |

**Factor 1**, the Alcohol and Sex attractions factor explains **59.6** percent of the variance with an eigenvalue of **7.8**. This factor includes seven items related to the sex and alcohol attractiveness of a destination. The seven items are: 'destinations that provide cheap sexual services are more attractive to Saudi tourists', 'destinations that provide diverse sexual services are more attractive to Saudi tourists', 'availability of sexual agents attracts Saudi tourists to specific destinations', 'availability of nightclubs, pubs and discos attracts Saudi tourists to specific destinations', 'Saudi tourists prefer travelling to destinations where alcohol is available', 'destinations that provide cheap alcohol, are more attractive to Saudi tourists', 'destinations that provide different kinds of alcohol are more attractive to Saudi tourists'.

The reliability alpha of this factor is 0.95. To examine further the internal consistency, the Pearson inter-correlation of the items included in this factor was examined, and they were all significant at 0.001 level (See Table 6.16). Furthermore, the total correlation for all the items is higher than 0.3, which is a good indicator (see Field, 2005). The values in the column labelled ‘Alpha; if an Item is deleted’ indicate that none of the items here would increase the reliability if they were deleted. This indicates that all items contribute positively to the overall reliability.

**Table 6-16: Confirming the Reliability of the Alcohol and Sex Attractions Factor**

| No. | Statements                                                                                   | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |     |     |     |  |
|-----|----------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|-----|-----|-----|--|
|     |                                                                                              |                                  |                                  | 1                   | 2   | 3   | 4   | 5   | 6   |  |
| 1   | Destinations that provide cheap sexual services are more attractive to Saudi tourists.       | .80                              | .94                              |                     |     |     |     |     |     |  |
| 2   | Destinations that provide diverse sexual services are more attractive to Saudi tourists.     | .86                              | .94                              | .85                 |     |     |     |     |     |  |
| 3   | Availability of sexual agents attracts Saudi tourists to specific destinations               | .85                              | .94                              | .78                 | .84 |     |     |     |     |  |
| 4   | Availability of nightclubs, pubs and discos attract Saudi tourists to specific destinations. | .79                              | .94                              | .65                 | .69 | .75 |     |     |     |  |
| 5   | Saudi tourists prefer travelling to destinations where alcohol is available.                 | .85                              | .94                              | .66                 | .72 | .71 | .74 |     |     |  |
| 6   | Destinations that provide cheap alcohol are more attractive to Saudi tourists.               | .85                              | .94                              | .68                 | .71 | .70 | .68 | .83 |     |  |
| 7   | Destinations that provide different kinds of alcohol are more attractive to Saudi tourists   | .85                              | .94                              | .67                 | .73 | .70 | .68 | .85 | .86 |  |

**Factor 2**, which is the Drugs attractions factor, explains 13.7 percent of the variance in the data set, with an eigenvalue of 1.8. This factor includes three items, which are: 'Saudi tourists prefer travelling to destinations where drugs are available', 'destinations that provide cheap drugs are more attractive to Saudi

tourists', and 'destinations that provide different kinds of drugs are more attractive to Saudi tourists'

The reliability alpha of this factor is 0.95. To support this value, the Pearson inter-correlation of the items included in this factor was done, and showed that they were all significant at 0.001 level (see Table 6.17). The total correlation for all items is higher than 0.3, which is statistically interesting (Field, 2005). Additionally, the values in the column labelled 'Alpha if an item is deleted' indicate that none of the items here would increase the reliability if they were deleted because all values in this column are less than the overall reliability 0.95.

**Table 6-17: Confirming the Reliability of the Drugs Attractions Factor**

| No. | Statements                                                                                | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |
|-----|-------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|
|     |                                                                                           |                                  |                                  | 1                   | 2   |
| 1   | Saudi tourists prefer traveling to destinations where drugs are available                 | .87                              | .92                              | .89                 |     |
| 2   | Destinations that provide cheap drugs are more attractive to Saudi tourists.              | .92                              | .89                              |                     |     |
| 3   | Destinations that provide different kinds of drugs are more attractive to Saudi tourists. | .85                              | .94                              | .80                 | .86 |

**Factor 3**, the Fun and Freedom attractions factor, is loaded with three items. This factor accounts for 8.2 percent of the variance in the data with an eigenvalue of 1.1. The three items are: 'possibility of personal and social freedom influences destination choice of Saudi tourists', 'availability of mixed music festivals attracts a Saudi tourist to certain destination' and 'attending cinema shows enhances a Saudi tourist's selection of particular destinations'.

The reliability alpha of this factor is 0.87. To further examine the internal consistency, the reliability of this factor was confirmed by the Pearson inter-correlation of the items included in this factor, which were all significant at 0.001 level (See Table 6.18). Additionally, the total correlation for all the items is higher than 0.3, which is statistically good (See Field, 2005). Furthermore, the values in the column labelled 'Alpha if Items are deleted' indicate that none of the items

here would increase the reliability if they were deleted because all values in this column are less than the overall reliability 0.87.

**Table 6-18: Confirming the Reliability of the Fun and Freedom Attractions Factor**

| No. | Statements                                                                                  | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |
|-----|---------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|
|     |                                                                                             |                                  |                                  | 1                   | 2   |
| 1   | Possibility of personal and social freedom influences destination choice of Saudi tourists. | .70                              | .85                              | .69                 |     |
| 2   | Availability of mixed music festivals attracts a Saudi tourist to certain destination.      | .78                              | .77                              |                     |     |
| 3   | Attending cinema shows enhances a Saudi tourist's selection of particular destinations      | .74                              | .81                              | .62                 | .73 |

In summary, the first factor of "Alcohol and Sex attractions" captured **59.6** percent of the variance, which goes a good deal towards explaining the implicit attractions of the destinations that attract some Saudi tourists. These results are similar to the results of previous research which found sex attraction and alcohol attraction attract tourists from several country to travel some destinations (see chapter three).

#### **6.4 Relationship between Push Factors and Pull Factors**

This section examines the relationship between push and pull factors using the Pearson correlation. It should be recalled that one of the major objectives of this research is to examine the relationship between push and pull factors.

##### **6.4.1 Relationship between Push Factors and Pull Factors (Explicit Motives)**

Table 6.19 presents the results of the Pearson correlation analysis conducted to examine the relationship between the push and pull factors (explicit motives) identified in this research in three destinations (Bahrain, Egypt and France).

**In Bahrain**, the results indicate that statistically significant correlations exist between very few push factors (three) and some pull factors. For example, pull factors 'outdoor activities' and ' natural/historical' both have significant positive

correlations with three of the push factors 'prestige', 'social and sport' and 'enjoying natural resources' at the 0.001 level of significance. The correlation values ranged from 0.589 to 0.178. These are logical results since Bahrain consists of islands that have very beautiful natural (coasts) tourism areas that are appropriate for sea sport which is considered a prestigious outdoor activity; this is lacking in most parts of Saudi Arabia i.e. Bahrain Provides Saudi outbound tourists who are looking for beautiful nature and prestigious outdoor activities with what they lack in Saudi Arabia.

The pull factor 'expenditure' is correlated only with the push factor 'prestige', with a positive correlation coefficient of 0.297 that is significant at the 0.001 level of significance. This is expected since prestige is usually associated with high expenditure. Additionally, the pull factor 'weather and environment' has a significant correlation with just one push factor 'enjoying natural resources', with a correlation coefficient of 0.338 at the 0.001 level of significance. This could be attributed to the fact that good weather and beautiful environment are two important natural resources. The push factors 'experience and excitement' and 'knowledge' did not have any relationship with any of the pull factors. This is most likely because of similarity between Saudi Arabia and Bahrain in culture, social life and history; so those Saudi outbound tourists who are looking new experience and excitement will not find it in Bahrain.

**In Egypt** the relationship between push and pull factors are found in most factors. For example, the pull factors 'outdoor activities' and 'natural/historical' have significant positive correlation with five of the push factors ('prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources' and 'knowledge') at the 0.001 and 0.05 level of significance, but not with the escape factor. It should be noted that, in some cases these correlations were relatively low. For example, while the correlation involving the push factor 'social and sport' and the pull factor 'outdoor activities' were relatively high (0.543) the correlation between pull factor 'natural/historical' and push factor 'enjoying natural resources' was significant, but very low (0.16).

The pull factor 'expenditure' is correlated with the push factors 'escape' (with a correlation coefficient of 0.178), 'social and sport' (a correlation coefficient of 0.195), 'experience and excitement' (a correlation coefficient of 0.196), 'enjoying natural resources' (a correlation coefficient of 0.215) and 'knowledge' (a correlation coefficient of 0.214) at the 0.001 and 0.05 level of significance but not with the 'prestige' factor. It should be noted that all these correlations are relatively low. Furthermore, the pull factor 'weather and environment' was correlated just to one push factor, 'escape', with a low correlation value (a correlation coefficient of 0.262) at the level 0.001 of significant. Since Egypt is culturally, socially, historically as well as with regard to its' nature and weather far different from Saudi Arabia compared to Bahrain, it provides most of what the Saudi outbound tourists are looking for and this is the cause and ground for the significant correlations between most of the pull and push factors.

The historical, cultural, social, environmental and nature differences between Saudi Arabia and France are even greater than those between Saudi Arabia and Egypt. Thus, the significant relationships between all the push and pull factors at the 0.001 and 0.05 level of significance is expected. The correlation values ranged from 0.725 to 0.190. The only exception is the weak correlation between the pull factor 'expenditure' and the push factor 'knowledge'.

Generally speaking, the results of relationships between push and pull in explicit motives of Saudi outbound tourists are congruent with the results suggested in previous studies (see Baloglu and Usal, 1996; Bogari et al, 2003; Jang and Cai, 2002; Kim and Lee, 2002; Kim *et al*, 2003; Klenoski, 2000; Oh *et al.*, 1995; Uysal and Jurovski 1994; You *et al.*, 2000) (see chapter four).

**Table 6-19: Pearson Correlation between Push and Pull Factors (Explicit)**

| Push Factors                      | Pull Factors       |                              |                               |                                   |
|-----------------------------------|--------------------|------------------------------|-------------------------------|-----------------------------------|
|                                   | F1:<br>Expenditure | F2:<br>Outdoor<br>Activities | F3:<br>Natural<br>/Historical | F4:<br>Weather and<br>Environment |
| <b>Bahrain</b>                    |                    |                              |                               |                                   |
| F1: Escape                        | .116               | .013                         | .124                          | .164                              |
| F2: Prestige                      | .297**             | .401**                       | .307**                        | .129                              |
| F3: Social and Sport              | .165               | .589**                       | .443**                        | .136                              |
| F4: Experience and<br>Excitement  | .199               | .115                         | .122                          | .077                              |
| F5: Enjoying Natural<br>Resources | .112               | .406**                       | .178**                        | .338**                            |
| F6: Knowledge                     | .050               | .116                         | .189                          | .136                              |
| <b>Egypt</b>                      |                    |                              |                               |                                   |
| F1: Escape                        | .178*              | .082                         | .089                          | .262**                            |
| F2: Prestige                      | .108               | .323**                       | .164*                         | .032                              |
| F3: Social and Sport              | .195*              | .543**                       | .242**                        | .123                              |
| F4: Experience and<br>Excitement  | .196*              | .368**                       | .197*                         | .148                              |
| F5: Enjoying Natural<br>Resources | .215**             | .363**                       | .159*                         | .415                              |
| F6: Knowledge                     | .214**             | .216**                       | .253**                        | .005                              |
| <b>France</b>                     |                    |                              |                               |                                   |
| F1: Escape                        | .235**             | .286**                       | .349**                        | .484**                            |
| F2: Prestige                      | .371**             | .589**                       | .552**                        | .342**                            |
| F3: Social and Sport              | .476**             | .725**                       | .516**                        | .384**                            |
| F4: Experience and<br>Excitement  | .307**             | .515**                       | .475**                        | .403**                            |
| F5: Enjoying Natural<br>Resources | .389**             | .425**                       | .332**                        | .445**                            |
| F6: Knowledge                     | .142               | .190*                        | .294**                        | .300**                            |

\*\*Significant at the .001 level of significance.  
\*Significant at the .05 level of significance.

#### 6.4.2 Relationship between Push Factors and Pull Factors (Implicit Motives)

Table 6.20 shows the results of the Pearson correlation analysis between push and pull factors (implicit motives) identified in three destinations (Bahrain, Egypt and France). The results suggest that all push factors have significant positive correlations with all pull factors at the 0.01 level of significance in all destinations (Bahrain, Egypt and France). The correlation values ranged from 0.795 to 0.218. Although the correlation between most push factors and most pull factors are

relatively high, the correlations between the pull factors 'Drugs attractions' and 'Fun and Freedom desires' were relatively low in all destinations. These results can easily be understood by knowing the great differences between Saudi Arabia and all of the three destinations with regard to the perception, attitude and legal consequences of satisfying these implicit motives. The Saudi society is very conservative and intolerable to alcohol drinking, sex soliciting, and drugs attractions where the penalty can reach capital punishment. On the other hand, the Egyptian, Bahraini and French societies are very liberal and tolerant to alcohol drinking and sex soliciting and to a lesser extent to drugs attractions. Thus, The Saudi outbound tourists who seek to satisfy these motives will be attracted and pulled to such destinations.

**Table 6-20: Pearson Correlation between Push and Pull Factors (Implicit)**

| Push Factors                | Pull Factors                          |                             |                                       |
|-----------------------------|---------------------------------------|-----------------------------|---------------------------------------|
|                             | F1:<br>Alcohol and Sex<br>attractions | F2:<br>Drugs<br>attractions | F3:<br>Fun and Freedom<br>attractions |
| <b>Bahrain</b>              |                                       |                             |                                       |
| F1: Alcohol and Sex desires | .743**                                | .488**                      | .401**                                |
| F2: Fun and Freedom desires | .437**                                | .218**                      | .551**                                |
| <b>Egypt</b>                |                                       |                             |                                       |
| F1: Alcohol and Sex desires | .795**                                | .437**                      | .573**                                |
| F2: Fun and Freedom desires | .651**                                | .253**                      | .693**                                |
| <b>France</b>               |                                       |                             |                                       |
| F1: Alcohol and Sex desires | .774**                                | .707**                      | .347**                                |
| F2: Fun and Freedom desires | .362**                                | .244**                      | .686**                                |

\*\*Significant at the .001 level of significance.

The results suggest that there are significant relationships between push and pull factors in both explicit and implicit motives in all destinations. This conforms to the general “Push-Pull” migration theory which indicates that people migrate (are pushed out) from areas where it is not possible for them to satisfy certain needs to areas (pulling areas) where these needs can be satisfied.

## 6.5 Summary

This chapter discusses the motivations of Saudi outbound tourism in detail. Consequently, it can be recognised that both explicit and implicit motives influence Saudi outbound tourism. In relation to the explicit motives, this study

identified six push factors (intrinsic desires) 'escape', 'prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources' and 'knowledge', and four pull factors (attributes of destination) 'expenditure', 'outdoor activities', 'natural and historical' and 'weather and environment'. In terms of the implicit motives, this study identified two push factors, 'alcohol and sex desires' and 'fun and freedom desires', and three pull factors 'alcohol and sex attractions', 'drugs attraction' and 'fun and freedom attractions').

Pearson correlation tests were employed to examine the significance of correlations between push and pull factors (implicit and explicit) in all three destinations. After examination of the nature of the relationship between push and pull factors (explicit and implicit), it was found that significant correlations were observed among the majority of push and pull dimensions in both explicit and implicit motives in the various destinations studied. This is a logical and anticipated result as outbound tourists are expected to travel to destinations that provide them with what they are looking for and are interested in.

In the case of Bahrain, it was found that there was a significant correlation between the push factor 'enjoying natural resources' and the pull factor 'weather and environment'. They had a variable related to nice weather, although the weather in Bahrain in summer time, which was the time when the data was collected, is in fact very hot and humid, and could not be termed 'nice'. Moreover, during this time, the weather in some parts of Saudi Arabia is very moderate and pleasant. This implies that many tourists did not reveal their true (implicit) motives for travelling to this destination.

In Egypt, there were significant relationships between most of the push factors and most of the pull factors. For France, a significant relationship was found between all push factors and all pull factors (explicit) except between the push factor of 'knowledge' and pull factor of 'expenditure'.

In Bahrain and Egypt, the majority of the values of the correlation between push and pull factors (explicit) were low, whereas most of the values of the correlation in France were good. This low correlation of values between push and pull factors

(explicit) imply that tourists did not give their real motives for travelling to Bahrain and Egypt, and that they had other implicit motives.

However, it was found that most of the values of the correlation between push and pull factors (implicit) were relatively high in all destinations. These high values between them suggest that Saudi outbound tourists' implicit motives are their true ones. As far as explicit motives are concerned, the results of this research suggest that there are no differences between the motivations of Saudi outbound tourists and those of other tourists.

The researcher has noted after examining the literature that this research is the first of its kind to investigate the tourism motivation of Saudi outbound tourism and, in addition, it is a seminal document in that it also examines the implicit motives in an Islamic context in particular. Moreover, the researcher employed the third person to acquire the results for the questionnaire, which is also original as far as tourism research is concerned. It should be noted that the decision to use the third person was made because of the sensitive nature of the implicit motivations involved. While the motivations for Saudi tourists are not unique, they could prove difficult to investigate. This might be because Saudis are very conservative and would presumably be reluctant to answer questions relating to such implicit motives. On the other hand, previous researchers (e.g. Bellis *et al.*, Clift and Forrest, 1999; Josiam *et al.*, 1998; Yokota; Yuan, 2005) investigated such motivations using the first person and using primarily non-Muslim case studies. One reason for this might be the comparative freedom to be found in western values. For example, in Saudi Arabia, it is a taboo to talk freely about pre-marital sexual relationships, alcohol and drug use, and all traditionally anti-Islamic values. Therefore, Saudis, compared to their western counterparts, might generally be uncomfortable in giving such information in the first person.

In summary, this chapter contribute to the literature of tourism motivations by investigating the 'push' and 'pull' motivations (explicit and implicit) of Saudi outbound tourists. The second contribution of this chapter is the methodological contribution. The researcher used the third person technique in order to investigate implicit motives of Saudi outbound tourists.

## **CHAPTER SEVEN: FINDINGS: DEMOGRAPHIC CHARACTERISTICS AND TOURISM MOTIVATION**

### **7.1 Introduction**

One of the aims of this research is to examine the differences in motivation of Saudi outbound tourism according to their demographic characteristics (age, gender, marital statuses, income and education) (see chapter one). Previous research has investigated the demographic characteristics of tourism motivation in different countries and cultural context (see chapter 4). Nevertheless, there has been a lack of attention among the researchers to investigate the demographic characteristics of Saudi tourists on their tourism motivations. Therefore, the primary objective of this chapter is to identify the effect of Saudi tourists' demographic characteristics on their tourism motivations, and to contribute to the literature of tourism motivations by investigating the effect of Saudi tourists' demographic characteristics on their tourism motivations.

### **7.2 The Respondents' Demographic Characteristics**

Many studies of the decision process in the choice of tourist destination (e.g. Goodall & Ashoorth, 1988; Heung et al, 2001; Stabler, 1995; Um & Crompton, 1990; Woodside & Lysonski, 1989) showed that individuals' personal characteristics, such as gender, age, occupation, education and social class, are internal inputs that influence the perceptions of places. According to Romsa and Blenman (1989) socio-economic variables, including age, gender and economic status, play a crucial role in the vacation behavior of tourists.

#### **7.2.1 Gender**

One of the basic objectives of marketing is the segmentation of consumers and endeavours to tailor products to their particular needs. Gender is among the main segmentation variables habitually employed in market segmentation (Milner and Higgs, 2004; Palanisamy, 2005). This is due to the fact that gender fulfils all market segmentation criteria, i.e. it is easily identifiable, the information is accessible and the segment is large enough to generate more profit (Meyers-Levy and Sternthal, 1991). As customers' responses often differ on the basis of gender,

marketers therefore carry out their activities in a different way depending on whether their targets are males or females.

Table 7-1 shows that the majority of respondents are males (79.2%) and the rest of them are females (20.8%). More specifically, the percent of males and females respondents who had choosed Bahrain as their destination is 77.4% and 22.6% respectively. A similar distribution of gender was shown in the case of Egypt (71.0% male and 29.0% female). For those who choosed France as their destination, the ratio of distribution of gender slightly differs compared to other destinations (male = 89.4 and female = 10.6).

Furthermore, the finding of this study was slightly different from the finding of the World Tourism Organization (WTO) (2003b) study which revealed that 60% of Saudi outbound tourists were male and 40% females. The result of this study indicated different gender composition of the Saudi outbound tourists to Bahrain than that indicated by the WTO study. However, the gender composition of the Saudi tourists to Egypt revealed by this study was similar to the finding of the WTO study. Furthermore, the result of this study was to some extent similar to that of Bogari (2002), which found that 72.7% of domestic tourists in Saudi Arabia were males. However, there seem to be no statistical differences between domestic and outbound tourism in Saudi Arabia in terms of gender composition.

In addition, the result of this study was slightly different from that of Hanqin and Lam (1998)'s study, which found over 60% of Mainland Chinese outbound tourists were males and 40% of them were females, whereas Jang and Cia's (2002) study found that 51.5% of British outbound tourists were females and 48.5% of them were males. Similarly, Zhang *et al.*, (2004) found that 54.1% of Hong Kong outbound tourists were females and 45.9% of them were males.

**Table 7-1: Gender of Tourists**

| Gender | Bahrain |      | Egypt |      | France |      | Total |      |
|--------|---------|------|-------|------|--------|------|-------|------|
|        | N       | %    | N     | %    | N      | %    | N     | %    |
| Male   | 127     | 77.4 | 115   | 71.0 | 143    | 89.4 | 385   | 79.2 |
| Female | 37      | 22.6 | 47    | 29.0 | 17     | 10.6 | 101   | 20.8 |
| Total  | 164     | 100  | 162   | 100  | 160    | 100  | 486   | 100  |

### 7.2.2 Marital Status

Tourism is much affected by the marital status of individuals and the needs of tourists differ according to their marital status; the desires of the single tourist differ from those of married, widowed or divorced tourist.

Unmarried tourists prefer all their time to be filled with activities, whereas tourists who are married with families prefer to stay in places which are tranquil and comfortable where entertainment is provided. Unmarried tourists are less concerned with the cost of tourism than those tourists who are married with families. Hence, knowledge of tourists' marital status allows destination marketers to offer products to suit and satisfy the requirements of both single and married tourists.

Table 7-2 illustrates the distribution of respondents in terms of marital status. About two-thirds of the sample were married (60.1%), and the rest of them were single (39.9%). This table shows the distribution of respondents in terms of marital status according to three destinations: Bahrain, Egypt and France. The composition of the tourists to Bahrain according to their marital status was different from the composition of tourists to the other destinations. The percentage of single people was higher than the percentage of married ones among tourist to Bahrain (54.3% and 45.7% respectively). This could be attributed to the fact that since Bahrain is very near to Saudi Arabia and the two societies are very similar in all aspects except that Bahrain is a liberal and less religious society while Saudi Arabia is a very conservative and religious society. Therefore, the former is a preferred destination for tourists who are looking for products, entertainment and lifestyles that is suitable for single people, such as sex and alcohol. In Egypt, the percentage of married couples was 63.6% and the percentage of single people was 36.4%. Similarly, in France the percentage of those married was 71.3%, while the percentage of single tourists was 28.7% and this is mainly because these countries are historically, environmentally and culturally different from Saudi Arabia and consequently they attract tourists through several pull factors.

Furthermore, the general result of this study was to some extent similar to that of Al-Ghamdi (1996), which found that 74.6% of tourists of domestic tourism in Saudi Arabia were married. That means that there were no differences between domestic and outbound tourism in Saudi Arabia in terms of the tourists composition according to their marital status.

The result of this study regarding marital status of Saudi outbound tourists was similar to that of Jang and Cai's (2002)'s study which found that 61.1% of British overseas travellers were married and 20.2% of them were single. Moreover, the result of this study was similar to that of Hanqin and Lam's (1998) study, which found that over 55% of Mainland Chinese outbound tourists were married and 45% of them were single.

**Table 7-2 : Marital Status of Tourists**

| Marital Status | Bahrain |      | Egypt |      | France |      | Total |      |
|----------------|---------|------|-------|------|--------|------|-------|------|
|                | N       | %    | N     | %    | N      | %    | N     | %    |
| Married        | 75      | 45.7 | 103   | 63.6 | 114    | 71.3 | 292   | 60.1 |
| Single         | 89      | 54.3 | 59    | 36.4 | 46     | 28.7 | 194   | 39.9 |
| Total          | 164     | 100  | 162   | 100  | 160    | 100  | 486   | 100  |

### 7.2.3 Age

An individual's behaviour, and what he/she purchases and uses, is greatly influenced by age. Different products and services are frequently targeted at different age groups by marketers. Age must also be taken into account when setting up tourism programmes. The tourism of younger people varies enormously from that of those in older age groups. Older people are usually attracted to tranquil and comfortable places. The holiday market is strongly age-segmented, with different products being targeted at the under-30s and the over-60s segments (Jobber, 2004).

Table 7-3 illustrates the age groups of respondents. The age of the majority of tourists is concentrated in the 25 to 34 year old group (39.1%). This is followed by those in the youngest group (under 25 years old, 27.8%), then those in the group aged 35 to 44 (23.4%). The last group is aged 45 and over (9.7%).

The details of the age composition of tourists in the three destinations are given in Table 7-3. In Bahrain the percentages of the under 25 group and the group aged from 25 to 34 are very similar (36.6% and 37.8% respectively). This is followed by the group aged from 35 to 44 by percentage of 17.7. Finally, the group aged 45 and over had the lowest percentage, with 7.9%. The distribution of age groups in Egypt was similar to that in Bahrain. The percentages of the group under 25 and the group aged from 25 to 34 close (30.3% and 33.3% respectively). This is followed by the group aged from 35 to 44, with a percentage of 22.8. The 45 and over group had the lowest percentage, with 13.6%. In France, the age of the majority of tourists is concentrated in the 25 to 34 group, with 46.2%, followed by the group aged from 35 to 44, with 30%, then those in the group of those under 25 by percentage 16.3. The last group is age 45 and over by percentage 7.5%.

The general result of this study regarding the age of tourists was to some extent similar with the statistics provided by World Tourism Organization, (WTO) (2003b), which found that 67% of Saudi outbound tourists are between 30 and 40 years old, with 26% of them aged between 15 and 29, and 6% of them aged 45 to 59.

Comparing the result of this study with those of other studies (Al-Ghamdi 1996; Bogari 2002) that relate to domestic tourism in Saudi Arabia, the researcher found no significant differences between the results. This means that there were no differences between domestic and outbound tourism in Saudi Arabia in terms of the age distribution of the tourists. Moreover, age of the majority of tourists in this study was concentrated in the 25 to 34 year old group (39.1%). Similar results have been found in previous studies (see Cha *et al.*, 1995; Hanqin and Lam 1998, Heung *et al.*, 2001; Zhang *et al.*, 2004)). In Jang and Cai's (2002) study, they found that British travellers to Canada tended to be older (50.7), while the West Indies/Caribbean region was the destination that relatively young people (with an average age of 39.5) visited.

**Table 7-3: Age of Tourists**

| Age           | Bahrain |      | Egypt |      | France |      | Total |      |
|---------------|---------|------|-------|------|--------|------|-------|------|
|               | N       | %    | N     | %    | N      | %    | N     | %    |
| Under 25      | 60      | 36.6 | 49    | 30.3 | 26     | 16.3 | 135   | 27.8 |
| From 25 to 34 | 62      | 37.8 | 54    | 33.3 | 74     | 46.2 | 190   | 39.1 |
| From 35 to 44 | 29      | 17.7 | 37    | 22.8 | 48     | 30.0 | 114   | 23.4 |
| 45 and over   | 13      | 7.9  | 22    | 13.6 | 12     | 7.5  | 47    | 9.7  |
| Total         | 164     | 100  | 162   | 100  | 160    | 100  | 486   | 100  |

#### 7.2.4 Educational Level

Another socioeconomic characteristic that has a great influence on an individual's behaviour education where the behaviour of those who are educated is significantly different from those who are not educated in several ways.

- a- The demands of the educated tourists are different from those of the uneducated or slightly educated.
- b- The promotional programs that are used to influence educated tourists are different from those used for promotion to less educated tourists.

Therefore marketers should be aware of these effects so as to deal successfully with tourists. Through this knowledge they can better convince and attract tourists.

Table 7.4 illustrates the educational level of Saudi outbound tourists, who have been grouped into five categories; 40.9% of respondents had university level of education, followed by tourists with secondary level education (27.2%), 13.8% of the respondents had a high-school education, 10.7% of them had intermediate level education, while 7.4% of them had primary education or less.

More specifically, the percentage of the respondents who had a university level of education constituted 40.2% of tourists to Bahrain, followed by tourists who had secondary education with (28.7%), followed by tourists who had a high-school education level (14.0%), followed by tourists who had intermediate and primary or less education, who represent 9.1% and 7.9% respectively. Similar results are shown in France. In Egypt the results were similar to the results in Bahrain and France according to the percentage and the ranking of respondents who had a

university level of education (38.9%). This was followed by those who had secondary level education (24.1%) and those who had primary or less level who represent 8.0%. However, there was a difference in the ranking of respondents who had intermediate level. They came third in ranking and constituted 16.0 %.

The result of this study is to some extent similar to the results provided by the World Tourism Organization (WTO) (2003b) which found that 66% of Saudi outbound tourists had high level of education and 32% of them had middle level education and 2% had lower level education.

Furthermore, to compare the general result of this study regarding the educational level of tourists (outbound tourism) with Bogari's (2002), study (domestic tourism), the two studies showed similar results regarding the rankings and the percentages of the tourists with different level of education. That means that there were no differences between inbound and outbound tourism in Saudi Arabia in terms of the tourists educational level.

Moreover, the educational level of the majority of tourists in this study was university level, with 40.9%, and similar results were found in Hanqin and Lam's (1998) study, but the results differed from those of Zhang *et al.*'s (2004) study, which found that 56.2% of Hong Kong outbound tourists had secondary education.

**Table 7-4: Education level of Tourists**

| Education       | Bahrain |      | Egypt |      | France |      | Total |      |
|-----------------|---------|------|-------|------|--------|------|-------|------|
|                 | N       | %    | N     | %    | N      | %    | N     | %    |
| Primary or less | 13      | 7.9  | 13    | 8.0  | 10     | 6.3  | 36    | 7.4  |
| Intermediate    | 15      | 9.1  | 26    | 16.0 | 11     | 9.6  | 52    | 10.7 |
| Secondary       | 47      | 28.7 | 39    | 24.1 | 46     | 28.8 | 132   | 27.2 |
| University      | 66      | 40.2 | 63    | 38.9 | 70     | 43.8 | 199   | 40.9 |
| higher ducation | 23      | 14.0 | 21    | 13.0 | 23     | 14.4 | 67    | 13.8 |
| Total           | 164     | 100  | 162   | 100  | 160    | 100  | 486   | 100  |

### 7.2.5 Monthly Income

The consumer's income is among the most important factors affecting the demand for commodities or services. It is obvious that well-off people live in a different

way to those who have more modest means. Tourists who have considerable financial resources can take their holidays in countries with a high standard of living, whereas those who are of more modest financial means must take their holidays in countries with a lower standard of living. Such tourists may go on holiday within their own country, or they may not go on holiday at all.

Table 7-5 shows the classification of Saudi outbound tourists into five categories according to their monthly income. Those with monthly income level of SR 6000-8999 constituted the highest percentage (25.5%), followed by those who have monthly income of SR 9000-14999 (21.2%). In the third rank came those with monthly income of less than SR 3000 with a percentage of 20.6%. This was followed by the tourists group with monthly income of SR 3000-5999, with 19.1%, while the group with the highest income (SR 15000 and over) constituted the smallest portion of the Saudi outbound tourists with a percentage of 8.5%. Some respondents did not provide information about their income (5.1%).

The details of the distribution of the monthly income of tourists in the three destinations are given in Table 7-5. In Bahrain the percentage of the monthly income level of less than SR 3000 was the highest, with 27.4%. This was followed by the levels of SR 3000-5999 and SR 6000-89999, with 21.3% and 20.7% respectively. Finally, the levels of SR 9000-14999 and SR 15000 or more came last, with 17.1% and 10.4% respectively. The dominance of the low income group among the Saudi tourist to Bahrain is most likely because of the low cost involves in visiting Bahrain as most of them can go driving their own cars.

A similar result was found in Egypt, with a slight change, as the level from SR 6000-89999 was second, and that of SR 3000-5999 was the third. Again this also reflects the cost involves in visiting Egypt which is a little pit higher than that involves in the case of Bahrain but much lower than that involves in visiting destinations such as France. On the other hand, the result in France was different from the results of Bahrain and Egypt, as the percentage of the monthly income level of SR 6000-89999 was the highest (33.1%)., followed by the levels of SR 9000-14999 and SR 3000-5999, with 28.8% and 20.0% respectively. The levels of

less than SR 3000 and SR 15000 and over came last, with 8.1% and 6.9% respectively.

The result of this study with respect to income was different from the results provided by the World Tourism Organization (WTO) (2003b), which found that 35% of Saudi outbound tourists were in the upper income group, 33% of them were in the upper-middle income group, 24% of them were in the lower-middle income group and 8% were in the lower income group.

Surprisingly, when the results of this study (outbound tourism) were compared with those of Bogari's (2002) study (domestic tourism) there were differences between them regarding the level of the monthly income of tourists. The highest percentage for level of income in this study was that of the level of SR 6000-8999, whereas in Bogari's (2002) study, it was that of SR 9000-14900. This can be attributed to the fact that the costs of tourism services in Saudi Arabia are higher than those of tourism services in neighbouring countries such as Bahrain and Egypt (see Hashim, 1997; Al-Ghamdi 1996).

Tourists with an income of SR 6000- to 89999 (about SR 72000-108000 per annum) formed the largest group in this study (about 25.5%). Similar results were found in Zhang *et al*'s (2004) study which found that 30.2% of Hong Kong outbound tourists had an annual personal income \$20,000-\$24,999, i.e. equal to SR 75000- 93000.

**Table 7-5: Monthly Income of Tourists**

| Monthly Income in Saudi Riyals | Bahrain |      | Egypt |      | France |      | Total |      |
|--------------------------------|---------|------|-------|------|--------|------|-------|------|
|                                | N       | %    | N     | %    | N      | %    | N     | %    |
| Less than 3000                 | 45      | 27.4 | 42    | 25.9 | 13     | 8.1  | 100   | 20.6 |
| From 3000- to 5999             | 35      | 21.3 | 26    | 16.1 | 32     | 20.0 | 93    | 19.1 |
| From 6000- to 8999             | 34      | 20.7 | 37    | 22.8 | 53     | 33.1 | 124   | 25.5 |
| From 9000- to 14999            | 28      | 17.1 | 29    | 17.9 | 46     | 28.8 | 103   | 21.2 |
| 15000 and over                 | 17      | 10.4 | 13    | 8.0  | 11     | 6.9  | 41    | 8.5  |
| No response                    | 5       | 3.1  | 15    | 9.3  | 5      | 3.1  | 25    | 5.1  |
| Total                          | 164     | 100  | 162   | 100  | 160    | 100  | 486   | 100  |

### **7.3 The Relationship between Tourism Motivation Factors and Demographic Characteristics of the Tourists**

In the following sections the relationship between tourism motivation (explicit and implicit push and pull factors) with tourists' demographic characteristics will be discussed.

#### **7.3.1 Tourism Motivation Factors and Age of Respondents**

##### **7.3.1.1 The Differences in Explicit Motivations of Tourists (Push and Pull Factors) Conditional to their Age**

The results of the analysis of variance (ANOVA) are shown in Tables 7-6 and 7-7. The result in Table 7-6 indicates that significant differences between tourists with different age were observed with regard to two push factors in Egypt, 'Prestige' (sig. = 0.000) and 'Experience and Excitement' (sig. = 0.005), and one push factor in France, 'Social and Sport' (sig. = 0.023). When significant differences were found, Scheffe multiple range test was conducted to investigate the source of the difference across the four age groups.

**In Egypt** the results of the Scheffe tests on the 'Prestige' push factor found statistically significant differences (sig. = 0.024, 0.000, 0.011) between group (1) and the other age groups (groups 2, 3, 4). Respondents aged under 25 (group1) (mean = 3.9) were more likely to be motivated by this factor than other groups.

Additionally, the results of the Scheffe tests on the push factor 'Experience and Excitement' indicated that significant differences (sig. = 0.019) were found between group (1) and group (3). Respondents aged under 25 (group1) (mean = 3.9) were more likely to be motivated by the 'Experience and Excitement' factor to travel to Egypt than respondents aged from 35 to 44 (group 3) (mean = 3.2).

The result of Scheffe tests on push factor 'Social and Sport', **in France**, show that statistically significant differences (sig. = 0.025) were found between group

(1) and group (3). Respondents aged from 35 to 44 (group 3) (mean = 4.0) were most likely to be motivated to travel to France by 'Social and Sport' factor, while respondents, aged under 25 (group1) (mean = 3.3) were least likely to be motivated by this factor. These results indicate the important effect of the tourists' age on what they feel the lack at home and the selection of the destination to satisfy that desire.

**Table 7-6: ANOVA: In Push Factors (Explicit) According to the Age of Respondents**

| Push factors                   | Age          |               |               |                  | Total | F    | Sig. |
|--------------------------------|--------------|---------------|---------------|------------------|-------|------|------|
|                                | Less than 25 | From 25 to 34 | From 35 to 44 | From 45 and over |       |      |      |
| <b>Bahrain</b>                 |              |               |               |                  |       |      |      |
| F1: Escape                     | 4.3          | 4.2           | 4.3           | 4.1              | 4.3   | .23  | .876 |
| F2: Prestige                   | 3.2          | 3.3           | 3.5           | 2.8              | 3.3   | 1.4  | .228 |
| F3: Social and Sport           | 3.3          | 3.4           | 3.5           | 3.0              | 3.3   | 1.0  | .382 |
| F4: Experience and Excitement  | 3.8          | 3.7           | 3.0           | 3.3              | 3.8   | 2.3  | .079 |
| F5: Enjoying Natural Resources | 4.0          | 4.0           | 4.3           | 4.0              | 4.1   | 1.8  | .154 |
| F6: Knowledge                  | 4.4          | 4.4           | 4.4           | 4.6              | 4.4   | .41  | .750 |
| <b>Egypt</b>                   |              |               |               |                  |       |      |      |
| F1: Escape                     | 4.1          | 4.0           | 3.8           | 3.8              | 4.0   | .95  | .420 |
| F2: Prestige                   | 3.9          | 3.4           | 3.0           | 3.1              | 3.4   | 9.4  | .000 |
| F3: Social and Sport           | 3.4          | 3.2           | 3.0           | 3.1              | 3.2   | 1.6  | .183 |
| F4: Experience and Excitement  | 3.9          | 3.7           | 3.2           | 3.3              | 3.6   | 4.4  | .005 |
| F5: Enjoying Natural Resources | 4.0          | 4.1           | 4.0           | 3.8              | 4.0   | .63  | .587 |
| F6: Knowledge                  | 4.4          | 4.5           | 4.4           | 4.4              | 4.5   | .49  | .691 |
| <b>France</b>                  |              |               |               |                  |       |      |      |
| F1: Escape                     | 4.4          | 4.2           | 4.3           | 4.2              | 4.3   | .79  | .501 |
| F2: Prestige                   | 3.5          | 3.6           | 4.0           | 3.6              | 3.7   | 1.8  | .142 |
| F3: Social and Sport           | 3.3          | 3.6           | 4.0           | 3.7              | 3.7   | 3.3  | .023 |
| F4: Experience and Excitement  | 4.0          | 3.9           | 3.8           | 3.3              | 3.8   | 1.6  | .181 |
| F5: Enjoying Natural Resources | 4.2          | 4.2           | 4.4           | 4.1              | 4.2   | .904 | .441 |
| F6: Knowledge                  | 4.6          | 4.6           | 4.5           | 4.4              | 4.5   | .601 | .615 |

Regarding the pull factors, the results in Table 7.7 indicate that significant differences were observed between respondents from different age groups, regarding one pull factor in Bahrain - 'Expenditure' (sig.= 0.011), two pull factors in Egypt - 'Outdoor Activities' (sig. = 0.037) and 'Natural /Historical' (sig. =

0.026) and one pull factor in France - 'Outdoor Activities' (sig. = 0.026). To investigate the source of the difference across the four age groups, Scheffe multiple range tests were employed.

**In Bahrain**, the result of Scheffe test on the pull factor 'Expenditure' indicates that statistically significant differences (sig. = 0.030) were found between group (1) and group (2). Respondents aged from 25 to 34 (group 2) (mean = 4.1) were most likely to be attracted to travel to Bahrain by the 'Expenditure' factor, while respondents aged less than 25 (group1) (mean = 3.5) were least likely to be attracted by this factor.

**In Egypt**, the result of Scheffe test on pull factor 'Outdoor Activities' show that statistically significant differences (sig. = 0.048) were found between group (1) and group (3). Respondents aged less than 25 (group1) (mean = 3.8) were most likely to be attracted by this factor, while respondents aged from 35 to 44 (group 3) (mean = 3.3) were less likely to be attracted by this factor. The result of the Scheffe test on pull factor 'Natural /Historical' shows that significant differences (sig. = 0.039) were found between group (1) and group (4). Respondents aged under 25 (group1) (mean = 4.2) were most likely to be attracted by this factor, while respondents aged 45 and over (group 4) (mean = 3.7) were least likely to be attracted by this factor.

**In France**, the result of the Scheffe test on the pull factor 'outdoor activities' indicates that there were significant differences (sig. 0.039) between two age groups group (1) and group (3). Respondents aged from 35 to 44 (group 3) (mean = 4.2) were most likely to be attracted by this factor, while respondents aged under 25 (group1) (mean = 3.6) were least likely to be attracted by this factor.

**Table 7-7: ANOVA: In Pull Factors (Explicit) According to the Age of Respondents**

| Pull factors                | Age          |               |               |                  | Total | F    | Sig. |
|-----------------------------|--------------|---------------|---------------|------------------|-------|------|------|
|                             | Less than 25 | From 25 to 34 | From 35 to 44 | From 45 and over |       |      |      |
| <b>Bahrain</b>              |              |               |               |                  |       |      |      |
| F1: Expenditure             | 3.5          | 4.1           | 4.0           | 3.6              | 3.9   | 3.8  | .011 |
| F2: Outdoor Activities      | 3.7          | 3.8           | 3.8           | 3.7              | 3.7   | .083 | .969 |
| F3: Natural /Historical     | 4.1          | 4.3           | 4.3           | 4.1              | 4.2   | .907 | .439 |
| F4: Weather and Environment | 4.3          | 4.3           | 4.5           | 4.3              | 4.4   | 1.34 | .263 |
| <b>Egypt</b>                |              |               |               |                  |       |      |      |
| F1: Expenditure             | 3.9          | 3.7           | 3.6           | 4.1              | 3.8   | 1.18 | .316 |
| F2: Outdoor Activities      | 3.8          | 3.5           | 3.3           | 3.4              | 3.5   | 2.89 | .037 |
| F3: Natural /Historical     | 4.2          | 3.9           | 3.9           | 3.7              | 4.0   | 3.18 | .026 |
| F4: Weather and Environment | 4.2          | 3.9           | 3.9           | 4.2              | 4.0   | .992 | .398 |
| <b>France</b>               |              |               |               |                  |       |      |      |
| F1: Expenditure             | 4.1          | 3.0           | 4.2           | 4.0              | 4.1   | .774 | .510 |
| F2: Outdoor Activities      | 3.6          | 3.9           | 4.2           | 3.9              | 3.9   | 3.16 | .026 |
| F3: Natural /Historical     | 4.2          | 4.3           | 4.5           | 4.1              | 4.3   | 2.11 | .102 |
| F4: Weather and Environment | 4.3          | 4.4           | 4.5           | 4.4              | 4.4   | .572 | .634 |

### 7.3.1.2 The Differences in Implicit Motivations of Tourists (Push and Pull Factors) According to Age

The results of ANOVA tests in Tables 7-8 and 7-9 reveal that no significant differences were observed between the tourists from different age groups regarding the push and pull factors (implicit), nor in destinations selection. The only exceptions were one push factor 'Fun and freedom desire' (sig. = 0.026) and one pull factor 'Fun and freedom attraction' (sig. = 0.003) in France. To investigate the source of the difference across the four age groups with regard to these two implicit pull factors, a Scheffe multiple range test was conducted.

The result of the Scheffe test on the push factor 'Fun and freedom desire' indicated that there were significant differences (sig. = 0.041) between two age groups (group 1 and group 4) (see table 7-8). Respondents under 25 (group1) (mean = 3.3) were most likely to be motivated by the 'Fun and freedom desire' to travel to France, while respondents aged 45 and above (group 4) (mean = 2.1) were least

likely to be motivated by this factor to travel to France. This could be attributed to the fact most of the young outbound tourist are usually singles who look for 'Fun and freedom' in destinations that are characterized by liberal societies such as France. On the other hand, tourists belonging the age group 45 years and older are usually married and not looking for 'Fun and freedom' in other societies.

**Table 7-8: ANOVA: In Push Factors (Implicit) According to the Age of Respondents**

| Push factors                      | Age          |               |               |                  | Total | F    | Sig. |
|-----------------------------------|--------------|---------------|---------------|------------------|-------|------|------|
|                                   | Less than 25 | From 25 to 34 | From 35 to 44 | From 45 and over |       |      |      |
| <b>Bahrain</b>                    |              |               |               |                  |       |      |      |
| <b>F1:Alcohol and Sex Desires</b> | 3.3          | 3.2           | 3.9           | 2.6              | 3.2   | 2.39 | .071 |
| <b>F2:Fun and freedom desire</b>  | 3.6          | 3.8           | 3.7           | 3.2              | 3.7   | 1.29 | .277 |
| <b>Egypt</b>                      |              |               |               |                  |       |      |      |
| <b>F1:Alcohol and Sex Desires</b> | 2.9          | 2.7           | 2.7           | 2.7              | 2.8   | .237 | .870 |
| <b>F2:Fun and freedom desire</b>  | 3.4          | 2.9           | 2.8           | 2.8              | 3.0   | 2.51 | .061 |
| <b>France</b>                     |              |               |               |                  |       |      |      |
| <b>F1:Alcohol and Sex desires</b> | 1.9          | 1.8           | 1.6           | 1.7              | 1.8   | 1.22 | .302 |
| <b>F2:Fun and freedom desire</b>  | 3.3          | 2.9           | 2.6           | 2.1              | 2.8   | 3.16 | .026 |

Regarding the pull factor, the result of the Scheffe test on the pull factor 'Fun and freedom attraction' indicated that there were significant differences (sig. = 0.004) between two age groups (group 1 and group 4) (see table 7-9). Respondents under 25 (group1) (mean = 3.5) were most likely to be attracted by this factor to travel to France, while those aged 45 and over (group 4) (mean = 1.9) were least likely to be attracted by this factor. This is expected since in France young Saudi outbound tourists can find 'Fun and freedom' away from their conservative society.

**Table 7-9 : ANOVA: In Pull Factors (Implicit) According to the Age of Respondents**

| Pull factors                              | Age          |               |               |                  | Total | F    | Sig. |
|-------------------------------------------|--------------|---------------|---------------|------------------|-------|------|------|
|                                           | Less than 25 | From 25 to 34 | From 35 to 44 | From 45 and over |       |      |      |
| <b>Bahrain</b>                            |              |               |               |                  |       |      |      |
| F1:Alcohol and sex attractions            | 3.3          | 3.1           | 3.2           | 2.7              | 3.2   | 1.27 | .286 |
| F2:drugs attractions                      | 2.4          | 2.2           | 2.3           | 2.5              | 2.3   | .478 | .698 |
| F3:fun and freedom attractions            | 3.8          | 3.8           | 3.9           | 3.5              | 3.8   | .441 | .724 |
| <b>Egypt</b>                              |              |               |               |                  |       |      |      |
| F1:Alcohol and sex attractions            | 2.9          | 2.8           | 3.0           | 3.0              | 2.9   | .313 | .816 |
| F2:drugs attractions                      | 2.2          | 2.2           | 2.5           | 2.4              | 2.3   | .970 | .48  |
| F3:fun and freedom attractions            | 3.6          | 3.2           | 3.3           | 3.0              | 3.3   | 1.47 | .225 |
| <b>France</b>                             |              |               |               |                  |       |      |      |
| F1:Alcohol and sex attractions            | 2.1          | 1.9           | 1.7           | 1.9              | 1.9   | 1.18 | .319 |
| F2:drugs attractions                      | 1.7          | 1.6           | 1.6           | 1.7              | 1.7   | .089 | .966 |
| F3:fun and freedom attractions attraction | 3.5          | 2.8           | 2.8           | 1.9              | 2.8   | 4.77 | .003 |

In summary, the results of this study found that there are some significant differences in Saudi outbound tourists' motivations in both explicit and implicit (push and pull) motivations according to the age of respondents.

This finding supports the findings of previous studies; for example, Hanqin and Lam (1999) found significant differences among Chinese tourists' motives according to their ages. Their results suggest that people around the age group of 36-45 perceive travelling to Hong Kong as a very prestigious act, and that 'prestige' was a very important push factor for this group of Chinese tourists. Cha *et al.*, (1995) also found that age differs significantly among three groups of Japanese tourists (i.e. sports seekers, novelty seekers, and family/relaxation seekers). Their results showed that group 1 (sports seekers) had most tourists in the combined 20-49 age groups (82.7%). It also had the largest group in the ages 20 to 29 group (40.6%), but had the smallest percentage in the 18-19 (1%) and 60+ (5.6%) age groups.

Heung et al (2001) found age groups varied significantly on the 'exploration' factor; those aged 18-24, 35-44 and 45-54 rated the 'exploration' factor

significantly higher than those in the 55-64 years age groups. Kim *et al.*, (2003) found that the ages of visitors to the National Parks in Korea had a significant effect on both push and pull factors. For example, two of the age groups (29-39 and 40-49) showed the highest mean scores on the 'family togetherness push factor'. In contrast, age group 1 (under 29) had the lowest mean score on this factor. Those in group 4 (aged 50 or above) rated 'appreciating natural resources and health' as an influential factor that leads them to travel to the national parks. Regarding the pull factors, the two older respondent groups generally viewed the 'key tourist resources', 'information and convenience of facilities' and 'accessibility and transportation factors as more important than did the two younger respondent groups.

### **7.3.2 Tourism Motivation Factors and Income of Respondents**

#### **7.3.2.1 The Differences in Explicit Motivations of Tourists (Push and Pull Factors) According to their Income**

Tables 7-10 and 7-11 illustrate the result of analysis of variance (ANOVA). The result in Table 7-10 indicates the observed significant differences on three push factors in Egypt - 'Prestige' (sig. = 0.001), 'Social and Sport' (sig. = 0.002), and 'Experience and Excitement' (sig. = 0.004), and two push factors in France - 'Social and Sport' (sig. = 0.013) and 'Enjoying Natural Resources' (sig. = 0.001) in terms of tourists' incomes. To find the source of the difference across the five income groups, Scheffe multiple range tests were employed.

**In Egypt** The results of the Scheffe test on the push factor 'Prestige' provides statistically significant differences (sig. = 0.000) between group (1) and group (4). Respondents with a monthly income of less than SR 3000 (group1) (mean =3.7) were most likely to be motivated by the 'Prestige' factor to travel to Egypt. On the other hand, respondents with a monthly income from SR 9000 to 14999 (group 4) (mean = 2.8) were least likely to be motivated by this factor. Additionally, the results of the Scheffe test on the push factor 'Social and Sport' indicated significant differences (sig. = 0.003) between group (1) and group (4). Respondents with a monthly income of less that SR 3000 (group1) (mean = 3.6) were most likely to be motivated by the 'Social and Sport' factor to travel to

Egypt. On the other hand, respondents with a monthly income ranging from SR 9000 to 14999 (group 4) (mean = 2.7) were least likely to be motivated by this factor. Furthermore, the results of the Scheffe test on the push factor 'Experience and Excitement' found significant differences (sig. = 0.050) between group (1) and group (4). Respondents with a monthly income under SR 3000 (group1) (mean = 3.9) were most likely to be motivated by the 'Social and Sport' factor to travel to Egypt, while respondents with a monthly income from SR 9000 to 14999 (group 4) (mean = 3.2) were least likely to be motivated by this factor.

**Table 7-10: ANOVA: In Push Factors (Explicit) According to the Income of Respondents**

| Push Factors                   | Income         |                   |                   |                    |                | Total | F    | Sig. |
|--------------------------------|----------------|-------------------|-------------------|--------------------|----------------|-------|------|------|
|                                | Less than 3000 | From 3000 to 5999 | From 6000 to 8999 | From 9000 to 14999 | 15000 and over |       |      |      |
| <b>Bahrain</b>                 |                |                   |                   |                    |                |       |      |      |
| F1: Escape                     | 4.3            | 4.0               | 4.4               | 4.3                | 4.6            | 4.3   | 2.4  | .054 |
| F2: Prestige                   | 3.4            | 3.4               | 3.2               | 3.1                | 4.0            | 3.3   | .964 | .426 |
| F3: Social and Sport           | 3.4            | 3.6               | 3.2               | 3.2                | 3.1            | 3.3   | 1.22 | .303 |
| F4: Experience and Excitement  | 3.7            | 3.7               | 3.9               | 3.7                | 3.8            | 3.9   | .350 | .844 |
| F5: Enjoying Natural Resources | 4.0            | 3.9               | 4.2               | 4.1                | 4.2            | 4.1   | 1.02 | .397 |
| F6: Knowledge                  | 4.3            | 1.5               | 1.4               | 4.6                | 4.5            | 4.4   | 1.22 | .305 |
| <b>Egypt</b>                   |                |                   |                   |                    |                |       |      |      |
| F1: Escape                     | 3.8            | 3.9               | 3.9               | 4.1                | 3.8            | 3.9   | .806 | .523 |
| F2: Prestige                   | 3.7            | 3.4               | 3.3               | 2.8                | 3.4            | 3.3   | 5.19 | .001 |
| F3: Social and Sport           | 3.6            | 3.2               | 3.1               | 2.7                | 3.0            | 3.2   | 4.47 | .002 |
| F4: Experience and Excitement  | 3.9            | 3.8               | 3.4               | 3.2                | 3.2            | 3.5   | 4.10 | .004 |
| F5: Enjoying Natural Resources | 4.0            | 4.0               | 3.9               | 4.1                | 4.0            | 4.0   | .490 | .743 |
| F6: Knowledge                  | 4.4            | 4.4               | 4.6               | 4.4                | 4.2            | 4.4   | .706 | .589 |
| <b>France</b>                  |                |                   |                   |                    |                |       |      |      |
| F1: Escape                     | 4.2            | 4.2               | 4.3               | 4.3                | 4.4            | 4.3   | .222 | .926 |
| F2: Prestige                   | 3.3            | 3.6               | 3.8               | 3.8                | 3.1            | 3.7   | 2.01 | .096 |
| F3: Social and Sport           | 3.2            | 3.6               | 3.8               | 3.9                | 3.0            | 3.7   | 3.31 | .013 |
| F4: Experience and Excitement  | 3.8            | 3.8               | 4.0               | 3.8                | 3.8            | 3.8   | .368 | .831 |
| F5: Enjoying Natural Resources | 3.7            | 4.2               | 4.4               | 4.3                | 3.6            | 4.2   | 4.79 | .001 |
| F6: Knowledge                  | 4.5            | 4.5               | 4.6               | 4.6                | 4.3            | 4.5   | .959 | .432 |

**In France**, the result of Scheffe test showed statistically significant differences (sig. = 0.026) between group (4) and group (5) on the push factor 'Social and Sport'. Respondents with a monthly income from SR 9000 to 14999 (group 4) (mean = 3.9) were most likely to be motivated by 'Social and Sport' factor to

travel to France. On the other hand, respondents with a monthly income of SR 15000 and over (group 5) (mean =3.0) were least likely to be motivated by this factor. Additionally, results of the Scheffe test showed statistically significant differences (sig. = 0.005) between group (3) and group (5) on the push factor 'Enjoying Natural Resources'. Respondents with a monthly income ranging from SR 6000 to 8999 (group 3) (mean = 4.4) were most likely to be motivated by the 'Enjoying Natural Resources' factor to travel to France. On the other hand, respondents with a monthly income of SR 15000 and over (group 5) (mean =3.6) were least likely to be motivated by this factor.

Regarding pull factors, the results in Table 7-11 present significant differences in one pull factor in France - 'Natural /Historical' (sig. = 0.024) - regardless of the income of the tourists. To investigate the source of the difference across the five income groups, Scheffe multiple range tests were employed. The result of the Scheffe test on the pull factor 'Natural /Historical' indicated that there were significant differences (sig. 0.022, 0.037, 0.048) between group (1) and groups (2, 3, and 4). Respondents with monthly incomes from SR 3000 to 5999 (group 2) (mean = 4.4), SR 6000 to 8999 (group 3) (mean = 4.3), and SR 9000 to 14999 (group 4) (mean = 4.4) were most likely to be attracted by the 'Natural /Historical' factor to travel to France, while respondents with a monthly income of less than SR 3000 (group 1) (mean =3.9) were least likely to be attracted by this factor.

**Table 7-11: ANOVA: In Pull Factors (Explicit) According to the Income of Respondents**

| Push Factors                | Income         |                   |                   |                    |                | Total | F    | Sig. |
|-----------------------------|----------------|-------------------|-------------------|--------------------|----------------|-------|------|------|
|                             | Less than 3000 | From 3000 to 5999 | From 6000 to 8999 | From 9000 to 14999 | 15000 and over |       |      |      |
| <b>Bahrain</b>              |                |                   |                   |                    |                |       |      |      |
| F1: Expenditure             | 3.6            | 3.9               | 4.1               | 4.0                | 3.8            | 3.9   | 1.95 | .104 |
| F2: Outdoor Activities      | 3.7            | 3.9               | 3.8               | 3.7                | 3.7            | 3.7   | .274 | .895 |
| F3: Natural /Historical     | 4.2            | 4.2               | 4.3               | 4.2                | 4.2            | 4.2   | .347 | .845 |
| F4: Weather and Environment | 4.3            | 4.3               | 4.4               | 4.4                | 4.6            | 4.4   | 1.07 | .376 |
| <b>Egypt</b>                |                |                   |                   |                    |                |       |      |      |
| F1: Expenditure             | 3.8            | 3.8               | 3.5               | 4.0                | 3.4            | 3.7   | 1.41 | .233 |
| F2: Outdoor Activities      | 3.8            | 3.6               | 3.2               | 3.4                | 3.5            | 3.5   | 2.20 | .071 |
| F3: Natural /Historical     | 4.1            | 4.1               | 3.7               | 3.8                | 3.7            | 3.9   | 2.08 | .086 |

**ContinuedTable 7.11: ANOVA: In Pull Factors (Explicit) According to the Income of Respondents**

| Push Factors                       | Income         |                   |                   |                    |                | Total | F    | Sig. |
|------------------------------------|----------------|-------------------|-------------------|--------------------|----------------|-------|------|------|
|                                    | Less than 3000 | From 3000 to 5999 | From 6000 to 8999 | From 9000 to 14999 | 15000 and over |       |      |      |
| <b>Bahrain</b>                     |                |                   |                   |                    |                |       |      |      |
| <b>F4: Weather and Environment</b> | 4.0            | 4.0               | 3.9               | 4.4                | 4.0            | 4.1   | 1.39 | .239 |
| <b>France</b>                      |                |                   |                   |                    |                |       |      |      |
| <b>F1: Expenditure</b>             | 3.9            | 4.2               | 4.2               | 4.1                | 3.3            | 4.1   | 2.35 | .057 |
| <b>F2: Outdoor Activities</b>      | 3.7            | 3.9               | 4.0               | 4.1                | 3.3            | 3.9   | 2.13 | .080 |
| <b>F3: Natural /Historical</b>     | 3.9            | 4.4               | 4.3               | 4.4                | 4.1            | 4.3   | 2.91 | .024 |
| <b>F4: Weather and Environment</b> | 4.0            | 4.5               | 4.4               | 4.6                | 4.2            | 4.4   | 1.80 | .131 |

### 7.3.2.2 The Differences in Implicit Motivations of Tourists (Push and Pull Factors) According to their Income

The results of ANOVA tests in Tables 7-12 and 7-13 reveal no significant differences between tourists with different incomes regarding the push and pull factors in all destinations. The only exception are two push factors, 'Alcohol and Sex desires' (sig. = 0.019) and 'Fun and Freedom desires' (sig. = 0.037), and one pull factor 'Fun and Freedom attraction' (sig. = 0.047), all of which were in France. To investigate the source of the difference across the five income groups, a Scheffe multiple range test was conducted.

**In push factors**, the results of the Scheffe tests portray statistically significant differences (sig. = 0.014, 0.030) between group (2) and groups (3, 5) on the push factor 'Alcohol and Sex desires' (see table 7-12). Respondents with a monthly income from SR 6000 to 8999 (group3) (mean =2) and respondents with a monthly income of SR 15000 and over (group5) (mean =2.1) were most likely to be motivated by 'alcohol and sex desires' to travel to France, while respondents with a monthly income from SR 3000 to 5999 (group 2) (mean = 1.5) were least likely to be motivate by this factor to travel to France.

Moreover, the results of the Scheffe tests provided significant differences (sig. = 0.025) between group (2) and group (5) on the push factor 'Fun and Freedom'.

Respondents with a monthly of income SR 15000 and over (group5) (mean =3.7) were most likely to be motivated by the ‘Fun and Freedom’ factor to travel to France. On the other hand, respondents with a monthly income from SR 3000 to 5999 (group 2) (mean = 2.4) were least likely to be motivated by this factor to travel to France.

**Table 7-12: ANOVA: In Push Factors (Implicit) According to the Income of Respondents**

| Push Factors               | Income         |                   |                   |                    |                | Total | F    | Sig. |
|----------------------------|----------------|-------------------|-------------------|--------------------|----------------|-------|------|------|
|                            | Less than 3000 | From 3000 to 5999 | From 6000 to 8999 | From 9000 to 14999 | 15000 and over |       |      |      |
| <b>Bahrain</b>             |                |                   |                   |                    |                |       |      |      |
| F1:Alcohol and Sex Desires | 3.1            | 3.2               | 3.4               | 3.2                | 3.4            | 3.2   | .624 | .646 |
| F2:Fun and Freedom         | 3.6            | 3.5               | 3.9               | 3.5                | 4.0            | 3.7   | 1.09 | .363 |
| <b>Egypt</b>               |                |                   |                   |                    |                |       |      |      |
| F1:Alcohol and Sex Desires | 2.6            | 2.6               | 2.6               | 3.2                | 2.5            | 2.7   | 1.70 | .153 |
| F2:Fun and freedom         | 2.7            | 3.1               | 2.8               | 3.3                | 2.7            | 2.9   | 1.55 | .190 |
| <b>France</b>              |                |                   |                   |                    |                |       |      |      |
| F1:Alcohol and Sex Desires | 1.8            | 1.5               | 2.0               | 1.6                | 2.1            | 1.8   | 3.4  | .019 |
| F2:Fun and Freedom Desires | 2.9            | 2.4               | 2.9               | 2.7                | 3.7            | 2.8   | 2.62 | .037 |

**In pull factors**, the results of the Scheffe tests indicated statistically significant differences (sig. = 0.036) between group (2) and group (5) on pull factors of ‘Fun and Freedom attractions’ (see table 7-13). Respondents with a monthly income SR 15000 and over (group5) (mean =3.5) were most likely to be attracted by the ‘Fun and Freedom attractions’ to travel to France. On the contrary, respondents with a monthly income from SR 3000 to 5999 (group 2) (mean = 2.4) were least likely to be attracted by this factor to travel to France. These results are expected. Since liberal behaviour styles in general and alcohol drinking and sex soliciting in particular are completely intolerable in the Saudi society, therefore those who seek to satisfy these motives will try their best to do that covertly. Thus, the far they can go, the more privacy they can get and the more sure they will be that their behaviour in their tourism destination will remain unknown but travelling to far destinations such as France entails high cost which only people with high income can afford.

**Table 7-13: ANOVA: In Pull Factors (implicit) According to the Income of Respondents**

| Push Factors                    | Income         |                   |                   |                    |                | Total | F    | Sig. |
|---------------------------------|----------------|-------------------|-------------------|--------------------|----------------|-------|------|------|
|                                 | Less than 3000 | From 3000 to 5999 | From 6000 to 8999 | From 9000 to 14999 | 15000 and over |       |      |      |
| <b>Bahrain</b>                  |                |                   |                   |                    |                |       |      |      |
| F1: Alcohol and Sex attractions | 3.2            | 3.1               | 3.2               | 3.1                | 3.2            | 3.2   | .193 | .942 |
| F2: Drugs attractions           | 2.4            | 2.3               | 2.2               | 2.3                | 2.5            | 2.3   | .321 | .863 |
| F3: Fun and Freedom attractions | 3.8            | 3.7               | 3.6               | 4.0                | 4.1            | 3.8   | 1.47 | .215 |
| <b>Egypt</b>                    |                |                   |                   |                    |                |       |      |      |
| F1: Alcohol and Sex attractions | 2.6            | 2.9               | 2.8               | 3.3                | 2.5            | 2.8   | 1.87 | .119 |
| F2: Drugs attractions           | 2.3            | 2.1               | 2.3               | 2.6                | 1.7            | 2.3   | 1.59 | .179 |
| F3: Fun and Freedom attractions | 3.0            | 3.2               | 3.2               | 3.8                | 3.2            | 3.3   | 1.97 | .101 |
| <b>France</b>                   |                |                   |                   |                    |                |       |      |      |
| F1: Alcohol and Sex attractions | 2.0            | 1.6               | 2.0               | 1.7                | 2.2            | 1.9   | 2.29 | .062 |
| F2: Drugs attractions           | 1.7            | 1.5               | 1.8               | 1.6                | 1.8            | 1.7   | 1.31 | .267 |
| F3: Fun and Freedom attractions | 3.1            | 2.4               | 2.9               | 2.9                | 3.5            | 2.8   | 2.47 | .047 |

The results of this study were found to be similar to those of previous studies. Kim *et al.*, (2003) found that income has a significant effect on both push and pull factors. The results of their study indicate that three of the four push factors were found to be significantly different at the 0.001 level of significance. Additionally, one of the pull factors was significantly different at the 0.1 level. Respondents with higher incomes (US \$ 25,000 or more) reported that 'family togetherness', 'study', 'appreciating natural resources' and 'health' were more important push factors in travelling to the national parks than respondents with lower incomes (less than US\$8333). On the other hand, the lowest income group reported the highest mean score on the 'adventure' and 'building friendship' factors compared to other income groups. Combining their respondents into three groups, US\$14,999 or below (group1), US\$15,000- US\$29,999 (group2) and US\$ 30,000 or above (group three), Zhang *et al.*, (2004) found that the income variable was significantly influential on tourist motives. They found that group 3 considered tour features more important than group1. Group 1 rated travel costs more important than groups 2 and 3. Comparing groups 2 and 3, group 2 rated this dimension as more important than group 3. They concluded that tourists with higher incomes perceived travel costs as less important than those in the lower

income groups. The findings of Hanqin and Lam (1999) also suggested that the higher the income, the higher the perceived importance of 'prestige' for travelling to Hong Kong.

Furthermore, the result of this study was different from that of Heung *et al.*'s (2001) study, which found no significant differences in Japanese travel motivations according to their income.

### **7.3.3 Tourism Motivation Factors and Education of Respondents**

#### **7.3.3.1 The Differences in Explicit Motivations of Tourists (Push and Pull Factors) According to their Education**

The results of analysis of variance (ANOVA) are reported in Tables 7-14 and 7-15. The result in Table 7-14 indicates that significant differences were observed between tourists with different educational level with regard to two push factors in Bahrain - 'Prestige' (sig. = 0.032) and 'Knowledge' (sig.= 0.007), and four push factors in Egypt - 'Prestige' (sig. = 0.000), 'Social and Sport' (sig. = 0.002) , 'Experience and Excitement' (sig. = 0.013) and 'Enjoying Natural Resources' (sig. 0=.015 ), and in one push factor in France - 'Experience and Excitement' (sig. = 0.015). Scheffe multiple range tests were used to investigate the source of the difference across the five educational groups.

**In Bahrain**, the results of the Scheffe test on the push factor 'Prestige' presents statistically significant differences (sig. = 0.049) between group (4) and group (5). Individuals who have a university degree (group 4) (mean = 3.4) placed greater agreement on the 'Prestige' factor than individuals who have high-school education (group 5) (mean = 2.8).

Moreover, the results of the Scheffe test on the push factor 'Knowledge' illustrates statistically significant difference (sig. = 0.032) between group (1) and group (5). Individuals who have high education (group 5) (mean = 4.7) placed greater weight on knowledge factors than did individuals who have a primary degree (group1) (mean = 4.2).

**In Egypt**, the results of the Scheffe tests on the push factor 'Prestige' provided significant differences (sig. 0.000) between group (2) and group (5). Individuals who have intermediate education (group 2) (mean = 4.1) valued the 'Prestige' factor more than those who have a high education (group 5) (mean = 2.7).

Furthermore, the results of the Scheffe tests on the push factor 'Social and Sport' indicated that significant differences (sig. 0.005) were found between group (2) and group (5). Individuals who have intermediate education (group2) (mean = 3.7) were more motivated by the 'Social and Sport' factor than Individuals who have high education (group 5) (mean = 2.9).

Additionally, the results of the Scheffe test on the push factor 'Experience and Excitement' indicated that there was significant difference (sig. 0.009) between group (2) and group (5). Individuals who have intermediate education (group2) (mean = 4.0) placed greater emphasis on 'Experience and Excitement' factor than those who have high-school education (group 5) (mean = 3.1).

The results of the Scheffe test on the push factor 'Enjoying Natural Resources' indicated that there was significant difference (sig. 0.011) between group (1) and group (2). Individuals who have intermediate education (group 2) (mean = 4.4) valued the 'Enjoying Natural Resources' factor than others who have primary education or less (group1) (mean = 3.5).

**In France**, the results of the Scheffe tests on the push factor 'Experience and Excitement' showed that there were statistically significant differences (sig. 0.020 and 0.013) between group (4) and groups (1, 2). Individuals who have a university degree (group 4) (mean = 4.1) placed greater emphasis on the 'Experience and Excitement' factor than individuals who have primary or intermediate education (mean = 3.4).

**Table 7-14: ANOVA: In Push Factors (Explicit) According to the Education of Respondents**

| Push Factors                   | Income  |              |           |            |                  | Total | F    | Sig  |
|--------------------------------|---------|--------------|-----------|------------|------------------|-------|------|------|
|                                | Primary | Intermediate | secondary | University | Higher Education |       |      |      |
| <b>Bahrain</b>                 |         |              |           |            |                  |       |      |      |
| F1: Escape                     | 4.1     | 4.0          | 4.1       | 4.3        | 4.6              | 4.3   | 2.1  | .088 |
| F2: Prestige                   | 2.9     | 3.5          | 3.3       | 3.4        | 2.8              | 3.3   | 2.7  | .032 |
| F3: Social and Sport           | 3.4     | 3.3          | 3.4       | 3.4        | 3.1              | 3.3   | .540 | .706 |
| F4: Experience and Excitement  | 3.8     | 3.5          | 3.7       | 3.9        | 3.7              | 3.7   | 1.06 | .377 |
| F5: Enjoying Natural Resources | 3.7     | 4.1          | 4.1       | 4.0        | 4.2              | 4.1   | .882 | .476 |
| F6: Knowledge                  | 4.2     | 4.5          | 4.3       | 4.5        | 4.7              | 4.4   | 3.63 | .007 |
| <b>Egypt</b>                   |         |              |           |            |                  |       |      |      |
| F1: Escape                     | 3.6     | 4.2          | 3.9       | 4.0        | 4.0              | 4.0   | .982 | .419 |
| F2: Prestige                   | 3.2     | 4.1          | 3.6       | 3.2        | 2.7              | 3.4   | 9.95 | .000 |
| F3: Social and Sport           | 3.4     | 3.7          | 3.2       | 3.0        | 2.9              | 3.2   | 4.31 | .002 |
| F4: Experience and Excitement  | 3.4     | 4.0          | 3.7       | 3.5        | 3.1              | 3.6   | 3.26 | .013 |
| F5: Enjoying Natural Resources | 3.5     | 4.4          | 3.9       | 4.0        | 4.0              | 4.0   | 3.20 | .015 |
| F6: Knowledge                  | 4.6     | 4.7          | 4.4       | 4.5        | 4.4              | 4.5   | 1.06 | .373 |
| <b>France</b>                  |         |              |           |            |                  |       |      |      |
| F1: Escape                     | 4.3     | 3.8          | 4.3       | 4.4        | 4.1              | 4.3   | 2.15 | .076 |
| F2: Prestige                   | 3.9     | 3.6          | 3.8       | 3.7        | 3.4              | 3.7   | .853 | .494 |
| F3: Social and Sport           | 3.2     | 3.5          | 3.9       | 3.7        | 3.3              | 3.7   | 2.34 | .057 |
| F4: Experience and Excitement  | 3.4     | 3.4          | 3.7       | 4.1        | 3.7              | 3.8   | 3.17 | .015 |
| F5: Enjoying Natural Resources | 4.6     | 4.2          | 4.3       | 4.2        | 4.1              | 4.2   | .908 | .461 |
| F6: Knowledge                  | 4.6     | 4.6          | 4.5       | 4.6        | 4.4              | 4.5   | 1.22 | .302 |

Regarding the pull factors, the results in Table 7-15 indicate that there were significant differences in three pull factors in Egypt - 'Expenditure' (sig.= 0.019), 'Outdoor Activities' (sig. = 0.011) and 'Natural /Historical' (sig. = 0.003), and in two pull factors in France - 'Expenditure' (sig.= 0.024) and 'Natural /Historical' factor (sig. = 0.038) according to the education of respondents. To explore the source of the differences across the five tourists groups with different education, Scheffe multiple range tests were employed.

**In Egypt**, the results of the Scheffe test on the pull factor 'Expenditure' showed that there was statistically significant difference (sig. 0.041) between group (2) and group (4). Individuals who have an intermediate education (group 2) (mean = 4.5) placed greater emphasis on the 'Expenditure' factor than those with a University degree (mean = 3.6).

Similarly, the results of the Scheffe test showed that there was a statistically significant difference (sig. 0.042) between group 2 and group 5 with regard to the pull factor of 'Outdoor Activities'. Individuals who have intermediate education (group 2) (mean = 4.1) placed greater emphasis on the 'Outdoor Activities' factor than individuals who have higher education (mean = 3.3).

Furthermore, the results of the Scheffe tests on the pull factor 'Natural /Historical' reflected a statistically significant difference (sig. = 0.035, 0.017) between group 2 and groups 4 and 5. Respondents who have intermediate education (group 2) (mean = 4.4) valued the 'Natural /Historical' factor more than those who have a University degree (mean= 3.9) and those with higher education (mean = 3.7).

**In France**, the findings of the Scheffe tests on the pull factor 'Expenditure' revealed a statistically significant difference (sig. 0.038) between group 3 and group 5. Individuals who have secondary education (group 3) (mean = 4.3) placed greater weight on the 'Expenditure' factor than individuals who have higher education (mean = 3.6).

Furthermore, the results of the Scheffe test on the pull factor 'Natural /Historical' showed that statistically significant differences (sig. = 0.014 and 0.009) exist between group 5 and groups 3, and 4. Individuals who have secondary education (group 3) (mean = 4.4) and university degrees (group 4) (mean = 4.4) valued factors like 'Natural /Historical' factor more than those with a higher education (mean = 4.0).

**Table 7-15: ANOVA: In Pull Factors (Explicit) According to the Education of Respondents**

| Push Factors                       | Income  |              |           |            |                   | Total | F    | Sig. |
|------------------------------------|---------|--------------|-----------|------------|-------------------|-------|------|------|
|                                    | Primary | Intermediate | secondary | University | Highier Education |       |      |      |
| <b>Bahrain</b>                     |         |              |           |            |                   |       |      |      |
| <b>F1:</b> expenditure             | 3.2     | 4.0          | 3.8       | 4.0        | 3.9               | 3.9   | 2.04 | .091 |
| <b>F2:</b> outdoor activities      | 3.2     | 4.0          | 3.8       | 3.8        | 3.6               | 3.7   | 1.33 | .260 |
| <b>F3:</b> natural /historical     | 4.1     | 4.4          | 4.1       | 4.3        | 4.3               | 4.2   | 1.98 | .100 |
| <b>F4:</b> weather and environment | 4.3     | 4.6          | 4.3       | 4.3        | 4.6               | 4.4   | 1.56 | .186 |
| <b>Egypt</b>                       |         |              |           |            |                   |       |      |      |
| <b>F1:</b> expenditure             | 3.5     | 4.5          | 3.7       | 3.8        | 3.7               | 3.8   | 3.05 | .019 |

Continued table 7-15: ANOVA: In Pull Factors (Explicit) According to the Education of Respondents

| Push Factors                       | Income  |              |           |            |                   | Total | F    | Sig. |
|------------------------------------|---------|--------------|-----------|------------|-------------------|-------|------|------|
|                                    | Primary | Intermediate | secondary | University | Highier Education |       |      |      |
| <b>Egypt</b>                       |         |              |           |            |                   |       |      |      |
| <b>F2:</b> outdoor activities      | 3.4     | 4.1          | 3.4       | 3.5        | 3.3               | 3.5   | 3.38 | .011 |
| <b>F3:</b> natural /historical     | 4.2     | 4.4          | 3.9       | 3.9        | 3.7               | 4.0   | 4.2  | .003 |
| <b>F4:</b> weather and environment | 3.6     | 4.3          | 4.0       | 4.0        | 4.2               | 4.0   | 1.49 | .206 |
| <b>France</b>                      |         |              |           |            |                   |       |      |      |
| <b>F1:</b> expenditure             | 4.0     | 4.2          | 4.3       | 4.1        | 3.6               | 4.1   | 2.88 | .024 |
| <b>F2:</b> outdoor activities      | 3.8     | 4.1          | 4.1       | 4.0        | 3.5               | 3.9   | 2.29 | .062 |
| <b>F3:</b> natural /historical     | 4.4     | 4.1          | 4.4       | 4.4        | 4.0               | 4.3   | 2.60 | .038 |
| <b>F4:</b> weather and environment | 4.6     | 4.5          | 4.5       | 4.4        | 4.3               | 4.4   | .258 | .904 |

### 7.3.3.2 The Differences in Implicit Motivations of Tourists (Push and Pull Factors) According to their Education

The result of ANOVA tests in Tables 7-16 and 7-17 indicated that there were significant differences in one push factor - 'Fun and freedom desires' - in Bahrain (sig. = 0.020) and in France (sig. = 0.004), and on one pull factor - 'Fun and Freedom attractions' in Egypt (sig. = 0.030) and in France (sig. = 0.027) among respondents with different education. To investigate the source of the difference across the five education groups, Scheffe multiple range tests were conducted.

**In Bahrain**, the results of the Scheffe test showed that a statistically significant difference (sig. = 0.015) exists between group (3) and group (5) on the push factor 'Fun and Freedom desires'. Respondents with a higher education (group 5) (mean = 3.9) had greater interest in the factor 'Fun and Freedom desires' than respondents who have secondary education (group 3) (mean = 3.2).

**In France**, the finding of the Scheffe test illustrated that there was significant difference (sig. 0.016) between group (1) and group (3) in the push factor of 'Fun and Freedom desires'. Individuals having a primary school education or less

(group 1) (mean = 3.6) valued factors like 'Fun and Freedom desires' more than those with secondary education (mean = 2.3).

**Table 7-16: ANOVA: In Push Factors (Implicit) According to the Education of Respondents**

| Push Factors                        | Income  |              |           |            |                   | Total | F    | Sig. |
|-------------------------------------|---------|--------------|-----------|------------|-------------------|-------|------|------|
|                                     | Primary | Intermediate | secondary | University | Highier Education |       |      |      |
| <b>Bahrain</b>                      |         |              |           |            |                   |       |      |      |
| <b>F1:</b> Alcohol and Sex desires  | 3.5     | 3.0          | 3.0       | 3.3        | 3.4               | 3.2   | 1.45 | .218 |
| <b>F2:</b> fun and Freedom desires  | 3.5     | 3.5          | 3.2       | 3.8        | 3.9               | 3.6   | 3.00 | .020 |
| <b>Egypt</b>                        |         |              |           |            |                   |       |      |      |
| <b>F1 :</b> Alcohol and Sex desires | 2.4     | 2.9          | 2.6       | 2.8        | 2.8               | 2.7   | .595 | .667 |
| <b>F2:</b> Fun and Freedom desires  | 2.4     | 3.2          | 3.1       | 3.0        | 3.0               | 3.0   | 1.04 | .387 |
| <b>France</b>                       |         |              |           |            |                   |       |      |      |
| <b>F1:</b> Alcohol and Sex desires  | 1.6     | 2.0          | 1.6       | 1.8        | 1.9               | 1.8   | 1.26 | .285 |
| <b>F2:</b> Fun and Freedom desires  | 3.6     | 2.9          | 2.3       | 3.0        | 2.9               | 2.8   | 4.05 | .004 |

Regarding pull factors, the results in Table 7-17 provided statistically significant differences between tourists groups with different educational level regarding one pull factor in Egypt - 'Fun and Freedom attractions' (sig.= 0.030), and one pull factor in France - 'Fun and Freedom attractions' (sig.0= .027). To explore the source of the differences across the five educational groups, the test of Scheffe multiple ranges was employed.

**In Egypt**, the finding of the Scheffe test illustrated significant differences (sig. 0.007) between group (1) and group (4) on the push factor 'Fun and Freedom attractions'. Individuals who have a university degree (group 4) (mean = 3.6) placed greater value on the 'Fun and Freedom attractions' factor than individuals who have primary education (mean = 2.6).

The results of the Scheffe test in France illustrated significant difference (sig. 0.018) between group (1) and group (3) on the push factor 'Fun and freedom attractions'. Individuals who have primary education (group 1) (mean = 3.8) were

more interested in the factors of 'Fun and Freedom attractions' factor than those with secondary education (mean = 2.5).

**Table 7-17: ANOVA: In Pull Factors (Implicit) According to the Education of Respondents**

| Push Factors                    | Income  |              |           |            |                   | Total | F    | Sig. |
|---------------------------------|---------|--------------|-----------|------------|-------------------|-------|------|------|
|                                 | Primary | Intermediate | secondary | University | Highier Education |       |      |      |
| <b>Bahrain</b>                  |         |              |           |            |                   |       |      |      |
| F1: Alcohol and sex attractions | 3.4     | 3.3          | 3.0       | 3.2        | 3.1               | 3.2   | .960 | .600 |
| F2: Drugs attractions           | 2.2     | 2.9          | 2.3       | 2.2        | 2.3               | 2.3   | 1.42 | .226 |
| F3: Fun and Freedom attractions | 3.8     | 3.9          | 3.5       | 3..8       | 4.0               | 3.8   | 1.29 | .276 |
| <b>Egypt</b>                    |         |              |           |            |                   |       |      |      |
| F1: Alcohol and Sex attractions | 2.2     | 3.1          | 2.9       | 3.0        | 2.9               | 2.9   | 1.18 | .320 |
| F2: Drugs attractions           | 2.5     | 2.4          | 2.4       | 2.1        | 2.4               | 2.3   | .718 | .581 |
| F3: Fun and Freedom attractions | 2.6     | 3.5          | 3.0       | 3.6        | 3.2               | 3.3   | 2.75 | .030 |
| <b>France</b>                   |         |              |           |            |                   |       |      |      |
| F1: Alcohol and Sex attractions | 1.8     | 2.1          | 1.8       | 1.9        | 1.9               | 1.9   | .264 | .901 |
| F2: Drugs Attractions           | 1.8     | 1.7          | 1.6       | 1.6        | 1.9               | 1.6   | .701 | .593 |
| F3: Fun and Freedom attractions | 3.8     | 2.9          | 2.5       | 2.9        | 3.0               | 2.9   | 2.82 | .027 |

The finding of this study supports the findings of previous studies. Cha *et al.*, (1995) In their study of Japanese travellers found that group one (sport seekers) and group three (family/relaxation seekers) had the highest percentage of respondents with university/postgraduate education level (36.7% and 37.7%), while group two had the largest group of respondents with senior high school educational level (45.5%). Baloglu and Uysal (1996) also found that high school and university graduates were generally novelty seekers and usually travel in summer and stay longer at their destinations. On the other hand, less well-educated people were found to be urban-life seekers. They usually travel in spring and summer time and spend up to one month at their destinations. Zhang *et al* (2004) found two significant differences between respondents' with different educational level regarding "tour features" and 'local features'. Group 2 (secondary/high school) rates features more important than group 3 (College/University). On the other hand group 1 (Primary/below) and group 2

(Secondary/High School) rated the dimension of local features as more important than group 3 (College/University).

### **7.3.4 Tourism Motivation Factors and Gender of Respondents**

#### **7.3.4.1 The Differences in Explicit Motivations of Tourists (Push and Pull Factors) According to their Gender**

An independent sample T-test was carried out to determine whether significant differences existed between the mean scores assigned to the 'pull and push' factors by males and females. The results of the T-test are shown in Tables 7-18 and 7-19. The result in table 7-18 indicated significant differences between males and females on one push factor in Bahrain - 'Escape' (sig. = 0.002), on one push factor in Egypt - 'Prestige' (sig. = 0.004), and on two push factors in France - 'Prestige' (sig. = 0.001) and 'Social and Sport' (sig. = 0.001).

**In Bahrain**, females (mean = 4.6) were more interested in the 'Escape' factor than males (mean= 4.2), and hence were more likely to be motivated by this factor than males. This could be attributed to the fact that Saudi female are more engaged in routine work and life than the males because of the very firm restrictions placed on the women mobility and way of life. For the other factors, no significant differences were found. This suggests that apart from the 'Escape motive' both tourist groups (males and females) had similar motivations (Prestige, Social and Sport, Experience and Excitement, Enjoying Natural Resources and Knowledge) to visit Bahrain.

**In Egypt**, the females (mean = 3.7) were more interested in the 'Prestige' factor than males (mean= 3.3). This means that females were more likely to be motivated by the 'Prestige' factor than males. No significant differences were found for the rest of the factors. Following this, one could assert that both tourist groups (males and females) had similar motivations (Escape, Social and Sport, Experience and Excitement, Enjoying Natural Resources and Knowledge) to visit Egypt.

**In France**, males placed greater emphasis on the 'Prestige' factor (mean= 3.4) and on the 'Social and Sport' factor (mean= 3.8) than females (mean = 2.9). This suggests that males were more likely to be motivated by these factors to travel to France, while females were less likely to be motivated by these factors. No significant differences were found for the other factors. With respect to this, both tourist groups (males and females) were found to have similar motivations (Escape, Experience and Excitement, Enjoying Natural Resources and Knowledge) to visit France.

**Table 7-18 : the Differences on Push Factors (Explicit) According to the Gender of Respondents (t-test)**

| Push Factors                  | Gender     |        |           |         | T value | Sig. |
|-------------------------------|------------|--------|-----------|---------|---------|------|
|                               | Male       |        | Female    |         |         |      |
| <b>Bahrain</b>                | Mean       | SD     | Mean      | SD      |         |      |
| F1: escape                    | 4.2        | .74075 | 4.6       | .65043  | -3.010  | .002 |
| F2: prestige                  | 3.3        | .95213 | 3.1       | 1.10431 | 1.380   | .170 |
| F3: social and sport          | 3.4        | .88922 | 3.1       | .76770  | 2.209   | .129 |
| F4: experience and excitement | 3.8        | .86822 | 3.8       | .82484  | .075    | .940 |
| F5:enjoying natural resources | 4.0        | .81966 | 4.3       | .62281  | -1.926  | .056 |
| F6: knowledge                 | 4.4        | .56141 | 4.5       | .53937  | -.497   | .620 |
| <b>No</b>                     | <b>127</b> |        | <b>37</b> |         |         |      |
| <b>Egypt</b>                  |            |        |           |         |         |      |
| F1: escape                    | 3.9        | .88571 | 4.1       | .89726  | -.918   | .360 |
| F2: prestige                  | 3.3        | .93752 | 3.7       | .76549  | -2.912  | .004 |
| F3: social and sport          | 3.1        | .89789 | 3.3       | .74327  | -.886   | .377 |
| F4: experience and excitement | 3.6        | .95935 | 3.6       | .85889  | .089    | .929 |
| F5:enjoying natural resources | 4.1        | .79218 | 3.9       | .86364  | 1.492   | .138 |
| F6: knowledge                 | 4.5        | .65727 | 4.4       | .65055  | .899    | .370 |
| <b>No</b>                     | <b>115</b> |        | <b>47</b> |         |         |      |
| <b>France</b>                 |            |        |           |         |         |      |
| F1: escape                    | 4.3        | .66316 | 4.4       | .62048  | -.802   | .423 |
| F2: prestige                  | 3.4        | .98461 | 2.9       | 1.17613 | 3.455   | .001 |
| F3: social and sport          | 3.8        | .91784 | 2.9       | .79539  | 3.511   | .001 |
| F4: experience and excitement | 3.8        | .90102 | 3.7       | .733358 | .576    | .566 |
| F5:enjoying natural resources | 4.3        | .74445 | 3.9       | .96904  | 1.582   | .116 |
| F6: knowledge                 | 4.5        | .45528 | 4.4       | .57362  | 1.502   | .135 |
| <b>No</b>                     | <b>143</b> |        | <b>17</b> |         |         |      |

Regarding the pull factors, the result of the T-test shown in Table 7-19 found that there are significant differences between males and females in one pull factor in Bahrain - 'Expenditure' (sig. = 0.010), one pull factor in Egypt - 'Natural

/Historical' (sig.= .006), and two pull factors in France 'Outdoor Activities' (sig.= 0.002) and 'Natural /Historical ' (sig. = 0.012).

**In Bahrain**, the males (mean = 3.9) placed greater emphasis on the 'Expenditure' factor than females (mean= 3.5). This means that males were more likely to be attracted by this factor to travel to Bahrain. For the rest of the factors, no significant differences were found. This suggests that both male and female Saudi tourists to Bahrain are similarly attracted by factors the factors 'Outdoor Activities', 'Natural /Historical' and 'Weather and Environment'.

**In Egypt**, the females (mean = 4.2) were more interested in the 'Natural /Historical' factor than males (mean= 3.9). This means that females were more likely to be attracted by this factor to travel to Egypt. For the rest of the other factors, no significant differences were found. This means that tourism attractions of Egypt (Expenditure, Outdoor Activities and Weather and Environment) seem to equally attract both Saudi tourist groups (males and females).

**In France**, the males placed greater weight on the 'Outdoor Activities' factor (mean = 4.0) than females (mean = 3.3). Males also placed greater emphasis on the 'Natural /Historical' factor (mean = 4.4) than females (mean = 4.0). This means that males were more likely to be attracted by these factors to travel to France. For the other factors, no significant differences were found. This means that tourism attractions of France (Expenditure and Weather and Environment) are appealing to both Saudi tourist groups (males and females).

**Table 7-19 : the Differences in Pull Factors (Explicit) According to the Gender of Respondents (t-test)**

| Pull Factors                       | Gender     |        |           |         | T value | Sig. |
|------------------------------------|------------|--------|-----------|---------|---------|------|
|                                    | Male       |        | Female    |         |         |      |
| <b>Bahrain</b>                     | Mean       | SD     | Mean      | SD      |         |      |
| <b>F1:</b> expenditure             | 3.9        | .88720 | 3.5       | 1.09766 | 2.595   | .010 |
| <b>F2:</b> outdoor activities      | 3.7        | .83522 | 3.7       | .78539  | .554    | .581 |
| <b>F3:</b> natural /historical     | 4.2        | .57520 | 4.2       | .48423  | .645    | .520 |
| <b>F4:</b> weather and environment | 4.3        | .64096 | 4.5       | .60528  | -1.840  | .068 |
| <b>No</b>                          | <b>127</b> |        | <b>37</b> |         |         |      |

**Continued table 7-19: the Differences in Pull Factors (Explicit) According to the Gender of Respondents (t-test)**

| Pull Factors               | Gender |            |        |           | T value | Sig. |
|----------------------------|--------|------------|--------|-----------|---------|------|
|                            | Male   |            | Female |           |         |      |
| <b>Egypt</b>               |        |            |        |           |         |      |
| F1: expenditure            | 3.7    | 1.11456    | 3.9    | 1.01970   | -1.119  | .265 |
| F2: outdoor activities     | 3.5    | .93744     | 3.7    | .83683    | -1.190  | .236 |
| F3: natural /historical    | 3.9    | .77060     | 4.2    | .61281    | -2.805  | .006 |
| F4:weather and environment | 4.1    | .89532     | 4.0    | 1.00266   | .286    | .775 |
| <b>No</b>                  |        |            |        |           |         |      |
| <b>France</b>              |        |            |        |           |         |      |
| F1: expenditure            | 4.1    | .83542     | 3.7    | 1.14524   | 1.789   | .076 |
| F2: outdoor activities     | 4.0    | .86058     | 3.3    | .63085    | 3.127   | .002 |
| F3: natural /historical    | 4.4    | .56838     | 4.0    | .50235    | 2.545   | .012 |
| F4:weather and environment | 4.4    | .74424     | 4.5    | .53033    | -.413   | .680 |
| <b>No</b>                  |        | <b>143</b> |        | <b>17</b> |         |      |

#### 7.3.4.2 The Differences in Implicit Motivations of Tourists (Push and Pull Factors) According to their Gender

According to the analysis of the T-test shown in Table 7-20 and 7-21, there were significant differences between males and females in one push factor - 'Alcohol and Sex desires' in Egypt (sig. = 0.016) and in France (sig. = 0.002), and one pull factor - 'Alcohol and Sex attractions' (sig. = 0.020) in Egypt, and two pull factors in France - 'Alcohol and Sex attractions' (sig. = 0.015) and 'Drugs attractions' (sig. = 0.024).

**In Egypt**, the males placed greater emphasis on the 'Alcohol and Sex desires' factor (mean= 2.9) than females (mean = 2.4). This means that the males were more likely to be motivated by this factor to travel to Egypt, while females were less likely to be motivated by it. This is most likely because of the firm restrictions that the Saudi society put on females mobility where it is very unlikely that a Saudi women will be left to travel outside the country alone without one of her very close relatives, while males have more freedom to travel alone to any destination. Thus, since female tourists will always be accompanied by one or more of their family members will not find a chance to behave any behaviour that is no accepted back home such as alcohol drinking and sex soliciting. No

significant differences were found for the factor of 'Fun and Freedom'. This means that both tourist groups (males and females) are attracted by ('Fun and Freedom desires') to visit Egypt.

Contrary to our expectations, **in France**, the females were in greater agreement on the 'Alcohol and Sex desires' factor (mean= 2.3) than males (mean = 1.7). This suggests that females were more likely to be motivated to travel to France by this factor while males were less likely to be motivated by this factor. This could be attributed to the fact the few families that allow their female members to travel to France are very liberal families and place no firm restrictions on their female members' behaviour. For the factor of 'Fun and Freedom desires' no significant differences were found. This means that both tourist groups (males and females) had similar motivations of 'Fun and Freedom desires' to visit France.

**Table 7-20 : the Differences in Push Factors (Implicit) According to the Gender of Respondents (t-test)**

| Pull Factors               | Gender     |         |           |         | T value | Sig. |
|----------------------------|------------|---------|-----------|---------|---------|------|
|                            | Male       |         | Female    |         |         |      |
|                            | Mean       | SD      | Mean      | SD      |         |      |
| <b>Bahrain</b>             |            |         |           |         |         |      |
| F1:alcohol and sex desires | 3.2        | .95760  | 3.2       | .84837  | .037    | .971 |
| F2:fun and freedom desires | 3.6        | 1.07863 | 3.8       | .98220  | -.927   | .356 |
| <b>No</b>                  | <b>127</b> |         | <b>37</b> |         |         |      |
| <b>Egypt</b>               |            |         |           |         |         |      |
| F1:alcohol and sex desires | 2.9        | 1.08201 | 2.4       | 1.03254 | 2.431   | .016 |
| F2:fun and freedom desires | 3.0        | 1.18603 | 3.0       | 1.53723 | .011    | .991 |
| <b>No</b>                  | <b>115</b> |         | <b>47</b> |         |         |      |
| <b>France</b>              |            |         |           |         |         |      |
| F1:alcohol and sex desires | 1.7        | .66756  | 2.3       | .81187  | -3.193  | .002 |
| F2:fun and freedom desires | 2.8        | 1.27439 | 3.1       | 1.03877 | -.997   | .320 |
| <b>No</b>                  | <b>143</b> |         | <b>17</b> |         |         |      |

Regarding pull factors, **in Bahrain**, no significant differences were found for any pull factors (Alcohol and Sex attractions, Drugs attractions and Fun and Freedom attractions). This suggests that tourism attractions of Bahrain (Alcohol and Sex attractions, Drugs attractions and Fun and Freedom attractions) seem to attract both Saudi tourist groups (males and females). This is most likely due to that fact Bahrain and Saudi Arabia are very similar to each other in all aspects but the Bahrain society is very liberal and more tolerant to alcohol drinking and sex soliciting so most of the Saudi tourists to Bahrain are attracted by these factors.

Thus, the female tourists to Bahrain mostly likely will be from very liberal families or they some how manage to travel without their families knowledge since it takes very short time to go Bahrain and come back.

**In Egypt**, the males were more interested in the 'Alcohol and Sex attractions' factor (mean= 3.0) than females (mean = 2.5). This suggests that males were more likely to be attracted by this factor to travel to Egypt, while females were less likely to be attracted by this factor. No significant differences were found for the other factors (Drugs attractions and Fun and Freedom attractions). This means that tourism attractions of Egypt (Drugs attractions and Fun and Freedom attractions) seem to attract both Saudi tourist groups (males and females).

**In France**, the females were in greater agreement on the 'Alcohol and Sex attractions' factor (mean= 2.3) and on the 'Drugs attraction' factor (mean=2.3) than males (mean = 1.8) and mean (1.6) respectively. This means that females were more likely to be attracted to travel to France by these factors, while males were less likely to be attracted by these factors. No significant differences were found for the factor of 'Fun and Freedom attractions'. This means that tourism attractions of France ('Fun and Freedom attractions') appear to attract both Saudi tourist groups (males and females).

**Table 7-21 : the Differences in Push Factors (Implicit) According to the Gender of Respondents (T-test)**

| Pull Factors                           | Gender     |         |           |         | T value | Sig. |
|----------------------------------------|------------|---------|-----------|---------|---------|------|
|                                        | Male       |         | Female    |         |         |      |
| <b>Bahrain</b>                         | Mean       | SD      | Mean      | SD      |         |      |
| <b>F1</b> :alcohol and sex attractions | 3.2        | 1.03863 | 3.2       | .96242  | -.144   | .886 |
| <b>F2</b> :drugs attractions           | 2.3        | 1.04634 | 2.5       | .77067  | -1.465  | .145 |
| <b>F3</b> :fun and freedom attractions | 3.7        | .93026  | 3.9       | .83937  | -.996   | .321 |
| <b>No</b>                              | <b>127</b> |         | <b>37</b> |         |         |      |
| <b>Egypt</b>                           |            |         |           |         |         |      |
| <b>F1</b> :alcohol and sex attractions | 3.0        | 1.16001 | 2.5       | 1.18809 | 2.345   | .020 |
| <b>F2</b> :drugs attractions           | 2.3        | 1.09466 | 2.1       | 1.23134 | 1.020   | .309 |
| <b>F3</b> :fun and freedom attractions | 3.4        | 1.07549 | 3.2       | 1.51411 | .670    | .505 |
| <b>No</b>                              | <b>115</b> |         | <b>47</b> |         |         |      |
| <b>France</b>                          |            |         |           |         |         |      |
| <b>F1</b> :alcohol and sex attractions | 1.8        | .75004  | 2.3       | .89960  | -2.465  | .015 |
| <b>F2</b> :drugs attractions           | 1.6        | .68567  | 2.3       | 1.11327 | -2.472  | .024 |
| <b>F3</b> :fun and freedom attractions | 2.8        | 1.23450 | 3.2       | .95058  | -1.468  | .156 |
| <b>No</b>                              | <b>143</b> |         | <b>17</b> |         |         |      |

The findings of this study are consistent with previous studies on tourism motivations. Mok and Armstrong (1995) in their study of Hong Kong resident tourists' motives, found a significant relationship between perceived importance of destination attributes and gender. Their study found that male respondents perceived entertainment and climate as more important than did females. Kim *et al* (2003) also found significant differences ( $p < 0.05$ ) between males and females for three of the push factors and one of the pull factors. Female respondents placed more importance on the push factor of 'family togetherness and study', whereas male respondents emphasized factors of 'appreciating natural resources and health', and 'adventure and building friendships'. On the pull factor of 'key tourist resources', those in the female group tended to perceive the key tourist resources at the national parks to be more important compared to those in the male group.

In a recent study, Zhang *et al.*, (2004) also found significant differences between tourists' gender and two destination dimensions, tour features (accommodation, local transportation and food) and exogenous factors (epidemics, natural, disaster, safety and political and social environment). Male tourists rated tour features as more important than did female tourists. Nonetheless, female tourists considered exogenous factors more important than male tourists.

### **7.3.5 Tourism Motivation Factors and and Tourists' Marital Status**

#### **7.3.5.1 The Differences in Explicit Motivations of Tourists (Push and Pull Factors) According to their Marital Status**

Tables 7-22 and 7-23 provide the results of the T-test used to examine differences in Tourists' explicit motivations according to their marital status. The results in Table 7-22 indicate that significant differences exist between Single and Married tourists with regard to three push factors in Egypt 'Prestige' (sig. = 0.000), 'Social and Sport' (sig. = 0.004) and 'Experience and Excitement' (sig. = 0.001).

**In Bahrain**, no significant differences were found between married and single tourists regarding any of the push factors. This suggests that both tourist groups

(single and married) had similar motivations (Escape, Prestige, Social and Sport, Experience and Excitement, Enjoying Natural Resources and Knowledge) to visit Bahrain.

**In Egypt**, couples placed greater emphasis on the push factors of 'Prestige' (mean= 3.9), 'Social and Sport' (mean= 3.4) and 'Experience and Excitement' (mean= 3.9) than those who were single. This means that those who were married are more likely to be motivated by these factors to travel to Egypt, while single tourists were less likely to be motivated by these factors. No significant differences were found with respect to the rest of factors. This means that both tourist groups (single and married) had similar motivations (Escape, Enjoying Natural Resources and Knowledge) for visiting Egypt.

**In France**, no significant differences were found in any push factors. This means that both tourist groups (single and married) had similar motivations (Escape, Prestige, Social and Sport, Experience and Excitement Enjoying Natural Resources and Knowledge) to visit France.

**Table 7-22 : the Differences in Push Factors (Explicit) According to the Marital Status of Respondents (t-test)**

| Push Factors                          | Marital Statuses |         |           |         | T value | Sig. |
|---------------------------------------|------------------|---------|-----------|---------|---------|------|
|                                       | Single           |         | Married   |         |         |      |
| <b>Bahrain</b>                        | Mean             | SD      | Mean      | SD      |         |      |
| <b>F1:</b> escape                     | 3.3              | .71355  | 4.3       | .76426  | -.130   | .897 |
| <b>F2:</b> prestige                   | 3.2              | 1.03950 | 3.3       | .94809  | -.970   | .334 |
| <b>F3:</b> social and sport           | 3.3              | .85889  | 3.4       | .88900  | -.676   | .500 |
| <b>F4:</b> experience and excitement  | 3.7              | .85619  | 3.8       | .86072  | -.222   | .825 |
| <b>F5:</b> enjoying natural resources | 4.1              | .83985  | 4.0       | .88627  | 1.584   | .115 |
| <b>F6:</b> knowledge                  | 4.4              | .48602  | 4.4       | .61028  | .149    | .882 |
| <b>No</b>                             | <b>75</b>        |         | 89        |         |         |      |
| <b>Egypt</b>                          |                  |         |           |         |         |      |
| <b>F1:</b> escape                     | 3.9              | .79203  | 4.1       | 1.03697 | -.924   | .358 |
| <b>F2:</b> prestige                   | 3.1              | .87541  | 3.9       | .78547  | -5.151  | .000 |
| <b>F3:</b> social and sport           | 3.0              | .81392  | 3.4       | .87476  | -2.914  | .004 |
| <b>F4:</b> experience and excitement  | 3.4              | .94987  | 3.9       | .81523  | -3.321  | .001 |
| <b>F5:</b> enjoying natural resources | 3.9              | .83374  | 4.1       | .62035  | -1.381  | .169 |
| <b>F6:</b> knowledge                  | 4.5              | .62015  | 4.4       | .70917  | 1.248   | .214 |
| <b>No</b>                             | <b>103</b>       |         | <b>59</b> |         |         |      |

**Continued table 7-22: the Differences in Push Factors (Explicit) According to the Marital Status of Respondents (t-test)**

| Push Factors                          | Marital Statues |         |           |         | T value | Sig. |
|---------------------------------------|-----------------|---------|-----------|---------|---------|------|
|                                       | Single          |         | Married   |         |         |      |
| <b>France</b>                         |                 |         |           |         |         |      |
| <b>F1:</b> escape                     | 4.2             | .67532  | 4.4       | .61044  | -1.163  | .247 |
| <b>F2:</b> prestige                   | 3.7             | 1.03742 | 3.6       | 1.05588 | .279    | .781 |
| <b>F3:</b> social and sport           | 3.7             | .91984  | 3.5       | .97767  | 1.193   | .235 |
| <b>F4:</b> experience and excitement  | 3.8             | .88051  | 4.0       | .88758  | -1.183  | .239 |
| <b>F5:</b> enjoying natural resources | 4.2             | .62762  | 4.2       | .97816  | .675    | .501 |
| <b>F6:</b> knowledge                  | 4.5             | .47935  | 4.6       | .44613  | -1.110  | .269 |
| <b>No</b>                             | <b>114</b>      |         | <b>46</b> |         |         |      |

Regarding the pull factors, the result of the T-test in table 7.23 indicated that significant differences exist between single and married tourists with regard to one pull factor in Bahrain - 'Expenditure' (sig. = 0.009), and three pull factors in Egypt – 'Outdoor activities' (sig. 0.005), 'Natural/Historical' (sig.= 0.041) and 'Weather and Environment' (sig.= 0.030).

**In Bahrain**, single people (mean = 4.0) were more likely to be pulled by the 'Expenditure' factor than married people (mean= 3.7). This means that singles were more likely to be attracted by this factor to travel to Bahrain. For the other factors, no significant differences were found. This means that tourism attractions to Bahrain (Outdoor Activities, Natural /Historical and Weather and Environment) seem to attract both Saudi tourist groups (married and single).

**In Egypt**, couples are interested in the factors of 'Outdoor Activities' (mean = 3.8), 'Natural /Historical' (mean = 4.1) and 'Weather and Environment' (mean = 4.2) than Single. This means that those who are married are more likely to be attracted by these factors to travel to Egypt. For the factor of 'Expenditure' no significant differences were found. This means that the tourism attraction of Egypt (Expenditure) seem to attract both Saudi tourist groups (single and married).

**In France**, no significant differences were found between those who are single and couples. This means that tourism attraction of France (Expenditure, Outdoor

Activities, Natural /Historical and Weather and Environment) seem to attract both Saudi tourist groups (single and married).

**Table 7-23 : the Differences in Pull Factors (Explicit) According to the Marital Statues of Respondents (t-test)**

| Pull Factors               | Marital Statues |         |           |         | T value | Sig. |
|----------------------------|-----------------|---------|-----------|---------|---------|------|
|                            | Single          |         | Married   |         |         |      |
| <b>Bahrain</b>             | Mean            | SD      | Mean      | SD      |         |      |
| F1: expenditure            | 4.0             | .89016  | 3.7       | .97512  | 2.649   | .009 |
| F2: outdoor activities     | 3.7             | .79594  | 3.8       | .84764  | -.549   | .584 |
| F3: natural /historical    | 4.2             | .48051  | 4.2       | .61396  | .038    | .969 |
| F4:weather and environment | 4.4             | .51175  | 4.3       | .72189  | 1.678   | .095 |
| <b>No</b>                  | <b>75</b>       |         | <b>89</b> |         |         |      |
| <b>Egypt</b>               |                 |         |           |         |         |      |
| F1: expenditure            | 3.8             | 1.06782 | 3.8       | 1.13414 | -.135   | .893 |
| F2: outdoor activities     | 3.4             | .84194  | 3.8       | .97306  | -2.825  | .005 |
| F3: natural /historical    | 3.9             | .77149  | 4.1       | .67117  | -2.063  | .041 |
| F4:weather and environment | 3.9             | .99521  | 4.2       | .75633  | -2.197  | .030 |
| <b>No</b>                  | <b>103</b>      |         | <b>59</b> |         |         |      |
| <b>France</b>              |                 |         |           |         |         |      |
| F1: expenditure            | 4.1             | .899907 | 4.1       | .83226  | -.130   | .897 |
| F2: outdoor activities     | 4.0             | .76784  | 3.8       | 1.05621 | 1.477   | .142 |
| F3: natural /historical    | 4.3             | .54627  | 4.3       | .63631  | .228    | .820 |
| F4:weather and environment | 4.4             | .64960  | 4.4       | .88765  | .442    | .659 |
| <b>No</b>                  | <b>114</b>      |         | <b>46</b> |         |         |      |

### 7.3.5.2 The Differences in Implicit Motivations of Tourists (Push and Pull Factors) According to their Marital Status

Tables 7-24 and 7-25 show the results of the T-test analysis. In table 7-24, the results indicate that no significant differences exist between single and married tourists in any push factor in any of the destinations (Bahrain, Egypt, and France). This means that both tourist groups (single and married) had similar motivations (Alcohol and Sex desires, Fun and Freedom desires) to visit Bahrain, Egypt and France.

**In Bahrain and France**, there were no significant differences between single and married tourists in any of the pull factors. This means that the tourism attractions of Bahrain and France (Alcohol and Sex attractions, Drugs attractions and Fun and Freedom attractions) seem to attract both Saudi tourist groups (single and married).

**Table 7-24 : the Differences in Push Factors (Implicit) According to the Marital Status of Respondents (T-test)**

| Pull Factors               | Marital Statuses |         |           |         | T value | Sig. |
|----------------------------|------------------|---------|-----------|---------|---------|------|
|                            | Single           |         | Married   |         |         |      |
| <b>Bahrain</b>             | Mean             | SD      | Mean      | SD      |         |      |
| F1:alcohol and sex desires | 3.1              | .88707  | 3.3       | .96686  | -1.052  | .294 |
| F2:fun and freedom desires | 3.6              | 1.02593 | 3.7       | 1.08914 | -.098   | .922 |
| <b>No</b>                  | <b>75</b>        |         | <b>89</b> |         |         |      |
| <b>Egypt</b>               |                  |         |           |         |         |      |
| F1:alcohol and sex desires | 2.8              | 1.02488 | 2.6       | 1.17114 | 1.481   | .141 |
| F2:fun and freedom desires | 4.0              | 1.13908 | 3.2       | 1.52689 | -.875   | .384 |
| <b>No</b>                  | <b>103</b>       |         | <b>59</b> |         |         |      |
| <b>France</b>              |                  |         |           |         |         |      |
| F1:alcohol and sex desires | 1.8              | .71948  | 1.7       | .66491  | .638    | .524 |
| F2:fun and freedom desires | 2.7              | 1.21054 | 3.1       | 1.33320 | -1.578  | .117 |
| <b>No</b>                  | <b>114</b>       |         | <b>46</b> |         |         |      |

The results in table 7-25 indicate that there was just one significant difference between single and married tourists in one pull factor in Egypt - 'Drugs attractions' (sig. = 0.002). Those who were single placed greater emphasis on the factor of 'Drugs attractions' (mean = 2.5) than married tourists (mean = 1.9). This means that single tourists were more likely to be attracted by this factor to travel to Egypt. This could be attributed to the fact that most of the drug addicts are usually from the unmarried youth. For the rest of the factors, no significant differences were found. This means that the tourism attractions of Egypt (Alcohol and Sex attractions, Fun and Freedom attractions) seem to attract both Saudi tourist groups (single and married).

**Table 7-25 : the Differences in Pull Factors (Implicit) According to the Marital Status of Respondents (t-test)**

| Pull Factors                   | Marital Statuses |         |           |         | T value | Sig. |
|--------------------------------|------------------|---------|-----------|---------|---------|------|
|                                | Single           |         | Married   |         |         |      |
| <b>Bahrain</b>                 | Mean             | SD      | Mean      | SD      |         |      |
| F1alcohol and sex attractions  | 3.0              | .89731  | 3.3       | 1.01902 | -1.548  | .124 |
| F2:drugs attractions           | 2.3              | .90738  | 2.4       | 1.06771 | -1.565  | .120 |
| F3:fun and freedom attractions | 3.7              | .85369  | 3.8       | .95889  | -.438   | .662 |
| <b>No</b>                      | <b>75</b>        |         | <b>89</b> |         |         |      |
| <b>Egypt</b>                   |                  |         |           |         |         |      |
| F1alcohol and sex attractions  | 3.0              | 1.13483 | 2.7       | 1.24816 | 1.724   | .087 |
| F2:drugs attractions           | 2.5              | 1.11129 | 1.9       | 1.09296 | 3.193   | .002 |
| F3:fun and freedom attractions | 3.2              | 1.05793 | 3.4       | 1.45377 | -.912   | .364 |
| <b>No</b>                      | <b>103</b>       |         | <b>59</b> |         |         |      |

**Continued table 7-25: the Differences in Pull Factors (Implicit) According to the Marital Status of Respondents (t-test)**

| Pull Factors                           | Marital Statues |         |           |         | T value | Sig. |
|----------------------------------------|-----------------|---------|-----------|---------|---------|------|
|                                        | Single          |         | Married   |         |         |      |
| <b>France</b>                          |                 |         |           |         |         |      |
| <b>F1</b> alcohol and sex attractions  | 1.9             | .80395  | 1.9       | .72041  | -.140   | .889 |
| <b>F2</b> :drugs attractions           | 1.7             | .75150  | 1.5       | .78799  | 1.812   | .072 |
| <b>F3</b> :fun and freedom attractions | 2.8             | 1.12706 | 3.1       | 1.37895 | -1.629  | .105 |
| <b>No</b>                              | <b>114</b>      |         | <b>46</b> |         |         |      |

The results obtained in this study seem to be similar to those of other studies. According to Zhang *et al.*,’s (2004) findings, married tourists considered tour features more important than did their single counterparts. Jamrozy and Uysal (1994) also examined the influence of marital status on tourists’ motivations. They related five travel groups (families, individuals travelling alone, couples, friends, and organized tour groups) to motivational push and pull factors. They found that German overseas travellers displayed variations in push motivations while travelling alone and in groups of friends, as opposed to travelling as families, couples, and tour groups. For example, the first group (individuals travelling alone) looked for the 'novelty', 'experience' and 'adventure' factors, while the second group (family groups) were motivated by 'luxury' and 'doing nothing'.

#### 7.4 Summary

This chapter discussed the differences in motivations of tourists according to their demographic characteristics (age, gender, marital status, income and education). The results presented in this chapter revealed that the majority of the respondents were male (79.2%); about two-thirds (60.1%) of them were married and the age of more than 39.1% of them ranged between 25 and 34 years old. Nearly 41% of the respondents had a university level of education and more than 25% of them had a monthly income of SR 6000-8999. As discussed above, significant differences were found in both "explicit" and "implicit" push and pull factors between tourists with different demographic characteristics.

**In Bahrain**, the result of this study revealed that that the *age* of the respondents has an influence on just one explicit pull factor ('Expenditure'). Moreover, this

study revealed that the education of tourists has an influence on two explicit push factors ('Prestige' and 'Knowledge') and on one implicit push factor ('Fun and Freedom desire'). Furthermore, the result of this study revealed that the *gender* of tourists, has an influence on two explicit push factors ('Escape' and 'social and Sport'), on one explicit pull factor ('Expenditure'), In relation to tourists' *marital status*, the results of this study indicate that the marital status of tourists has an influence on one explicit pull factor ('Expenditure').

**In Egypt**, results of this study revealed that that the *age* of respondents has an influence on two explicit push factors ('Prestige' and 'Experience and Excitement'), on two explicit pull factors ('Outdoor Activities' and 'Natural /Historical'). Moreover, the result of this study revealed that the *income* of tourists has an influence on three explicit push factors ('Prestige', 'Social and Sport' and 'Experience and Excitement'), on two explicit pull factors ('Outdoor Activities' and 'Natural /Historical'). Furthermore, the results of this study revealed that the *education* of tourists has an influence on four explicit push factors ('Prestige', 'Social and Sport', 'Experience and Excitement' and 'Enjoying Natural Resources'), on three explicit pull factors ('Expenditure', 'Outdoor Activities' and 'Natural/Historical') and on one implicit pull factor ('Fun and Freedom attractions'). Regarding the *gender* of tourists, the results of this study indicate that the gender of tourists has an influence on one explicit push factor ('Prestige'), on one explicit pull factor ('Natural /Historical'), on one implicit push factor ('Fun and Freedom desire'), In relation to tourists' *marital status*, the results of this study indicate that the marital status of tourists has an influence on three explicit push factors ('Prestige', 'Social and Sport' and 'Experience and Excitement'), on three explicit pull factors ('Outdoor Activities', 'Natural/Historical' and 'Weather and Environment'), and on one implicit pull factor ('Drugs attractions').

**In France**, results of this study revealed that that the *age* of respondents has an influence on one explicit push factor ('Social and Sport'), on one explicit pull factor ('Outdoor Activities'), on one implicit push factor ('Fun and freedom desires'), and on one implicit pull factor ('Fun and Freedom attraction'). Furthermore, , the result of this study revealed that the *income* of tourists has an

influence on two explicit push factors ('Social and Sport' and 'Enjoying Natural Resources'), on one explicit pull factor ('Natural /Historical'), on two implicit push factors ('Alcohol and Sex desires' and 'Fun and Freedom desires'), and on one implicit pull factor ('Fun and Freedom attraction' ). Moreover, the results of this study revealed that the *education* of tourists has an influence on one explicit push factor ('Experience and Excitement'), on two explicit pull factors ('Expenditure' and 'Natural/Historical'), on one implicit push factor ('Fun and Freedom desire') and on one implicit pull factor ('Fun and Freedom attractions'). Regarding the *gender* of tourists, the results of this study indicate that the gender of tourists has an influence on one explicit push factor ('Prestige'), on two explicit pull factors ('Outdoor Activities' and 'Natural /Historical'), on one implicit push factor ('Fun and Freedom desire'), and on two implicit pull factors ('Fun and Freedom attraction' and 'Drugs attractions').

In short, this chapter has provided a wealth of details of the tourism market profile of Saudi Arabia that can be extremely useful to the government, travel agencies and tourism companies in the implementation of practical and realistic tourism programmes. Moreover, this chapter contributes to the tourism motivation literature by investigating to what extent the demographic characteristics of tourists, in a unique society with strong Islamic tradition, influence tourism motivation, and implicit motivations in particular. One use which could be made of these findings would be by the government, which can use key ideas in this chapter to gain a better understanding of the current needs of Saudi society in general, as well as ways in which inbound and domestic tourism could be improved. It is clear, too, that the findings in this chapter can be very useful to tourism marketers by enhancing their understanding and thus making them better able to pinpoint the market groups they wish to target

## **CHAPTER EIGHT: FINDINGS (CULTURE SOCIETY AND TOURISM MOTIVATIONS)**

### **8.1 Introduction**

As mentioned in chapter one, the aims of this study is to examine the relationship between tourism motivations and Saudi cultural factors. There has seemingly been a lack of attention among the researchers to study this relationship. Therefore, this chapter will provide information of the various dynamics of Saudi society grounded on a reflection of its cultural uniqueness it will further contribute to the generalised literature of tourism motivation by studying the influence of cultural factors on tourism motivation. To efficiently examine this, it is important to describe the Saudi society from the perspectives of Hofstede's (1980, 1991) dimensions of culture. Further analysis of the Pearson correlation test shall reveal the relationship between tourism motivations and cultural factors. The following sections will discuss these issues in some detail.

### **8.2 Cultural Factors**

Factor analysis has been employed to examine the underlying relationship between the 22 cultural characteristics. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, indicated that the 22 items were adequate for factor analysis (KMO measure= .77). The factor model used was the "Principal Components Analysis" and the factors were rotated by using the OBLIQUE technique. Because two of the variables (The most important thing in my life is to make myself happy, There exists always an underlying conflict between the powerful and the powerless), had a low factor loading below 0.5, they were eliminated from the factor analysis. Most of the factor loadings were greater than 0.60, indicating a good correlation between the items and the factor grouping which they belong to. All items loaded highly on only one factor and were not split loaded on another factor above (0.35) as suggested by Gorsuch, (1974) and Leary (1995).

Principal components analysis suggests that seven factors may be extracted from the data (eigenvalues=1 and above), and the 20 items should remain under the seven factors which explain 60.1% of the variance in the data set. The first factor accounts for 18.4% of the variance, the second for 12.3%, the third for 8.1%, the fourth for 6.0%, the fifth for 5.6%, the sixth for 5.1% and the seventh for 4.7%. All the remaining factors are not significant. (See Table 5 in Appendix B).

Reliability analysis (Cronbach's alpha) has been employed to test the reliability and internal consistency of each factor. The alpha coefficient for two factors are 0.74, 0.71 which are well above the standard of 0.7 suggested by Nunnally and Bernstein, (1994). The Pearson correlations for the rest of factors are 0.579, 0.416, 0.457, 0.347, and 0.307 which are significant at the 0.001 level.

The factors were labelled according to the commonality of the items loading on each factor. And they were labelled as follows: uncertainty avoidance, individualism, the differences groups in society (power distance), social interdependence (collectivism), helping others (collectivism), inequalities and hierarchy (power distance) and family relationship (collectivism). Table 8-1 illustrates the result of the factor analysis of cultural characteristics.

**Table 8-1 : Cultural Factor of Saudi Tourists**

| Cultural Factors                                                                                                                 | Loading    | Eigen Value | Variance Explained | Reliability Analysis |
|----------------------------------------------------------------------------------------------------------------------------------|------------|-------------|--------------------|----------------------|
| <b>Factor 1: Uncertainty avoidance</b>                                                                                           |            | <b>4.0</b>  | <b>18.3%</b>       | <b>0.74**</b>        |
| It is very important to follow society's rules even if I sometimes think it is in society's best interest to break the rules.    | <b>.59</b> |             |                    |                      |
| It is important for me to work in a well-organized employment situation where the responsibility and requirements are clear.     | <b>.51</b> |             |                    |                      |
| It is very important for me to have long-term security of employment.                                                            | <b>.59</b> |             |                    |                      |
| Society's rules are very strict and have to be adhered to rigorously.                                                            | <b>.79</b> |             |                    |                      |
| Tolerance of different behaviours and opinions should be adhered to rigorously.                                                  | <b>.55</b> |             |                    |                      |
| Within society there exist clear instructions, which have to be followed.                                                        | <b>.69</b> |             |                    |                      |
| <b>Factor 2: Individualism</b>                                                                                                   |            | <b>2.7</b>  | <b>12.3%</b>       | <b>0.71**</b>        |
| When faced with difficult personal problems, it is better to decide what to do yourself rather than follow the advice of others. | <b>.70</b> |             |                    |                      |
| I would struggle through a personal problem by myself rather than discuss it with my friends.                                    | <b>.80</b> |             |                    |                      |

**Continued table 8-1 Cultural Factor of Saudi Tourists**

| Cultural Factors                                                                                      | Loading | Eigen Value | Variance Explained | Reliability Analysis |
|-------------------------------------------------------------------------------------------------------|---------|-------------|--------------------|----------------------|
| One's should live one's life independently of others as much as possible.                             | .73     |             |                    |                      |
| It does not matter to me how my country is viewed in the eyes of other nations.                       | .59     |             |                    |                      |
| <b>Factor 3: The differences of groups in society (power distance)</b>                                |         | <b>1.8</b>  | <b>8.1%</b>        | <b>0.579*</b>        |
| In Saudi society people are identified by their position in the social networks to which they belong. | .78     |             |                    |                      |
| People are identified independently of the groups they belong to.                                     | .80     |             |                    |                      |
| <b>Factor 4: Social interdependence (collectivism)</b>                                                |         | <b>1.3</b>  | <b>6.0</b>         | <b>0.416*</b>        |
| One does better working in a group than alone                                                         | .80     |             |                    |                      |
| When faced with a difficult personal problem, one should consult one's friends and relatives widely.  | .64     |             |                    |                      |
| <b>Factor 5: Helping others (collectivism)</b>                                                        |         | <b>1.2</b>  | <b>5.6</b>         | <b>0.457*</b>        |
| I like to live close to my good friends.                                                              | .67     |             |                    |                      |
| I would help within my means if a relative told me that he or she was in financial difficulties.      | .71     |             |                    |                      |
| <b>Factor 6: Inequalities and Hierarchy (power distance )</b>                                         |         | <b>1.1</b>  | <b>5.1</b>         | <b>0.347*</b>        |
| Inequalities among people should be minimized.                                                        | .68     |             |                    |                      |
| Hierarchy is something that exists in our society and is accepted.                                    | .60     |             |                    |                      |
| <b>Factor 7: Family relationships (collectivism)</b>                                                  |         | <b>1.0</b>  | <b>4.7</b>         | <b>0.307*</b>        |
| Aging parents should live at home with their children.                                                | .74     |             |                    |                      |
| Children should live at home with parents until they get married                                      | .76     |             |                    |                      |
| Total variance explained                                                                              |         |             | <b>60.1%</b>       |                      |

\* Pearson Correlation

\*\* Reliability alpha

**Factor 1**, the uncertainty avoidance factor, explains **18.3** percent of the variance with an eigenvalue of **4.0**. This factor contains six items which are: 'It is very important to follow society's rules even if I think it is in society's best interest to break the rules', 'It is important for me to work in a well-organized employment situation where the responsibility and requirements are clear', 'It is very important for me to have long-term security of employment', 'Society's rules are very strict and have to be adhered to rigorously', 'Tolerance of different behaviours and opinions should be adhered to rigorously', 'Within society there exist clear instructions, which have to be followed'.

The reliability alpha of this factor is 0.74. To confirm the reliability of this factor, the Pearson inter-correlation of its items had been calculated, and all of them were found to be significant at .001 level of significance (See Table 8-2). In addition, the item to total correlation for all items is higher than .3, which is good (Field, 2005). Furthermore, the values in the column labelled Alpha if Items Deleted, indicate that one item " It is very important to follow society's rules even if I sometimes think it is in society's best interest to break the rules." will increase the reliability from 0.74 to 0.76 if it is deleted. Therefore, it has been recognised that it is important to drop this item.

**Table 8-2 : Confirming the Reliability of the Uncertainty Avoidance Factor**

| No. | Statements                                                                                                                    | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |     |     |  |
|-----|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|-----|-----|--|
|     |                                                                                                                               |                                  |                                  | 1                   | 2   | 3   | 4   | 5   |  |
| 1   | It is very important to follow society's rules even if I sometimes think it is in society's best interest to break the rules. | .33                              | .76                              |                     |     |     |     |     |  |
| 2   | It is important to me to work in a well-organized employment situation where the responsibility and requirements are clear.   | .49                              | .70                              | .21                 |     |     |     |     |  |
| 3   | It is very important for me to have long-term security of employment.                                                         | .53                              | .69                              | .21                 | .61 |     |     |     |  |
| 4   | Society's rules are very strict and have to be adhered to rigorously.                                                         | .59                              | .67                              | .39                 | .28 | .34 |     |     |  |
| 5   | Tolerance of differing behaviours and opinions should be adhered to rigorously.                                               | .49                              | .70                              | .11                 | .36 | .42 | .40 |     |  |
| 6   | Within society there exist clear instructions, which have to be followed.                                                     | .50                              | .70                              | .20                 | .26 | .39 | .51 | .44 |  |

**Factor 2:** this is the individualism factor which explains 12.3 percent of the variance with an eigenvalue of 2.7. It contains four items which are: 'When faced with difficult personal problems, it is better to decide what to do yourself rather than follow the advice of others', 'I would struggle through a personal problem by

myself rather than discuss it with my friends', 'One's should live one's life independently of others as much as possible.', ' It does not matter to me how my country is viewed in the eyes of other nations'.

The reliability of this factor is 0.71. To further examine the internal consistency, the reliability of this factor is confirmed by the Pearson inter-correlation between the items included in this factor, which were all significant at .001 level, (See Table 8-3). Furthermore, the item total correlation for all items is higher than .3, which is good (Field, 2005). The values in the column labelled Alpha if Items Deleted, indicate that deletion of none of the items would increase the reliability. This indicates that all items are positively contributing to the overall reliability.

**Table 8-3 : Confirming the Reliability of the Individualism (1) Factor**

| No. | Statements                                                                                                                       | Corrected item-Total Correlation | Cronbach's Alpha if Item Deleted | Pearson Correlation |     |     |
|-----|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|---------------------|-----|-----|
|     |                                                                                                                                  |                                  |                                  | 1                   | 2   | 3   |
| 1   | When faced with difficult personal problems, it is better to decide what to do yourself rather than follow the advice of others. | .43                              | .69                              | .46                 | .31 | .48 |
| 2   | I would struggle through a personal problem by myself rather than discuss it with my friends.                                    | .55                              | .61                              |                     |     |     |
| 3   | One's should live one's life independently of others as much as possible.                                                        | .65                              | .61                              |                     |     |     |
| 4   | It does not matter to me how my country is viewed in the eyes of other nations.                                                  | .45                              | .64                              |                     |     |     |

**Factor 3:** The difference between groups in society (power distance) factor explains **8.1** percent of the variance with an eigenvalue of **1.8**. It contains two items which are: 'in Saudi society people are identified by their position in the social networks to which they belong', ' people are identified independently of the groups they belong to'. Even with only two items kept, the factor is reasonably reliable as confirmed by the Pearson correlation of 0.579 which is statistically positive and significant at 0.01 level.

**Factor 4:** Social interdependence (collectivism) factor explains **6.0** percent of the variance with an eigenvalue of **1.3**, and contains two items which are: 'one does better working in a group than alone', 'when faced with a difficult personal problem, one should consult one's friends and relatives widely'. The Pearson correlation of this factor is 0.416 which is positive and statistically significant at 0.01 level.

**Factor 5:** Helping others (collectivism) factor explains **5.6** percent of the variance with an eigenvalue of **1.2** and contains two items which are: 'I like to live close to my good friends', 'I would help within my means if a relative told me that he or she was in financial difficulties'. The Pearson correlation of this factor is 0.457 which is positive and statistically significant at 0.01 level.

**Factor 6:** Inequalities and Hierarchy (power distance) factor explained **5.0** percent of the variance with an eigenvalue of **1.1**, and contains two items which are: 'inequalities among people should be minimized', 'hierarchy is something that exists in our society and is accepted'. The Pearson correlation of this factor is 0.347 and is positive and statistically significant at 0.01 level.

**Factor 7:** Family relationship (collectivism) factor explained **4.7** percent of the variance with an eigenvalue of **1.0**. It contains two items which are: 'ageing parents should live at home with their children'; 'children should live at home with parents until they get married'.

To find the importance of each cultural factor, the mean score has been calculated (8-4). It can be recognised that the uncertainty avoidance factor is the most important cultural factor as perceived by Saudi people. It has a mean of 4.3 which means that the Saudi people feel threatened by ambiguous situations, and they try to avoid these situations by establishing more formal rules, rejecting deviant ideas and behaviour, and accepting the possibility of absolute truths and the attainment of expertise (Hofstede, 1980). These findings were consistent with previous studies (At-Twajri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993), which indicated high level of the uncertainty avoidance dimension in Saudi Arabia. The

results from this study also confirm the result of Hofstede's (1980) study categorized the Arab countries as strong uncertainty avoidance countries.

**Table 8-4 : Ranking of Culture Factors According to their Importance**

| <b>Cultural factors</b>                               | <b>Mean</b> | <b>Rank</b> |
|-------------------------------------------------------|-------------|-------------|
| Uncertainty avoidance                                 | <b>4.3</b>  | 1           |
| Helping others (collectivism)                         | <b>4.2</b>  | 2           |
| Family relationship (collectivism )                   | <b>4.2</b>  | 2           |
| Inequalities and Hierarchy (power distance)           | <b>4.1</b>  | 3           |
| Social interdependence (collectivism)                 | <b>4.0</b>  | 4           |
| The differences of groups in society (power distance) | <b>3.7</b>  | 5           |
| Individualism                                         | <b>3.0</b>  | 6           |

The second most important factor perceived by Saudi people was helping others (collectivism) and family relationships (collectivism) which has a mean of 4.2. In contrast, individualism was the least important factor perceived by Saudi people with a mean of 3.0<sup>1</sup>. This means that Saudi Arabia is collectivist country. The results indicate that certain values have not altered in Saudi Arabia since the 1970s, despite the fact that the lifestyle in the country has changed since then (At-Twajri and Al-Muhaiza, 1996). Among these values is the alliance of the individual to a group, family or other type of association. Moreover, the concept of unity is stressed in Islam, which is the sole religion of Saudi Arabia. People are encouraged to look after and assist one another, on the premise that will be rewarded for doing so.

Regarding power distance, Saudis agree that power distance is something that exists in Saudi society. This finding is consistent with previous studies (Al-Twajri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993). Furthermore, Hofstede (1980) had categorized the Arab countries in general as large power distance countries

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<sup>1</sup> This result has been confirmed by previous study for At-Twajri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993.

### **8.3 The Relationship between Cultural and Motivation Factors**

To investigate the relationship between cultural factors and motivation factors Pearson's correlation was used.

#### **8.3.1 Relationship between Cultural Factors and Explicit Push and Pull Motives Factors of Tourists**

##### **8.3.1.1 Cultural Factors and Explicit Push Factors**

Table 8-5 illustrates the result of Pearson correlation between cultural factors and push factors of explicit motives in three destinations (Bahrain, Egypt, and France). It should be noted that most of these correlations were relatively low.

**In Bahrain**, the results of Pearson correlation between cultural factors and push factors indicate that there are significant correlations between three cultural factors and four push factors. The cultural factor related to helping others (collectivism) has positive correlations with two push factors 'escape' (0.174) and 'knowledge' (0.183) which are significant at 0.05 level of significance. These results indicate that the more collectivism (helping others) in the Saudi society, the more likely the tourist will travel to Bahrain to satisfy his/her push factors (Escape and Knowledge). This could be attributed to two factors. First it is expected that if you feel people around you are helpful you will not be willing to go away from them. Since Bahrain is geographically very near to Saudi Arabia, Saudi tourists who feel that people in their country are very helpful to each other will respond to push factors of 'escape' and 'knowledge' without feeling that they got away from their helping people. Second, Saudi Arabia and Bahrain are culturally very similar and the same culture of helping others prevails in Bahrain, so Saudi tourists will not feel that they have missed something in this regards. In addition, many Saudi families have relatives in Bahrain so they feel like at home if they are in need for any family help.

The cultural factor of family relationship (collectivism) is positively and significantly correlated to two push factors 'Escape' (0.240) and 'enjoying natural resources' (0.164) at 0.05 level of significance. These results indicate that, the more of collectivism in the Saudi society (family relationship), the more likely the Saudi tourist will travel to Bahrain for satisfying push factors of 'escape' and 'enjoying natural resources'. Since Bahrain has natural resource (sea) which is lacking in most parts of Saudi Arabia and very liberal social life compared to Saudi Arabia, it will attract Saudi tourists who like to enjoy nature and escape some of the restrict behaviour code in their country either because they will feel that they travel away from their people and/or they might have some relatives in Bahrain.

The cultural factor related to the differences of groups in society (power distance) has a significant negative relationship with push factor of 'social and sport' (-0.157) at the 0.05 level of significance. These findings suggest that those Saudi tourists who feel the existence of more power distance (differences of groups in society) in the Saudi society they are less likely to travel to Bahrain for satisfying push factor of 'social and sport'. Since sport involves more social participation from all social strata, it is normal that those who like it will be less tolerant to social stratification. Thus, the negative correlation between the factor of 'power distance' and each of the 'social' and 'sport' push factors is consistent and logical. Moreover, this result is expected since Saudi Arabia and Bahrain are very similar with regard to 'social and power distance' and those who to escape that in Saudi Arabia will choose Bahrain as their destination.

**In Egypt,** the results of Person correlation between cultural factors and push factors reveal that, there are significant correlations between five cultural factors and five push factors. The cultural factor of individualism has a significant positive correlations with three push factors 'prestige' (0.401), 'social and sport' (0.395) and 'experience and excitement' (0.222) at the 0.001 level of significance. These results indicate that the more individualism in Saudi society, the more likely the Saudi tourist will travel to Egypt to satisfy push factors of 'prestige', 'social and sport' and 'experience and excitement'. This result is consistent with that found in the case of those who choose Bahrain as their destination. Since

Egypt is geographically much far from Saudi Arabia compared to Bahrain and the social system there, particularly with regard to social openness, is very different from what is prevailing in Saudi Arabia, thus, it is expected that such destination will attract tourists with individualistic attitude who are looking for prestige, experience and excitement on one hand, and who enjoy sport and social openness on the other.

The cultural factor of the differences of groups in the society (power distance) has a significant positive correlations with four push factors 'escape' (0.155), 'prestige' (0.198), 'social and sport' (0.275) and 'experience and excitement' (0.233) at the 0.001 and 0.05 levels of significance. These findings suggest that the Saudi tourists who feel the existence of more power distance in the Saudi society (differences of groups in society), the more likely they will travel to Egypt to satisfy their push factors of 'escape', 'prestige' and 'social and sport'. This could be attributed to the fact that Egypt is very different from Saudi Arabia with regard to the social distance and social power between groups compared to Bahrain. Moreover, the Saudi tourists in Egypt are very respected and looked at very prestigious tourists. Thus, it is expected that such destination will attract tourists who are motivated by push factors of 'prestige' and 'social and sport' back home.

The cultural factor of uncertainty avoidance has a significant positive correlations with two push factors, 'escape' (0.287) and 'enjoying natural resources' (0.162) at the 0.001 and 0.05 level of significance. These findings suggest that the more of uncertainty avoidance in Saudi society, the more likely the Saudi tourist to travel to Egypt to satisfy push factors of 'escape' and 'enjoying natural resources'. Although Hofstede's (1980) had categorized all the Arab countries as strong uncertainty avoidance countries, yet Egypt is expected to be less uncertainty avoidance country compared to Saudi Arabia. Therefore, those Saudi tourists who perceived their country as strong uncertainty avoidance country are expected to perceive Egypt as less uncertainty avoidance country so it will attract them for many factors that are not tolerated back home. Moreover Egypt has different natural sights that are very attractive to tourists.

The cultural factor of social interdependence (collectivism) has a significant positive correlation with push factor of 'enjoying natural resources' (0.240) at the 0.05 level of significance. These findings suggest that the more social interdependence in the Saudi society, the more likely the Saudi tourist to travel to Egypt to satisfy push factors of 'enjoying natural resources'. This is mostly like because of the cost factor. Travelling to Egypt is relatively very cheap compared to other tourism destinations with nice and attractive environment such as Malaysia and Europe. Thus those tourists who perceived their country as being characterized by collectivism (social interdependence) and who most likely prefer sharing their financial resources with their relatives and folk rather than travelling to expensive areas.

The cultural factor of family relationship (collectivism) has a significant positive correlation with push factor of 'enjoying natural resources' (0.190) at the 0.05 level of significance. These finding suggests that the more family relationship (collectivism) in Saudi society, the more likely a Saudi tourist is to travel to Egypt for satisfying push factor of 'enjoying natural resources'. This is also most likely related to the cost factor of tourism. Tourists with strong family relationship will most likely travel as families rather than individuals and this is possible and not very expensive when travelling to Egypt.

**In France**, table 8-5 shows the result of the Pearson correlation between cultural factors and push factors. The results reveal that, all push factors are significantly and positively related to five cultural factors. Cultural factors of 'uncertainty avoidance', and 'inequalities and hierarchy' (power distance) have significant positive correlations with all push factors at the 0.001 and 0.05 level of significance. The correlations values ranged from 0.218 to 0.385. These results indicate that the more of uncertainty avoidance and more power distance (inequalities and hierarchy) in Saudi society, the more likely the Saudi tourist will travel to France to satisfy these push factors. Culturally France is very different from Saudi Arabia and many cultural factors are expected to act as barriers for Saudi tourists to France. However, with regard to the ccultural factors of 'uncertainty avoidance', and 'inequalities and hierarchy' (power distance), those

Saudis who do not feel comfortable with such cultural traits can easily be attracted to France since it is characterized by the opposite.

The cultural factor of social interdependence (collectivism) has a significant positive correlation with five push factors of 'prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources' and 'knowledge' at the 0.001 and 0.05 level of significance. The correlations values ranged from .0180 to 0.398. These findings indicate that the more collectivism (social interdependence) in the Saudi society, the more likely the Saudi tourist will travel to France to satisfy these push factors. No doubt those tourists to France are perceived more prestigious than tourists to Bahrain, Egypt or any other Middle East country. Also since France is culturally, socially, historically, environmentally and technologically is very different from Saudi Arabia, it is expected to attract those tourists who are looking for 'experience and excitement', 'enjoying natural resources' and 'knowledge and trying to find more open social life and practice sport.

The cultural factor of helping others (collectivism) has a significant positive correlation with five push factors of 'escape', 'prestige', 'social and sport', 'enjoying natural resources' and 'knowledge' at the 0.001 and 0.05 level of significance. The correlations values ranged from 0.134 to 0.246. These findings indicate that the more collectivism (helping others) in the Saudi society, the more likely the tourist will travel to France for satisfying these push factors of 'escape', 'prestige', 'social and sport', 'enjoying natural resources' and 'knowledge'.

A significant positive correlations between four push factors of 'escape', 'prestige', 'social and sport', and 'experience and excitement' are found with cultural factor of the differences of groups in society (power distance) at the 0.001 level of significance. The correlations values ranged from 0.275 to 0.418. These results indicate that the more of power distance (The differences of groups in society) in the Saudi society, the more likely the Saudi tourist will travel to France to satisfy these push factors of 'escape', 'prestige', 'social and sport', and 'experience and excitement'.

Table 8-5 : Relationship between Cultural Factors and Explicit Push factors

| Cultural Factors                                          | Push factors  |                 |                            |                                        |                                         |                  |
|-----------------------------------------------------------|---------------|-----------------|----------------------------|----------------------------------------|-----------------------------------------|------------------|
|                                                           | F1:<br>Escape | F2:<br>Prestige | F3:<br>Social and<br>Sport | F4:<br>Experience<br>and<br>Excitement | F5:<br>Enjoying<br>Natural<br>Resources | F6:<br>Knowledge |
| <b>Bahrain</b>                                            |               |                 |                            |                                        |                                         |                  |
| F1: Uncertainty Avoidance                                 | .151          | .134            | .170                       | .123                                   | .111                                    | .100             |
| F2: Individualism                                         | .081          | .132            | .135                       | .053                                   | .127                                    | -0.10            |
| F3: The differences of groups in society (power distance) | .132          | -.067           | -.157*                     | .045                                   | .000                                    | -.049            |
| F4: Social interdependence (collectivism)                 | .131          | .039            | .015                       | .109                                   | .091                                    | -.064            |
| F5: Helping others (collectivism)                         | .174*         | .105            | .107                       | .106                                   | .083                                    | .183*            |
| F6: Inequalities and Hierarchy (power distance )          | .067          | -.124           | .000                       | -.012                                  | .099                                    | .070             |
| F7: family relationship (collectivism)                    | .240*         | .002            | .040                       | .132                                   | .164*                                   | .100             |
| <b>Egypt</b>                                              |               |                 |                            |                                        |                                         |                  |
| F1: Uncertainty Avoidance                                 | .287**        | .093            | -.010                      | .052                                   | .162*                                   | .089             |
| F2: Individualism                                         | .054          | .401**          | .395**                     | .222**                                 | .056                                    | .078             |
| F3: The differences of groups in society (power distance) | .155*         | .198*           | .275**                     | .233**                                 | -.021                                   | .040             |
| F4: Social interdependence (collectivism)                 | .260          | .134            | .012                       | .125                                   | .240*                                   | .139             |
| F5: Helping other people (collectivism)                   | .135          | -.053           | -.133                      | -.034                                  | .153                                    | -.053            |
| F6: Inequalities and Hierarchy (power distance )          | .139          | .001            | -.008                      | .064                                   | .057                                    | .023             |
| F7: family relationship (collectivism)                    | .046          | -.148           | -.168                      | -.011                                  | .190*                                   | -.035            |
| <b>France</b>                                             |               |                 |                            |                                        |                                         |                  |
| F1: Uncertainty Avoidance                                 | .250**        | .344**          | .349**                     | .385**                                 | .342**                                  | .224**           |
| F2: Individualism                                         | .011          | .038            | -.045                      | -.084                                  | .062                                    | .008             |
| F3: The differences of groups in society (power distance) | .275**        | .365**          | .300**                     | .418**                                 | .128                                    | .133             |
| F4: Social interdependence (collectivism)                 | .129          | .398*           | .345**                     | .180*                                  | .329**                                  | .268**           |
| F5: Helping others (collectivism)                         | .184*         | .172*           | .169*                      | .134                                   | .246**                                  | .219**           |
| F6: Inequalities and Hierarchy (power distance )          | .218*         | .223**          | .239**                     | .364*                                  | .221**                                  | .269**           |
| F7: family relationship (collectivism)                    | .015          | .049            | -.022                      | -.042                                  | .109                                    | .035             |

\*\*Significant at the .001 level of significance.

\*Significant at the .05 level of significance.

### 8.3.1.2 Cultural Factors and Explicit Pull Factors

Table 8-6 illustrates the relationship between explicit pull factors and cultural factors in three destinations (Bahrain, France and Egypt). It should be noted that most of these correlations were relatively low.

**In Bahrain** (table 8-6), there are relationships between four cultural factors and three pull factors. The cultural factor of uncertainty avoidance has a significant positive correlation with the two pull factors of 'outdoor activities', and 'natural/historical', at the 0.05 level of significance. The correlations values are 0.216 and 0.249. These findings indicate that the more uncertainty avoidance in Saudi society, the more likely of the Saudi tourist to be attracted to Bahrain by pull factors of 'outdoor activities', and 'natural/historical'. Because of the very conservative nature of the Saudi society, outdoor activities and to a lesser extent visiting natural /historical sites particularly by females might not be encouraged. Thus, those Saudi tourists, particularly females tourists, who are pushed to outbound tourism by their reservations about this conservative nature of the Saudi society (i.e. uncertainty avoidance) are expected to be pulled by the liberal social life in Bahrain where they can freely practice outdoor activities including visiting natural/historical sites.

A significant positive correlation between cultural factors of helping others (collectivism) and pull factors 'outdoor activities', 'natural/historical' and 'weather and environment', are found at the 0.001 and 0.05 level of significance. The correlations values ranged from 0.219 to .158. These results indicate that the more collectivism (helping others) in Saudi society, the more likely are these attraction factors ('outdoor activities', 'natural/historical' and 'weather and environment') in Bahrain to pull Saudi tourist.

Cultural factor of family relationship (collectivism) has a significant positive correlation with two pull factors of 'natural/historical' and 'weather and environment', at the 0.05 level of significance. The correlations values are 0.275 and 0.184. These findings indicate that the more of collectivism (family

relationship) in the Saudi society, the more likely Saudi tourist will be pulled to Bahrain by pull factors of 'natural/historical' and 'weather and environment'. The cultural factor of collectivism, reflected in helping others and strong family relationships, is almost shared and agreed upon by all Saudis regardless they practice tourism or not and regardless of the pushing or pulling factors for travelling outside or inside the country. This explains the significant correlations between the collectivism culture and most of tourists pushing and pulling factors particularly for those who select a destination with similar collectivism culture such as Bahrain.

Cultural factor of inequalities and hierarchy (power distance) are correlated positively to one pull factor 'weather and environment' with a correlation coefficient of 0.236 at the 0.001 level of significance. These findings suggested that the more power distance (inequalities and hierarchy) in the Saudi society, the more likely the tourist will be attracted to Bahrain by pull factor of 'weather and environment'.

**In Egypt**, there are relationships between four cultural factors and all pull factors. The cultural factor of individualism has a significant positive correlation with three pull factors of 'expenditure', 'outdoor activities' and 'natural/historical', at the 0.001 and 0.05 level of significance, the correlations values ranged from 0.190 to 0.261. These findings indicate that the more of individualism in the Saudi society, the more likely the Saudi tourist will be pulled to Egypt by pull factors of 'expenditure', 'outdoor activities' and 'natural/historical'. This could be attributed to the possibility that tourists with individualistic attitude are more concern about expenditure compared to those with collectivism culture. Therefore, they are expected to satisfy their 'outdoor activities' and 'natural/ historical' drives by visiting destinations Egypt where individualistic rather than collectivism culture prevails.

The cultural factor of uncertainty avoidance is significantly related to pull factor of 'weather and environment' at the 0.001 level of significance with a correlation coefficient of 0.286. This finding suggests that the more of uncertainty avoidance in the Saudi society, the more likely the Saudi tourist will be attracted to Egypt by

pull factor of 'weather and environment'. The same explanation given in the case of Bahrain hold but this result reflects the fact that the cultural factors interact with each other in their influence on the tourists destination selection decision.

The cultural factor of the differences of groups in society (power distance) is related to pull factor of 'outdoor activities' at the 0.001 level of significance with a correlation coefficient of 0.270. This finding suggests that the more of power distance (differences of groups in society) in the Saudi society, the more likely the Saudi tourist will be attracted to Egypt by pull factor of 'outdoor activities'.

Cultural factor of helping others (collectivism) is positively correlated to one pull factor of 'weather and environment' with a correlation coefficient of 0.314 at the 0.001 level of significance. This finding suggests that the more of collectivism (helping others) in the Saudi society, the more likely Saudi tourist will be pulled to Egypt by pull factor of 'weather and environment'.

**In France**, table 8-6 shows the result of the Pearson correlation between cultural factors and explicit pull factors. The results of this correlation indicate that there are relationships between five cultural factors and all pull factors.

Cultural factors of uncertainty avoidance, the differences of groups in society (power distance) and social interdependence (collectivism) are significantly positively correlated with all pull factors of 'expenditure', 'outdoor activities', 'natural/historical' and 'weather and environment' at the 0.001 and 0.05 level of significance. The correlation values ranged from 0.402 to 0.161. These results indicate that the more of uncertainty avoidance, more of power distance (the differences of groups in society) and the more collectivism 'social interdependence' in the Saudi society, the more likely the Saudi tourist will be drawn to France by pull factors of 'expenditure', 'outdoor activities', 'natural/historical' and 'weather and environment'.

The cultural factor of inequalities and hierarchy (power distance) is positively correlated to two pull factors of 'outdoor activities and 'natural/historical' at the 0.05 level of significance. The correlations values were 0.163 and 0.176. This finding suggests that the more of power distance (inequalities and hierarchy) in

the Saudi society, the more likely the Saudi tourist will be pulled to visit France by pull factors of 'outdoor activities and 'natural/historical'.

The cultural factor of helping others (collectivism) is correlated positively to one pull factor 'natural/historical' at the .05 level of significance. The correlation value is 0.203. This finding suggests that the more of collectivism (helping others) in the Saudi society, the more likely the Saudi tourist will be attracted to France by pull factor of 'natural/historical'.

These results all confirm the complexity of the decision of tourism destination choice. It is the consequence of interaction between several cultural factors, push and pull factors, both explicit and implicit, in both the home country and the destination country.

**Table 8-6: Relationship between Culture Factors and Explicit Pull Factors**

| Cultural Factors                                          | Pull factors       |                              |                               |                                      |
|-----------------------------------------------------------|--------------------|------------------------------|-------------------------------|--------------------------------------|
|                                                           | F1:<br>Expenditure | F2:<br>Outdoor<br>Activities | F3:<br>Natural/<br>Historical | F4:<br>Weather<br>And<br>Environment |
| <b>Bahrain</b>                                            |                    |                              |                               |                                      |
| F1: Uncertainty Avoidance                                 | .082               | .216*                        | .249*                         | .141                                 |
| F2: Individualism                                         | .108               | .091                         | .033                          | .025                                 |
| F3: The differences of groups in society (power distance) | .018               | -.116                        | -.049                         | .112                                 |
| F4: Social interdependence (collectivism)                 | .146               | .024                         | .038                          | .135                                 |
| F5: Helping others (collectivism)                         | .093               | .158*                        | .196*                         | .219**                               |
| F6: Inequalities and Hierarchy (power distance)           | .142               | .020                         | .121                          | .236**                               |
| F7: family relationship (collectivism)                    | -.038              | .016                         | .275*                         | .184*                                |
| <b>Egypt</b>                                              |                    |                              |                               |                                      |
| F1: Uncertainty Avoidance                                 | .169               | .82                          | .036                          | .286**                               |
| F2: Individualism                                         | .190*              | .261**                       | .261*                         | .140                                 |
| F3: The differences of groups in society (power distance) | .146               | .270**                       | .131                          | .036                                 |
| F4: Social interdependence (collectivism)                 | .144               | .104                         | .140                          | .105                                 |
| F5: Helping others (collectivism)                         | .071               | .019                         | .096                          | .314**                               |
| F6: Inequalities and Hierarchy (power distance)           | .150               | .016                         | .088                          | .051                                 |
| F7: family relationship (collectivism)                    | .152               | -.006                        | .026                          | .151                                 |

Continued table 8-6: Relationship between Culture Factors and Explicit Pull Factors

| Cultural Factors                                                 | Pull factors       |                              |                               |                                      |
|------------------------------------------------------------------|--------------------|------------------------------|-------------------------------|--------------------------------------|
|                                                                  | F1:<br>Expenditure | F2:<br>Outdoor<br>Activities | F3:<br>Natural/<br>Historical | F4:<br>Weather<br>And<br>Environment |
| <b>Bahrain</b>                                                   |                    |                              |                               |                                      |
| <b>France</b>                                                    |                    |                              |                               |                                      |
| <b>F1:</b> Uncertainty Avoidance                                 | .299**             | .316**                       | .402**                        | .291*                                |
| <b>F2:</b> Individualism                                         | .065               | .001                         | .004                          | .065                                 |
| <b>F3:</b> The differences of groups in society (power distance) | .161*              | .300**                       | .177*                         | .258**                               |
| <b>F4:</b> Social interdependence (collectivism)                 | .278**             | .252**                       | .264**                        | .175*                                |
| <b>F5:</b> Helping others (collectivism)                         | .071               | .075                         | .203*                         | .152                                 |
| <b>F6:</b> Inequalities and Hierarchy (power distance)           | .032               | .163*                        | .176*                         | .147                                 |
| <b>F7:</b> family relationship (collectivism)                    | -.001              | .029                         | -.002                         | -.043                                |

\*\*Significant at the .001 level of significance.

\*Significant at the .05 level of significance

### 8.3.2 Relationship between Cultural Factors and Implicit Motives Factors (Push and Pull) of Tourists

#### 8.3.2.1 Cultural Factors and Implicit Push Factors

Table 8-7 illustrates the coefficients of Pearson correlation between (cultural factors) and (push factors) of implicit motives in three destinations (Bahrain, Egypt, and France).

**In Bahrain**, there is a significant positive correlation between one cultural factor relating to the differences of groups in society (power distance) with two push factors 'alcohol and sex desires' and 'fun and freedom desires' at the 0.001 level of significance. The correlation values are 0.352 and 0.288. These results indicate that the more outbound Saudi tourist feels the existence of power distance (the differences of groups in society), in the Saudi society the more likely he/she will travel to Bahrain to satisfy his/her push factors of 'alcohol and sex desires' and 'fun and freedom desires'. This could be attributed to the fact that those individuals who openly express their criticism to the existing social system particularly with regard differences in power and wealth between social groups

and individuals are more likely to be less religious than those who do not. On the other hand, satisfaction of 'alcohol and sex desires' is totally prevented in Islam and only individuals who do not abide by the religious teaching will dare to drink alcohol and satisfy their sexual desires outside their marital life.

**In Egypt**, there are relationships between four cultural factors with two push factors. The cultural factor of the differences of groups in society (power distance) has a significant positive correlation with two push factors 'alcohol and sex desires' and 'fun and freedom desires' at the 0.001 level and 0.05 of significance. The correlations values are 0.209 and 0.169. These findings indicate that the more of power distance (the differences of groups in society), in the Saudi society the more likely the Saudi tourist will travel to Egypt to satisfy push factors of 'alcohol and sex desires' and 'fun and freedom desires'. The same explanation given in the case of Bahrain holds here.

The cultural factors of 'uncertainty avoidance', 'social interdependence' (collectivism) and 'inequalities and hierarchy' (power distance) have significant positive correlation with one push factor of 'fun and freedom desires' at the 0.001 level of significance. These findings indicate that the more uncertainty avoidance, collectivism (social interdependence) and power distance (inequalities and hierarchy) the more likely the Saudi tourist will travel to Egypt to satisfy the push factor 'fun and freedom desires'. As mentioned earlier because of the very conservative nature of the Saudi society, people (particularly females and families) might not feel comfortable practicing 'fun and freedom desires' particularly those individuals who feel that the Saudi society is characterized by high level of 'uncertainty avoidance'.

**In France**, there was just one significant positive correlation between one cultural factor 'the differences of groups in society' (power distance) with one push factor 'fun and freedom desires' at the 0.001 level of significance. The correlation value was 0.211. The finding indicates that the more power distance (the differences of groups in society), in Saudi society the more likely the Saudi tourist will be willing to travel to France to satisfy his/her push factor of 'fun and freedom desires'. The same explanation given in the case of Egypt holds here but there

might be interaction between the financial resources of the tourists and their cultural beliefs that causes tourists with similar perception about the cultural factor of 'power distance' to choose different destination, Egypt and France.

**Table 8-7: Relationship between Culture Factors and Push factors (Implicit)**

| Cultural Factors                                          | Push Factors                   |                                   |
|-----------------------------------------------------------|--------------------------------|-----------------------------------|
|                                                           | F1:<br>Alcohol and Sex desires | F2:<br>Fun and freedom<br>desires |
| <b>Bahrain</b>                                            |                                |                                   |
| F1: Uncertainty Avoidance                                 | .137                           | .115                              |
| F2: Individualism                                         | .053                           | .145                              |
| F3: The differences of groups in society (power distance) | .352**                         | .288**                            |
| F4: Social interdependence (collectivism)                 | .012                           | .046                              |
| F5: Helping others (collectivism)                         | .045                           | .140                              |
| F6: Inequalities and Hierarchy (power distance )          | .140                           | .059                              |
| F:7 family relationship (collectivism)                    | .009                           | .073                              |
| <b>Egypt</b>                                              |                                |                                   |
| F1: Uncertainty Avoidance                                 | .033                           | .210**                            |
| F2: Individualism                                         | .023                           | .089                              |
| F3: The differences of groups in society (power distance) | .209**                         | .169*                             |
| F4: Social interdependence (collectivism)                 | .144                           | .252**                            |
| F5: Helping others (collectivism)                         | .012                           | .110                              |
| F6: Inequalities and Hierarchy (power distance )          | .123                           | .209**                            |
| F:7 Family relationships (collectivism)                   | -.096                          | -.024                             |
| <b>France</b>                                             |                                |                                   |
| F1: Uncertainty Avoidance                                 | -.054                          | -.077                             |
| F2: Individualism                                         | .054                           | -.147                             |
| F3: The differences of groups in society (power distance) | -.131                          | .211**                            |
| F4: Social interdependence (collectivism)                 | -.066                          | .021                              |
| F5: Helping others (collectivism)                         | -.035                          | .011                              |
| F6: Inequalities and Hierarchy (power distance )          | -.010                          | .114                              |
| F:7 Family relationships (collectivism)                   | -.032                          | .096                              |

\*\*Significant at the .001 level of significance.

\*Significant at the .05 level of significance

### 8.3.2.2 Cultural Factors and Implicit Pull Factors

Table 8-8 illustrates the coefficients of Pearson correlation between cultural factors and pull factors of implicit motives in three destinations (Bahrain, Egypt, and France).

**In Bahrain**, there are relationships between four cultural factors and all pull factors. The cultural factor of the differences of groups in society (power distance) has a significant positive correlation with all pull factors 'alcohol and sex attractions', 'drugs attractions' and 'fun and freedom attractions' at the 0.001 level of significance. The correlations values ranges from 0.307 and 0.223. These findings indicate that the more power distance (the differences of groups in society) in the Saudi society, the more likely the Saudi tourist will be pulled to Bahrain by pull factors of 'alcohol and sex attractions', 'drugs attractions' and 'fun and freedom attractions' . This is most likely because of the fact that the perception of the existence of the differences between groups in society (power distance) and the dare to respond to the pull factors of 'alcohol and sex attractions', 'drugs attractions' and 'fun and freedom attractions' prevail among tourist who do not abide by the Islamic teachings.

There is a significant positive correlation between cultural factors of uncertainty avoidance with two pull factors of 'alcohol and sex attractions' and 'drugs attractions' at the 0.001 and 0.05 level of significance, the correlations values were 0.201 and 0.179. These findings indicate that the more of uncertainty avoidance in the Saudi society, the more likely the Saudi tourist will be attracted to Bahrain by pull factors of 'alcohol and sex attractions' and 'drugs attractions'. .Indeed, definitely the Saudi society has high level of 'uncertainty avoidance' with regards to 'alcohol and sex attractions' and 'drug attraction'. Thus, it is natural that tourists who recognize that their society does not tolerate 'alcohol and sex attractions' and 'drug attraction' will seek to satisfy these motive in destinations where its satisfaction is more tolerable.

The cultural factor of individualism has a significant positive correlation with one pull factor of 'drugs attractions' at the 0.05 level of significance. The correlations value is 0.167. This finding indicates that, the more uncertainty avoidance in the Saudi society, the more likely the Saudi tourist will be attracted to Bahrain by pull factor of 'drugs attractions'. Again, this result could be attributed to tourists weak religious commitment.

The cultural factor of helping other people (collectivism) is positively correlated to one pull factor of 'fun and freedom attractions' at the 0.001 level of significance. The correlations value is 0.231. This finding indicates that the more collectivism (helping other people) in the Saudi society, the more likely the Saudi tourist will be attracted to Bahrain by pull factor of 'fun and freedom attractions'. This is most likely due to the fact that most of the 'fun and freedom attractions' are allowed in Islam and the helping other people (collectivism) attitude is highly encouraged by Islam. This reinforces the importance of religious commitment and adherence to religious teachings in determining tourist motives for travelling.

**In Egypt,** there are relationships between five cultural factors with all pull factors. The cultural factors of uncertainty avoidance and helping other people (collectivism) have significant positive correlation with pull factor of 'fun and freedom attractions' (the values were 0.301, 0.292) at the 0.001 level of significant, and significant negative correlation with pull factor of 'drugs attractions' (the values were -0.202, -0.286), at the 0.001 level of significance. These results indicated that the more of uncertainty avoidance and more collectivism (helping other people) in the Saudi society, the more likely the Saudi tourist will be attracted to Egypt by pull factor of 'fun and freedom attractions'. On the other hand the more of uncertainty avoidance and collectivism (helping other people) in the Saudi society, the less likely the Saudi tourist will be attracted to Egypt by pull factor of 'drug attractions'. This reveals the interaction between the different cultural factors in determining tourists response to the different pull factors.

The cultural factors of the differences of groups in society (power distance) and inequalities and hierarchy (power distance) have significant positive correlation with one pull factor of 'alcohol and sex attractions' at the 0.05 level of significance. The correlations values were 0.300 and 0.189. These findings indicate that the more of power distance (the differences of groups in society and inequalities and hierarchy) in the Saudi society, the more likely the Saudi tourist will be attracted to Egypt by pull factor of 'alcohol and sex attractions'. The same logic and explanation provided in the case of Bahrain holds.

The cultural factor of social interdependence (collectivism) is significantly positively correlated with pull factor of 'fun and freedom attractions' at the 0.001

level of significance. The correlations value is 0.292. These finding indicated that the more of collectivism (social interdependence) in the Saudi society, the more likely the Saudi tourist will be attracted to Egypt by pull factor of 'fun and freedom attractions'.

**In France**, there are correlations between three cultural factors and two pull factors. The factor of differences of groups in society (power distance) has a significant positive correlation with pull factor of 'fun and freedom attractions' (the values is 0.211) at the 0.001 level of significant, and a significant negative correlation with pull factor of 'drugs attractions' (the values is -0.187) at the 0.05 level of significance. These findings indicate that the more power distance (the differences of groups in society) in the Saudi society, the more likely the Saudi tourist will be attracted to France by pull factor of 'fun and freedom attractions'. In another hand, the more of power distance (the differences of groups in society) in the Saudi society, the less likely the Saudi tourist will be attracted to France by pull factor of 'drugs attractions'. As Saudi tourists to France are more likely to be with reasonably high level of education, thus the negative association between the tourists perception of the existence of power distance in the Saudi society and their tendency not to be attracted by the pull factor of 'drug attraction' is most likely due to their high awareness level about the danger of drugs induced by their high level of education.

The cultural factors of inequalities and hierarchy (power distance) and family relationship (collectivism) have significant positive correlation with pull factor of 'fun and freedom attractions' (the values are 0.230. and 0.194) at the 0.001 and at the 0.05 level of significance. These findings indicate that the more of power distance (inequalities and hierarchy) and collectivism (family relationship) in the Saudi society, the more likely the Saudi tourist will be attracted to France by pull factor of 'fun and freedom attractions'.

**Table 8-8 : Relationship between Culture Factors and Pull Factors (Implicit)**

| Cultural Factors                                           | Pull Factors                    |                       |                                 |
|------------------------------------------------------------|---------------------------------|-----------------------|---------------------------------|
|                                                            | F1: Alcohol and sex attractions | F2: Drugs attractions | F3: Fun and freedom attractions |
| <b>Bahrain</b>                                             |                                 |                       |                                 |
| F1: Uncertainty Avoidance                                  | .201**                          | .179*                 | .130                            |
| F2: Individualism                                          | .077                            | .167*                 | .031                            |
| F3: The differences of groups in society (power distance)  | .307**                          | .223**                | .239**                          |
| F4: Social interdependence (collectivism)                  | .067                            | -.009                 | .110                            |
| F5: Helping other people (collectivism)                    | .163                            | .020                  | .231**                          |
| F6: Inequalities and Hierarchy (power distance )           | .090                            | .047                  | .096                            |
| F:7 Family relationships (collectivism)                    | .071                            | .057                  | .088                            |
| <b>Egypt</b>                                               |                                 |                       |                                 |
| F1: Uncertainty Avoidance                                  | .059                            | -.202**               | .301**                          |
| F2: Individualism                                          | -.005                           | .030                  | -.027                           |
| F3: The differences of groups in society (power distance)  | .300*                           | .056                  | .055                            |
| F4: Social interdependence (collectivism)                  | .088                            | -.049                 | ..292**                         |
| F5: Helping other people (collectivism)                    | -.018                           | -.286**               | .270**                          |
| F6: Inequalities and Hierarchy (power distance )           | .189*                           | -.142                 | .154                            |
| F:7 Family relationship (collectivism)                     | -.071                           | -.066                 | .016                            |
| <b>France</b>                                              |                                 |                       |                                 |
| F1: Uncertainty Avoidance                                  | -.086                           | -.008                 | -.059                           |
| F2: Individualism                                          | .124                            | .137                  | -.027                           |
| F3: The differences of groups in society (power distance)) | -.086                           | -.187*                | .211**                          |
| F4: Social interdependence (collectivism)                  | -.061                           | .033                  | -.025                           |
| F5: Helping other people (collectivism)                    | -.021                           | .011                  | .041                            |
| F6: Inequalities and Hierarchy (power distance )           | .014                            | -.070                 | .230**                          |
| F:7 Family relationship (collectivism)                     | -.005                           | .008                  | .194*                           |

\*\*Significant at the .001 level of significance.

\*Significant at the .05 level of significance

Although the results of this study revealed some significant correlations between Saudi cultural factors and factors of tourism motivations (push and pull), the correlations were relatively weak. Nonetheless, this study provided initial evidence of the relationships between cultural factors and tourism motivation. Some results of this study were similar to those of previous studies (See Kim and Lee, 2000, Sakaida, et al 2004).

#### 8.4 Summary

Saudi values are uniquely influenced by Islamic traditions. This in turn influences unique Saudi demands for tourism services within or without the bounds of these

Islamic traditions. It is therefore crucial to investigate the cultural influences on Saudi tourism from this perspective, and hence this chapter has investigated the influence of cultural factors on tourism motivations. Firstly, to describe Saudi society the researcher employed Hofstede's (1980, 1991) dimensions of culture. Through the use of factor analysis, the results revealed seven underlying domains, which are 'uncertainty avoidance', 'individualism', 'differences of groups in society (power distance)', 'social interdependence (collectivism)', 'helping others (collectivism)', 'inequalities and hierarchy (power distance)' and 'family relationship (collectivism)'. Among the cultural factors identified, 'uncertainty avoidance' was viewed as the most important cultural factor in describing Saudi society.

Additionally, Pearson's correlation was used to investigate the relationship between cultural factors and motivation factors in three destinations and the results in this chapter indicate that there are some significant correlations between tourism motivations (push and pull factors), both explicit and implicit, with cultural factors in all the destinations under study (Bahrain, Egypt and France). The principal results of this chapter are the following:

**In Bahrain,** the results of the Pearson correlations between cultural factors and explicit push factors indicate that there are significant correlations between three cultural factors and four push factors. The cultural factor relating to helping others (collectivism) has significant positive correlations with two push factors (escape, knowledge). The cultural factor of family relationship (collectivism) is positively correlated to two push factors (escape, enjoying natural resources). The cultural factor relating to the differences of groups in society (power distance) has a significant negative relationship with the push factor of (social and sport).

Moreover, there are relationships between four cultural factors and three explicit pull factors. The cultural factor of uncertainty avoidance has a significant positive correlation with two pull factors (outdoor activities, natural/historical). The cultural factor of helping others (collectivism) has significant positive correlations with three pull factors (outdoor activities, natural/historical, and weather and environment). The cultural factor of family relationship (collectivism) has

significant positive correlations with two pull factors (natural/historical, weather and environment), while the cultural factor of inequalities and hierarchy (power distance) is correlated positively to one pull factor (weather and environment).

Regarding implicit push motives, there is a significant positive correlation between one cultural factor relating to the differences between groups in society (power distance) with two push factors (alcohol and sex desires, and fun and freedom desires). Furthermore, there are relationships between four cultural factors and all implicit pull factors. The cultural factor of the differences between groups in society (power distance) has a significant positive correlation with all pull factors (alcohol and sex attractions, drugs attractions, and fun and freedom attractions). The cultural factor of uncertainty avoidance has a significant positive correlation with two pull factors (alcohol and sex attractions, and drugs attractions). The cultural factor of individualism has a significant positive correlation with one pull factor of (drugs attractions), and the cultural factor of helping other people (collectivism) is positively correlated to one pull factor (fun and freedom attractions).

**In Egypt** the results of the Pearson correlations between cultural factors and explicit push factors indicates that there are significant correlations between five cultural factors and five push factors. The cultural factor of individualism has a significant positive correlation with three push factors (prestige, social and sport, and experience and excitement). The cultural factor of the differences of groups in the society (power distance) has a significant positive correlation with four push factors (escape, prestige, social and sport, and experience and excitement). The cultural factor of uncertainty avoidance has a significant positive correlation with two push factors, (escape, enjoying natural resources). The cultural factor of social interdependence (collectivism) has a significant positive correlation with the push factor of enjoying natural resources. The cultural factor of family relationship (collectivism) also has a significant positive correlation with the push factor of enjoying natural resources.

Regarding explicit pull factors, there are relationships between four cultural factors and all pull factors. The cultural factor of individualism has a significant

positive correlation with three pull factors of 'expenditure', 'outdoor activities' and 'natural/historical'. The cultural factor of the differences between groups in society (power distance) has significant positive correlations with four push factors, 'escape', 'prestige', 'social and sport', and 'experience and excitement'. The cultural factor of uncertainty avoidance is significantly related to the pull factor of 'weather and environment'. The cultural factor of the differences between groups in society (power distance) is related to the pull factor of 'outdoor activities'. The cultural factor of helping others (collectivism) is positively correlated to one pull factor of 'weather and environment'.

As far as implicit push factors are concerned, there are relationships between four cultural factors and two push factors. The cultural factor of the differences between groups in society (power distance) has significant positive correlations with two pull factors 'alcohol and sex desires' and 'fun and freedom desires'. The cultural factors of 'uncertainty avoidance', 'social interdependence' (collectivism) and 'inequalities and hierarchy' (power distance) have significant positive correlations with one pull factor ('fun and freedom desires').

Concerning implicit pull factors, there are relationships between five cultural factors and all pull factors. The cultural factors of uncertainty avoidance and helping other people (collectivism) have a significant positive correlation with the pull factor of 'fun and freedom attractions'. The cultural factors of the differences between groups in society (power distance) and inequalities and hierarchy (power distance) have a significant positive correlation with one pull factor ('alcohol and sex attractions'). The cultural factor of social interdependence (collectivism) has a significant positive correlation with the pull factor of 'fun and freedom attractions'.

**In France** the result of the Pearson correlations between cultural factors and push factors reveal that all push factors are significantly and positively related to five cultural factors. The cultural factors of 'uncertainty avoidance', and 'inequalities and hierarchy' (power distance) have significant positive correlations with all push factors. The cultural factor of social interdependence (collectivism) has a significant positive correlation with the five push factors of 'prestige', 'social and

sport', 'experience and excitement', 'enjoying natural resources' and 'knowledge'. The cultural factor of helping others (collectivism) has a significant positive correlation with the five push factors of 'escape', 'prestige', 'social and sport', 'enjoying natural resources' and 'knowledge'. A significant positive correlation between four push factors of 'escape', 'prestige', 'social and sport', and 'experience and excitement' are found with the cultural factor of the differences between groups in society (power distance).

Regarding explicit pull factors, the result of the Pearson correlations between cultural factors and explicit pull factors revealed that there are relationships between five cultural factors and all pull factors. Cultural factors of uncertainty avoidance, the differences of groups in society (power distance) and social interdependence (collectivism) have a significant positive correlation with all pull factors ('expenditure', 'outdoor activities', 'natural/historical' and 'weather and environment'). The cultural factor of inequalities and hierarchy (power distance) is positively correlated to two pull factors of 'outdoor activities and natural/historical'. The cultural factor of helping others (collectivism) is correlated positively to one pull factor ('natural/historical').

As far implicit push factors are concerned, there is just one significant positive correlation between one cultural factor ('the differences between groups in society') (power distance) with one push factor 'fun and freedom desires'. As to implicit pull factors, there are correlations between three cultural factors and two pull factors. The factor of differences between groups in society (power distance) has a significant positive correlation with the pull factor of 'fun and freedom attractions'. The cultural factors of inequalities and hierarchy (power distance) and family relationship (collectivism) have significant positive correlations with the pull factor of 'fun and freedom attractions'.

All these results confirm that the decision-making process of tourism destination selection is a highly complex one. It is the outcome of interaction between several cultural factors, and explicit and implicit pull and push factors in both home country and destination country. Through this detailed study of the influences of cultural factors on tourism motivation, the researcher has accomplished the aim of

making a contribution to the tourism motivation literature. In addition, his investigation of the influences of cultural factors on tourism motivation has been conducted in the specific context of the culture of Saudi Arabia, where, as mentioned previously, the culture and values have a strong foundation in Islamic tradition. Furthermore, the results of this chapter can be taken into consideration by destination marketers in order to assist them in designing effective marketing programmes

## CHAPTER NINE: FINDINGS (DESTINATION SELECTION)

### 9.1 Introduction

As mentioned in chapter one, some of the aims of this research are to test the influence of Saudi cultural factor, demographic characteristic and tourism motivation on destination selection. Since pervious research has investigated the influence of all these dimensions separately on destination selection in different countries and cultural context (see chapter 4), there has been a lack of attention among the researchers to investigate the influence of these variables (separately or combinational) in an Islamic context. Therefore, the primary objective of this chapter is to test the influence of Saudi cultural factors, demographic characteristic and tourism motivation of Saudi outbound tourists on destination selection (separately and in combination).

To investigate this, three regression models have been estimated. The logistic (or logit) regression method is used in determining an individual's destination selection. The dependent variable of the logistic multiple regressions used is measured at the nominal level of measurement categorical dichotomy and the predictor variables are either continuous or categorical. This means that the model used will predict which of the two categories a person is likely to belong to, given the independent variables (the explanatory variables)" (Field 2000, p. 163). Therefore, instead of predicting the value of  $y$  given the values of the explanatory variables  $x_n$  as is done in multiple regression, logistic regression determines the predicted probability of  $y$  occurring given the values of the explanatory variables,  $x_n$ . In mathematical terms, the logistic model is defined by taking the exponent of  $x_n$  and dividing by the exponent of one plus  $x_n$ . The functional form of the commonly used binary logistic regression model is as follows (Moutinho and Hutcheson, 2004; Thrane, 2004).

### 9.2 Estimation of the Logistic Model

$$\Pr(y = 1 | x_n) = \left( \frac{\exp(b_0 + b_1x_1 + b_2x_2 + \dots + b_nx_n)}{1 + \exp(b_0 + b_1x_1 + b_2x_2 + \dots + b_nx_n)} \right)$$

Where;  $\Pr(y = 1 | x_n)$  = the probability of the event  $y$  occurring given the effects of the explanatory variable,  $x_n$

Exp = is the base of the natural logarithms (or the exponent)

$b_n$  = the slope coefficients corresponding to the appropriate explanatory variable,  $x_n$

$x_n$  = the explanatory variables involved in the regression.

The reasoning behind using logistic regression, as opposed to Ordinary Least Squares regression (OLS or linear regression), is the fact that the dependent variable is a categorical (or dichotomous) variable, which assumes non-linearity (in most cases) which is a violation of the OLS assumptions (Moutinho and Hutcheson, 2004; Thrane, 2004). For an OLS regression model to be accurate, the assumption of linearity must be met, along with other four assumptions (Moutinho and Hutcheson, 2004; Thrane, 2004). Logistic regression overcomes the problem of non-linearity by transforming the multiple linear regression equation into logarithmic form, which essentially expresses the non-linear relationship linearly.

Creating a model of best fit for this data proved to be extremely difficult and time consuming due to the large number of explanatory variables that were initially included in the model. As a result, numerous initial regressions were run on various 'sub' categories of explanatory variables, such as explicit push, explicit pull, implicit push, and implicit pull, cultural and demographic factors. Regressions from these categories were run on core explanatory variables and created dummy variables in order to account for association within variables. From these initial regressions, refinements and alterations were made in order to distinguish which variables were relevant and significant to the analysis. Following this first step, significant variables from all sub-categories were combined to run further regressions and refinements. In analyzing significance levels and odds ratio values to distinguish which variables were highly significant to destination selection, a logistic model of best fit was generated for each of the three countries under consideration (Bahrain, Egypt, and France).

When interpreting the results obtained from the analysis process, various aspects and dimensions of the results were examined. First, to the examine the direction of the relationships between the dependent and independent variables the sign of the slope coefficients generated was examined to determine if the variables increase (positive sign) or decreased (negative sign) the likelihood of arrears. Secondly, to assess the strength of the relationship between the dependent variable and the explanatory variables, the relative odds ratios were used. Odds ratios were analyzed within this research as opposed to slope coefficients (as is done when using OLS analysis), as a result of the slope coefficients holding a different meaning within logistic regression. In a logistic analysis, the values of the slope coefficients of one explanatory variable will be dependent upon the values of all other explanatory variables included in the regression, which suggests that an individual analysis of the variables cannot be determined. Alternatively, using the proportionate change in odds ratio (Exp (B)), “*takes advantage of the tractable form of the logit model*” (Long 1997, p79) by calculating the effect a unit change in an explanatory variable would have on the predicted odds of an event occurring, while holding all other variables constant. Predicted odds ratio and proportionate change in odds ratio is mathematically defined as:

#### **Formula for Predicted Odds**

$$Odds = \left( \frac{\Pr(event\ occurring)}{\Pr(event\ not\ occurring)} \right)$$

#### **Formula for Proportionate Change in Odds**

$$Pr\ opor\ Chg\ Odds = \left( \frac{Unit\ \Delta\ Odds}{Odds} \right)$$

Where  $Unit\ \Delta\ Odds$  = the odds preceding a unit change in the explanatory variable ‘x’

The interpretation of the proportionate change in odds ratio is as follows; where values of the proportionate change in odds is greater than one; as the explanatory variable increases, the odds of the event occurring (i.e. an individual choosing to

travel to particular destination) also increases, which results in the explanatory variable holding a positive effect of the event occurring.

Alternately, where values of the proportionate change in odds is less than one; as the explanatory variable increases, the odds of the event occurring decreases, representing an explanatory variable holding a negative effect on the event occurring.

Extreme positive proportionate change in odds values, those that are significantly larger than one, result in a predicted probability that is increasingly sensitive to unit changes in the explanatory variable. Likewise, variables that have an extreme negative effect on the proportionate change in odds value, (those values that are immensely close to zero); result in a predicted probability that is increasingly sensitive to unit changes in the explanatory variable.

A final noteworthy remark regarding odds ratios is in relation to the identification of magnitude from the values produced. Where results reveal a positive effect, and hence an odds value lying above one, the resulting magnitude of the relationship is equal to the odds value obtained. However, where a negative effect is obtained, therefore odds values lying between zero and one, the resulting magnitude of the relationship can be determined by calculating the inverse of the odds value. Inevitably, the magnitude of a relationship producing a negative effect can be calculated using the equation below:

$$\left( \frac{1}{Odds} \right),$$

The odds will be the result of the equation above. Negative effect magnitude values have been calculated in final specified model of the regression.

### **9.3 Determinants of Destination Selection**

Individual general to specific regressions were run on sub-categories explicit push, explicit pull, implicit push, implicit pull, cultural and demographic factors

in order to reduce the number of variables entering into the specific regression. From the six initial regression models, variables were excluded from the analysis based on significance levels and Wald statistics. Variables which had an associated significance level of less than 5%, as well as a Wald statistic less than a value of absolute two were excluded from the model one by one, excluding the variable with the highest level of significance and then re-running the regression with the remaining variables and undertaking the same procedure until all the variables included in the model hold the desired level (or below the desired level) of statistical significance.

From the general regressions results produced above, variables established as significant (or holding the desired odds) from each category were joined together to determine a specific model of best fit. Table 9-1 shows the result of logistic regression for three destinations (Bahrain, Egypt and France).

As shown in table 9-1, two of the six push factors (escape, and social and sport) were found to be significant in at least one of the three models. The other factors (prestige, experience and excitement, enjoying natural resources and knowledge) were not significant in any of the models tested. This indicated that the four push factors were not critical determinants in choosing a travel destination. In pull factors there were two factors (natural /historical, and weather and environment) that had significant influence on destination selection. The rest of the factors (expenditure, and outdoor activities) were not significant in any of the models tested. These suggest that these two pull factors were not critical determinants in choosing a travel destination. The finding of this study is consistent with previous studies (Crompton, 1979; Dann, 1977 Goossens, 2000; Jang and Cai, 2002; Oh et al, 1995; Yuan and McDonald, 1990) which found that tourists' motivations have an influence on destination selection.

Regarding implicit push factors, table 9.1 shows that two push factors (alcohol and sex desires, and fun and freedom desires), had significant influence in destination selection. Just one pull factor has influence in destination selection (Alcohol and Sex attractions). The other factors (Drugs attractions, and Fun and Freedom attractions) were not significant in any of the models tested. This could

mainly be attributed to the fact “Drugs attraction” is not a motive or desire that can be satisfied during tourism and stopped when the tourist is back home; it has to be satisfied continuously. Thus, it is most likely that the Saudi tourists are not drugs addicts and consequently a drugs attraction does not play a significant role in their destination selection. On the other hand, the “Fun and Freedom attractions” can easily be met in almost all destinations compared to “alcohol and sex”. Thus, it is less important in determining the choice of the tourist destination. Consequently, these two pull factors “Drugs attractions” and “Fun and Freedom attractions” were not critical determinants in choosing a travel destination.

Table 9-1 : Logistic Regression Models by Destination

| Factors                         | Bahrain |         |            |               | Egypt |         |            |               | France |         |            |               |
|---------------------------------|---------|---------|------------|---------------|-------|---------|------------|---------------|--------|---------|------------|---------------|
|                                 | Sig.    | Exp (B) | Wald value | $\beta$ value | Sig.  | Exp (B) | Wald value | $\beta$ value | Sig.   | Exp (B) | Wald value | $\beta$ value |
| <b>Explicit Push Factors</b>    |         |         |            |               |       |         |            |               |        |         |            |               |
| F1: Escape                      |         |         |            |               | 0.003 | 0.653   | 8824       | -0.427        |        |         |            |               |
| F2: Prestige                    |         |         |            |               |       |         |            |               |        |         |            |               |
| F3: Social and Sport            |         |         |            |               |       |         |            |               | 0.028  | 1.406   | 4.849      | 0.341         |
| F4: Experience and Excitement   |         |         |            |               |       |         |            |               |        |         |            |               |
| F5: Enjoying Natural Resources  |         |         |            |               |       |         |            |               |        |         |            |               |
| F6: Knowledge                   |         |         |            |               |       |         |            |               |        |         |            |               |
| <b>Explicit Pull Factors</b>    |         |         |            |               |       |         |            |               |        |         |            |               |
| F1: Expenditure                 |         |         |            |               |       |         |            |               |        |         |            |               |
| F2: Outdoor Activities          |         |         |            |               |       |         |            |               |        |         |            |               |
| F3: Natural /Historical         |         |         |            |               | 0.000 | 0.537   | 13.201     | -0.622        | 0.015  | 1.701   | 5.895      | 0.531         |
| F4: Weather and Environment     | 0.038   | 1.374   | 4.309      | 0.318         |       |         |            |               |        |         |            |               |
| <b>Implicit push factors</b>    |         |         |            |               |       |         |            |               |        |         |            |               |
| F1: Alcohol and Sex desires     | 0.000   | 2.619   | 70.197     | 0.963         |       |         |            |               | 0.000  | 1.206   | 74.884     | -0.1581       |
| F2: Fun and Freedom desires     |         |         |            |               | 0.014 | 0.758   | 6.055      | -.277         | 0.018  | 1.338   | 5.563      | 0.291         |
| <b>Implicit pull factors</b>    |         |         |            |               |       |         |            |               |        |         |            |               |
| F1: Alcohol and Sex attractions |         |         |            |               | 0.000 | 1.628   | 16.925     | 0.488         |        |         |            |               |
| F2: Drugs attractions           |         |         |            |               |       |         |            |               |        |         |            |               |
| F3: Fun and Freedom attractions |         |         |            |               |       |         |            |               |        |         |            |               |

Continued Table 9.1: Logistic Regression Models by Destination

| Factors                                                          | Bahrain |         |            |               | Egypt |         |            |               | France |         |            |               |
|------------------------------------------------------------------|---------|---------|------------|---------------|-------|---------|------------|---------------|--------|---------|------------|---------------|
|                                                                  | Sig.    | Exp (B) | Wald value | $\beta$ value | Sig.  | Exp (B) | Wald value | $\beta$ value | Sig.   | Exp (B) | Wald value | $\beta$ value |
| <b>Culture factors</b>                                           |         |         |            |               |       |         |            |               |        |         |            |               |
| <b>F1: Uncertainty Avoidance</b>                                 |         |         |            |               |       |         |            |               |        |         |            |               |
| <b>F2: Individualism</b>                                         | 0.003   | 0.694   | 8.907      | -0.366        | 0.000 | 1.979   | 30.396     | 0.682         | 0.011  | 0.707   | 6.388      | -0.347        |
| <b>F3: The differences of Groups in society (power distance)</b> |         |         |            |               |       |         |            |               |        |         |            |               |
| <b>F4: Social interdependence (collectivism)</b>                 | 0.000   | .594    | 12.941     | -0.520        |       |         |            |               |        |         |            |               |
| <b>F5: Helping others (collectivism)</b>                         | 0.045   | 1.467   | 4.024      | 0.383         |       |         |            |               |        |         |            |               |
| <b>F6: Inequalities and Hierarchy (power distance )</b>          |         |         |            |               | 0.004 | 0.678   | 8.365      | -0.389        |        |         |            |               |
| <b>F:7 Family relationship (collectivism)</b>                    |         |         |            |               | 0.017 | 1.411   | 5.708      | 0.344         |        |         |            |               |
| <b>Demographic variables</b>                                     |         |         |            |               |       |         |            |               |        |         |            |               |
| Gender                                                           |         |         |            |               |       |         |            |               |        |         |            |               |
| Marital Status                                                   | 0.000   | 2.552   | 17.70      | 0.937         |       |         |            |               | 0.015  | 0.485   | 5.962      | -0.723        |
| Age                                                              |         |         |            |               |       |         |            |               |        |         |            |               |
| Education                                                        |         |         |            |               |       |         |            |               |        |         |            |               |
| Income                                                           |         |         |            |               |       |         |            |               | 0.032  | 1.042   | 4.616      | 0.245         |
| <b>Constant values</b>                                           |         | -4.456  |            |               |       | 1.142   |            |               |        | .041    |            |               |

Five of the seven culture factors (individualism), social interdependence (collectivism), helping others (collectivism), inequalities and hierarchy (power distance) and family relationship (collectivism)) were found to have a significant influence on destination selection, whereas uncertainty avoidance and the differences of groups in society (power distance) were not significant in the selection of a destination. The result of this study confirmed the results of previous studies (Assael, 1998; Litvin and Kar, 2003; Pizam and Sussman, 1995; You et al 2000) which found that cultural factors have an influence on consumer decision making.

Regarding demographic variables, table 9.1 illustrates that two variables (Marital Statuses and income) had influence on destination selection. The result of this study is similar to findings reported in previous literatures (such as Cai *et al.*, 1996; Metwally, 2004; Oum and Lemire, 1991; Ricardson and Crompton 1988). For example Oum and Lemire (1991) found that marital status and gender could affect Japanese tourists' destination choices. The others variables (gender, age and education) were not significant in any of the models tested. This indicated that the three demographic variables were not critical determinants in choosing a travel destination. This result seems to contradict some results reported in previous literature (Lee *et al.*, 2002; Metwally, 2004; Oum and Lemire, 1991; Ricardson and Crompton 1988). This is mainly due to the complexity of the Saudi social system particularly in relation to gender and age and their interaction with education, which can alter any expected relationships. Moreover, the Saudi society is not an exception in this regard where studies such as Lehto *et al* (2002); Sirakaya *et al* (2001) found that demographic variables do not have any influence in destination selection.

The next sections focus on studying the influence of these factors on the selection of the destinations under study (Bahrain, Egypt and France). It should be noted that the positive coefficients associated with some factors indicate that Saudi tourists are more likely to travel to the modelled destination, whereas the negative coefficients indicate that they are less likely to visit the specific destination.

### 9.3.1 Bahrain model

One pull factor (explicit), one push factor (implicit), three cultural factors and one demographic variable appear to be significant in the Bahrain model.

$$\Pr(\text{Bahrain}) = \frac{\exp \left( \begin{array}{l} -4.456 + 0.318 \text{weatherand environmen} t + 0.963 \text{alcohol \& sexdesires} \\ -0.366 \text{individual ism} - 0.520 \text{social int erdependen ce} \\ + 0.383 \text{helpingoth ers} + 0.963 \text{martialsta ues} \end{array} \right)}{1 + \exp \left( \begin{array}{l} -4.456 + 0.318 \text{weatherand environmen} t + 0.963 \text{alcohol \& sexdesires} \\ -0.366 \text{individual ism} - 0.520 \text{social int erdependen ce} \\ + 0.383 \text{helpingoth ers} + 0.963 \text{martialsta ues} \end{array} \right)}$$

The explicit pull factor “weather and environment” had a positive effect on the odds of a tourist being motivated into travelling to Bahrain, with the odds of travelling to Bahrain being 1.374 times larger, as the mean of the weather and environment factor increases (or for every unit increase in the mean of the weather and environment factor). The significance level of this factor is  $p=0.038 < 0.05$ . This is statistically significant within the analysis and for this reason was included in the regression. Its representation was in order to determine if the same effect on odds exists when other relevant variables are controlled for. Since Bahrain is an inland country its weather and environment are different from those of Saudi Arabia which is a desert in most of its regions. Thus, although Bahrain is not known for its nice weather and attractive environment, yet and because of the relatively low cost involved, it is expected to attract some Saudi tourists who are looking for relatively nice weather and an environment that is different from their desert one.

The implicit push factor “alcohol and sex desires” produced a positive effect on the odds of a tourist being motivated into travelling to Bahrain, with the odds of travelling to Bahrain being 2.619 times larger, as the mean of the alcohol and sex desires factor increases (or for every unit increase in the mean of the alcohol and sex desires factor). The significance level of this factor is  $p=0.000 < 0.05$ . This result is expected since soliciting sex outside the marital life and drinking alcohol are totally not tolerable in the Saudi conservative and religious society, while it is easily accessible and tolerated in the Bahraini society; it is a strong pulling for sex

and alcohol tourists. It was included in the regression in order to determine if its effect on odds exists when other relevant variables are controlled for.

The cultural factor “individualism” produced a negative effect on the odds of a tourist being motivated into travelling to Bahrain, with the odds of travelling to Bahrain being 0.694 times smaller as the mean of the individualism factor increases (or for every unit increase in the mean of the individualism factor). The significance level of this factor is  $p= 0.004 < 0.05$  and is statistically significant within the analysis. This result is consistent with the “Pull-Push” thesis of tourism and migration in general where people who are seeking to satisfy certain desire or motive will move from places where they can not satisfy that desire to destinations where they can. As the Bahraini society is very similar to the Saudi society in being characterized by collective social life, it is very unlikely that Saudi tourists who perceived that the Saudi society is “individualism” to be attracted to the Bahrain. The inclusion of this factor in the regression model is to determine if it has the same effect on odds when other relevant variables are controlled for.

The cultural factor “social interdependence” produced a negative effect on the odds of a tourist being motivated into travelling to Bahrain, with the odds of travelling to Bahrain being 0.594 times smaller as the mean of the social interdependence factor increases (or for every unit increase in the mean of the social interdependence factor). The significance level of this factor is  $p= 0.000 < 0.05$  and this is statistically significant within the analysis. The justification provided for the negative effect of “individualism” factor holds here. The reason for its inclusion in the regression analysis is to determine if the same effect on odds exists when other relevant variables are controlled for.

The cultural factor “helping others” produced a positive effect on the odds of a tourist being motivated into travelling to Bahrain. With the odds of travelling to Bahrain being 1.476 times larger as the mean of the helping others factor increases (or for every unit increase in the mean of the helping others factor). The significance level of this factor is  $p= 0.011 < 0.05$  which is statistically significant within the analysis. While “collectivism” and “interdependence” cultural traits

which prevail in both Saudi and Bahraini societies might be perceived by some as limiting their privacy and personal freedom, “helping other” most likely is not perceived so, and it is appreciated by everyone since most people will not exclude the possibility of themselves being in need for other people help. Consequently, the similarity between the Saudi and Bahraini societies in this regards will encourage Saudi tourists who are attracted by other factors to travel to Bahrain. The reason for the representation of this factor in the regression model is to determine if its effect on odds exists when other relevant variables are controlled for.

The demographic factor “marital status” produced a positive effect on the odds of a tourist being motivated into travelling to Bahrain, with the odds of travelling to Bahrain being 2.552 times larger as the mean of the social class factor increases (or for every unit increase in the mean of the social class factor). The significance level of this factor is  $p= 0.000 < 0.05$  and is statistically significant within the analysis. This is most likely related to the possibility that married tourists will travel in groups and as this entails high cost, especially when travelling to far destinations, that many families can not afford. Therefore, many married tourists are expected to be attracted to Bahrain because of the relatively low cost incurred as it is very close to Saudi Arabia. It is for this reason that it has been represented in the regression, in order to determine if the same effect on odds exists when other relevant variables are controlled for. The result of this study relating to the influence of marital status on destination selection was similar to the findings of Oum and Lemire (1991) study. They found that marital status of Japanese tourists had an influence on the selection of their destination. Additionally, Metwally (2004) found that this variable has a positive influence on Gulf Cooperation Council (GCC) tourists when they select their destination.

The positive coefficients associated with these factors indicate that Saudi tourists are more likely to travel to Bahrain, whereas the negative coefficients indicate that they are less likely to travel to Bahrain. Therefore, ‘weather and environment’, ‘alcohol and sex desires’, ‘helping others’ and ‘marital status’ are contributing to the Saudi tourists’ decision to choose Bahrain. On the other hand, the Saudi tourists described within the context of ‘social interdependence’ and

‘individualism’ are less likely to select Bahrain. All these results support the “pull-push” thesis of tourism.

### 9.3.2 Egypt Model

There are one push factor (explicit), one pull factor (explicit), one push factor (implicit), one pull factor (implicit) and three cultural factors that have an influence on the Egypt model.

$$\Pr(Egtp) = \frac{\exp \left( \begin{array}{l} 1.142 - 0.427 \text{escape} - 0.622 \text{natural/historical} \\ - 0.277 \text{fun \& freedom desires} + 0.488 \text{alcohol \& sex attractions} \\ + 0.682 \text{individualism} - 0.389 \text{inequalities \& hierarchy} \\ + 0.344 \text{family relationship} \end{array} \right)}{1 + \exp \left( \begin{array}{l} 1.142 - 0.427 \text{escape} - 0.622 \text{natural/historical} \\ - 0.277 \text{fun \& freedom desires} + 0.488 \text{alcohol \& sex attractions} \\ + 0.682 \text{individualism} - 0.389 \text{inequalities \& hierarchy} \\ + 0.344 \text{family relationship} \end{array} \right)}$$

The explicit push factor ‘escape’ produced a negative effect on the odds of a tourist being motivated into travelling to Egypt. The odds of travelling to Egypt, is 0.653 times smaller as the mean of the escape factor increases (or for every unit increase in the mean of the escape factor). The significance level of this factor is  $p = 0.003 < 0.05$  and is statistically significant within the analysis. Egypt as a Muslim Arab country has several cultural traits that are similar to those prevailing in the Saudi society, which are most likely those the tourists are trying to escape. Therefore, Saudi tourists who are motivated by the “escape” factor are very unlikely to travel to destinations with somewhat similar culture such as Egypt. The reason that this factor is represented in the regression model is to determine if the it effect on odds exists when other relevant variables are controlled for. The finding of this study was different form Jang and Cai (2002) study that found that this factor had a positive influence in the selection of the West Indies/Caribbean destinations by British tourists. This might be attributed to that possibility that the “escape” factor that the British tourists are escaping do not exist in West Indies/Caribbean destinations.

The explicit pull factor ‘natural/historical’ produced a negative effect on the odds of a tourist being motivated into travelling to Egypt, with the odds of travelling to Egypt being 0.537 times smaller as the mean of the natural/historical factor increases (or for every unit increase in the mean of the natural/historical factor). The significance level of this factor is  $p= 0.000 < 0.05$  and is statistically significant within the analysis. Since the desire to see ‘natural/historical’ areas can be satisfied by visiting the same destination repeatedly, therefore this result is most likely because of the high possibility that the respondents had visited Egypt before; therefore they are looking forward to see new natural/historical sites. The reason that this factor is represented in the regression is to determine if the same effect on odds exists when other relevant variables are controlled for. This factor (natural/historical) had a positive influence on selection of Canada, Africa and negative influence on selection of the U.S, West Indies/Caribbean by the British tourists (Jang and Cai 2002)

The implicit push factor ‘fun and freedom desires’ produced a negative effect on the odds of a tourist being motivated into travelling to Egypt, with the odds of travelling to Egypt being 0.758 times smaller as the mean of the fun and freedom factor increases (or for every unit increase in the mean of the fun and freedom factor). The significance level of this factor is  $p= 0.014 < 0.05$ . This value is statistically significant within the analysis and for this reason it is represented in the regression, in order to determine if the same effect on odds exists when other relevant variables are controlled for.

The implicit pull factor “alcohol and sex attractions” produced a positive effect on the odds of a tourist being motivated into travelling to Egypt. The odd of travelling to Egypt is 1.628 times larger as the mean of the alcohol and sex attractions factor increases (or for every unit increase in the mean of the alcohol and sex attractions factor). The significance level of this factor is  $p= 0.000 < 0.05$  and is statistically significant within the analysis. This could logically be attributed to the disparity between the Saudi and Egyptian societies with regard to tolerance and accessibility of these factors. “Alcohol and sex attractions” are totally not tolerated and not easily accessible in the Saudi society. This reason that

this factor is represented in the regression analysis is to determine if the same effect on odds exists when other relevant variables are controlled for.

The cultural factor “individualism” produced a positive effect on the odds of a tourist being motivated into travelling to Egypt, with the odds of travelling to Egypt being 1.979 times larger as the mean of the individualism factor increases (or for every unit increase in the mean of the individualism factor). The significance level of this factor is  $p = 0.000 < 0.05$  and is statistically significant. This is mainly because of the fact that the Egyptian society is very individualistic society compared to the Saudi society, so it will attract those Saudi tourists who are looking for more privacy and individualistic social life. The reason that this factor is represented in the regression analysis is to determine if the same effect on odds exists when other relevant variables are controlled for.

The cultural factor “inequalities and hierarchy” produced a negative effect on the odds of a tourist being motivated into travelling to Egypt, with the odds of travelling to Egypt being 0.678 times smaller as the mean of the inequalities and hierarchy factor increases (or for every unit increase in the mean of the inequalities and hierarchy factor). The significance level of this factor is  $p = 0.004 < 0.05$  and is statistically significant within the analysis. This is most likely because the respondents perceived that the Egyptian and Saudi society are similar with regard to the existence of social distance between the different social groups “i.e inequalities and hierarchy” so those tourists who like to see less social distance between the different social groups will not be attracted to Egypt. The reason that this factor is represented in the regression analysis is to determine if the same effect on odds exists when other relevant variables are controlled for.

The cultural factor “family relationship” produced a positive effect on the odds of a tourist being motivated into travelling to Egypt, with the odds of travelling to Egypt being 1.411 times larger as the mean of the family relationship factor increases (or for every unit increase in the mean of the family relationship factor). The significance level of this factor is  $p = 0.017 < 0.05$  and is statistically significant within the analysis. This could be attributed to the fact that as a

Muslim society the Egyptian society appreciates and respect family relationships. This factor is represented in the regression model to assist if the same effect on odds exists when other relevant variables are controlled for.

The positive coefficients associated with factors indicate that Saudi tourists are more likely to travel to Egypt, whereas the negative coefficients indicate that they are less likely to travel to Egypt. Therefore, ‘alcohol and sex attractions’, ‘individualism’, and ‘family relationship’ were contributing to the Saudi tourists’ decision to choose Egypt. This could be attributed to the fact that all these motives are reoccurring ones and can be satisfied in the same destination i.e. tourists who are motivated by these motives will not bored by going to the same destination to satisfy them but to the contrary they find it more easy to go to same destination repeatedly. On the other hand, Saudi tourists who were motivated by ‘escape’, ‘natural/ historical’ and ‘fun and freedom desires’ and are the same time being described as ‘inequalities & hierarchy’ were less likely to select Egypt as their tourism destination. This is most likely because these tourists had visited Egypt before, so they be bored if they visit the same natural/historical sites.

### 9.3.3 France Model

One push factor (explicit), one pull factor (explicit), two push factors (implicit), two pull factors (implicit), one cultural factor and tow demographic variables appear to be significant in the France model

$$\Pr(\text{France}) = \frac{\exp \left( \begin{array}{l} 0.041 + 0.341\text{social \& sport} + 0.531\text{natural / histoical} \\ -1.581\text{alcohol \& sexdesires} + 0.291\text{fun \& freedomdesires} \\ -0.347\text{individualism} - 0.723\text{martialstatues} + 0.245\text{income} \end{array} \right)}{1 + \exp \left( \begin{array}{l} 0.041 + 0.341\text{social \& sport} + 0.531\text{natural / histoical} \\ -1.58103\text{alcohol \& sexdesires} + 0.291\text{fun \& freedom} \\ -0.347\text{individualism} - 0.723\text{martialstatues} + 0.245\text{income} \end{array} \right)}$$

The explicit push factor “social and sport” produced a positive effect on the odds of a tourist being motivated to travel to France, with the odds of travelling to France being 1.406 times larger than the mean of the social and sport factor increases (or for every unit increase in the mean of the social and sport factor).

The significance level of this factor is  $p= 0.028 < 0.05$  and is statistically significant within the analysis. This is most likely because of the very conservative social life in the Saudi society, so liberal tourists particularly those who enjoy interacting with opposite sex are expected to be pushed to other societies (such as the French society) since it is very difficult for them to satisfy this desire in their Saudi society. The reason that this factor is represented in the regression model is to determine if the same effect on odds exists when other relevant variables are controlled for.

The explicit pull factor “natural/historical” produced a positive effect on the odds of a tourist being motivated into travelling to France, with the odds of travelling to France being 1.701 times larger as the mean of the natural/historical factor increases (or for every unit increase in the mean of the natural/historical factor). The significance level of this factor is  $p= 0.015 < 0.05$  and is statistically significant within the analysis. This could be attributed to the fact France has many natural and historical sites and places that attract tourists from all over the world particularly from countries that have very different environment, nature and history such as Saudi Arabia. The inclusion of this factor in the regression model is to determine if its effect on odds exists when other relevant variables are controlled for. As mentioned before this factor ‘natural/historical’ had an influence on destination selection by British tourists (Jang and Cai, 2002).

The implicit push factor “alcohol and sex desires” produced a positive effect on the odds of a tourist being motivated into travelling to France, with the odds of travelling to France being 1.206 times smaller as the mean of the alcohol and sex desires factor increases (or for every unit increase in the mean of the alcohol and sex desires factor). The significance level of this factor is  $p= 0.000 < 0.05$  and is statistically significant. This is an expected result since sex soliciting and alcohol drinking is not allowed in Saudi Arabia and this acts as pushing factors for those tourists who are interested in satisfying such desires. On the other hand, these desires can easily be satisfied in France. The reason why this factor is represented in the regression model is to determine if the same effect on odds exists when other relevant variables are controlled for.

The implicit push factor “fun and freedom” produced a positive effect on the odds of a tourist being motivated to travel to France, with the odds of travelling to France being 1.338 times larger as the mean of the fun and freedom factor increases (or for every unit increase in the mean of the fun and freedom factor). The significance level of this factor is  $p= 0.018 < 0.05$  and is statistically significant within the analysis. This is mainly because of the fact that the conservative nature of the Saudi society puts a lot of limitations and restrictions on what many people consider as personal freedom and affairs. On the contrary, the French society puts no restrictions on personal freedom and is very tolerable to many different fun activities. The reason this factor is represented in the regression model is to determine if the same effect on odds exists when other relevant variables are controlled for.

The cultural factor “individualism” produced a negative effect on the odds of a tourist being motivated into travelling to France, with the odds of travelling to France being 0.707 times smaller as the mean of the individualism factor increases (or for every unit increase in the mean of the individualism factor). The significance level of this factor is  $p= 0.011 < 0.05$  and is statistically significant within the analysis. For this reason it is represented in the regression to determine if the same effect on odds exists when other relevant variables are controlled for.

The demographic factor “Marital Status” produced a negative effect on the odds of a tourist being motivated into travelling to France, with the odds of travelling to France being 0.485 times smaller as the mean of the social class factor increases (or for every unit increase in the mean of the social class factor). The significance level of this factor is  $p= 0.015 < 0.05$  and is statistically significant in the analysis. This is most likely due to fact that married tourists tend to travel with their families and this entails high costs particularly if the destination is far and expensive such like France. Also this may partially because married Saudi tourists who usually travel with their families would like to travel to destinations with somewhat conservative culture. The reason why this factor is represented in the regression model is to determine if the same effect on odds exists when other relevant variables are controlled for. As mentioned before this factor (Marital

Status) had a positive influence on Japanese and Gulf Cooperation Council (GCC) tourists (Metwally, 2004; Oum and Lemire, 1991).

The demographic factor “income” produced a positive effect on the odds of a tourist being motivated into travelling to France, with the odds of travelling to France being 1.042 times larger as the mean of the income factor increases (or for every unit increase in the mean of the income factor). The significance level of this factor is  $p = 0.032 < 0.05$  and is statistically significant within the analysis. This is mainly because travelling to France entails very high cost and only those tourists with high income can afford to travel to France. The reason that this factor is represented in the regression analysis is to determine if the same effect on odds exists when other relevant variables are controlled for. Richardson and Crompton (1988) found that ‘income’ is one of variables can be used to differentiate the vacation patterns of French and English Canadian tourists in Canada.

The positive coefficients associated with some factors indicate that Saudi tourists are more likely to travel to France, whereas the negative coefficients indicate that they are less likely to travel to France. Therefore, ‘social and sport’, ‘natural/historical’, ‘fun and freedom desire’ and ‘income’ were contributing to the Saudi tourists’ decision to choose France. On the other hand, ‘alcohol and sex desires’, ‘individualism’ and ‘marital status’ do not contribute to the Saudi tourists’ decision to choose France.

#### **9.4 Comparison of the Destinations**

To further analyze and support the results obtained from logistic regressions presented above, multinomial logit models have been used. This is to make comparisons between the destinations under study (Bahrain, Egypt and France) in relation to the influence of tourism motivations, such as implicit and explicit push and pull factors, cultural factors and demographic factors which can influence a tourist’s choice of destination. Table 9.2 illustrates the result of comparing the three destinations by using the multinomial logit.

### 9.4.1 Bahrain and Egypt

As shown in table 9-2, the factors of 'escape', 'prestige' and 'social and sport' have an influence on the decision making of tourist who tends to travel to Bahrain or Egypt to satisfy these factors. The significance levels is  $p= 0.003 < 0.05$  for escape factor,  $p= 0.004 < 0.05$  for prestige factor and  $p= 0.009 < 0.05$  for sport and social factor. By looking at  $\beta$  values it was concluded that tourists who are motivated by 'escape' and 'social and sport' factors are more likely to travel to Bahrain in order to satisfy these desires. On the other hand, tourists who are motivated by 'escape' and 'social and sport' factors are less likely to travel to Egypt to satisfy these desires. Furthermore, tourists who are motivated by the prestige factor are more likely to travel to Egypt to satisfy this desire and less likely to travel to Bahrain. This could be attributed the fact that although travelling to Bahrain will satisfy the tourists desire for 'escape' and 'social and sport' but not the prestige desire which could be met better by travelling to Egypt.

According to the pull factors, table 9-2 show that the 'weather and environment' factor has an influence on the decision of the tourists when he/she chooses between two destinations (Bahrain, Egypt). The significance level of this factor is  $p= 0.006 < 0.05$ , whilst the  $\beta$  value indicates that Bahrain is more likely to attract Saudi tourists than Egypt. This is most likely because they can find the 'weather and environment' they are looking for in a Destination "Bahrain" that is socially and culturally very similar to their own society and with less cost as Bahrain is very close to Saudi Arabia.

The fun and freedom desires factor has an influence on a tourist's decisions when he/she wants to travel abroad (Bahrain or Egypt) in order to satisfy this factor. The significance levels of this factor is  $p= 0.003 < 0.05$ , while the  $\beta$  value indicates that tourists who are motivated by this factor are more likely to travel to Bahrain than Egypt. The same result was found with 'Fun and freedom attractions' factor, whereas this factor has an influence on a tourist's decision when he/she chooses between Bahrain and Egypt. The significance levels of this factor is  $p= 0.002 < 0.05$ , while the B value for this factor indicates that Bahrain is

more likely to attract Saudi tourists than Egypt. The same explanation provided above can hold here.

Five cultural factors (Individualism, The differences of groups in society (power distance), Social interdependence (collectivism), Helping others (collectivism) and Inequalities and Hierarchy (power distance)) also have an influence on the decision making of a tourist (The significance levels of these factor are  $p= 0.000 < 0.05$ ), ( $p= 0.033 < 0.05$ ), ( $p= 0.015 < 0.05$ ), ( $p= 0.001 < 0.05$ ) and ( $p= 0.046 < 0.05$ )). The  $\beta$  value indicates that the people who tend to be individualists are more likely to travel to Egypt and less likely to travel to Bahrain. Whereas people who tend to be collectivists ('social interdependence' and 'helping others' factors) are more likely to travel to Bahrain and less likely to travel to Egypt. Furthermore, people who think that there is a power distance in Saudi society ('the differences of groups in society' and 'inequalities and hierarchy factors') are more likely to travel to Bahrain and less likely to travel to Egypt.

The demographic variable marital status has an influence on tourist's decision when he/she chooses between two destinations (Bahrain, Egypt). The significance level of this factor is  $p= 0.003 < 0.05$ , whilst the  $\beta$  value indicates that married tourists are more likely to travel to Bahrain than to travel to Egypt.

#### **9.4.2 Bahrain and France**

As shown in table 9-2, the factor of 'alcohol and sex desires' has an influence on tourist's decision when he/she chooses between two destinations (Bahrain, France). The significance levels is  $p= 0.000 < 0.05$ , likewise the  $\beta$  value indicates tourists who are motivated by 'alcohol and sex desires are more likely to travel to Bahrain to satisfying this factor and less likely to travel to France. The same result was found with 'Alcohol and Sex attractions' factor, whereas this factor has an influence on a tourist's decision when he/she chooses between Bahrain and France. The significance levels of this factor is  $p= 0.000 < 0.05$ , while the  $\beta$  value for this factor indicates that Bahrain is more likely to attract Saudi tourists by this factor than France. This is main because they can satisfy these motive in Bahrain without incurring the high cost of travelling to France as this group of tourists

need to travel frequently since their motive for travel needs to be satisfied on regular basis.

The culture factor ‘social interdependence (collectivism)’ also has an influence on the decision making of tourist. The significance level of this factor is  $p= 0.014 < 0.05$ . The  $\beta$  value indicates that the people who tend to be collectivists are more likely to travel to Bahrain and less likely to travel to France. This is mainly because ‘Social interdependence (collectivism)’ cultural trait prevail more in Bahrain compared to France.

The marital status variable also has an influence on a tourist’s decision when he/she chooses between two destinations (Bahrain, France). The significance level of this factor is  $p= 0.001 < 0.05$ , while the  $\beta$  value indicates that married tourists are more likely to travel to Bahrain than to travel to France.

### **9.4.3 Egypt and France**

Table 9-2 illustrates that the factors of ‘escape’ and ‘social and sport’ have an influence on a tourist’s decision when he/she chooses between two destinations (Egypt, France). The significance levels is  $p= 0.012 < 0.05$  for escape factor and  $p= 0.000 < 0.05$  for sport and social factor. By looking at  $\beta$  values it was concluded that tourists who are motivated by ‘escape’ factor are more likely to travel to France to satisfy these desires. And tourists who motivated by ‘social and sport’ factor are more likely to travel to Egypt to satisfy these desires. This is logical since the ‘escape’ desire can be better met in France than Egypt because its social and cultural codes of conduct are very different from that of Saudi Arabia.

Regarding pull factors, Table 9-2 shows that the ‘natural/historical’ and ‘weather and environment’ factors have an influence on tourist’s decision when he/she chooses between two destinations (Egypt, France). The significance level of this factor is  $p= 0.032 < 0.05$  and  $p= 0.024 < 0.05$  respectively. While, the  $\beta$  value indicates that these factors are more likely to attract Saudi tourists to France rather than Egypt. According to Nicolau and Mas (2006) if tourists are motivated by the climate, the destination distance becomes unimportant to them

Implicit push factors of 'Alcohol and Sex desires' and 'Fun and Freedom desires' also have an influence on a tourist's decision when he/she chooses between two destinations (Egypt, France). The significance level of these factors are  $p = 0.000 < 0.05$  and  $p = 0.000 < 0.05$  respectively. Additionally, the  $\beta$  value indicates that tourists who are motivated by the 'alcohol and sex desires' factor are more likely to travel to Egypt in order to satisfy these desires. On the other hand, tourists who are motivated by the 'fun and freedom desires' factor are more likely to travel to France to satisfy these desires.

Similar results were found with regards to the 'alcohol and sex attractions' factor. This factor has an influence on a tourist's decision when he/she chooses between Egypt and France. The significance levels of this factor is  $p = 0.000 < 0.05$ , while the  $\beta$  value for this factor indicates that Egypt is more likely to attract Saudi tourists than France.

Three cultural factors (Individualism, Inequalities and Hierarchy (power distance), and Family relationship (collectivism)) also had an influence on the decision making of tourists, when he/she chooses between Egypt and France (The significance levels of these factors are  $p = 0.000 < 0.05$ ), ( $p = 0.049 < 0.05$ ), and ( $p = 0.050 = 0.05$ )). Additionally, the  $\beta$  value indicates that the people who tend to be individualists and collectivists (family relationship) are more likely to travel to Egypt and less likely to travel to France. Furthermore, people who think that there is a power distance in Saudi society (inequalities and hierarchy factor) are more likely to travel to France and less likely to travel to Egypt.

According to demographic variables, gender and income have an influence on the decision making of a tourist when he/she chooses between Egypt and France (The significance levels of these variables are  $p = 0.032 < 0.05$ ), and ( $p = 0.007 < 0.05$ )) and the  $\beta$  value indicates that females are more likely to travel to Egypt than males. With regards to income, the B value indicates that tourists with high income are more likely to travel to France.

Table 9-2 : Multinomial Logit Regression Models between Destination (Bahrain, Egypt and France)

| Factors                                                   | Bahrain and Egypt |         | Bahrain and France |      | Egypt and France |        |      |         |        |
|-----------------------------------------------------------|-------------------|---------|--------------------|------|------------------|--------|------|---------|--------|
|                                                           | Sig.              | B value |                    | Sig. | B value          |        | Sig. | B value |        |
|                                                           |                   | Bahrain | Egypt              |      | Bahrain          | France |      | Egypt   | France |
| <b>Explicit Push Factors</b>                              |                   |         |                    |      |                  |        |      |         |        |
| F1: Escape                                                | .003              | .501    | -.501              | .680 | .074             | -.074  | .012 | -.427   | .427   |
| F2: Prestige                                              | .004              | -.449   | .449               | .054 | -.297            | .297   | .349 | .152    | -.152  |
| F3: Social and Sport                                      | .009              | .443    | -.443              | .161 | -.247            | .247   | .000 | .690    | -.690  |
| F4: Experience and Excitement                             | .433              | .120    | -.120              | .192 | .211             | -.211  | .568 | .090    | -.090  |
| F5: Enjoying Natural Resources                            | .698              | -.061   | .061               | .330 | -.166            | .166   | .537 | -.105   | .105   |
| F6: Knowledge                                             | .397              | -.168   | .168               | .247 | -.251            | .251   | .706 | -.083   | .083   |
| <b>Explicit Pull Factors</b>                              |                   |         |                    |      |                  |        |      |         |        |
| F1: Expenditure                                           | .122              | -.201   | .201               | .171 | -.186            | .186   | .912 | .015    | -.015  |
| F2: Outdoor Activities                                    | .822              | .035    | -.035              | .254 | -.186            | .186   | .180 | -.222   | .222   |
| F3: Natural /Historical                                   | .055              | .413    | -.413              | .763 | -.070            | .070   | .032 | -.483   | .483   |
| F4: Weather and Environment                               | .006              | .458    | -.458              | .699 | .071             | -.071  | .024 | -.387   | .387   |
| <b>Implicit push factors</b>                              |                   |         |                    |      |                  |        |      |         |        |
| F1: Alcohol and Sex desires                               | .069              | .250    | -.250              | .000 | 1.715            | -1.715 | .000 | .1465   | -.1465 |
| F2: Fun and Freedom desires                               | .003              | .359    | -.359              | .560 | -.075            | .075   | .000 | -.434   | .434   |
| <b>Implicit pull factors</b>                              |                   |         |                    |      |                  |        |      |         |        |
| F1: Alcohol and Sex attractions                           | .519              | .096    | -.096              | .000 | 1.226            | -1.226 | .000 | 1.130   | -1.130 |
| F2: Drugs attractions                                     | .375              | -.115   | .115               | .716 | -.062            | .062   | .758 | .053    | -.053  |
| F3: fun and freedom attractions                           | .002              | .396    | -.396              | .216 | .164             | -.164  | .065 | -.232   | .232   |
| <b>Culture factors</b>                                    |                   |         |                    |      |                  |        |      |         |        |
| F1: Uncertainty Avoidance                                 | .781              | -.062   | .062               | .248 | -.263            | .263   | .379 | -.201   | .201   |
| F2: Individualism                                         | .000              | -.590   | .590               | .236 | .151             | -.151  | .000 | .741    | -.741  |
| F3: The differences of groups in society (power distance) | .033              | .265    | -.265              | .313 | .122             | -.122  | .236 | -.142   | .142   |
| F4: Social interdependence (collectivism)                 | .015              | .375    | -.375              | .014 | .380             | -.380  | .974 | -.005   | .005   |
| F5: Helping others (collectivism)                         | .001              | .681    | -.681              | .079 | .382             | -.382  | .138 | -.298   | .298   |
| F6: Inequalities and Hierarchy (power distance)           | .046              | .328    | -.328              | .937 | .013             | -.013  | .049 | -.315   | .315   |
| F7: Family relationship (collectivism)                    | .100              | .269    | -.269              | .746 | .049             | -.049  | .050 | .317    | -.317  |
| <b>Demographic variables</b>                              |                   |         |                    |      |                  |        |      |         |        |
| Gender                                                    | .437              | -.253   | .253               | .138 | .507             | -.507  | .032 | .743    | -.743  |
| Marital Status                                            | .003              | .728    | -.728              | .000 | 1.079            | -1.079 | .741 | .108    | -.108  |
| Age                                                       | .223              | -.211   | .211               | .627 | .084             | -.084  | .082 | .295    | -.295  |
| Education                                                 | .933              | .010    | -.010              | .693 | .046             | -.046  | .757 | .036    | -.036  |
| Income                                                    | .068              | .229    | -.229              | .347 | -.111            | .111   | .007 | -.340   | .340   |

The results obtained from the multinomial logit test were similar to results obtained from logistic regressions in relation to the influence of tourism motivations, cultural factors and demographic factors that influence a tourist's

choice of destination. It is important to note that the results of multinomial logit test found that an extra four factors have an influence in destination selection. They include prestige, fun and freedom attractions, the differences of groups in society (power distance) and gender.

### 9.5 Summary

In this chapter, the influence of cultural factors, demographic variables and tourism motivations on destination selection have been discussed. The findings of logistic regression tests and multinomial logit tests suggest that six cultural factors (individualism, the difference of group in the society, social interdependence (collectivism), helping others (collectivism), inequalities and hierarchy (power distance) and family relationship (collectivism)), three demographic variables (marital status, income and gender), three explicit push factors ('escape', 'prestige' and 'social and sport'), two explicit pull factors ('natural /historical' and 'weather and environment'), two implicit push factors ('alcohol and sex desires' and 'fun and freedom desires') and two implicit pull factors ('alcohol and sex attractions' and 'fun and freedom attractions') have an influence on destination selection.

In more detail, **the logistic regression test** was used to investigate the influence of tourism motivation (explicit and implicit), demographic variables, and cultural factors (combined) on destination selection. The results of this test revealed that in Bahrain one explicit pull factor (weather and environment), one implicit push factor (alcohol and sex desires) three cultural factors (individualism, social interdependence, and helping others) and one demographic variable (marital status) had an influence on tourists' selection of Bahrain as a tourism destination. In Egypt, logistic regression tests revealed that one explicit push factor (escape), one explicit pull factor (natural/historical), one implicit push factor (fun and freedom desires) one implicit pull factor (alcohol and sex attractions), and three cultural factors (individualism, inequalities and hierarchy and family relationship) influence tourists' choice of Egypt as a tourism destination. In France logistic regression tests revealed that one explicit push factor (social and sport), one explicit pull factor (natural/historical ), two implicit push factors (alcohol and sex

desires, fun and freedom), one cultural factor (individualism) and two demographic variables (marital status, income) are influential on tourists' selection of France as tourism destination,.

On the other hand, **multinomial logit tests** were used to investigate the influence of tourism motivation (explicit and implicit), demographic variables, and cultural factors separately on destination selection. The results of these tests revealed that in Bahrain compared with Egypt three explicit push factors (escape, prestige and social and sport), one explicit pull factor (weather and environment) one implicit push factor (fun and freedom desires), one implicit pull factor (fun and freedom attraction), five cultural factors (Individualism, The differences between groups in society (power distance), Social interdependence (collectivism), Helping others (collectivism) and Inequalities and Hierarchy (power distance) and one demographic variable (marital status) have an influence on a Saudi tourist's decision when he/she chooses between two destinations (i.e. Bahrain and Egypt).

Moreover, the results of the multinomial logit test for comparing Bahrain to France revealed that one implicit push factor (alcohol and sex desires), one cultural factor (social interdependence), and one demographic variable (marital status) have an influence on a Saudi tourist's decision when he/she chooses between two destinations (i.e. Bahrain and France). Furthermore, the results of the multinomial logit test for comparing Egypt to France revealed that two explicit push factors (escape, social and sport), two explicit pull factors (natural/historical, weather and environment), two implicit push factors (alcohol and sex desire, fun and freedom desires), one implicit pull factor (alcohol and sex attractions), three cultural factors (Individualism, Inequalities and Hierarchy (power distance), and Family relationship (collectivism)), and two demographic variables (gender and income) have an influence on a tourist's decision when he/she chooses between Egypt and France.

Moreover, this chapter contributes to the tourism motivation literature by investigating to what extent the tourism motivations, demographic characteristics of tourists, and cultural factors (combination of all three of these variables or separately) have an influence on destination selection in an Islamic context

through the use of two tests (logistic regression tests and multinomial logit tests). Its practical contribution is that the results of this chapter can prove useful in the planning of tourism planners and marketers.

## CHAPTER TEN: THE RESULTS OF INTERVIEWS

### 10.1 Introduction

As mentioned in the methodology chapter (chapter5), this research contains two phases. The first phase is the quantitative approach (questionnaires); the second phase is the qualitative approach (interviews). The main objective of the interviews in this study is to validate the results obtained from the quantitative approach (questionnaires), relating to the tourism motivation of Saudi outbound tourists (explicit and implicit) and the cultural factors that describes the Saudi society. Moreover, interviews aid to confirm the usefulness of using the third person technique in investigating sensitive issues in Islamic and restricted society. Therefore, one of the aims of this chapter is to analyze the data of the interviews and compare the results obtained from the quantitative approach with the results obtained from the qualitative approach, and to validate the usefulness of using the third person technique to investigate the sensitive issues. The next sections will discuss the results of the interviews.

### 10.2 Demographic Profile of Interviewees

Table 10-1 shows the characteristics of the interviewees. The average age of the tourists interviewed in this study was 31 with a range from 23 to 39. 15 participants had university degrees, seven of them had secondary school education, two had post graduate education, and one had intermediate degree. The majority of the participants were married, but three participants reported they were single. The average monthly income of the interviewees was SR9100 with a range from SR3000 to SR15200. All interviewees were men because it is difficult to interview women by men in Saudi Arabia for cultural reasons (see Abdulmuhmin, 1998). The result of this part is to some extent similar to the results provided by quantitative approach in this study (see chapter 7)

**Table 10-1: Participants Characteristics and Demographics**

| Participants  | Characteristic and demographics |     |                   |                |
|---------------|---------------------------------|-----|-------------------|----------------|
|               | Marital status                  | age | Educational level | Monthly income |
| Participant1  | Married                         | 36  | University        | 10500          |
| Participant2  | Married                         | 29  | Post graduate     | 12300          |
| Participant3  | Married                         | 28  | Secondary school  | 4500           |
| Participant4  | Married                         | 34  | University        | 8700           |
| Participant5  | Married                         | 30  | University        | 9800           |
| Participant6  | Married                         | 26  | Secondary school  | 4200           |
| Participant7  | Married                         | 33  | University        | 9800           |
| Participant8  | Married                         | 39  | Intermediate      | 5000           |
| Participant9  | Married                         | 29  | Secondary school  | 4500           |
| Participant10 | Married                         | 27  | University        | 7000           |
| Participant11 | Married                         | 39  | Secondary school  | 5500           |
| Participant12 | Married                         | 29  | Secondary school  | 4500           |
| Participant13 | Married                         | 30  | University        | 9000           |
| Participant14 | Married                         | 37  | University        | 12000          |
| Participant15 | Married                         | 28  | University        | 8500           |
| Participant16 | Married                         | 37  | University        | 14800          |
| Participant17 | Married                         | 32  | Post graduate     | 15200          |
| Participant18 | Single                          | 25  | Secondary school  | 3000           |
| Participant19 | Single                          | 23  | Secondary school  | 3000           |
| Participant20 | Married                         | 30  | University        | 11800          |
| Participant21 | Married                         | 28  | University        | 8500           |
| Participant22 | Married                         | 32  | University        | 10500          |
| Participant23 | Single                          | 25  | University        | 8700           |
| Participant24 | Married                         | 39  | University        | 14500          |
| Participant25 | Married                         | 27  | University        | 8900           |

### 10.3 Tourism Motivations

The following sections will discuss the results of the explicit and implicit tourism motivations (push and pull).

#### 10.3.1 Explicit Motives

##### 10.3.1.1 Push Factors

Table 10-2 illustrates the results of analysis of the 25 interviews relating to push factors (explicit). Overall, from the analysis of the interviews regarding the push motives, the dominant motives for Saudi outbound tourism were escape, relaxation, knowledge, social, natural, and prestige. The following section will discuss these motives in more details

**Table 10-2: Explicit push motivations of tourists (interviews)**

| Participants  | Push Motivations                             |                                 |                                                |                                          |                                   |                                                          |
|---------------|----------------------------------------------|---------------------------------|------------------------------------------------|------------------------------------------|-----------------------------------|----------------------------------------------------------|
|               | Escape                                       | Relaxation                      | Knowledge                                      | Family                                   | Enjoying Natural resources        | Prestige                                                 |
| Participant1  | Changing life routine                        | Relaxation for body and mind    | Learning about new cultures                    | -                                        | -                                 | -                                                        |
| Participant2  | Fed up with my work                          | -                               | Learning about other countries                 | -                                        | -                                 | -                                                        |
| Participant3  | Changing life routine                        | -                               | Know other cultures                            | -                                        | -                                 | -                                                        |
| Participant4  | Take break from daily pursue of life         | relaxation                      | -                                              | -                                        | Enjoying The beautiful landscapes | -                                                        |
| Participant5  | Change the routine                           | -                               | Learn other cultures                           | -                                        | -                                 | -                                                        |
| Participant6  | -                                            | -                               | Meeting new people, Learn other cultures       | -                                        | Enjoy cold weather.               | -                                                        |
| Participant7  | Changing life routine                        | relaxation                      | See new culture                                | -                                        | Enjoy cold weather.               | -                                                        |
| Participant8  | Changing life routine                        | relaxation                      | Learning about new cultures                    | -                                        | -                                 | -                                                        |
| Participant9  | -                                            | -                               | Learn other cultures                           | -                                        | -                                 | -                                                        |
| Participant10 | -                                            | Recharge myself                 | Increase my knowledge about other countries    | -                                        | -                                 | -                                                        |
| Participant11 | -                                            | Refresh physically and mentally | To know other traditions                       | -                                        | -                                 | -                                                        |
| Participant12 | reliving boredom                             | -                               | To see other cultures                          | -                                        | -                                 | -                                                        |
| Participant13 | -                                            | -                               | To know different countries and their culture. | -                                        | Enjoying The beautiful landscapes | -                                                        |
| Participant14 | Getting away from the demand of home and job | -                               | -                                              | -                                        | -                                 | to show my friend that I travel to outbound destinations |
| Participant15 | Take a break from the daily pressure of life | Relaxation.                     | -                                              | -                                        | -                                 | -                                                        |
| Participant16 | Change life routine                          | Relaxation                      | To know other cultures                         | it is a chance to be with my family      | -                                 | -                                                        |
| Participant17 | -                                            | -                               | -                                              | -                                        | To enjoy the good weather r.      | -                                                        |
| Participant18 | -                                            | -                               | -                                              | -                                        | To enjoy and change the weather.  | -                                                        |
| Participant19 | escaping from everything                     | -                               | -                                              | -                                        | enjoy the weather                 | -                                                        |
| Participant20 |                                              | Relaxation                      | To know the different places                   | -                                        | -                                 | -                                                        |
| Participant21 | Escaping form demanding                      | -                               | -                                              | -                                        | To enjoy cool weather             | -                                                        |
| Participant22 | Changing the life routine                    | Relaxation                      | -                                              | -                                        | -                                 | -                                                        |
| Participant23 | -                                            | -                               | To know other cultures                         | -                                        | enjoy the weather                 | -                                                        |
| Participant24 | -                                            |                                 |                                                | it is a good chance to be with my family | -                                 | -                                                        |
| Participant25 | -                                            | Relaxation                      | Increase my knowledge about other countries    | -                                        | -                                 | -                                                        |

### 10.3.1.1.1 Escape

In general 14 interviewees out of the total of 25 mentioned escape as one factor that pushes them to travel (see table 10-2). Seven out of the 14 interviewees mentioned that they wanted to "change the daily routine of their lives" and that is why they made the decision to travel abroad and 2 mentioned that they are "trying to take a break from the daily pressures of life". The others provided unique reasons ranging from "being fed up with work", "to relieving boredom", "getting away from demanding", and "escaping from everything". Following the analysis above, tourists who are pushed to travel as a result of their wish to escape, mostly travel to change the daily routines of their lives.

Participant 16 said:

*"...My life's daily routine involves getting up early in the morning, take breakfast with my family, take my children to school and go to work. Additionally, I work in a merchant bank, earn good money, but I don't like my job because of its very demanding nature. After work, I go back to my children's school, collect them, go home eat and watch TV together with my family, and finally go to bed. The same routine, the same things making like life very boring and I sometimes feel like just changing this routine even for a single week....."*

Though there were numerous examples explaining how participants want to satisfy the escape factor, typical comments relate to the need to change life routine. The term "*change*" was repeatedly mentioned by the participants in numerous occasions to explain why they are pushed to travel.

After analysing the interviews, the researcher found that the escape factor is one of the most important factors that push Saudi tourists to travel abroad. This result is consistent with results that have been obtained from the quantitative approach (see chapter 6). Moreover, This result is consistent with result previous research (see chapter three) which found that escape is an important push factor for Japanese tourists (Heung et al 2001; Kim and Lee, 2000; Kim and Prideaux, 2005; Gibert and Terrata, 2001; Yuan and McDonald, 1990; You et al, 2000), for the United States tourists (see Chiang and Jogaratnam, 2005; Crampton, 1979; Josiam et al 1999; Kim et al 2006; Kim et al 2007; Kim and Chalip, 2004; Kim and

Prideaux, 2005; Kim and Lee, 2000; Yuan *et al*, 2005), for British tourists (Jang and Cai 2002; Kozak, 2002; Yuan and McDonald, 1990, You and O'Leary, 1999; You *et al*, 2000), for German tourists (Baloglu and Uysal, 1996; Jamorozy and Uysal, 1994; Kozak, 2002; Lee *et al*, 2002; Yuan and McDonald, 1990), for French tourists (Yuan and McDonald, 1990), for Australian tourists (Kim and Priseum, 2005; Oh et al, 1995) for Korean tourists (Kim and Lee 2002; Kim *et al* 2003), for Chinese tourists (Hsu *et al.*,2007; Kau and Lim 2005; Kim and Prideaux, 2005.) for Cypriot tourists (Yoon and Uysal 2005) and for Kenyan tourists (Beh and Buyere (in press).

### 10.3.1.1.2 Relaxation

Out of the 25 interviewees, 11 specified the relaxation factor as what pushes them to travel abroad. Specifically, 8 generally argued that they travel to relax, while the remaining 3 specified that they travel to relax the body and mind, to recharge the body and to refresh mentally and physically. Those who discussed relaxation as a factor briefly discussed that they seemingly wanted to spend time in another environment. They used few words to describe why they decided to travel and repeatedly used the words "*relax*", "*relaxation*" or any of their synonyms like "*repose*", "*recreation*", "*amuse*", "*leisure*", etc, in their response.

Participant 11 said:

*"...After several months of working hard, I want to relax and enjoy the greatest treasures in life that you cannot afford to purchase on daily basis. This includes the beautiful beaches and the pleasant climate, stays in luxury hotels, and stay in places that offer you all comfort and wellness that your body needs...."*

Participant 22 also has this to say:

*"...Life always needs some fresh moments. Where you need to go out with your family and relax in very beautiful beaches, hotels, etc. In fact, just a moment of total relaxation in a new environment where you are free from work and the daily activities of life would give you the freshness you need to carry on....."*

As a result of the analysis of the interviews, this study revealed that relaxation is one of the motives that drive Saudi tourists to travel abroad. This result is in support of the results that were obtained from the quantitative approach (see

chapter 6). Moreover, this result is consistent with prior research in the area of tourism motivation (see chapter three), which found that relaxation is one of the motives that drive tourists in different countries. This factor has been found important for German tourists (Jamorozy and Uysal, 1994; Kozak, 2002; Lee *et al*, 2002; Yuan and McDonald, 1990), for US tourists (Crompton, 1979; Josiam *et al* 1999; Kim *et al* 2007), for Japanese tourists (Cha *et al*, 1995; Chiang and Jogaratnam, 2005; Kim and Prideaux, 2005; Gibert and Terrata, 2001; Yuan and McDonald, 1990; You *et al*, 2000), for British tourists (Jang and Cai 2002; Kozak, 2002; Yuan and McDonald, 1990, You and O'Leary, 1999; You *et al*, 2000), for Chinese tourists (Hanqin and Lam, 1999; Kau and Lim 2005), for French tourists (Yuan and McDonald, 1990), for Australian tourists (Oh *et al*, 1995), for South Korean tourists (Kim 1997; Kim and Lee, 2001), for Nigerian tourists (Awaritfe, 2004) and for Taiwanese tourists (Jang and Wu, 2006).

#### 10.3.1.1.3 Knowledge

16 out of the 25 interviewees expressed the desire to know the outside world and to observe new things as a factor in their decision to travel. They repeatedly explained that they travel for cultural reasons "to see", "meet", "know", or "learn from other cultures". In almost all their responses, the respondents repeatedly used the words know, knowledge, learn, culture and traditions. They had a very mixed approach to their responses but almost all of them explained that they travel for cultural and traditional reasons.

Participant 25 said:

*".....I travel primarily to receive real interaction with the outside world to understand other people, their culture, tradition and values and reflect on my own and see the good and bad side of my own cultural heritage. That would help me not only to understand the world and myself better, but as someone working with a multinational company here in Saudi Arabia, it would help me to know how to treat other people...."*

The analysis of interviews revealed the fact that increasing knowledge is considered one of the reasons that push Saudi tourists to travel abroad. This result is similar to the results that were obtained from the quantitative approach (see chapter 6). Moreover, This result is consistent with the results of previous

research (see chapter three), which found that knowledge factor is important for the US tourists (Chiang and Jogaratnam, 2005; Fisher and Price, 1991; Fodness, 1994; Kim and Lee, 2000; Kim et al 2006; Kim et al 2007; Kim and Prideaux, 2005), for Japanese tourists (Cha et al, 1995; 2001; Kim and Lee, 2000; Kim and Prideaux, 2005), for British tourists (Jang and Cai 2002; Kozak, 2002; You *et al*, 2000) for Chinese tourists (Hamqin and Lam, 1999; Hsu et al, 2007; Kau and Lim, 2006; Kim and Prideaux, 2005), for Australian tourists (Kim and Prideaux, 2005; Oh et al, 1995) for Nigerian tourists (Awaritfe, 2004) for German tourists (Kozak, 2002) and for Kenyan tourists (Beh and Buyere (in press)).

#### **10.3.1.1.4 Family Factor**

Results of the analysis showed that two out of the 25 participants interviewed indicated that they are pushed to travel as a result of the social factor. Their responses indicated that they are drawn to travel due to their need to spend some time with their families. However, this factor is not an important push factor since only 2 out of the 25 respondents indicated that they travel to satisfy the social factor. The respondents insisted that they travel primarily because they want to be with their families.

Participant 24 said:

*“...I don’t have much interest in travelling. I only travel when I think it is a good chance to spend more time with my family. Since I always work and go home late and have little or no time to spend with my children.....”*

Although some interviewees considered this factor (family factor) to be one of the motives that drive tourists to travel abroad, this has been debatable. This is because if people want to spend some time with their families, they do not necessarily need to do that in overseas destination unless they have another motive, for example prestige, escape and so on.

This result to some extent is similar to the result obtained from the quantitative approach (see chapter 6) Furthermore, This result is consistent with result previous research (see chapter three) which found that family and friend togetherness is one of the motives that drive tourists in deferent countries. It has

been found important for Japanese tourists (Cha et al, 1995; Kim and Prideaux, 2005; Yuan and McDonald, 1990; You et al, 2000) for the US tourists (see Crampton, 1979; Fisher and Price, 1991; Kim et al 2006; Kim et al 2007; Kim and Prideaux, 2005; Yuan *et al*, 2005), for British tourists (Jang and Cai 2002; Yuan and McDonald, 1990, You and O'Leary, 1999; You *et al*, 2000) for German tourists (Jamorozy and Uysal, 1994; Lee *et al*, 2002; Yuan and McDonald,1990) for French tourists (Yuan and McDonald, 1990), for Australian tourists (Kim and Prideaux, 2005; Oh et al, 1995) for South Korean tourists (Kim et al, 2003; Kim and Lee, 2002) for Chinese tourists (Hanqin and Lam, 1999; Kim Prideaux, 2005), and for Taiwanese tourists (Jang and We, 2006).

#### **10.3.1.1.5 Enjoying Natural Resources**

Nine out of the 25 respondents clarified that they are pushed to travel by factor of enjoy natural resources. Two of them had the desire "to enjoy the beautiful landscapes" and some of them talked about the importance of enjoying a different weather, after they might have spent longer periods of the year in the high weather temperatures of Saudi Arabia. It is important to note that the weather temperatures of Saudi Arabia always run as high as 50 degrees centigrade during summer periods and in most times of the year they are around 35 degrees. The respondents repeatedly used the words "*enjoy, cold, weather*" in their responses.

Participant 17 said:

*".....Saudi Arabia is relatively hot and it would be very unrealistic for me to spend the whole year in such hot weather. It is my country and though I struggle as much as I can to adapt to the weather, I must confess that I have found it impossible. I always travel at least twice a year to enjoy the cold weather especially during summer periods....."*

Participant 4 said:

*"....Location and landscape is very important as far as my destination choice is concerned. In Saudi Arabia, we naturally lack the kind of attractions I find in other countries like lakes, rivers, thick mangrove forests and grasslands. When I regularly watch places of natural attractions on TV, it creates the desire in me to visit places with such landscapes....."*

The analysis of the interviews revealed that enjoy natural resources factor is one of the motives that drive Saudi tourists to travel abroad. This desire could be attributed to several issues. Firstly, the Saudi society is now exposed to foreign media and they watch the beautiful places all over the world. Secondly, beautiful natural resources such as rivers, lakes, forests, cool weather (in the summer), are unavailable in most of Saudi Arabia.

This result is consistent with the result obtained from the quantitative approach (see chapter 6). Moreover, this result is similar to the results of previous research (see chapter three) which found that enjoying natural resources factor as an important for the US tourists (Kim et al 2006) for Japanese tourists (Heung et al, 2001; Kim and prideaux, 2005), for British tourists (Kozak, 2002), for German tourists (Kozak, 2002), for Australian tourists (Oh et al, 1995), for South Korean tourists (Kim *et al* 2003; Kim and Lee, 2002), for Chinese tourists (Kau and Lim 2005), and for Nigerian tourists (Awaritfe, 2004)

#### **10.3.1.1.6 Prestige**

Out of the 25 respondents, only one identified the prestige factor as the main reason why he travel. The single respondent argued that he travel to show his friends that he travels to outbound destination. Given the fact that only one respondent is motivated to travel as a result of this factor, the factor can be considered to be less important for Saudi tourists. It may be that as travel has become more frequent, it is perceived to be less prestigious. Travel may have become part of the indigenous lifestyle rather than symbolic of a higher lifestyle. Prestige potential disappears with frequency of exposure.

Participant 14 said:

*“...to show my friend I travel to outbound destinations....”*

Just a single participant argued that the prestige factor is one of the motives that drive him to travel. However this provides some indication that prestige may be one of the motives that drive Saudi tourists to travel abroad. This result to some extent is similar to the results obtained from the quantitative approach (see chapter 6). Moreover, this factor has been previously identified as a significant motivation

for tourists in several countries (see chapter three) for example it was important for the US tourists (Crompton, 1979; Kim and Jogaratnam 2002; Kim and Lee, 2000; Kim and Prideaux, 2005; Kim et al 2006; Kim et al 2007), for Japanese tourists (Cha et al 1995; Kim and Prideaux, 2005; Yuan and McDonald 1990) for British tourists (You and O'Leary, 1999; Youn and McDonald 1990) for German tourists (Jarmrozy and Uysal, 1994; Yuan and McDonald 1990) for French tourists (Yuan and McDonald 1990) for Australian tourists (Kim and Prideaux, 2005; Oh et al 1995) for South Korean tourists (Kim 1997) and for Chinese tourists (Hanqin and Lam; 1999; Kim and Prideaux, 2005).

### 10.3.1.2 Pull factors

Table 10.3 shows the results of analysis of the 25 interviews relating to pull factors (explicit). Overall, from the analysis of the interviews regarding the pull factors, the main factors that attract Saudi outbound tourism were expenditure, natural and weather attractions, and historical attractions. The following section will discuss these pull attractions in more details

**Table 10-3:Explicit pull attractions (interviews)**

| Participants  | Pull attractions     |                                     |                        |
|---------------|----------------------|-------------------------------------|------------------------|
|               | expenditure          | Natural and weather attractions     | Historical attractions |
| Participant1  | -                    | Places of natural beauty            | -                      |
| Participant2  | Low expenses         | Nature attractions                  | Culture attractions    |
| Participant3  | -                    | Nature attractions                  | Culture attractions    |
| Participant4  | Low expenses         | -                                   | Islamic culture        |
| Participant5  | Low expenses         | -                                   | -                      |
| Participant6  | Low expenses         | Good weather                        | -                      |
| Participant7  | Low expenses         | Good weather                        | -                      |
| Participant8  | -                    | Nature attractions                  | -                      |
| Participant9  | Cheaper              | -                                   | -                      |
| Participant10 | Low expenses         | -                                   | -                      |
| Participant11 | -                    | Nice weather                        | -                      |
| Participant12 | Low expenses         | -                                   | -                      |
| Participant13 | Low cost             | -                                   | -                      |
| Participant14 | -                    | Good nature                         | -                      |
| Participant15 | Low expenses         | Good weather                        | Islamic tradition      |
| Participant16 | -                    | Nature attractions                  | Culture attractions    |
| Participant17 | Low expenses         | Nature attractions                  | Culture attractions    |
| Participant18 | -                    | Good weather,<br>Good scenery       | -                      |
| Participant19 | -                    | Good weather,<br>Nature attractions | -                      |
| Participant20 | packages for tourist | Nature attractions                  | Culture attractions    |
| Participant21 | Low expenses         | Good weather                        | -                      |
| Participant22 | Low expenses         | -                                   | -                      |
| Participant23 | Low expenses         | Good weather                        | -                      |
| Participant24 | Cheaper              | -                                   | -                      |
| Participant25 | Low expenses         | Nature attractions                  | -                      |

### 10.3.1.2.1 Expenditure

17 out of the 25 respondents explained that they travel as a result of the expenditure factor. Several interviewees related their interest to travel directly to the cost. To all, they choose destinations that are cheaper than those that are more expensive. This supports the claim that the cost of tourism services in Saudi Arabia is very high. Respondents repeatedly used the words “low expenses”, “cheaper”, “low cost”, and “packages for tourist” to describe this factor.

Participant 7 said:

*“.....I have a big family and earn very moderate income compared to Saudi standards. I choose destinations that are cheap because I can't afford to travel with my entire family to more costly destinations.....”*

After analysing the interviews, the researcher found that the expenditure factor was the most important factor that attracts Saudi tourists to travel abroad. This result supports the result obtained from the quantitative approach (see chapter 6). Moreover, this result is consistent with previous research (see chapter three), which found that expenditure is one of the factors that attract tourists from several countries to specific destinations. It attracts Japanese tourists (Yuan and McDonald, 1990), the United States tourists (Kim et al 2006) British tourists (Kozak, 2002; Yuan and McDonald, 1990) German tourists (Kozak, 2002; Yuan and McDonald, 1990), French tourists (Yuan and McDonald, 1990), Chinese tourists (Hanqin and Lam, 1999; Kau and Lim 2005), and Hong Kong tourists (Zhang et al, 2004).

### 10.3.1.2.2 Natural and Weather Attractions

11 out of the 25 respondents indicated that they are pulled to travel as a result of the natural attractions factor. While eight of them argued that they are pulled to travel as a result of nature attractions, others argued that their decision to travel is being pulled by "good nature" "good scenery" and "places with natural beauty". They repeatedly employed the words “nature”, “attractions”, “good”, “Africa”, in

their responses. Moreover, 8 out of the 25 respondents indicated that they are pulled to travel as a result of the weather factor. Respondents repeatedly used the words “nice, good, weather” to justify why they are pulled to travel to specific destinations. Some explained that relaxation in a nice weather sometimes improves their mental health. Lack of natural attractions such as rivers, lakes, forests and nice weather (in summer) in Saudi Arabia and the availability of them in some neighbouring countries; such as Syria, Lebanon, Jordan, Oman, and so on attract a lot of Saudi tourists to these countries.

Participant 3 noted:

*“I like seeing places with natural beauty. Whenever I visit places like Cape Town, I have the opportunity to visit the blue waters of the Atlantic and Warmer Surf, the Metropolitan Area, Table-shaped Mountain, lush valley, and some other places of natural beauty”*

Participant 14 noted:

*“....Whenever I visit Africa, I am thrilled with the natural attractions of this continent. They include a year-round dazzling climate, abundant wildlife, beautiful beaches.....”*

Participant 7 said:

*“.....I choose countries with a very good weather. Not just because I want to relax but because I want to improve my mental and physical health. Saudi Arabia has a very hot weather and it is a problem to my health if I don't relax after every six months for at least a week in such a nice weather....”*

Analysis of interviews shows that natural and weather attractions attract Saudi tourists to travel abroad. . This result supports the results obtained from the quantitative approach (see chapter 6). Moreover, this result is consistent with previous research (see chapter three), which found that natural and weather attractions is one of the factors that attract tourists from several countries to specific destinations. It attracts Japanese tourists (You et al., 2000), the United States tourists (Kim et al 2006) British tourists (Kozak, 2002; Jang and Cai 2002; You et al., 2000) German tourists (Jamorozy and Uysal, 1994; Kozak, 2002; Lee et al, 2002), Australian tourists (Oh et al, 1995), and South Korean tourists (Kim et al 2003).

### 10.3.1.2.3 Historical Attractions

7 out of the 25 respondents clarified that they are pulled to travel to satisfy the historical attractions factor. Since Saudi Arabia is administered by strict Islamic principles, most participants argued that they wanted to use their journeys to educate themselves about the values of Islam from the perspectives of other Islamic countries. 5 of the respondents suggested that they are being pulled by the culture and tradition in general while the remaining two suggested that they are pulled by the Islamic culture. This was common with participants that visit turkey; a country that has a secular tradition though an Islamic country.

Participant 15 noted:

*“I always wanted to learn about the Islamic tradition from a secular perspective. I visited Turkey and found that though an Islamic country, it is very much tolerant with other religions. Turkish people live with people from different religions and exercise the wealth of tolerance of other religious practices as professed by the teachings of the prophet Mohammed peace be upon him”*

After analysing the interviews, the researcher found that historical attractions attract Saudi tourists to travel abroad. This result supports the results obtained from the quantitative approach (see chapter 6). Furthermore, this result is consistent with previous research (see chapter three), which found that historical attractions is one of the factors that attract tourists from several countries to specific destinations. It attracts Japanese tourists (You et al, 2000; Yuan and McDonald, 1990), the United States tourists (Kim et al 2006), British tourists (Jang and Cai 2002; Kozak, 2002; You et al, 2000; You and O'Leary, 1999; Yuan and McDonald, 1990), German tourists (Jamorozy and Uysal, 1994; Kozak, 2002; Lee et al, 2002; Yuan and McDonald, 1990), French tourists (Yuan and McDonald, 1990), Australian tourists (Oh et al, 1995), Chinese tourists (Hanqin and Lam, 1999; Kau and Lim 2005) Nigerian tourists (Awaritfe, 2004) Taiwanese tourists (Jang and Wu 2006) and Hong Kong tourists (Zhang et al, 2004).

## 10.3.2 Implicit motives

### 10.3.2.1 Push factors

Table 10-4 shows the results of interviews relating to push factors (implicit). As seen in this table, some Saudi tourists have the desire to travel to satisfy their desire to have sex with strangers and to drink alcohol and other motives such as to watch movies in cinemas or to attend musical festivals and so on. The following sections will discuss all of these matters in more details.

**Table 10-4: Implicit push motivations of tourists (interviews)**

| Participants  | Implicit motives                                                                                        |                                                                                                                     |                                                                                                                                                   |
|---------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
|               | desires for sex                                                                                         | desires for alcohol consumption                                                                                     | Other desires                                                                                                                                     |
| Participant1* | Refused to answer                                                                                       | Refused to answer                                                                                                   | Refused to answer                                                                                                                                 |
| Participant2* | Refused to answer                                                                                       | Refused to answer                                                                                                   | Refused to answer                                                                                                                                 |
| Participant3* | Refused to answer                                                                                       | Refused to answer                                                                                                   | Refused to answer                                                                                                                                 |
| Participant4* | Refused to answer                                                                                       | Refused to answer                                                                                                   | Refused to answer                                                                                                                                 |
| Participant5* | Refused to answer                                                                                       | Refused to answer                                                                                                   | Refused to answer                                                                                                                                 |
| Participant6  | Some Saudi tourists have desire for sex while they are travelling abroad                                | Consumption of alcohol is one of the motives that drive some Saudi tourists to travel to neighbouring countries.    | Some tourists have desire to watch pornographic movies in cinemas, watch movies, to attend music festivals that can be prohibited in Saudi Arabia |
| Participant7  | I don't know.                                                                                           | I don't know.                                                                                                       | desire to watch movies in the cinemas                                                                                                             |
| Participant8  | While abroad, some Saudi tourists frequently visit prostitutes.                                         | Some Saudi tourists have desire of consumption of alcohol while they are travelling abroad                          | The desire to go to theatres to see plays                                                                                                         |
| Participant9  | Some Saudi tourists have the desire for sex with different types of women from different nationalities. | Some Saudi tourists travel to neighbouring countries for just one night to drink alcohol.                           | Some Saudis have the desire to watch movies that are not available in Saudi Arabia                                                                |
| Participant10 | Some Saudi tourists have desire for sex.                                                                | Some Saudi tourists spend most of their time in western pubs and nightclubs drinking alcohol.                       | to watch Arabic dances in nightclubs                                                                                                              |
| Participant11 | To have sex with prostitutes is the main motive for some Saudi tourists decision to travel abroad       | To satisfy the desire of consumption of alcohol is very important for some Saudi tourists                           | freedom                                                                                                                                           |
| Participant12 | To have sex is one of the reasons of their travelling abroad                                            | Some Saudi tourists find it important to satisfy their desire for the consumption of alcohol while they are abroad. | -                                                                                                                                                 |
| Participant13 | I don't know.                                                                                           | I don't know.                                                                                                       | The desire for visiting musical shows.                                                                                                            |
| Participant14 | Some Saudi tourists do travel abroad to satisfy the desires for sex.                                    | Some Saudi tourists have desire for consumption of alcohol                                                          | -                                                                                                                                                 |
| Participant15 | The main reason for travelling abroad for some Saudi tourists is to have sex with strangers.            | Some have the desire to test different types of wine                                                                | Freedom.                                                                                                                                          |
| Participant16 | Some Saudi tourists have desire for sex.                                                                | Some Saudi tourists travel abroad to satisfy their desire for the consumption of alcohol.                           | The desire to watch mixed music festivals.                                                                                                        |
| Participant17 | Not all Saudi tourists but some of them have desire for sex with prostitutes.                           | Some Saudi tourist have desire for the consumption of alcohol while they are abroad                                 | -                                                                                                                                                 |

**Continued table 10-4: Implicit push motivations of tourists (interviews)**

| Participants  | Implicit motives                                                                 |                                                                                                      |                                                                                  |
|---------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
|               | desires for sex                                                                  | desires for alcohol consumption                                                                      | Other desires                                                                    |
| Participant18 | Travelling abroad for some Saudi tourists is a good chance to visit prostitutes. | Travelling abroad for some Saudi tourists is a good chance to visit nightclubs and to drink alcohol. | Desire to watch mixed and western comedies.                                      |
| Participant19 | Some Saudi tourists have desire for sex.                                         | Some Saudi tourist have desire for consumption of alcohol while they are travelling abroad           | I can't specify.                                                                 |
| Participant20 | Some have the desire to have sex with as many women as possible.                 | Consumption of alcohol is important for some Saudi tourists.                                         | To watch Arabic belly dancers in nightclubs that are prohibited in Saudi Arabia. |
| Participant21 | I don't know and cannot speak for other tourists.                                | I don't know.                                                                                        | I don't know.                                                                    |
| Participant22 | I don't think so.                                                                | I don't think so.                                                                                    | desire to watch movies in the cinemas                                            |
| Participant23 | Some Saudi tourists have desire for sex.                                         | Consumption of alcohol is the first reason for tourist decision to travel.                           | -                                                                                |
| Participant24 | Travelling abroad for some Saudi tourists is a good chance to visit prostitutes. | Some have the desire to test different types of wine                                                 | desire to watch movies in the cinemas and plays in theatres                      |
| Participant25 | The desire to have sex with strange women pushed Saudi tourists to travel abroad | Travelling abroad for some Saudi tourists is a good chance to drink alcohol.                         | -                                                                                |

\* The researcher directly asked them about their desire of sex and alcohol consumption

### 10.3.2.1.1 Sex Motive

This question asks if other Saudi tourists travel to satisfy their desire for sex. Out of the 20 respondents, one of them categorically disproves that Saudi tourists travel to satisfy this desire. One respondent expressed some reservations in attempting to speak for the others. Two were in doubt. The remaining 16 were of the opinion that some Saudi tourists travel to satisfy their desire for sex. Respondents described this need as “have desire for sex”, “sex with a stranger”, “have desire for sex with different types of women from different nationalities”, and/or “have desire to have sex with as many women as possible”, and “travelling abroad is a good chance to visit prostitutes”

Participant 16 noted:

*"....I like taking an approach to certain issues and saying things as they are. I wouldn't announce it from the rooftops as I know it is a sensitive question, but I can assure you that, some Saudi tourists do travel abroad to satisfy certain desires that the Islamic religion and Saudi culture do not permit. This includes the desires for sex...."*

Participant 21 noted:

*"..... For me, the conscience is what judges everybody. I cannot speak for people I don't know. When we travel, we do not have the right to concentrate on other people's affairs and I don't think I have the*

*moral authority to question what other Saudi's are doing when they go abroad... "*

Unfortunately, despite the fact that sex with a stranger is prohibited in Islamic tradition and teachings, the analysis of the interviews revealed that some Saudi tourists have the desire to engage in sex with a stranger and they travel abroad to satisfy this desire. These results gave some indication about those people and to what extent their faith in God is very weak. They presumably need more care from religious leaders in Saudi Arabia to increase their faith and the dangers that emanate from such practises. This result supports the results from the quantitative approach (see chapter 6). Moreover, Travelling abroad to satisfy sex desires was found popular amongst tourists from several countries (see chapter 3). For example, it was found that Japanese tourists (Yokota, 2006), Norwegian tourists (Memish and Osoba, 2003), the United States tourists (Josiam *et al.*, 1998), British tourists (Bellis *et al.*, (2004), French and Canadian tourists (Herold *et al.*, 2001) travel abroad to satisfy their desire for sex.

#### **10.3.2.1.2 Alcohol Consumption Motive**

Out of the 20 interviewees that answered this question, 4 suggested that they don't know and the remaining 16 argued in the affirmative. The opinions of the various respondents did not diverge much and most directly accepted that some Saudi tourists travel for alcohol consumption. Respondents described this need as "alcohol desire", "visiting pubs and nightclubs", "the desire to test different types of wine". "satisfy the desire of the consumption of alcohol", "Consumption of alcohol is important for some tourists", "Travelling abroad for some Saudi tourists is a good chance to drink alcohol."

Participant 10 noted:

*"...Some Saudi tourists spend most of their time partying and dancing in western pubs and nightclubs. In some circumstances, early in the morning, you see them wandering around drunk, finding it impossible to trace their hotel rooms..."*

Participant 9 noted:

*".....could imagine that, Some Saudi tourists travel to neighbouring countries for just one night to drink alcohol....."*

The result of the analysis of the interviews revealed that alcohol consumption is one of the desires that drive some Saudi tourists to travel abroad. This result supports the result from the quantitative approach (see chapter 6). Moreover, this desire push tourist from several countries to travel (see chapter3) Tassiopulos (2004) argued that wine is an important motivation for international and domestic tourists who follow wine trails. Jaffe and Pasternak (2004) found that some foreign tourists in Israel want to visit a winery or attend a wine festival, and in the USA student tourists have motivations to drink alcohol while they are travelling for tourism (Gerlach 1989; Josiam *et al* 1998; Josiam *et al* 1999).

### 10.3.2.1.3 Other Desires

13 of the 20 respondents indicated that some Saudi tourists travel to satisfy other desires. In contrast to other respondents, they would specify a specific desire but had diverse opinions of what these desires were. Popular desires indicated by most of the respondents were the desire "to watch movies in cinemas", "to watch Arabic belly dancers in nightclubs", "to attend music festivals", and "to watch drama in theatres". One respondent could not specify the kind of desire and two others talked about the desire for "freedom" and argued that it was any kind of freedom that they cannot get in Saudi Arabia, as a result of their mono-cultural heritage.

Respondent 6 noted that:

*"... some Saudi tourists have the desire to watch western movies in cinema's that are not existing in Saudi Arabia, .....to attend music festivals that are prohibited in Saudi Arabia. For instance, one popular friend of mine who regularly visit neighbouring countries selects only countries where there are musical concerts by American and British musicians...."*

Participant 10 also noted:

*"...I wouldn't really know about a typical desire that they would like to satisfy, but some go for the desire to be in a seemingly less restrictive environment and consume drugs and other consumables that are illegal in Saudi Arabia....to watch Arabic belly dancers in nightclubs that are prohibited in Saudi Arabia..."*

According to the results of the interviews conducted, some Saudi tourists travel abroad to satisfy some desires that can not to be satisfied in Saudi Arabia for cultural reasons. These desires include watching movies in cinemas, attending music festivals, watching drama in theatres and so on. The researcher noted that this desire might have been created by the recent exposure of the Saudi society to western values as a result of the openness of the Saudi society to western and world media. This result supports the result from quantitative approach (see chapter 6).

### 10.3.2.2 Pull factors

Table 10-5 illustrates the results of the interviews that relate to pull factors (implicit). These pull attractions can be divided into three types of attractions which are 1- sex attractions 2- alcohol attractions 3- other attractions. . The following sections will discuss all of these attractions in greater detail.

**Table 10-5:Implicit pull attractions (interviews)**

| Participants  | Implicit attractions                                                                                                |                                                                                                                      |                                                                                                 |
|---------------|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
|               | Sex attractions                                                                                                     | Alcohol attractions                                                                                                  | Other attractions                                                                               |
| Participant1* | -                                                                                                                   | -                                                                                                                    | -                                                                                               |
| Participant2* | -                                                                                                                   | -                                                                                                                    | -                                                                                               |
| Participant3* | -                                                                                                                   | -                                                                                                                    | -                                                                                               |
| Participant4* | -                                                                                                                   | -                                                                                                                    | -                                                                                               |
| Participant5* | -                                                                                                                   | -                                                                                                                    | -                                                                                               |
| Participant6  | Availability of prostitutes, limited legal impediment.                                                              | Alcohol is available at an affordable price, verity of wine.                                                         | availability of Cinemas, Availability of theatres                                               |
| Participant7  | I don't know                                                                                                        | I don't know.                                                                                                        | The availability of Cinemas                                                                     |
| Participant8  | Availability of beautiful girls from different countries                                                            | Availability of public bars, free sales and consumption of alcohol                                                   | Availability of theatres especially in Egypt.                                                   |
| Participant9  | Availability of prostitutes                                                                                         | Liberal consumption of alcohol, no punishment, possibility of purchase and consumption of different classes of wine. | Availability of musical festivals especially western musical festivals, availability of Cinemas |
| Participant10 | Availability of prostitutes, availability of pimps                                                                  | availability of alcohol                                                                                              | availability of Arabic dances in nightclubs                                                     |
| Participant11 | Availability of prostitutes, Varity of prostitutes, no punishment                                                   | alcohol is available at an affordable price                                                                          | Availability of Freedom, Availability of musical concerts                                       |
| Participant12 | Availability of prostitutes                                                                                         | Availability of wine with high Quality.                                                                              | -                                                                                               |
| Participant13 | I don't know                                                                                                        | I don't know                                                                                                         | -                                                                                               |
| Participant14 | availability of prostitutes, pimps and streetwalkers                                                                | cheap wine                                                                                                           | -                                                                                               |
| Participant15 | Availability of sex services, agents providing these services, brothels and pimps. limited legal impediment, cheap. | Availability of alcohol with a reasonable alcoholic content.                                                         | Free public parks where families and individuals can interact freely                            |

**Continued tble 10-5: Implicit pull attractions (interviews)**

| Participants  | Implicit attractions                                                                                        |                                                                                                      |                                                                   |
|---------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
|               | Sex attractions                                                                                             | Alcohol attractions                                                                                  | Other attractions                                                 |
| Participant16 | Availability of prostitutes, countries that don't have strict laws especially laws relating to prostitution | Availability of wines and alcohol of different tastes                                                | Availability of music festivals especially western oriented music |
| Participant17 | freely engage in clandestine sexual activities                                                              | Availability of wines and alcohol                                                                    | -                                                                 |
| Participant18 | Tolerant legal system especially relating to prostitution, sex and romance.                                 | Availability of alcohol with cheap price                                                             | -                                                                 |
| Participant19 | Availability of prostitutes, no punishment                                                                  | Availability of alcohol. Cheap wine, countries where no law limits the level of alcohol consumption. | -                                                                 |
| Participant20 | liberal policies on sexual practices                                                                        | cheap and strong alcohol                                                                             | Nightclubs that provide Arabic belly dancers like in Egypt        |
| Participant21 | I don't know                                                                                                | I don't know                                                                                         | -                                                                 |
| Participant22 | I don't think so                                                                                            | I don't know                                                                                         | availability of Cinemas, Availability of theatres                 |
| Participant23 | Availability of prostitutes, no punishment                                                                  | availability of alcohol, no punishment                                                               | -                                                                 |
| Participant24 | Availability of prostitutes, good price                                                                     | availability of alcohol, good price                                                                  | availability of Cinemas                                           |
| Participant25 | Easy to find prostitutes                                                                                    | availability of alcohol, good price                                                                  | -                                                                 |

- The researcher directly asked them about their desire of sex and alcohol consumption

### 10.3.2.2.1 Sex Attractions

This question asks what sex attractions attract some Saudi tourists. Out of the 20 respondents, one of them categorically disapproved that Saudi tourists are not attracted by sex factors. Three respondents did not have any idea if sex attractions attract other Saudi tourists. However, the remaining 16 respondents answered this question. Though a significant number of them provided diverse responses relating to the sex attractions that attract some Saudi tourists to travel abroad, most of their responses revolved around the concept of the availability of prostitutes in the respective destinations. They mostly employed words like sex, pimps, prostitutes, brothels, streetwalkers, variety of prostitutes, beautiful girls from different countries etc. Some of the respondents indicated that respective tourism destination government policies relating to sex tourism attract some tourists looking to have sex. They described this point by using several words like “limited legal impediment”, “no punishment”, “liberal policies on sexual practices”, “tolerant legal system”, “easy to find prostitutes”, “freely engage in clandestine sexual activities”. Two respondents mentioned the cost of sex tourism in destinations as “good price” and “cheap”.

Respondent 15 noted:

*“....Some Saudis prefer to travel to specific destinations where they can satisfy their appetite for sex. They choose destinations that provide sex services, brothels and pimps. Their primary destination is usually the South East Asian countries like Philippines, Thailand and Indonesia where prostitutes are cheap and legal impediments are limited.....”*

The results of the analysis of the interviews revealed that some Saudi tourists are attracted by sex attractions (e.g. pimps, prostitutes, brothels) that are available in some countries. This result supports the result obtained from the quantitative approach (see chapter 6). Furthermore, this result is consistent with previous research (see chapter three) which found that sex attractions is one of the factors that attract tourists from several countries to specific destinations. It attracts tourists from Germany, the Briten, Switzerland, Italy, France, North America, Japan, Australia, New Zealand, Spain, Sweden and other Scandinavian countries (Chutikul, 1996; Herold et al, 2001; Josiam et al, 1998; Josiam et al, 1999; Nyanzi et al, 2005; O’Connell and Davidson, 1996; Omondi, 2003; Steinfatt, 2002; Yokota, 2006).

#### **10.3.2.2.2 Alcohol Attractions**

Out of the 20 respondents, four respondents did not have any idea about alcohol attraction for other Saudi tourists. However, the remaining 16 respondents gave a variety of alcohol attractions. Though about 12 of them were generally concerned with the availability of alcohol in the destination choice for other Saudi tourists, most of the respondents employed words like “availability of wine” and “availability of alcohol”. 7 respondents were not only concerned with alcohol availability but on the price of alcohol in the destination. They thought that other tourists select destinations based on the price of alcohol, with cheaper countries attracting more tourists than more expensive countries. Respondents employed words to describe this attraction as “good price”, “cheap wine”, “affordable price”. 2 respondents referred to the variety of wine and alcohol of different tastes. Some respondents indicated that the tolerance of alcohol consumption and the lack of punishment for those who drink alcohol attract some Saudi tourists.

However, the availability of places to consume alcohol like bars, and nightclubs had a significant influence on tourist destination choice.

Respondent 18 noted:

*“....Some Saudis like visiting places with controlled and safe environments for the consumption of alcohol. They include places like pubs, nightclubs, bars, etc. They prefer countries where such places are open 24 hours and 7 days a week. Nonetheless, most pubs have limited opening times and in such cases, they consider if their accommodation allows them to consume alcohol privately....”*

This response was very similar to those of most respondents. However, respondent 20 noted:

*“....Most middle income earners in Saudi Arabia are very concerned about the prices and quality of alcohol when choosing a tourist destination. They like consuming strong alcohol that is unavailable in Saudi Arabia. They blend their need to consume alcohol while on holiday with their interest in communal life. When they visit a foreign destination, they go to communities that have a strong alcohol consumption tradition and embrace their lifestyles. They stay with them, consume as much alcohol as they can and when they return home, they are highly exhausted.....”*

The result of the analysis of the interviews shows that alcohol attraction is one of the factors that attract some Saudi tourists to travel abroad. This result supports the result obtained from the quantitative approach (see chapter 6). This result is consistent with previous research (see chapter three) which found that alcohol attraction is one of the factors that attract tourists to specific destinations (see Alant and Bruwer, 2004; Charters and Ali-Knight, 2002; Getz and Brown, 2006; Jaffe and Pastenak, 2004, Josiam et al, 1998).

### **10.3.2.2.3 Other Attractions**

Other implicit pull attractions that influence the choice of tourists' travel destination include the availability of cinemas, theatres, nightclubs, freedom, and so on. The respondents were not very particular as to their views on what primarily influences the destination choice of other Saudis. However, 11 of the 20 respondents suggested that some tourism attractions, that are not available in Saudi Arabia for cultural reasons, attract some Saudi tourists. 5 of them argued

that the "availability of cinemas" in some destinations which show Arabic and foreign films attracts some Saudi tourists to destinations like Egypt. Some of them referred to the "availability of theatres", "availability musical festivals" and "availability Arabic belly dancers in nightclubs". Some participants referred to the "availability of freedom" in foreign destinations. They argued that some Saudi tourists prefer travelling to destinations where they can feel the freedom to do what they want to do. For example, women can go to public areas such as cafes without the veil and so on.

Respondent 6 noted:

*"...Though most Saudis seems not to be very particular with their needs when in a foreign country, they normally seek to acquire information on the availability of cinemas, films or dramas, of different cultural heritage...."*

After analysing the interviews, the researcher noted that some Saudi tourists were pulled to travel abroad as a result of the availability of some attractions that are unavailable in Saudi Arabia for cultural reasons. These include the availability of cinemas, theatres, musical festivals, Arabic belly dancers, freedom and so on. It is important to note the Saudi government has prohibited cinemas in Saudi Arabia. But Saudis can watch western movies via satellite channels. This makes the prohibition of cinemas baseless as Saudis still have access to the same western values that should be transmitted via cinemas. This result supports the result obtained from the quantitative approach (see chapter 6)

In general, the results of implicit motives (push and pull) support the findings of previous studies (Business Middle East, 2001; El-Gawhary, 1995; Metwally, 2004). Business Middle East, (2001) argued that Saudi tourists were attracted by the fact that the Bahraini tourism market allows consumption of alcohol and offers a more liberal atmosphere. El-Gawhary (1995) also argued that nearly a million of Arab tourists, mostly from Saudi Arabia, visited Cairo in 1994. During their time in Cairo, they visited nightclubs, Arab pubs, Arab pop shows, and even mingled around with Arab prostitutes. Metwally (2004) confirmed that Bahrain and Dubai try to attract Saudi tourists by offering many entertaining goods and services and a

social lifestyle that are not available in Saudi Arabia for cultural and religious reasons.

#### **10.4 Cultural factors**

Table 10-6 illustrates the results of analysis of the 25 interviews relating to cultural factors (power distance, uncertainty avoidance, and individualism vs. collectivism). The following section will discuss these cultural factors in more detail.

##### **10.4.1 Power Distance**

Power distance refers to how cultures deal with inequality between people (Hofstede, 1980). The results of analysis of the 25 interviews relating to power distance revealed that 21 out of the 25 respondents believed that there is a power distance in Saudi Arabia. Saudi Arabia is known to be ruled by a royal family like most countries in the Arabian Gulf region (At-Twajiri and Al-Muhaiza, 1996). Consequently, the country is politically centralized, conditional upon the high power distance in Saudi Arabia. However, the events in Saudi Arabia in recent years have reduced the power distance. The governance system is moving towards a democratic system of government with the use of democratic principles to elect councillors.

Respondents described the power distance in Saudi Arabia as: “there is a big gap between the different social layers”, “there is much disparity between people”, “there is a clear difference between the rich and the poor”. “hierarchy exists”, “people in Saudi society are not equal in status”. 4 of the respondents indicated a contrary opinion that there is no power distance in Saudi Arabia, and they described it as “no differences between different groups of people in Saudi Arabia”. “There are very limited differences between people in our society”, “There is no big difference between people in Saudi Arabia”.

Participant10 noted:

*“...The society comprises the very rich and educated class who are very powerful, and the poor and helpless who don't hold any power in our society...”*

Participant18 noted:

*“.....There are very limited differences between people in our society. We all respect and love each other. Power and position mean nothing to us. We take into consideration the views of everyone.....”*

The analysis of the interviews shows that power distance is something that exists in Saudi Arabia despite the fact that the Islamic tradition and teachings generally do not accept any power distance in Islamic societies. In Islam everybody is equal, the only difference between them which is acceptable in Islam relates to the extent to which each individual respects Islamic principles (Piety). This is similar to the result obtained from quantitative approach (see chapter 8). Furthermore, this finding is consistent with previous studies (see Al-Twajjri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993). Furthermore, Hofstede (1980) had categorized Arab countries in his study as large power distance countries.

**Table 10-6: Cultural factors (interviews)**

| Participants | Cultural factors                                                                                                                  |                                                                                       |                                                                                                                    |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
|              | power distance                                                                                                                    | uncertainty avoidance                                                                 | individualism vs. collectivism                                                                                     |
| Participant1 | There is a big gap between the different social layers in Saudi Arabia                                                            | Our society dose not like unclear situations.                                         | The family and social relations are very strong and are always maintained.                                         |
| Participant2 | There is much disparity between people, in cultural groups and family circles                                                     | Saudi people try to avoid the unclear situations.                                     | There is a strong bond between members of the same family.                                                         |
| Participant3 | There is a clear difference between the rich and the poor.                                                                        | Most Saudis want to work in long term jobs.                                           | In Saudi Arabia, people prefer to handle their problems individually.                                              |
| Participant4 | There are no differences between different groups of people in Saudi Arabia.                                                      | Unclear situations are avoided by Saudi people.                                       | We always strive to live together, look after each other.                                                          |
| Participant5 | Saudi culture influences young people to respect their elders, and tribal leaders to respect their subjects.                      | We have strict rules and regulations that must be respected by all classes of people. | There is a strong relationship between people in this kingdom.                                                     |
| Participant6 | There is a great difference between groups of people in Saudi Arabia.                                                             | Saudis don't like ambiguities and are generally predisposed to strict policies.       | I don't think these days our society is like before where everyone respects the life of the neighbour or relative. |
| Participant7 | We respect and accept hierarchy.                                                                                                  | Most Saudis want to work with the government and not the private sector.              | Things are changing these days and our society is also following the global world                                  |
| Participant8 | There is a power distance in our society. It is common in the family and tribe.                                                   | The people in Saudi Arabia prefer to understand things as they are.                   | I see people as individuals and I try to do things as an individual also.                                          |
| Participant9 | People in Saudi society are not equal in status. For example the members of royal family are very different from ordinary Saudis. | Our society is much organised and is not very tolerant with too many choices.         | Poverty has shifted focus from communality to individual needs and problems.                                       |

Continued tble 10-6: Cultural factors (interviews)

| Participants  | Cultural factors                                                                                                                              |                                                                                                     |                                                                                                                                                                 |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|               | power distance                                                                                                                                | uncertainty avoidance                                                                               | individualism vs. collectivism                                                                                                                                  |
| Participant10 | Our society comprises the very rich and educated class which are very powerful, and the poor and helpless which don't wield any power.        | It is very important to work in well established companies and the government.                      | We are always together; we eat and share everything together as that is part of our cultural heritage.                                                          |
| Participant11 | The rich control everything and they are very much respected in our society compared to the poor.                                             | We do not like ambiguous situations                                                                 | we live always together                                                                                                                                         |
| Participant12 | There are differences between groups in our society.                                                                                          | We follow strict rules both in our private and public lives.                                        | People don't care about their relatives and neighbours as they used to do before.                                                                               |
| Participant13 | People are identified and respected by their positions. Those in higher positions wield more power and respect than those in lower positions. | It is important for many Saudi people to work in well-organized employment.                         | Whatever we do, our focus is always on helping each other.                                                                                                      |
| Participant14 | In organisations in Saudi Arabia, the people in the top management don't care about those below.                                              | We respect rules from the Koran, Sharia everywhere, in our work, families, etc.                     | We live a communal life as our ancestors and elders.                                                                                                            |
| Participant15 | The poor have no say in this society. They just work for the rich who dictate everything.                                                     | Employment with the government is much secured and many people prefer to work there.                | People are not very concerned about the problems of their community.                                                                                            |
| Participant16 | Hierarchy exists in family, work, school, tribe, and so on.                                                                                   | We like to work in organised environments with strict rules and respect for Islam.                  | We live together and do not want to miss each other for longer period. Even when we are older, we still try to keep in touch because that bond is always there. |
| Participant17 | Unfortunately, there are differences between groups in the Saudi Society.                                                                     | Ambiguity is not our way of life.                                                                   | We like living together, because that is Allah's basic doctrine                                                                                                 |
| Participant18 | There are very limited differences between people in our society.                                                                             | We like to always have clear objectives, no matter how difficult the situation in front of us is.   | Saudis are very collectivist.                                                                                                                                   |
| Participant19 | There is a hierarchy in our society.                                                                                                          | Saudis generally do not like to be involved in situations with much ambiguity.                      | We help each other especially if someone has some special events that need our support.                                                                         |
| Participant20 | There is no big difference between people in Saudi Arabic.                                                                                    | Most Saudis don't like to discover things that are not within the bounds of their Islamic heritage. | The relationship between families and the community is still strong, despite the global influence on our culture.                                               |
| Participant21 | There are differences between groups in Saudi Arabia.                                                                                         | Most Saudi people try to avoid unclear situations.                                                  | Collectivism still exists in Saudi Arabia                                                                                                                       |
| Participant22 | These days there are no differences between the groups in Saudi Arabia                                                                        | People in Saudi Arabia prefer situations where everything is clear.                                 | The relationship, especially family relationship, is still strong in Saudi Arabia.                                                                              |
| Participant23 | The rich are not equal to the poor in Saudi Arabia                                                                                            | Ambiguity is not acceptable in Saudi Arabia                                                         | The people in Saudi Arabia tend to help each other                                                                                                              |
| Participant24 | People in the Saudi society are not equal in status.                                                                                          | People in Saudi Arabia do not like ambiguous situations                                             | Individualism is something that exists in Saudi Arabia especially in the big cities.                                                                            |
| Participant25 | We can acknowledge differences between groups.                                                                                                | Mystery is not acceptable.                                                                          | Saudi people like to help each other.                                                                                                                           |

### 10.4.2 Uncertainty Avoidance

Uncertainty avoidance refers to the extent to which people in a society perceive ambiguous situations to be a threat, and the extent to which they attempt to avoid such situations. Among other things, uncertainty avoidance involves systems that offer greater employment stability, set out more formal rules, reject aberrant ideas and behaviour, and admit the possibility of absolute truth and the achievement of expertise (Hofstede, 1980).

The results of analysis of the 25 interviews relating to uncertainty avoidance revealed that all respondents believed that the uncertainty avoidance is something that exists in the Saudi society. Saudi people feel threatened by ambiguous situations, and they try to avoid these situations by establishing more formal rules, rejecting deviant ideas and behaviour, and accepting the possibility of absolute truths. Respondents described the uncertainty avoidance in the Saudi society as “avoiding unclear situations”, “work in long term job”, “strict rules and regulations”, “work with the government”, “work in well-organized employment”, “do not like complex situations”. “Mystery is not acceptable”, and so on

Participant18 noted:

*“...We do not like to be in complex situations, where we have to decide on different choices. We want to always have clear objectives, no matter how difficult the situation in front of us is....”*

Participant10 noted:

*“...It is very important to work in well established companies and the government, because in small and less established private companies, employees are not protected due to the terms of their contracts....”*

Participant18 noted:

*“...Saudis generally do not like to be involved in situations with much ambiguity....”*

After analysing the interviews, the researcher found the uncertainty avoidance is something that exists in the Saudi society. This result is similar to the result obtained from the quantitative approach (see chapter 8). Furthermore, these findings were consistent with previous studies (At-Twajjri and Al-Muhaiza, 1996;

Bjerke and Al-Meer, 1993), in which the uncertainty avoidance factor was high in Saudi Arabia. The results of this study also confirm Hofstede's (1980) study in categorizing the Arab countries as strong uncertainty avoidance countries.

### 10.4.3 Individualism versus Collectivism

Individualism is the propensity of people to take care of themselves and the members of their immediate family, suggesting a society which is not tightly integrated. On the other hand, collectivism is the propensity of people to belong to groups and to take care of one other in exchange for loyalty in a tightly integrated society in which the distinction is made between in-group (relations, clans, associations) and out-groups (Hofstede, 1980).

Out of the 25 interviewees, 15 believed that Saudi Arabia is a collectivist country. 10 of the participants in this research indicated that this value has been recently changed as a result of globalisation and the influence of other cultures on the Saudi culture.

Respondents described collectivism in the Saudi society as “family relations are very strong”, “live together, look after each other,”. “strong relationship between people in this kingdom.”, “live together”, “help each other”, and so on. On the other hand, respondents described the individualism in the Saudi society as “prefer to handle their problems themselves”, “I see people as individuals and I try to do things as an individual also”. “There is too much focus these days by our society on our own problems”, “People don’t care about their relatives and neighbours as they used to do before”, “It is more of individualism and people are not very concerned about the problems of their community”, “Individualism is something that exists in Saudi Arabia especially in the big cities in Saudi Arabia”.

Participant16 noted:

*”....Our families and children always respect each other and live together. We live together and do not want to miss each other for longer periods. Even when we are older, we still try to keep in touch because that bond is always there...”*

The results indicate that although the life style has changed in the Arab world after the 70's, some values have not changed. One of these values is the association of the individual to a group, tribe or other form of associations. Islam, which is the only formal religion of Saudi Arabia, emphasizes to a great extent the idea of unity. People are urged to care and help each other and are rewarded for this.

The researcher re-contacted the interviewees to ascertain if they live in major cities or in sub-urban areas or villages. The researcher found something interesting in relation to the individualism and collectivism factor. Surprisingly, the researchers realised that all participants who live in the major cities of Saudi Arabia are arguing that Saudi society is more individualistic, while those who live in sub-urban areas and villages argue that their society is collectivist. This might be as a result of the influence of western and foreign values on the culture of major cities.

This result is similar to the result obtained from the quantitative approach (see chapter 8). Furthermore, these findings were consistent with the previous studies (At-Twajri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993), which suggested that Saudi Arabia is a collectivist country.

### **10.5 The Usefulness of Third Person Technique in Investigating Sensitive Issues**

In the third –person technique, respondents are asked to relate the beliefs and attitudes of a third person rather than directly expressing personal beliefs and attitude, this third person may be a friend, neighbour, or some people or some other third party (Malhotra, 1996; Malhotra and Birks, 2000; Mcdaniel and Gates, 1999; Proctor, 1997). The third person technique is often used to avoid issues that might be embarrassing or evoke hostility if answered directly by a respondent and reduces the social pressure to give an acceptable answer (see Malhotra, 1996; Malhotra and Birks, 2000; McDaniel and Gates, 1999; Proctor, 1997).

It should be noted that, different seminal studies have employed the third person technique in both qualitative and quantitative research. Some of them have been based on investigating sensitive issues with significant behavioral concerns. In quantitative research, the third person technique has been employed to investigate the role of gender in the context of internet pornography (Lo and Wei, 2002), media censorship in the context of a controversial sexual video that exposed the private sex life of a Taiwanese politician (Chia et al., 2004), and so on. On more subtle topics, the third person has been used to investigate the perceived impact of pro and anti smoking ads (Henriksen and Flora, 1999), the effect of restricting gambling advertising (Youn et al., 2000). For further details of how the third person technique has been used in research to investigate different issues, see table 10-7.

To find out the usefulness of using the third person technique in investigating sensitive issues in Islamic and restricted society. The researcher conducted 25 interviews. For the first five interviews, the researcher employed the first person technique to ask about the desire for the respondent to travel for sex and alcohol consumption. Unfortunately, all of them were very angry and refused to answer the questions.

An example of the responses from participant 2 is cited below:

*"...No. I feel embarrassed being asked something like that because, I can never do something like that and I don't think it is proper..."*

The researcher responded: *".... I am just conducting my research and I am not trying to accuse you or any other respondent...."*

*Observation: he initially looked angry but when the researcher gave some clarifications and assurances, he stared and looked friendly.*

The respondent's initial uncooperative attitude might be due to cultural influences. Saudi's customarily do not like to be accused of not fulfilling their religious duties and for having committed acts that are contrary to the teachings of Islam. This normally influences people's contempt thereby affecting the reputation of Saudi's. This is in support of Oppermann (1999), who suggested that, in a survey of sex tourism, if anyone is confronted with the question: "Are you a sex tourist?" it is

**Table 10-7: Some studies that have used the third person technique**

| Researcher                  | The title                                                                                                                                                       | The aims of study                                                                                                                                                                                                                                                                              |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Price and Tewksbury (1996)  | Measuring the third-person effect of news: the impact of question order, contrast and knowledge                                                                 | investigate the impact of media messages on oneself, and estimated impact on other people.                                                                                                                                                                                                     |
| Rojas <i>et al</i> (1996)   | for the good of others: censorship and the third-person effect                                                                                                  | this study focused on the discrepancy between perceived media effects on others and self, and its relation to pro-censorship attitudes within three major topics: the media in general, violence on television, and pornography.                                                               |
| William, et al (1999)       | The effect of social desirability on perceived media impact: implications for third-person perceptions.                                                         | This study examines variations in perceptions of media influence based on the locus of impact (self vs. other) and the valence of the message (pro-social vs. anti-social).                                                                                                                    |
| Henriksen and Flora(1999)   | Third-Person Perception and Children: Perceived Impact of Pro- and Anti-Smoking Ads                                                                             | the goal of this study was to determine whether children, like adults, perceive themselves as relatively invulnerable to harmful influences of persuasive messages                                                                                                                             |
| Peiser and Peter (2001)     | Explaining Individual Differences in Third-Person Perception: A Limits / Possibilities Perspective                                                              | the purpose of this study is to reassess findings on individual differences in third person perception and to provide preliminary empirical evidence for this theoretical perspective                                                                                                          |
| Lo and Baddon (2000)        | Third-person perception and support for pornography restrictions:some methodological problems                                                                   | of looking at the relationship between the perceptual and behavioural components and to demonstrate that the magnitude of perceptual bias is not dependable variable in predicting support for media restriction                                                                               |
| Youn <i>et al</i> (2000)    | Restricting Gambling Advertising and the Third-Person Effect                                                                                                    | This study investigates whether a third-person effect occurs for gambling advertising and if this effect is related to professorship attitudes for lotteries and casinos.                                                                                                                      |
| Chapin(2000)                | Third-Person Perception and Optimistic Bias Among Urban Minority At-Risk Youth                                                                                  | One of the aim of this study is to identify predictor of optimistic bias and third person perception                                                                                                                                                                                           |
| Willnat <i>et al</i> (2002) | perception of foreign media influence in Asia and Europe: the third person effect and media imperialism                                                         | This study investigate how Asians and Europeans perceive the strength of US media effects on their culture                                                                                                                                                                                     |
| Lo and Wei (2002)           | Third-person effect, gender, and pornography on the internet                                                                                                    | Examined the role of gender in third- person effect in the context of internet pornography                                                                                                                                                                                                     |
| Wan <i>et al</i> (2003)     | Perceived Impact of Thin Female Models in Advertising: A Cross-Cultural Examination of Third Person Perception and its Impact on Behaviors                      | This study seeks to determine if body image disturbance and eating disorders that have plagued Western women are now becoming more common in Asians well.                                                                                                                                      |
| Wan, and Seounmi (2004)     | Motivation to regulate online gambling and violent game site: an account of the third-person effect                                                             | this study attempts to explain the <i>motivations</i> that drive the growing demand for censorship of <i>online gaming sites</i>                                                                                                                                                               |
| Huh et al (2004)            | The Third-Person Effect and Its Influence on Behavioral Outcomes in a Product Advertising Context: The Case of Direct-to-Consumer Prescription Drug Advertising | the current study examined the perceptual and behavioural components of perceptions of media content effects in the context of DTC drug advertising.                                                                                                                                           |
| Chia et al (2004)           | Sex, Lies, and Video Compact Disc: A Case Study on Third-Person Perception and Motivations for Media Censorship                                                 | The aim of this study is to investigate the third-person perception and both preventive and punitive explanations for support for media censorship in the context of a controversial sexual video compact disc (VCD) that exposed the private sex life of a Taiwanese politician.              |
| David et al (2004)          | Methodological Artifact or Persistent Bias? Testing the Robustness of the Third-Person and Reverse Third-Person Effects for Alcohol Messages                    | To understand the underlying processes associated with the third-person and the reverse third-person media effects, in three experiments researchers examined different aspects of the cognitive and motivational explanations by employing various methodological controls and manipulations. |
| Huh et al (2006)            | Perceived Third-Person Effects and Consumer Attitudes on Prevetting and Banning DTC Advertising                                                                 | The aim of this study is to provide empirical evidence on consumer support of DTC ads as a total ban on DTC advertising, and how that support is influenced by individual-specific factors within the context of the third-person effect framework                                             |
| Lewis et al (2007)          | Examining the effectiveness of physical threats safety advertising: The role of the third-person effect, gender, and age                                        | the third-person effect was examined to explore its association with the extent male and female drivers reported intentions to adopt the recommendations of two road safety advertisements depicting high physical threats.                                                                    |

highly unlikely that the respondent would answer in the affirmative. Therefore, the researcher decided to use the third person technique for the rest of the interviews.

Moreover, among the questions that the researcher asked in the interviews, 20 participants were questioned about the usefulness of the third person technique to obtain sensitive information. Eighteen of the twenty participants agreed that the third person technique is useful to get information about sensitive issues especially in restricted society like Saudi society. They described their views by using several words like “very useful”, “quite interesting”, “excellent technique”, “good idea”, “new idea”, “avoid embarrassment”, “smart method”, “easy method to collect data about sensitive issues”. Two of the participants argued that they don’t have any opinion relating to the usefulness of the third person technique.

**Participant16 noted:**

*“...My opinion is that, it is a good technique to investigate sensitive issues.....”*

Therefore, the third person technique has proved as one of the acceptable technique to get information about sensitive issues especially with countries that have values grounded on their religious heritage.

**10.6 Comparison between Survey results and interviews results**

As mentioned in chapter five (methodology), this study contained two stages. The first stage employed a quantitative approach (a questionnaire), while the second stage used a qualitative approach (an interview). The aim of the qualitative stage was to validate the results that have been obtained from the quantitative stage. According to (Pearce and Lee, 2005) the value of combining different study techniques was to enhance validity and decrease possible bias from relying on one-dimensional sources of information. Furthermore, the advantage of using multiple methods lies in combining the insights from different approach.

Table 10-7 provides a comparison between the results of the quantitative approach and the results of qualitative approach in terms of tourism motivations (explicit and implicit) and cultural factors (power distance, uncertainty avoidance and individualism vs. collectivism).

**Table 10-8: Comparing between the results of the quantitative approach and the results of the qualitative approach regarding tourism motivations and cultural factors**

|                                                           | The results of the quantitative approach                                                                                                                        | The results of the qualitative approach                                                                                |
|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Tourism motivations</b><br>Explicit (push motives)     | <b>Seven push factors</b><br>'escape', 'prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources', 'knowledge', and 'relaxation' | <b>Six push factors</b><br>'escape', 'prestige', 'family', 'enjoying natural resources', 'knowledge', and 'relaxation' |
| <b>Tourism motivations</b><br>Explicit (pull motives)     | <b>Four pull factors</b><br>'expenditure', 'outdoor activities', 'natural and historical' and 'weather and environment'.                                        | <b>Three pull factors</b><br>'expenditure', 'natural and weather attractions' and 'historical attractions'             |
| <b>Tourism motivations</b><br>implicit (push motives)     | <b>Two push factors</b><br>'alcohol and sex desires' and 'fun and freedom desires'.                                                                             | <b>Three push factors</b><br>'sex desires', 'alcohol desires' and 'other desires'                                      |
| <b>Tourism motivations</b><br>implicit (pull motives)     | <b>Three pull factors</b><br>'alcohol and sex attractions', 'drugs attraction' and 'fun and freedom attractions'.                                               | <b>Three pull factors</b><br>'sex attractions', 'alcohol attractions' and 'other attractions'.                         |
| <b>Cultural factors</b><br>power distance                 | There is a power distance in the Saudi society                                                                                                                  | There is a power distance in the Saudi society                                                                         |
| <b>Cultural factors</b><br>uncertainty avoidance          | The Saudi society tends to more uncertainty avoidance                                                                                                           | The Saudi society tends to more uncertainty avoidance                                                                  |
| <b>Cultural factors</b><br>individualism vs. collectivism | The Saudi society is more collectivist                                                                                                                          | The Saudi society is more collectivist                                                                                 |

As seen in this table, the results that were obtained from the interviews (qualitative approach) are to a great extent similar to the results that were obtained from the questionnaires (quantitative approach). For example, the two approaches revealed that Saudi tourists are largely pushed and pulled by the same factors (explicit and implicit). Moreover, the two approaches revealed that the Saudi society is described as having a high power distance, high uncertainty avoidance and a collectivist society.

In general, the results from two approaches are similar; however, there are slender differences between the two in terms of the results of the study. Firstly, while the quantitative approach recognised seven push factors ('escape', 'prestige',

'social and sport', 'experience and excitement', 'enjoying natural resources', 'knowledge', and 'relaxation') in relation to the explicit push motives, the qualitative approach identified only six push factors ('escape', 'prestige', 'family', 'enjoying natural resources', 'knowledge', and 'relaxation'). Regarding the explicit pull motives, the quantitative approach identified four factors ('expenditure', 'outdoor activities', 'natural and historical' and 'weather and environment') while the qualitative approach identified three factors ('expenditure', 'natural and weather attractions' and 'historical attractions'). As for the implicit push factors, the quantitative approach recognised only two factors ('alcohol and sex desires' and 'fun and freedom desires') while the qualitative approach recognised three factors ('sex desires', 'alcohol desires' and 'other desires'). Regarding implicit pull motives, the quantitative approach revealed three factors ('alcohol and sex attractions', 'drugs attraction' and 'fun and freedom attractions') and the qualitative approach revealed three factors ('sex attractions', 'alcohol attractions' and 'other attractions'). These differences can be attributable to the small size of the sample of interviewees.

In conclusion, the results obtained from the qualitative approach in terms of tourism motivations (explicit and implicit) and cultural factors support the results that were obtained from the quantitative approach.

### **10.7 Summary**

This chapter represent the second phase of this study (qualitative phase). As mentioned before, the aim of this phase is to validate the results obtained from the first phase (quantitative approach). The main results of this chapter are as following:-

The analysis of the interviews is related on the explicit push motives. It suggests that, six push factors specifically drive Saudi tourists to travel. They are escape, relaxation, knowledge, family, enjoying natural resources and prestige. Moreover, the analysis of explicit pull factors revealed that three pull factors that attract Saudi tourists to travel. They include expenditure, natural and weather attractions, and historical attractions.

The analysis of interviews related to implicit push motives revealed that three implicit push factors drive some Saudi tourists to travel abroad. They include sex desires, alcohol consumption desires, and other desires (e.g. watching movies in cinemas, attending music festivals). In addition, the analysis of implicit pull factors revealed that three implicit pull factors that attract Saudi tourists to travel abroad. They are sex attractions, alcohol attractions, and other attractions (e. g. "availability of theatres", "availability musical festivals, availability of freedom).

The analysis of the interviews related to cultural factors reveal that Saudi society is described as having a high power distance, high uncertainty avoidance and is a collectivist society.

Largely the results that were obtained from the interviews are similar to the results that were obtained from the questionnaires (quantitative approach).

In relation to the usefulness of using the third person technique in investigating sensitive issues, the result of interviews revealed that using the third person technique in investigating sensitive issues is one of the acceptable techniques especially in restricted society such as Saudi society.

One of the main contributions of this chapter to the literature of tourism motivations is that this chapter provide practical evidence about the usefulness of using the third person technique in investigating sensitive issues especially in conservative societies.

## CHAPTER ELEVEN: CONCLUSION

### 11.1 Introduction

Chapter Eleven aims to outline findings and arguments mentioned in the previous chapters, and link them to the objectives of this study. It further considers the implications of the research findings, contributions, limitations and recommendations for further research.

### 11.2 The Findings and the Objectives of the Research

The main purpose of this study is to explore the motivations of Saudi outbound tourism that relates to the push and pull factors (both explicit and implicit). This study also examines the nature of the relationship between push and pull factors (explicit and implicit). Furthermore, it investigates the differences in motivations of tourists according to their demographic variables (age, gender, marital status, income and education). Additionally, it looks at the relationship between Saudi culture and tourism motivations (explicit and implicit). Finally, it examines the influence of Saudi culture, demographic variables and tourists motivations on destination selection. The following sections will discuss the aims and the findings of the study in reasonable detail.

The first research objective was to assess the motivational (explicit and implicit) push and pull that drive Saudi tourist to go abroad for tourism. The findings of the current study revealed that Saudi tourists are motivated to travel abroad for tourism by both explicit and implicit factors (push and pull). A summary of these are listed below.

In relating to **explicit push motives**, factor analyses identified seven push factors ('escape', 'prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources', 'knowledge', and 'relaxation'. Six of these push factor were supported by interview results which found that Saudi tourists are pushed to travel abroad by six push factors ('escape', 'prestige', 'family', 'enjoying natural resources', 'knowledge', and 'relaxation'). These reflect that these explicit push

factors are very important for Saudi tourists. In relating to **explicit pull factors**, factor analyses identified four pull factors ('expenditure', 'outdoor activities', 'natural and historical' and 'weather and environment'). Three of these pull factors were supported by interview results which found that Saudi tourists are pulled to travel abroad by three factors ('expenditure', 'natural and weather attractions' and 'historical attractions'). These indicated that these explicit pull factors are very important for Saudi tourists.

Regarding to **implicit push factor**, factor analyses identified two push factors ('alcohol and sex desires' and 'fun and freedom desires'). These results were supported by results of interview which found that some Saudi tourists are pushed to travel abroad by three push factors ('sex desires', 'alcohol desires' and 'other desires which include fun and freedom desires') these indicated that these implicit push factors are very important for some Saudi tourists. In relating to **implicit pull factors**, factor analyses identified three pull factors ('alcohol and sex attractions', 'drugs attraction' and 'fun and freedom attractions'). Two of these pull factors were supported by interview results which found that some Saudi tourists are pulled to travel abroad by ('sex attractions, 'alcohol attractions' and 'other attractions') 'drugs attraction' did not support by qualitative approach. These indicated that 'sex attractions and 'alcohol attractions', and 'fun and freedom attractions' are very important for Saudi tourists. The result of this study supports the finding of previous studies (Business Middle East, 2001; El-Gawhary, 1995; Metwally, 2004). For example Metwally (2004) claimed that Bahrain and Dubai try to attract Saudi tourists by offering many entertaining goods and services and a social lifestyle which are not available in Saudi Arabia for cultural and religious reasons.

The second research objective was to examine the nature of the relationship between push and pull factors (explicit and implicit). The results of Pearson correlation test revealed that there are significant positive correlations between the majority of push and pull dimensions in both explicit and implicit motives in all destinations. **in Bahrain** the result of this study revealed that explicit pull factors 'outdoor activities' and 'natural/historical' both have significant positive correlations with three of the explicit push factors 'prestige', 'social and sport' and

'enjoying natural resources'. Moreover, the explicit pull factor 'expenditure' is correlated only with the push factor 'prestige'. Additionally, the explicit pull factor 'weather and environment' has a significant correlation with just one explicit push factor 'enjoying natural resources', in relating to implicit motives. The results suggest that all explicit push factors ('alcohol and sex desires' and 'fun and freedom desires') have significant positive correlations with all explicit pull factors ('alcohol and sex attractions', 'drugs attraction' and 'fun and freedom attractions').

**In Egypt**, the result of this study revealed that the explicit pull factors 'outdoor activities' and 'natural/historical' have significant positive correlation with five of the push factors ('prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources' and 'knowledge'). Moreover, the explicit pull factor 'expenditure' was correlated with five explicit push factors ('escape', 'social and sport', 'experience and excitement', 'enjoying natural resources'). Furthermore, the explicit pull factor 'weather and environment' was correlated just to one explicit push factor, 'escape'. In relating to implicit motives. The results suggest that all explicit push factors ('alcohol and sex desires' and 'fun and freedom desires') have significant positive correlations with all explicit pull factors ('alcohol and sex attractions', 'drugs attraction' and 'fun and freedom attractions').

**In France**, the result of this study revealed that there are significant relationships between all explicit push factors ('escape', 'prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources', and 'knowledge' ) and all explicit pull factors ('expenditure', 'outdoor activities', 'natural and historical' and 'weather and environment'). The only exception is between the explicit pull factor 'expenditure' and the explicit push factor 'knowledge'. In relating to implicit motives. The results suggest that all explicit push factors ('alcohol and sex desires' and 'fun and freedom desires') have significant positive correlations with all explicit pull factors ('alcohol and sex attractions', 'drugs attraction' and 'fun and freedom attractions').

The result of a relationship between push and pull factors (explicit) in this research is congruent to the results suggested in previous studies (Baloglu and

Usal 1996; Bogari *et al.*, 2003; Jang and Cai 2002; Kim and Lee 2002; Kim *et al.*, 2003; Klenoski, 2000; Oh *et al.*, 1995; Uysal and Jurowski 1994; You *et al.*, 2000).

The third research objective was to examine the differences in motivations of tourists according to their demographic variables (age, gender, marital status, income and education). The analysis of differences in tourist's motivations for different demographic variables indicated a number of important differences in both "explicit" and "implicit" motivations (push and pull) in relation to the different demographic variables in all destinations under study.

**In Bahrain**, the result of this study revealed that the **age** of the respondents has an influence on just one explicit pull factor ('Expenditure'). Moreover, this study revealed that the education of tourists has an influence on two explicit push factors ('Prestige' and 'Knowledge') and on one implicit push factor ('Fun and Freedom desire'). Furthermore, the result of this study revealed that the **gender** of tourists, has an influence on two explicit push factors ('Escape' and 'social and Sport'), on one explicit pull factor ('Expenditure'), In relation to tourists' **marital status**, the results of this study indicate that the marital status of tourists has an influence on one explicit pull factor ('Expenditure').

**In Egypt**, results of this study revealed that the **age** of respondents has an influence on two explicit push factors ('Prestige' and 'Experience and Excitement'), on two explicit pull factors ('Outdoor Activities' and 'Natural /Historical'). Moreover, the result of this study revealed that the **income** of tourists has an influence on three explicit push factors ('Prestige', 'Social and Sport' and 'Experience and Excitement'), on two explicit pull factors ('Outdoor Activities' and 'Natural /Historical'). Furthermore, the results of this study revealed that the **education** of tourists has an influence on four explicit push factors ('Prestige', 'Social and Sport', 'Experience and Excitement' and 'Enjoying Natural Resources'), on three explicit pull factors ('Expenditure', 'Outdoor Activities' and 'Natural/Historical') and on one implicit pull factor ('Fun and Freedom attractions'). Regarding the **gender** of tourists, the results of this study indicate that the gender of tourists has an influence on one explicit push factor

('Prestige'), on one explicit pull factor ('Natural /Historical'), on one implicit push factor ('Fun and Freedom desire'), In relation to tourists' **marital status**, the results of this study indicate that the marital status of tourists has an influence on three explicit push factors ('Prestige', 'Social and Sport' and 'Experience and Excitement'), on three explicit pull factors ('Outdoor Activities', 'Natural/Historical' and 'Weather and Environment'), and on one implicit pull factor ('Drugs attractions').

**In France**, results of this study revealed that the **age** of respondents has an influence on one explicit push factor ('Social and Sport'), on one explicit pull factor ('Outdoor Activities'), on one implicit push factor ('Fun and freedom desires'), and on one implicit pull factor ('Fun and Freedom attraction'). Furthermore, , the result of this study revealed that the **income** of tourists has an influence on two explicit push factors ('Social and Sport' and 'Enjoying Natural Resources'), on one explicit pull factor ('Natural /Historical'), on two implicit push factors ('Alcohol and Sex desires' and 'Fun and Freedom desires'), and on one implicit pull factor ('Fun and Freedom attraction' ). Moreover, the results of this study revealed that the **education** of tourists has an influence on one explicit push factor ('Experience and Excitement'), on two explicit pull factors ('Expenditure' and 'Natural/Historical'), on one implicit push factor ('Fun and Freedom desire') and on one implicit pull factor ('Fun and Freedom attractions'). Regarding the **gender** of tourists, the results of this study indicate that the gender of tourists has an influence on one explicit push factor ('Prestige'), on two explicit pull factors ('Outdoor Activities' and 'Natural /Historical'), on one implicit push factor ('Fun and Freedom desire'), and on two implicit pull factors ('Fun and Freedom attraction' and 'Drugs attractions').

The findings of this study relating to the explicit motives are consistent with the results of previous studies, which found that demographics variables of tourists have an influence on tourism motivations (Baloglu and Uysal, 1996; Cha *et al.*, 1995; Hanqin and Lam, 1999; Heung *et al.*, 2001; Jamrozny and Uysal, 1994; Kim *et al.*, 2003; Mok and Amostrong, 1995; Zhang *et al.*, 2004).

The fourth research objective was to examine the relationship between Saudi culture and tourism motivations (explicit and implicit). The research employs Hofstede's (1980, 1991) dimensions of culture to describe Saudi society initially. A factor analysis of 22 cultural items resulted in seven underlying domains: 'uncertainty avoidance', 'individualism', 'differences of groups in society (power distance)', 'social interdependence (collectivism)', 'helping others (collectivism)', 'inequalities and hierarchy (power distance)' and 'family relationship' (collectivism). Moreover, the analysis of the interviews relating to cultural factors reveal that Saudi society is described as having a high power distance, high uncertainty avoidance and is a collectivist society. This result is consistent with the previous studies (see At-Twajri and Al-Muhaiza, 1996; Bjerke and Al-Meer, 1993).

**In Bahrain,** the results of the Pearson correlations between cultural factors and explicit push factors indicate that there are significant correlations between three cultural factors and four push factors. The cultural factor relating to helping others (collectivism) has significant positive correlations with two push factors (escape, knowledge). The cultural factor of family relationship (collectivism) is positively correlated to two push factors (escape, enjoying natural resources). The cultural factor relating to the differences of groups in society (power distance) has a significant negative relationship with the push factor of (social and sport).

Moreover, there are relationships between four cultural factors and three explicit pull factors. The cultural factor of uncertainty avoidance has a significant positive correlation with two pull factors (outdoor activities, natural/historical). The cultural factor of helping others (collectivism) has significant positive correlations with three pull factors (outdoor activities, natural/historical, and weather and environment). The cultural factor of family relationship (collectivism) has significant positive correlations with two pull factors (natural/historical, weather and environment), while the cultural factor of inequalities and hierarchy (power distance) is correlated positively to one pull factor (weather and environment).

Regarding implicit push motives, there is a significant positive correlation between one cultural factor relating to the differences between groups in society

(power distance) with two push factors (alcohol and sex desires, and fun and freedom desires). Furthermore, there are relationships between four cultural factors and all implicit pull factors. The cultural factor of the differences between groups in society (power distance) has a significant positive correlation with all pull factors (alcohol and sex attractions, drugs attractions, and fun and freedom attractions). The cultural factor of uncertainty avoidance has a significant positive correlation with two pull factors (alcohol and sex attractions, and drugs attractions). The cultural factor of individualism has a significant positive correlation with one pull factor of (drugs attractions), and the cultural factor of helping other people (collectivism) is positively correlated to one pull factor (fun and freedom attractions).

**In Egypt** the results of the Pearson correlations between cultural factors and explicit push factors indicates that there are significant correlations between five cultural factors and five push factors. The cultural factor of individualism has a significant positive correlation with three push factors (prestige, social and sport, and experience and excitement). The cultural factor of the differences of groups in the society (power distance) has a significant positive correlation with four push factors (escape, prestige, social and sport, and experience and excitement). The cultural factor of uncertainty avoidance has a significant positive correlation with two push factors, (escape, enjoying natural resources). The cultural factor of social interdependence (collectivism) has a significant positive correlation with the push factor of enjoying natural resources. The cultural factor of family relationship (collectivism) also has a significant positive correlation with the push factor of enjoying natural resources.

Regarding explicit pull factors, there are relationships between four cultural factors and all pull factors. The cultural factor of individualism has a significant positive correlation with three pull factors of 'expenditure', 'outdoor activities' and 'natural/historical'. The cultural factor of the differences between groups in society (power distance) has significant positive correlations with four push factors, 'escape', 'prestige', 'social and sport', and 'experience and excitement'. The cultural factor of uncertainty avoidance is significantly related to the pull factor of 'weather and environment'. The cultural factor of the differences between groups

in society (power distance) is related to the pull factor of 'outdoor activities'. The cultural factor of helping others (collectivism) is positively correlated to one pull factor of 'weather and environment'.

As far as implicit push factors are concerned, there are relationships between four cultural factors and two push factors. The cultural factor of the differences between groups in society (power distance) has significant positive correlations with two pull factors 'alcohol and sex desires' and 'fun and freedom desires'. The cultural factors of 'uncertainty avoidance', 'social interdependence' (collectivism) and 'inequalities and hierarchy' (power distance) have significant positive correlations with one pull factor ('fun and freedom desires').

Concerning implicit pull factors, there are relationships between five cultural factors and all pull factors. The cultural factors of uncertainty avoidance and helping other people (collectivism) have a significant positive correlation with the pull factor of 'fun and freedom attractions'. The cultural factors of the differences between groups in society (power distance) and inequalities and hierarchy (power distance) have a significant positive correlation with one pull factor ('alcohol and sex attractions'). The cultural factor of social interdependence (collectivism) has a significant positive correlation with the pull factor of 'fun and freedom attractions'.

**In France** the result of the Pearson correlations between cultural factors and push factors reveal that all push factors are significantly and positively related to five cultural factors. The cultural factors of 'uncertainty avoidance', and 'inequalities and hierarchy' (power distance) have significant positive correlations with all push factors. The cultural factor of social interdependence (collectivism) has a significant positive correlation with the five push factors of 'prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources' and 'knowledge'. The cultural factor of helping others (collectivism) has a significant positive correlation with the five push factors of 'escape', 'prestige', 'social and sport', 'enjoying natural resources' and 'knowledge'. A significant positive correlation between four push factors of 'escape', 'prestige', 'social and sport', and 'experience

and 'excitement' are found with the cultural factor of the differences between groups in society (power distance).

Regarding explicit pull factors, the result of the Pearson correlations between cultural factors and explicit pull factors revealed that there are relationships between five cultural factors and all pull factors. Cultural factors of uncertainty avoidance, the differences of groups in society (power distance) and social interdependence (collectivism) have a significant positive correlation with all pull factors ('expenditure', 'outdoor activities', 'natural/historical' and 'weather and environment'). The cultural factor of inequalities and hierarchy (power distance) is positively correlated to two pull factors of 'outdoor activities and 'natural/historical'. The cultural factor of helping others (collectivism) is correlated positively to one pull factor ('natural/historical').

As far implicit push factors are concerned, there is just one significant positive correlation between one cultural factor ('the differences between groups in society') (power distance) with one push factor 'fun and freedom desires'. As to implicit pull factors, there are correlations between three cultural factors and two pull factors. The factor of differences between groups in society (power distance) has a significant positive correlation with the pull factor of 'fun and freedom attractions'. The cultural factors of inequalities and hierarchy (power distance) and family relationship (collectivism) have significant positive correlations with the pull factor of 'fun and freedom attractions'.

The result of a relationship between tourism motivation factors (Explicit) and cultural factors in this research is consistent with the results suggested in previous studies (Bansal and Eiselt, 2003; Hanqin and Lam, 1999; Gilbert and Terrata, 2001; Kim and Lee, 2000; Kozak, 2002; Sakakida *et al.*, 2004; You *et al.*, 2000).

The fifth research objective was to test the influence of Saudi culture on destination selection. The findings of logistic regression tests and multinomial logit tests in this study suggest that six cultural factors (individualism, the difference of group in the society, social interdependence (collectivism), helping others (collectivism), inequalities and hierarchy (power distance) and family

relationship (collectivism) were found to have a significant influence on destination selection. The result of the study confirmed the result of previous studies which found that cultural factors have an influence on consumer decision-making (Assael, 1998; Litvin and Kar, 2003; Pizam and Sussman, 1995; You *et al.*, 2000) in general and on destination selection (Bogaric, 2002; Muller (1989-1991); Yavas, 1987) in particular.

The sixth research objective was to test the influence of demographic variables of Saudi tourists on destination selection. Employing logistic regression and multinomial logit tests in this study suggested that three demographic variables (marital status, income and gender) have an influence on destination selection. These results show notable similarity with previous studies which found that demographic variables have an influence in destination choice (Metwally, 2004; Oum and Lemire, 1991; Ricardson and Crompton, 1988).

The seventh research objective was to test the influence of tourists' motives (explicit and implicit) on destination selection. The result of the logistic regression test and multinomial logit test in this study found three explicit push factors ('escape', 'prestige' and 'social and sport'), two explicit pull factors ('natural /historical' and 'weather and environment'), two implicit push factors ('alcohol and sex desires' and 'fun and freedom desires') and two implicit pull factors ('alcohol and sex attractions' and 'fun and freedom attractions') had a significant influence on destination selection. These results relating to explicit motives are consistent with the results of a previous study (e.g. Jang and Cai 2002; Monsfaled Zhhang *et al.*, 2004).

In relation to the usefulness of using the third person technique in investigating sensitive issues, the result of interviews revealed that using the third person technique in investigating sensitive issues is one of the acceptable techniques especially in restricted society such as Saudi society.

### 11.3 Implications and Recommendations for Practitioners

The results of this study provides a clear picture of the motivations (explicit and implicit) that drive Saudi outbound tourism and addresses how these motivations are influenced by cultural and demographic variables. It further explains how tourism motivation, cultural and demographic factors affect the selection of a destination.

It is therefore possible to draw the following implications. Tourism motivation is among one of the most significant fields of tourism research, and also one of the most complex. In promoting tourism, it is crucial to understand peoples' motives (explicit and implicit), as such an understanding offers a better explanation of the motives behind tourists' behaviour and thus allows tourism planners to foresee tourists' actions. Furthermore, an understanding of tourism push and pull motivations will also permit travel service providers to be prepared to fulfil or even exceed the desires of travellers to provide a tourism experience that is highly enjoyable for the tourist and lucrative for the service provider. Such an understanding would form the basis for a successful tourism enterprise.

In the light of prior research, (Oh *et al.*, 1995; Baloglu and Usal 1996; Holloway and Plant, 1988), it is useful to examine push and pull motivation in the segmentation of markets, in designing promotional programmes and packages and when making decisions concerning the development of destinations. Holloway and Plant (1988) maintained that if destination marketers have a clear grasp of the reasons for the demand for their from each market segment group, they will be able to choose advertising and sales messages that inform and prevail upon tourists to buy their products, as well as being able to tailor their products more closely to their customers' requirements.

The findings of this study reveal that Saudi tourists are motivated by multiple motivations which are 'escape', 'prestige', 'social and sport', 'experience and excitement', 'enjoying natural resources', 'knowledge', 'expenditure', 'outdoor activities', 'natural and historical', 'weather and environment', 'alcohol and sex' and 'fun and freedom'. Therefore the tourism planners in the various destination of

study (Bahrain, Egypt and France) and in Saudi Arabia could use these motivations in the segmentation of Saudi outbound tourism market and designing promotional programmes. For example, this study has proved that escape is one of the factors that drive Saudi outbound tourism. This might be related to the life routine an average Saudi national experiences on daily basis, which creates the need to spend a special time in a different place and enjoy the excitement of a change, even for a short period. Add to that the nature of the social environment of Saudi Arabia; which is considered as fairly closed and strict. Although most Saudis are content with such an environment, still they appreciate a glimpse of freedom occasionally, where they are allowed to act freely and comfortably without the worries of being watched or criticized by others.

Therefore, the different governments that are looking to attract more Saudi tourists should consider this in developing their tourism attraction strategies. For example, France has quite a large number of places that fit in this category, which need to be promoted and the Saudi tourists should be informed about the availability of those places. Egypt has many good locations in their countryside that could be good places to ‘get away from it all’, apart from the fact that those places have a great shortage of facilities. Being fond of camping and desert adventures, many Saudis are used to spending long times in deserts far away from urban civilization, living on facilities that can be carried on with a vehicle. Accordingly, it is expected that Saudis will easily accommodate the countryside, small villages, and remote locations that might exist in various tourism destinations.

Bahrain is a small country with a small population that can make it very suitable for satisfying the desire to escape. Saudi Arabia is a large country that also has many places which could satisfy the desire to escape. Tourism planners in the respective countries need to consider these factors. In doing so, the tourism planners need to understand the Saudi culture and the attributes that might attract Saudi tourists and determine their satisfaction at the end of a journey. For example, privacy is a very important element that would make Saudi tourists feel at ease, even in a new place that they visit for the first time.

Furthermore, since quite a good number of Saudi tourists do consider the prestige factor as important; governments of the different destinations, in addition to the Saudi government, should reflect on that in developing their tourism strategy. For example, France is well-known as a prestige destination. In its promotional strategy, the French government should emphasize that aspect. Egypt has destinations with different levels of prestige, for example Cairo is known as a low prestige city, while Sharm el Sheikh is known as a high prestige city, so they need to promote Sharm el Sheikh to those who prefer to travel for reasons of prestige. In Bahrain, the government may need to check which part of the country could be used for prestige tourism and promote it. For the Saudi government, while they are building the tourism market, they need to consider buildings and facilities that can appeal to this aspect of tourism motivation. An insider to the Saudi community would notice that gatherings and outings, that take place almost daily and usually in rest houses away from homes, form a kind of social occasions where people talk about their adventures and experiences that they wish to share with others. Many do so with pleasure and pride and they would repeatedly mention how unique, attractive and different their adventures were. Obviously, the self-satisfaction would be greatly increased if one was talking about a prestigious place, which indicates the importance of prestige as a factor among those affecting the choice of tourism destinations.

Tourists' budgets limit their abilities to travel to particular destinations. Therefore, countries with a low standard of living could market themselves to tourists with smaller budgets at the expense of countries with a high standard of living. For countries with a high standard of living, they need to find a way of dealing with the expense factor. For example, France is known as a country with a high standard of living. This means that they need to find a way to stretch the expenses of tourists by creating facilities suitable for those with limited budgets. Such facilities need to smartly utilize cost effective elements that would result in an overall reasonable tourist budget but at the same time maintain the level of joy anticipated. Group activities, shared services, quantity discounts, arrangements booked in advance and low season activities are some examples of how cost effective elements can be realized. Egypt is well-known for its low standard of living. Tourism promoters therefore need to argue the case strongly that those

with a limited budget can have a good vacation in Egypt. However, tourism promoters need to be careful not to push potential tourists away by stressing on the fact that Egypt is of a low standard of living that might leave the tourist with the impression that he/she will end up with a bad tourism experience. On the other hand, it would be necessary to emphasize on the positive aspects and values to be gained from travelling to such a nearby tourism destination, which might give the tourist a good reason to be convinced that he/she has picked the right destination for the available budget.

Bahrain can finally be considered a realistic place to promote good value for money as it stands between the high and low standard of living countries and accordingly can attract a significant number of tourists with medium levels of income. Saudi Arabia can create reasonable budgets destination in the smaller cities to promote domestic and inbound tourism, provided they have good economy of scale projects with strong promotion that can attract a large number of local tourists. One of the competitive advantages domestic tourism has is the reasonably priced domestic air travel, which excludes a major share of any tourism programme budget and gives more flexibility in affording a luxurious hotel stay or other attractive tourism adventures.

Outdoor activities are one of the factors that attract Saudi tourists to particular destinations. Therefore, all the different nations need to create outdoor events that can create a good atmosphere for Saudis to visit friends and families and stay together. They can also attend the outdoor activities with their friends and relatives. It is worth mentioning that this factor is one of the factors that can be utilized by domestic tourism planners in creating and arranging domestic tourism programs that are focused around outdoor activities, especially in areas with attractive sceneries and during mild weather conditions. Such programs may include diversified, simple and cost effective activities like camping, desert-surfing, camel riding, hunting, and other activities.

In relation to implicit motives, the research results posit that those who travel for implicit motives comprise a significant percentage of Saudi outbound tourists. As one of the very few countries that truly applies Islamic legislation, Saudi Arabia

completely bans the use of alcohol and considers any sexual relation beyond the legitimate bond of marriage as a punishable crime. However, it is a fact that a considerable share of Saudi tourists are intrigued by this ban to the point that they would travel abroad mainly to have sex or alcohol or both. The fact that Saudi Arabia follows a conservative style of living where male and female interaction is very limited adds more motives for some Saudis to seek relations and experiences with the other sex through tourism. Unfortunately, the tourists who travel for sex and alcohol and other related factors do well in promoting and sharing their experiences with their friends, colleagues and even family members, which creates more and more motives for others to follow their steps.

In addition, such tourists cost the government huge amounts of money. This mainly relates to the cost of health care for those who are affected by one of these factors, especially when it involves young, inexperienced and uneducated people who would easily catch the adverse outcomes of such acts. Moreover, it is evident that some tourism planners are promoting tourism programs that apparently seem as decent and normal programs but actually provide a chance to have sex and alcohol. Therefore, in order to discourage implicit motivations for outbound tourism the Saudi government should improve legislation at the institutional level that controls implicit outbound tourism. They should also strive to increase public awareness through different sensitization campaigns relating to the cultural and health implications of implicit outbound tourism. Moreover, the Saudi government should establish professional education programs that tackle such sensitive issues at stages as early as going to intermediary school to have a strong base of knowledge among youngsters of the danger and adverse effects of alcohol and illegitimate sex. It would be more practical and convincing to share actual cases of unfortunate people who suffered the outcomes of relevant bad adventures. Furthermore, strengthening the religious beliefs amongst young generations is imperative to establish a solid contentment that rejects and discourages involvement in such obscene acts.

A significant relationship between push and pull factors (explicit and implicit) is implied by the results. In order to develop successful marketing strategies that increase tourism revenues, a comprehension of both push and pull factors and the

relationship between them is crucial. Marketers and developers of tourist destinations can be greatly assisted by knowledge of the interaction between push and pull factors when determining the most successful combinations of these factors as tourism product bundles that would attract a considerable number of tourists

The findings of this study have indicated that a significant relationship exists between some tourism motivation factors and demographic variables. Promotional schemes could be developed to cater for the needs of different type of travellers (Gitelson and Kerstetter, 1990). Attractions already in existence should be developed and new attractions established by tourism marketers in order to and attract particular travellers. For instance, as demonstrated in this study, female travellers to Egypt are prestige seekers, and it might be possible to attract this segment by offering them special tailor-made tour packages. These could take the form of all-inclusive package tours, or special theme tours (e.g., shopping and food), which would precisely address the desires of most of the tourists belonging to a particular demographic group. Furthermore, tourists would welcome a package tour that appears to have been to their suit their particular tastes and perfectly fulfils their requirements. However, the pivotal success factor hinges on a comprehension of what the tourist really desires and what would attract him/her. To promote these tour packages, effective advertising and communication strategies that highlight the benefits and value of travelling to Egypt should be developed, keeping in mind that the simplest and cheapest advertising tools, such as the word of mouth of a satisfied customer, can sometimes be the most effective tools.

The findings of this study suggest that tourism motivations are related to different cultural dimensions. Kim and Lee (2000) suggest that comprehending the influence of cultural factors on tourist motivation may improve both efficiency and effectiveness in tourism management. Participation of various cultural groups in tourism facilities may be encouraged by a comprehension of diverse cultural values on the part of tourism managers. The practices of tourism management practices involving tourism resources should take in a broader range of users and their cultural values, preferences and behaviour. According to Crompton and

Lamp (1986), people in one target market usually differ in their tendency to use different services. Crompton and Lamp (1986) state that “those who understand the barriers will make the breakthrough”. This quote applies equally to the use of tourism services by particular cultural groups. A comprehension of the cultural tendencies of different groups may assist this new perspective (Kim and Lee 2000). This study reveals that the Saudi people perceive the uncertainty avoidance factor as the most important cultural factor. Therefore, destination marketers should take this into consideration when designing promotional programmes. Their advertisements for example should reflect that the country is safe for arriving tourists. In addition, advertisements for Saudi inbound and domestic tourism should emphasise the high safety standards. It is advisable though to be very transparent in conveying the actual safety situation in the destination country, even if it involves mentioning the risks that a tourist may encounter; such as the dangers of using a subway in a certain city at night or going to an ATM machine alone at night. Such protective warnings would make tourists feel at ease and ensure more care is taken by tourists to end up with a pleasant tourism experience. On the other hand, destination marketers need to utilize the fear of the unknown as a factor to attract tourists to travel to new destinations and practice activities that they would do for the first time. This applies for outbound tourism and for inbound tourism as well, especially for people who hardly know Saudi Arabia or the Middle East. Promoting this historic part of the world as full of mysteries and adventures that can be “safely” enjoyed is expected to attract many tourists from around the world.

The findings of this study reveal that tourism motivation, demographic variables and cultural factors have an influence on destination selection. Jang & Cai (2002) argue that the planning of destination development and marketing activities should centre around the factors that uniquely motivate travellers to travel to particular destinations. In the current competitive environment, marketers ought to pay attention to the position of their destinations in terms of travellers' motivations. For example, this study has found that the push factor of escape has a negative effect on choosing Egypt as a destination by Saudi tourists. Therefore, the marketing planners in Egypt should improve existing attractions and develop new attractions that could meet this desire of Saudi tourists. This might involve

promoting the new land development projects that are located far from heavily populated areas and that have less traffic jams and more open and green areas. It is advisable to avoid tourist programs that are expected to cross with other tourist programs by time or by location ending up with big gatherings of tourists in the same locations. This might cause a tourist to feel that he/she never left his/her country and never actually “escaped”. To promote these attractions, advertising and communication strategies that emphasize the benefits and value of travelling to Egypt should be developed.

The results reveal that the individualism factor has an influence in destination selection. This suggests that decision makers in different countries should develop tourism structures that satisfy this factor for Saudi tourists. Saudis are habitually unwilling to be in a group where they may be expected to rely on others or expect others to rely on them. In this regard, creating places of privacy for Saudi tourists could be a good way of attracting them to a specific country. Egypt and Bahrain share similar values of privacy that attract Saudis because of their cultural similarities, but this is not the case in France, which has an entirely different culture. Thus, the Egyptian and Bahraini tourism planners could emphasise these similarities at the expense of the French planners. In addressing this aspect, tourism industry planners should keep in mind to develop tourist programs that would give tourists their personal distances and interact with them in a reactive manner mostly.

#### **11.4 Recommendations for Academics and Further Research**

The research suggests the following recommendations for future research:

- 1- In relation to the generalisation, future research should be replicated for this study. It can be on more destinations from a variety of flights, points of origin and departure, times of the year, and so on.
- 2- The review of the literature in this study reveals that there has been a lack of attention among researchers to study tourism in Saudi Arabia in general and outbound tourism in particular. Therefore, the researcher should give more attention to the study of outbound tourism, beside the inbound tourism. There are also other kinds of tourism that have emerged in recent times such

as marriage tourism, where a tourist travel to other countries to marry partners where in most cases, they don't know their families, cultures and lifestyles. The researcher can investigate this form of tourism on the Saudi society and its influences on the socio economic life of Saudi's, especially on family relationships.

- 3- Unfortunately, the results of this study reveal that some Saudi tourists travel to some countries to satisfy their need of sex desire and Alcohol consumption. It is however important to recognize that Saudi Arabia is a religious country and that unlawful sexual intercourse and Alcohol consumption are prohibited. Therefore, the researchers in Saudi Arabia should give more attention to investigate the reasons that stand behind these unacceptable practices.
- 4- This study have employed Hofstede's model in describing Saudi societal values. Future research could use other dimensions which are different from Hofstede's model to describe Saudi culture and assist in finding out if these dimensions have an influence on tourism motivation and destination selection. For example, factors such as personal, values, religious and customs could be investigated to discover if they also have a role in determining differences in tourist's motivations and destination selection.
- 5- In relation to the limitation of items of tourism motivations that are employed in the research, further research could be done by using the items of tourism motivation that have not been used in this study, to find out if they have an influence on outbound tourism in Saudi Arabia.
- 6- The same method and data analysis can be used to investigate the implicit motives of foreign tourists who are visiting Saudi Arabia for diverse religious duties like the Omra and the Hajj. This is because, it has been alleged that some of these people are not entirely interested in performing the Omra and the Hajj but also want to stay in Saudi Arabia as economic migrants. This has had negative repercussion on the economy and social values and the government of Saudi Arabia has been clamping down on such tourism.
- 7- This study could be replicated in a different country, especially an Islamic or Arabic country, since there is a lack of extant tourism motivation research in these cultures.

- 8- An additional area for further research lies in the travel behaviour of Saudi outbound tourism, such as involvement, travel planning, length of stay, and the sources of information they use in making their travel decisions.
- 9- The results of this study reveal demographic variable of Saudi tourists have an influence on their tourism motivations. Therefore, further research could be done in different Muslim countries to find out whether these variables have an influence on the tourists motivations as well or not.
- 10- the culture have proved to be a factor that has an effect on the Saudi tourists, to generalize these findings in Muslim countries further studies could be done in other Muslims countries could help to verify this findings
- 11- Moreover, the Saudi tourists' decision can be influenced by the tourism motivations, demographic variables and cultural factors, further studies in other Muslims countries could be suggested to make generalizing those findings is valid.
- 12- Finally, this study develops and employs a self-developed “Integration Model of Explicit and Implicit Motives” push and pull Factors. the purpose is to examine the explicit and implicit motives of Saudi tourists towards outbound tourism (see Chapter 4), the method of instruction and application of this model can be replicated in another field of study, especially marketing.

### **11.5 The role of policy makers**

The research results not only fill the identified gaps in tourism motivations literature, but also provide practitioners and policy-makers with a base from which they can improve the tourism sector in Saudi Arabia. Moreover, the government and its related policy makers and legislative authorities need to address the outcomes of this study in a way that reflects positively on controlling outbound and inbound tourism and at the same time encourages domestic tourism. The following recommended actions depict some of the measures that may be taken in this regard:

#### **1. Improved regulations**

the researcher recommend that the appropriate authorities review all regulations pertaining to tourism industry in order to ensure that this industry is regulated in a

proper way that organizes all aspects related to its prosperity. Moreover, the outcomes of this study might be utilized in improving the terms or clauses contradictory to these outcomes.

## **2. Improved communication**

Improved direct and indirect communication with tourists and potential tourists plays a pivotal role in sharing needs and concerns and establishing common grounds of understanding of their motives for tourism. It would be highly beneficial to have a systematic dialogue between policy makers and the society in general to ensure the continuity and success of communication.

## **3. Professional assistance**

The researcher recommends that the appropriate authorities seek the assistance of international professional tourism agencies and organizations with experience in this industry and that are aware of the cultural and environmental aspects and other characteristics of the Islamic world. Such involvement can help in developing and improving the domestic tourism industry. For example, by tackling the motives identified in this study and at the same time matching the uniqueness of the domestic Saudi environment.

## **4. Awareness and education campaigns**

The outcomes of this study indicated that there is a strong need to have organized awareness and education campaigns targeting young generations to establish the minimum knowledge levels that are sufficient to protect them against adverse possible effects of tourism related to implicit motives. It would be wise to revise relevant education curricula to include special awareness and contents prepared by academics and religious trusted parties able to convey the required information in a transparent and clear way.

## **5. Know your country campaigns**

Saudi Arabia contains countless natural and man-made tourist attractions that are spread all around the country. It is highly advisable to utilize the media in informing Saudi citizens and potential foreign tourists of such Saudi attractions through professional promotional campaigns.

## **6. Governmental subsidies and support**

Domestic tourism industry is one of the areas where considerable governmental support is allocated. Such support might include direct financial subsidies, exemptions, discounted utility services and other forms of support sufficient to create a competitive advantage to domestic tourism planners to attract more tourists.

## **7. Promoting localization**

Domestic tourism industry is an attractive industry for young Saudi workforce. Thus, it is recommended that industry players should be encourage recruiting local workforce, equipping them with the necessary tools to train, develop, and retain their employees through proper human resources systems.

## **8. Tailor made domestic tourism**

One of the ways through which the outcomes of this study might be utilized and capitalized is to specify the factors behind outbound tourism that are attracting a significant number of Saudi tourists and design tailor made domestic tourism programs that match these factors as much as possible. Outdoor activities, escape, enjoying natural resources, historical sightseeing are among the factors that can be easily satisfied through tailor made domestic programs.

## **9. Establishing a viable tourism infrastructure**

One of the key contributions of policy makers is to provide the means for a well-structured and viable infrastructural support for the domestic tourism industry through the proper organization and coordination between all relevant entities involved in the provision of services necessary to the industry; such as airport travel, land transportation, security services, custom services, medical services, etc.

## **11.6 Contribution**

This study makes several important theoretical and methodological contributions to the existing literature on travel motivation. More specifically, it addresses the

implicit motivations for Saudi outbound tourism and provides generalized discussions of tourism motivations.

Firstly, it contributes to the literature of tourism motivations of outbound tourism, using push and pull factors, by investigating the unique context of Saudi Arabia. Previous studies have investigated the tourism motivations of outbound tourism in non-Muslim countries. For example, Jamrozky and Uysal (1994) examined the variation of motivational push and pull factors of German travellers, Jang and Cai (2002) studied the underlying push and pull factors that are associated with British outbound pleasure travellers. The researchers also identified key motivational factors that have significant effects on destination choice. Kozak (2002) used the concept of push and pull to analyse the motivations of 1,872 British and German tourists visiting Mallorca and Turkey in the summer of 1998. Pyo *et al.*, (1989), Smeaton *et al.*, (1998) and Josiam *et al.*, (1999) studied the motivations of US outbound tourists, Yuan and McDonald (1990) studied the motivation of outbound tourism of Japanese and other European tourists, Cha *et al.*, (1995) attempted to delineate the push motivations of Japanese travellers who travelled overseas for pleasure, and finally, Hanqin and Lam, (1999) studied the motivations of outbound Chinese travellers who visited Hong Kong for tourism.

The second most important contribution to the literature relates to an investigation of the implicit motivations for tourism. Previous studies have customarily focused on explicit motivations as the only motives for tourism (Baloglu and Uysal, 1996; Bogari *et al.*, 2003; Cha *et al.*, 1995; Creopton 1979; Hanqin and Lam, 1999; Jamrozky and Uysal, 1994; Jang and Cai, 2002; Josiam *et al.*, 1999; Kim and Lee, 2002; Kozak 2002; Pyo *et al.*, 1989; Smeaton *et al.*, 1998; Turnbull and Uysal, 1995; Uysal and Jurowski, 1994; Yoon and Uysal, 2005; You *et al.*, 2002; Yuan and McDonald, 1990). However, explicit motivations are not necessarily the only motives that drive the tourist to travel. Possibly there are other motives (implicit) that tourists do not want to reveal for various reasons. At the time of writing this dissertation, the researcher is not aware of any research paper or dissertation that discusses the implicit motivations for outbound tourism.

This study contributes to the existing literature by studying the implicit and explicit motives, thereby providing a coherent picture of the various factors that motivate outbound tourism. Though the motivations for studying implicit drivers to outbound tourism are diverse, the Islamic values of Saudi Arabia and destination choices of a significant number of Saudi tourists have modelled the researcher's reflection. Saudi Arabia is generally known for its religious conservatism and it is central to the Muslim world. It is host to the two main holy mosques in Mecca and Medina, and other historic sites for Moslems. Given these considerations, the researcher believed that Saudi outbound tourism may be driven by unique traits that have never been thought of by other researchers.

Thirdly, pervious research has studied the influence of demographic characteristics on tourism motivation in different countries and cultural context (see chapter 4) and there has been limited research investigating the influence of demographic characteristics on tourism motivations in non-Muslim countries. Therefore, this study filled this gap and contributed to the literature of tourism motivations by investigating the effect of Saudi tourists' demographic characteristics on their tourism motivations.

Fourthly, previous literature has investigated the influence of cultural factors on tourism motivations in different countries and cultural context (see chapter 4) and there has been a lack of attention among the researchers to study the influence of Islamic culture on tourism motivation. Therefore, this study filled this gap and contributed to the literature by investigating the effect of Saudi culture on tourism motivations.

Fifthly, previous literature has investigated the influence of tourism motivations, cultural factors and demographic characteristic separately on destination selection in different countries and cultural context (see chapter 4) and there has been limited research that looks on the infloucnce of these variables (separately or combinational) in an Islamic context. Therefore, this research filled this gap and contributed to the literature by investigating the influence of Saudi cultural, demographic characteristic of Saudi tourists and tourism motivation of Saudi outbound tourists on destination selection (separately and combinational).

Sixthly, in terms of methodology, in order to investigate the implicit motives the researcher found that it was difficult to investigate such motives by using direct questions. Therefore, the researcher employed the third person method to investigate the implicit motivation for outbound tourism. The results so far achieved have been encouraging. It is important to recall that this procedure of information collection is the first of its kind in the field of tourism motivation

Seventhly, the study findings not only fill the identified gaps in relation to the tourism motivations, but also provide practitioners and policy-makers with a base from which they can begin to work out an effective strategy to improve the domestic tourism in Saudi Arabia.

Finally, this study develops and employs a self-developed “Integration Model of Explicit and Implicit Motives” of push and pull Factors to examine the explicit and implicit motives of Saudi tourists towards outbound tourism (this has been discussed in Chapter 4).

### **11.7 Limitations of the Study**

This section of this research identifies the limitations of the present study. First, the results presented here cannot necessarily be generalized to other populations, although the study sample appears to be representative of the larger population of international pleasure travellers from Saudi Arabia to Bahrain, Egypt and France. Moreover, since many tourism destinations are not represented in the sample, the results cannot be generalized to the overall population of outbound tourism from Saudi Arabia. As Whiting (1968) (cited in Kozak, 2002) noted, considering more than one organization or customer group in empirical studies may make a generalisation of the findings possible.

Secondly, this study employs Hofstede's model in discussing travel motivations and the implication of Saudi societal values. Nonetheless, Hofstede's model has its own limitations as it may not be realistic in capturing all the factors involved in cultural studies. For example, Iverson (1997) and Pizam and Sussmann (1995)

identified factors that may affect tourist behaviours using other items that are dissimilar to those employed in Hofstede's model.

Thirdly, it is also important to recognize that outbound tourists with implicit motivations do not necessarily reflect the entire Saudi population. Since the researcher found the implicit motivations to be higher in Bahrain than other countries, it can be thought that the Saudi tourists who travel to Bahrain are more likely to travel to satisfy their implicit motives than Saudi tourists who travel to other destinations.

Fourthly, some readers may also be tempted to make other generalisations, through the assumption that since Saudi Arabia is the birthplace of Islam, the results of this study may reflect other Moslem countries. While the researcher accepts this view, he is nonetheless cautious in his thinking and may suggest that additional research needs to be done in this area, as some Islamic countries may have diverse cultural backgrounds that may also influence their motivations for outbound tourism.

Fifthly, this research has utilized only the common items in previous research that reflect the tourism motivations (see Chapter Five). In other words, the tourism motivation items considered in the questionnaires do not comprise all possible items. For example, the common items that represent prestige factor are 'going to places my friends want to go', 'talking about trip after returning home' and 'going to places friends have not been' (see Cha *et al.*, 1995; Hanqin and Lam, 1998; Kim and Lee 2000; Kim & Jogaratnam, 2002) Other items have not been included in this study because they have not been widely used in other studies, such as "fulfilling one's dream of visiting a place" (Hanqin and Lam 1999), "to gain others' respect, to influence others", "to gain a feeling of belonging" (Kim and Lee 2000).

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**APPENDIX A:**  
**Arabic Questionnaire and English Questionnaire**

## **Arabic Questionnaire**

بسم الله الرحمن الرحيم

أخي السائح / أختي السائحة

السلام عليكم ورحمة الله وبركاته

أفيدكم أنني أحد الطلاب السعوديين المبتعثين لبريطانيا للحصول على درجة الدكتوراه في التسويق السياحي .

وأقوم حالياً بدراسة علمية تستهدف معرفة دوافع وأسباب سفر السائحين السعوديين للخارج .  
وحيث أنكم أحد السائحين الذين وقع اختيار الدراسة عليهم ، فأنا نأمل أن تخصصوا لنا دقائق من وقتكم للمساهمة مشكورين في الإجابة على الأسئلة الموجودة في الاستبيان المرفقة لما في ذلك من أهمية كبيرة في إنجاز هذه الدراسة . مع ملاحظة أن الأسئلة المرفقة غاية في السهولة والبساطة ولن تزعجكم الإجابة عليها وكل ما هو مطلوب منكم هو التعبير عن رأيكم بصراحة بوضع دائرة حول الرقم الذي ترونه مناسباً .  
مع العلم بأنه لا داعي لذكر اسمكم الكريم كما أن اجابتنكم سوف تكون سرية ولن تستخدم إلا لإغراض البحث العلمي فقط .

ولكم جزيل الشكر سلفاً

الباحث

عبدالرحيم علي جعفر الغامدي

جامعة جلاسكو

بريطانيا

### الجزء الأول ( أسباب السفر )

أ) الجمل التالية ربما تفسر اسباب سفرك للسياحة, الرجاء تحديد مدى موافقتك او عدم موافقتك على هذه الجمل وذلك بوضع دائرة على الاجابة المناسبة كما هو موضح في المثال التالي:  
مثال : لو كنت توافق بشدة على العبارة التالية (اسافر للخارج للسياحة وذلك لزيارة اماكن لم ازرها من قبل) فان عليك القيام باحاطة العدد 5 بدائرة حسب التوضيح التالي:

| العبارة                                                        | أوافق بشدة | أوافق | بدون رأى | لا أوافق | لا أوافق على الإطلاق |
|----------------------------------------------------------------|------------|-------|----------|----------|----------------------|
| من أسباب سفري الحالي للسياحة: مشاهدة الاماكن التاريخية والأثار | 5          | 4     | 3        | 2        | 1                    |

|    |                                                                       |   |   |   |   |   |
|----|-----------------------------------------------------------------------|---|---|---|---|---|
| 1  | مشاهدة وتجربة المناطق السياحية الاجنبية احد اسباب سفري                | 5 | 4 | 3 | 2 | 1 |
| 2  | الرغبة في تعلم اشياء جديدة او زيادة المعرفة مهم بالنسبة لي.           | 5 | 4 | 3 | 2 | 1 |
| 3  | الرغبة في مقابلة اناس جدد مهم بالنسبة لي.                             | 5 | 4 | 3 | 2 | 1 |
| 4  | تذوق اطعمة جديدة من ثقافات مختلفة دافع مهم يدفعني للسفر.              | 5 | 4 | 3 | 2 | 1 |
| 5  | البحث عن الاثارة يعتبر احد الدوافع التي تدفعني للسفر                  | 5 | 4 | 3 | 2 | 1 |
| 6  | البحث عن المغامرة مهم بالنسبة لي.                                     | 5 | 4 | 3 | 2 | 1 |
| 7  | افضل السفر للسياحة وذلك للابتعاد عن متطلبات المنزل اليومي             | 5 | 4 | 3 | 2 | 1 |
| 8  | تغيير جو العمل مهم بالنسبة لي.                                        | 5 | 4 | 3 | 2 | 1 |
| 9  | الهروب من الحياة العادية يعتبر واحد من الدوافع التي تدفعني للسفر      | 5 | 4 | 3 | 2 | 1 |
| 10 | افضل السفر للسياحة حتى اشعر بالإرتياح من الملل                        | 5 | 4 | 3 | 2 | 1 |
| 11 | قضاء وقتا ممتعا و مسليا يفسر لماذا انا افضل السفر.                    | 5 | 4 | 3 | 2 | 1 |
| 12 | السفر للسياحة يعطيني فرصة جيدة لزيارة الاصدقاء والاقارب               | 5 | 4 | 3 | 2 | 1 |
| 13 | السفر مهم حيث انه يعتبر الوقت المناسب للبقاء مع العائلة               | 5 | 4 | 3 | 2 | 1 |
| 14 | لمقابلة اناس لهم اهتمامات مشابهه لاهتماماتي مهم بالنسبة لي            | 5 | 4 | 3 | 2 | 1 |
| 15 | الرغبة في زيارة اماكن سياحية اصدقائي لم يزورها تجعلني سعيد            | 5 | 4 | 3 | 2 | 1 |
| 16 | السفر للسياحة يعطيني فرصة جيدة لزيارة الاماكن التي جاءت منها عائلتي   | 5 | 4 | 3 | 2 | 1 |
| 17 | الذهاب إلى أماكن سياحية اصدقائي يريدون الذهاب اليها ضروري بالنسبة لي. | 5 | 4 | 3 | 2 | 1 |
| 18 | السفر للسياحة يعطيني فرصة للتحدث عن الرحلة بعد العودة الى ارض الوطن   | 5 | 4 | 3 | 2 | 1 |
| 19 | الرغبة في مشاهدة الالعاب الرياضية تدفعني للسفر                        | 5 | 4 | 3 | 2 | 1 |
| 20 | ممارسة الأنشطة الرياضية مهم بالنسبة لي                                | 5 | 4 | 3 | 2 | 1 |
| 21 | عمل لا شيء على الإطلاق احد الاسباب التي تدفعني للسفر                  | 5 | 4 | 3 | 2 | 1 |
| 22 | افضل الاستمتاع بالجو المعتدل في بعض اوقات السنة                       | 5 | 4 | 3 | 2 | 1 |
| 23 | زيارة الحائق العممة والغابات مهم بالنسبة لي                           | 5 | 4 | 3 | 2 | 1 |
| 24 | للاستمتاع بالريف احد اباب سفري                                        | 5 | 4 | 3 | 2 | 1 |

ب) الجمل التالية ربما توضح عوامل الجذب السياحي التي تجذبك للسفر للسياحة.  
الرجاء تحديد مدى موافقتك او عدم موافقتك على هذه الجمل وذلك بوضع دائرة على الاجابة المناسبة .

| ع | العبارات                                                                | أوافق بشدة | أوافق | بدون رأى | لا أوافق | لا أوافق على الإطلاق |
|---|-------------------------------------------------------------------------|------------|-------|----------|----------|----------------------|
| 1 | امكانية مشاهدة المناظر الطبيعية الجميلة تجعل سفري الى هذه المنطقة رائع. | 5          | 4     | 3        | 2        | 1                    |
| 2 | افضل السفر الى المناطق حيث المهرجانات التقليدية متوفرة.                 | 5          | 4     | 3        | 2        | 1                    |
| 3 | ترحيب الناس المحليون وودهم مهم بالنسبة لي .                             | 5          | 4     | 3        | 2        | 1                    |
| 4 | الدول التي تمتلك عوامل جذب تاريخية تجذبني.                              | 5          | 4     | 3        | 2        | 1                    |
| 5 | توفر المستوى الصحي والنظافة مهم بالنسبة لي عند اختياري لمنطقة السفر     | 5          | 4     | 3        | 2        | 1                    |
| 6 | افضل السفر الى المناطق التي تتوفر بها نشاطات في الهواء الطلق            | 5          | 4     | 3        | 2        | 1                    |
| 7 | توفر اماكن للتخييم والعربات المقطورة تجذبني الى مناطق محددة.            | 5          | 4     | 3        | 2        | 1                    |

|   |   |   |   |   |    |                                                                               |
|---|---|---|---|---|----|-------------------------------------------------------------------------------|
| 1 | 2 | 3 | 4 | 5 | 8  | توفر النشاطات المخصصة للعائلة بكاملها احد اسباب زيارتي لهذه المنطقة.          |
| 1 | 2 | 3 | 4 | 5 | 9  | اعتدال الطقس احد العوامل التي تجذبني الى هذه الدولة.                          |
| 1 | 2 | 3 | 4 | 5 | 10 | البيئية الجيدة مهمه بالنسبة لي.                                               |
| 1 | 2 | 3 | 4 | 5 | 11 | تكلفة السفر مهم بالنسبة لي.                                                   |
| 1 | 2 | 3 | 4 | 5 | 12 | رخص السكن مهم بالنسبة لي.                                                     |
| 1 | 2 | 3 | 4 | 5 | 13 | افضل السفر الى المناطق السياحية التي تتميز برخص تكلفة السلع والخدمات السياحية |
| 1 | 2 | 3 | 4 | 5 | 14 | توفر وتكلفة النقل العام في المنطقة السياحية مهم بالنسبة لي.                   |
| 1 | 2 | 3 | 4 | 5 | 15 | الألعاب الرياضية تُجذبني إلى مناطق معينة.                                     |

### الجزء الثاني (أسباب السفر للسياحة الخارجية)

أ) هناك اسباب اخرى ربما تدفع بعض السعوديين للسفر للخارج للسياحة, الرجاء تحديد مدى موافقتك او عدم موافقتك على هذه الجمل وذلك بوضع دائرة على الاجابة المناسبة.

| ع  | العبارات                                                                                                                                       | أوافق بشدة | أوافق | بدون رأى | لا أوافق | لا أوافق على الإطلاق |
|----|------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------|----------|----------|----------------------|
| 1  | يفضل السياح السعوديين السفر إلى البلدان المتحررة.                                                                                              | 5          | 4     | 3        | 2        | 1                    |
| 2  | يفضل السياح السعوديين السفر الى الخارج حتى يتمكنوا من عمل صداقات مع الجنس الاخر                                                                | 5          | 4     | 3        | 2        | 1                    |
| 3  | يسافر السياح السعوديون للبحث عن العلاقات الرومانسية                                                                                            | 5          | 4     | 3        | 2        | 1                    |
| 4  | الرغبة في ممارسة الجنس تعتبر أحد الدوافع التي تدفع السياح السعوديين للسفر للخارج للسياحة.                                                      | 5          | 4     | 3        | 2        | 1                    |
| 5  | السياح السعوديين يعتبرون السفر للخارج فرصة جيدة لزيارة العاهرات.                                                                               | 5          | 4     | 3        | 2        | 1                    |
| 6  | تعتبر الكحول أحد الدوافع التي تؤثر على قرار السائح السعودي عندما يسافر للخارج للسياحة.                                                         | 5          | 4     | 3        | 2        | 1                    |
| 7  | الرغبة في الحصول على مشروبات كحوليه خاصة تدفع السائح السعودي للسفر الى الخارج .                                                                | 5          | 4     | 3        | 2        | 1                    |
| 8  | الرغبة في شرب المشروبات الروحيه في الحانات تدفع السائح اسعوديين للسفر للخارج للسياحة                                                           | 5          | 4     | 3        | 2        | 1                    |
| 9  | يعتبر السائح السعودي السفر للخارج فرصة جيدة للاستمتاع وتجربة انواع مختلفة من المشروبات الروحية.                                                | 5          | 4     | 3        | 2        | 1                    |
| 10 | لمنعها بشكل صارم في المملكة العربية السعودية، الرغبة في تعاطي المخدرات تعتبر إحدى الدوافع السياحة التي تدفع السياح السعوديين للسفر الى الخارج. | 5          | 4     | 3        | 2        | 1                    |
| 11 | منع المهرجانات الموسيقية المختلطة (رجال ونساء) في المملكة يدفع السياح السعوديين للسفر للخارج لحضورها.                                          | 5          | 4     | 3        | 2        | 1                    |
| 12 | مشاهدة العروض السينمائية ا إحدى العوامل التي تدفع السياح السعوديين للسفر للخارج                                                                | 5          | 4     | 3        | 2        | 1                    |

ب) الجمل التالية ربما توضح بعض عوامل الجذب السياحي التي تجذب بعض السياح السعوديين للسفر للخارج. الرجاء تحديد مدى موافقتك او عدم موافقتك على هذه الجمل وذلك بوضع دائرة على الاجابة المناسبة.

| ع | العبارات                                                                                | أوافق بشدة | أوافق | بدون رأى | لا أوافق | لا أوافق على الإطلاق |
|---|-----------------------------------------------------------------------------------------|------------|-------|----------|----------|----------------------|
| 1 | المناطق السياحية التي توفر الجنس الرخيص أكثر جاذبية للسياح السعوديين.                   | 5          | 4     | 3        | 2        | 1                    |
| 2 | المناطق السياحية التي تتوفر بها العاهرات من حنسيات مختلفة أكثر جاذبية للسياح السعوديين. | 5          | 4     | 3        | 2        | 1                    |
| 3 | توفر سماسة الجنس يجذب السائح السعودي إلى مناطق سياحية معينة.                            | 5          | 4     | 3        | 2        | 1                    |
| 4 | توفر النوادي الليلية والحانات والمراقص تجذب السائح السعودي الى مناطق معينة للسياحة      | 5          | 4     | 3        | 2        | 1                    |
| 5 | السياح السعوديون يفضلون السفر إلى المناطق السياحية التي تتوفر بها المشروبات الكحولية    | 5          | 4     | 3        | 2        | 1                    |
| 6 | المناطق السياحية التي توفر المشروبات الكحولية الرخيصة أكثر جاذبية للسياح السعوديين      | 5          | 4     | 3        | 2        | 1                    |
| 7 | المناطق السياحية التي توفر انواع مختلفة من الكحول أكثر جاذبية للسياح السعوديين          | 5          | 4     | 3        | 2        | 1                    |
| 8 | السياح السعوديون يفضلون السفر إلى المناطق السياحية التي تتوفر بها المخدرات .            | 5          | 4     | 3        | 2        | 1                    |

|   |   |   |   |   |                                                                                      |
|---|---|---|---|---|--------------------------------------------------------------------------------------|
| 1 | 2 | 3 | 4 | 5 | 9 المناطق السياحية التي توفر مخدّرات رخيصة أكثر جاذبية للسياح السعوديين.             |
| 1 | 2 | 3 | 4 | 5 | 10 المناطق السياحية التي توفر أنواع مختلفة من المخدرات أكثر جاذبية للسياح السعوديين. |
| 1 | 2 | 3 | 4 | 5 | 11 توفر الحرية الشخصية والاجتماعية يؤثر على إختيار السائح السعودي للمنطقة السياحية   |
| 1 | 2 | 3 | 4 | 5 | 12 توفر المهرجانات الموسيقية المختلفة يجذب السائح السعودي إلى مناطق معينة            |
| 1 | 2 | 3 | 4 | 5 | 13 توفر دور السينما في المناطق السياحية يقوي إختيار السائح السعودي للسياحة الخارجية  |

### الجزء الثالث (العوامل الثقافية)

الجملة التالية ربما توصف ثقافة المجتمع السعودي . الرجاء تحديد مدى موافقتك او عدم موافقتك على هذه الجملة وذلك بوضع دائرة على الاجابة المناسبة .

| ع  | العبارة                                                                                               | أوافق بشدة | أوافق | بدون رأى | لا أوافق | لا أوافق على الإطلاق |
|----|-------------------------------------------------------------------------------------------------------|------------|-------|----------|----------|----------------------|
| 1  | الشخص يعمل بشكل افضل في المجموعة اكثر من عندما يعمل منفردا                                            | 5          | 4     | 3        | 2        | 1                    |
| 2  | عندما يواجه الشخص مشكلة شخصية صعبة، يستشير أصدقاءه وأقرباءه على نحو واسع                              | 5          | 4     | 3        | 2        | 1                    |
| 3  | أحب أن أعيش قريب من أصدقائي .                                                                         | 5          | 4     | 3        | 2        | 1                    |
| 4  | أنا أساعد حسب امكانياتي إذا كان قريبي يعاني من صعوبات مالية.                                          | 5          | 4     | 3        | 2        | 1                    |
| 5  | إن الشيء الأكثر أهمية في حياتي أن هو ان اجعل نفسي سعيدة                                               | 5          | 4     | 3        | 2        | 1                    |
| 6  | الأباء الكبار في السن يجب أن يعيشوا في البيت مع ابنائهم.                                              | 5          | 4     | 3        | 2        | 1                    |
| 7  | الأبناء يجب أن يعيشوا في البيت مع الأباء حتى ينزوّجوا                                                 | 5          | 4     | 3        | 2        | 1                    |
| 8  | عندما تواجه مشاكل شخصية صعبة، من الأفضل ان تقرر ما ذا يجب ان تعمله بنفسك بدلا من إتباع نصائح الآخرين. | 5          | 4     | 3        | 2        | 1                    |
| 9  | أنا اعلم على علاج مشاكل الشخصية بمفردى بدلا من مناقشتها مع أصدقائي.                                   | 5          | 4     | 3        | 2        | 1                    |
| 10 | الشخص يجب أن يعيش بشكل مستقل عن الآخرين قدر المستطاع.                                                 | 5          | 4     | 3        | 2        | 1                    |
| 11 | انني لا اهتمّ بنظرة الشعوب الأخرى الى بلدي                                                            | 5          | 4     | 3        | 2        | 1                    |
| 12 | في السعودية يتم التمييز بين الناس حسب موقعهم في الطبقات الاجتماعية التي ينتمون اليها                  | 5          | 4     | 3        | 2        | 1                    |
| 13 | الناس مميزون بشكل مستقل بحسب المجموعات التي ينتمون إليها.                                             | 5          | 4     | 3        | 2        | 1                    |
| 14 | يجب التقليل من التفرقة الاجتماعية بين الناس                                                           | 5          | 4     | 3        | 2        | 1                    |
| 15 | الطبقية شيء موجود في المجتمع السعودي وهو مقبول.                                                       | 5          | 4     | 3        | 2        | 1                    |
| 16 | هناك دائما يوجد نزاع تحتي بين الأقوياء والضعفاء                                                       | 5          | 4     | 3        | 2        | 1                    |
| 17 | من المهم جدا إتباع قوانين المجتمع حتى ولو أعتقدت ان مصلحة المجتمع في تجاوزي لهذه القواعد              | 5          | 4     | 3        | 2        | 1                    |
| 18 | من المهم لي العمل في وظيفة مسؤولياتها و واجباتها واضحة.                                               | 5          | 4     | 3        | 2        | 1                    |
| 19 | من المهم جدا لي أن يكون لي وظيفة آمنة على المدى البعيد                                                | 5          | 4     | 3        | 2        | 1                    |
| 20 | قوانين المجتمع صارمة جدا ويجب أن تلتزم بها بصرامة.                                                    | 5          | 4     | 3        | 2        | 1                    |
| 21 | التسامح واجب في حالة اختلاف الآراء مع الآخرين                                                         | 5          | 4     | 3        | 2        | 1                    |
| 22 | في المجتمع السعودي توجد قوانين صريحة وواضحة يجب الالتزام بها                                          | 5          | 4     | 3        | 2        | 1                    |

### الجزء الرابع (معلومات عامة)

#### 1- الجنس

ذكر (أ)  أنثى (ب)

#### 2- الحالة الاجتماعية

متزوج (أ)  اعزب (ب)

#### 3- العمر

أقل من 25 عاما (أ)  (ب) 25-34 عاما  
 (ج) 35-44 عاما  (د) 45 عاما وأكثر

#### 4- مستوى التعليم

- |                          |               |                          |                     |
|--------------------------|---------------|--------------------------|---------------------|
| <input type="checkbox"/> | (ب) الإعدادية | <input type="checkbox"/> | (أ) الابتدائية وأقل |
| <input type="checkbox"/> | (د) الجامعة   | <input type="checkbox"/> | (ج) الثانوية        |
|                          |               | <input type="checkbox"/> | (هـ) تعليم عالي     |

- 5- الدخل الشهري**
- |                          |                       |                          |                       |
|--------------------------|-----------------------|--------------------------|-----------------------|
| <input type="checkbox"/> | (ب) 3000 - 5999 ريال  | <input type="checkbox"/> | (أ) أقل من 3000 ريال  |
| <input type="checkbox"/> | (د) 9000 - 14999 ريال | <input type="checkbox"/> | (ج) 6000 - 8999 ريال  |
|                          |                       | <input type="checkbox"/> | (هـ) 15000 ريال وأكثر |

**6- هل لديك أي ملاحظات ، الرجاء التكرم بذكرها:**

- ..... -1  
 .....  
 ..... -2  
 .....  
 ..... -3  
 .....  
 ..... -4  
 .....

**شكرا لمساعدتكم**

## **English Questionnaire**

Dear respondent

I am a research student at the University of Glasgow, United Kingdom doing my PhD in marketing.

The objective of the research is to find the motivations which drive Saudi tourists to go abroad for tourism.

I would very much appreciate your co-operation in making my research a success.

Please spare some of your valuable time to complete the attached questionnaire. You are assured that all information provided will be treated in total confidence. No names will be published; only aggregate data will be used.

Yours sincerely,

Abdulraheem Alghamdi

### Part One (Tourism Motives)

**A) The following statements might explain the reasons of your travelling for tourism.**

Please indicate the level of your agreement with each statement.

Do this by circling one of the five numbers after each statement according to the following scale:

*Example: if you strongly agree with the statement that ' Travelling to historical places is important for me ' then you would circle number 5 as illustrated below.*

| Statements                                         | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly disagree |
|----------------------------------------------------|----------------|-------|---------------------------|----------|-------------------|
| Traveling to historical places is important for me | 5              | 4     | 3                         | 2        | 1                 |

| N  | Statements                                                                                   | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly disagree |
|----|----------------------------------------------------------------------------------------------|----------------|-------|---------------------------|----------|-------------------|
| 1  | Seeing and experiencing a foreign destination is one of my reasons to travel.                | 5              | 4     | 3                         | 2        | 1                 |
| 2  | The desire to learn new things or increasing knowledge is important for me.                  | 5              | 4     | 3                         | 2        | 1                 |
| 3  | The desire to meet new people is one of the motives that drive me to travel.                 | 5              | 4     | 3                         | 2        | 1                 |
| 4  | Trying new food from a different culture is an important motive that pushes me to travel.    | 5              | 4     | 3                         | 2        | 1                 |
| 5  | Finding thrills or excitement is considered as one of the motives that drive me to travel    | 5              | 4     | 3                         | 2        | 1                 |
| 6  | Being daring and adventuresome is important for me.                                          | 5              | 4     | 3                         | 2        | 1                 |
| 7  | I prefer traveling for tourism to get away from the demands of home.                         | 5              | 4     | 3                         | 2        | 1                 |
| 8  | Getting change from a busy job is important for me.                                          | 5              | 4     | 3                         | 2        | 1                 |
| 9  | Escaping from the ordinary life is considered as one of the motives that drive me to travel. | 5              | 4     | 3                         | 2        | 1                 |
| 10 | I prefer traveling for tourism to relieve boredom.                                           | 5              | 4     | 3                         | 2        | 1                 |
| 11 | Having fun, being entertained are stimulating reasons why I prefer to travel.                | 5              | 4     | 3                         | 2        | 1                 |
| 12 | Traveling for tourism gives me a good chance to visit my friends and relatives               | 5              | 4     | 3                         | 2        | 1                 |
| 13 | Traveling is important as it is the time when my family can be together.                     | 5              | 4     | 3                         | 2        | 1                 |
| 14 | Meeting people with similar interests is important for me.                                   | 5              | 4     | 3                         | 2        | 1                 |
| 15 | Visiting places my friends have not been is satisfying to me.                                | 5              | 4     | 3                         | 2        | 1                 |
| 16 | Traveling for tourism gives me a chance to visit places my family is originally from.        | 5              | 4     | 3                         | 2        | 1                 |
| 17 | Going to places my friends want to go is essential for me.                                   |                |       |                           |          |                   |
| 18 | Traveling for tourism gives me the chance to talk about my trip after returning home         | 5              | 4     | 3                         | 2        | 1                 |
| 19 | The desire to watch sports events pushes me                                                  | 5              | 4     | 3                         | 2        | 1                 |

|    |                                                                     |   |   |   |   |   |
|----|---------------------------------------------------------------------|---|---|---|---|---|
|    | to travel.                                                          |   |   |   |   |   |
| 20 | Participating in sport is important for me                          | 5 | 4 | 3 | 2 | 1 |
| 21 | Doing nothing at all is one of the reasons that drive me to travel. | 5 | 4 | 3 | 2 | 1 |
| 22 | I prefer to enjoy the cool weather at some periods of the year.     | 5 | 4 | 3 | 2 | 1 |
| 23 | Visiting national parks/ forests is important for me.               | 5 | 4 | 3 | 2 | 1 |
| 24 | To enjoy rural countryside is one of the reasons for traveling.     | 5 | 4 | 3 | 2 | 1 |

**B) The following statements might explain which factors draw you to travel for tourism.** Please indicate the level of your agreement with each statement.

| N  | Statements                                                                                      | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly disagree |
|----|-------------------------------------------------------------------------------------------------|----------------|-------|----------------------------|----------|-------------------|
| 1  | Possibility of seeing outstanding scenery makes my trip to this destination excellent.          | 5              | 4     | 3                          | 2        | 1                 |
| 2  | Local festivals attract me to travel to specific countries.                                     | 5              | 4     | 3                          | 2        | 1                 |
| 3  | Interesting/ friendly local people are important for me.                                        | 5              | 4     | 3                          | 2        | 1                 |
| 4  | Destinations, which have historical attractions attract me.                                     | 5              | 4     | 3                          | 2        | 1                 |
| 5  | A standard of hygiene is important for me when selecting a destination for tourism.             | 5              | 4     | 3                          | 2        | 1                 |
| 6  | I prefer traveling to destinations where outdoor activities are available.                      | 5              | 4     | 3                          | 2        | 1                 |
| 7  | Availability of campgrounds and trailer parks attract me to specific destination.               | 5              | 4     | 3                          | 2        | 1                 |
| 8  | Availability of activities for the entire family in this country is one of reasons to visit it. | 5              | 4     | 3                          | 2        | 1                 |
| 9  | The nice weather is one of the factors that attract me to this country.                         | 5              | 4     | 3                          | 2        | 1                 |
| 10 | Environmental quality is important for me.                                                      | 5              | 4     | 3                          | 2        | 1                 |
| 11 | Cost of trip is important for me.                                                               | 5              | 4     | 3                          | 2        | 1                 |
| 12 | The budget accommodation is important for me when selecting tourism destination.                | 5              | 4     | 3                          | 2        | 1                 |
| 13 | I prefer traveling to destinations where the cost of tourist goods and services is cheap.       | 5              | 4     | 3                          | 2        | 1                 |
| 14 | Availability and cost of public transportation is important for me.                             | 5              | 4     | 3                          | 2        | 1                 |
| 15 | Sports attract me to specific destinations.                                                     | 5              | 4     | 3                          | 2        | 1                 |

### Parts Two (Outbound Tourism Motives)

**A) There are other motives that may motivate Saudi tourists to go abroad for Tourism.** Please indicate the level of your agreement with each statement.

| N | Statements                                                                     | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly disagree |
|---|--------------------------------------------------------------------------------|----------------|-------|---------------------------|----------|-------------------|
| 1 | Saudi tourists prefer traveling to culturally less conservative countries      | 5              | 4     | 3                         | 2        | 1                 |
| 2 | Saudi tourists prefer traveling abroad to get know people of the opposite sex. | 5              | 4     | 3                         | 2        | 1                 |

|    |                                                                                                                           |   |   |   |   |   |
|----|---------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 3  | Some Saudi tourists prefer traveling abroad to search for a romantic relationship                                         | 5 | 4 | 3 | 2 | 1 |
| 4  | The desire for clandestine sex is considered to be one of the motives that drive Saudi tourists to go abroad for tourism. | 5 | 4 | 3 | 2 | 1 |
| 5  | A Saudi tourist considers traveling abroad as a good chance to visit prostitutes.                                         | 5 | 4 | 3 | 2 | 1 |
| 6  | Alcohol is one of the motives that influence Saudi tourists' decisions to travel abroad.                                  | 5 | 4 | 3 | 2 | 1 |
| 7  | A Saudi tourist prefers traveling abroad to find interesting and special wine and/or spirits.                             | 5 | 4 | 3 | 2 | 1 |
| 8  | The desire to drink wines and/or spirits in pubs drives Saudi tourists to travel abroad for tourism.                      | 5 | 4 | 3 | 2 | 1 |
| 9  | A Saudi tourist considers traveling abroad is a good chance to enjoy the taste of different wines and/or spirits.         | 5 | 4 | 3 | 2 | 1 |
| 10 | With its strict prohibition, the desire of try drugs is one of the motives of outbound tourism of Saudi tourists.         | 5 | 4 | 3 | 2 | 1 |
| 11 | Prohibition of mixed (male and female) music festivals in the country pushes Saudi tourists to travel abroad              | 5 | 4 | 3 | 2 | 1 |
| 12 | Attending cinema shows is one of the factors which push Saudi tourists to travel abroad                                   | 5 | 4 | 3 | 2 | 1 |

**B) The following statements might explain some attraction factors that draw Saudi tourists to travel abroad for tourism.** Please indicate the level of your agreement with each statement

| N  | Statements                                                                                  | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly disagree |
|----|---------------------------------------------------------------------------------------------|----------------|-------|---------------------------|----------|-------------------|
| 1  | Destinations that provide cheap sexual services are more attractive to Saudi tourists.      | 5              | 4     | 3                         | 2        | 1                 |
| 2  | Destinations that provide diverse sexual services are more attractive to Saudi tourists.    | 5              | 4     | 3                         | 2        | 1                 |
| 3  | Availability of sexual agents attracts Saudi tourists to specific destinations              | 5              | 4     | 3                         | 2        | 1                 |
| 4  | Availability nightclubs, pubs and discos attract Saudi tourists to specific destinations.   | 5              | 4     | 3                         | 2        | 1                 |
| 5  | Saudi tourists prefer travelling to destinations where alcohol is available.                | 5              | 4     | 3                         | 2        | 1                 |
| 6  | Destinations, which provide cheap alcohol, are more attractive to Saudi tourists.           | 5              | 4     | 3                         | 2        | 1                 |
| 7  | Destinations that provide different kinds of alcohol are more attractive to Saudi tourists. | 5              | 4     | 3                         | 2        | 1                 |
| 8  | Saudi tourists prefer travelling to destinations where drugs are available                  | 5              | 4     | 3                         | 2        | 1                 |
| 9  | Destinations that provide cheap drugs are more attractive to Saudi tourists.                | 5              | 4     | 3                         | 2        | 1                 |
| 10 | Destinations that provide different kinds of drugs are more attractive to Saudi tourists.   | 5              | 4     | 3                         | 2        | 1                 |
| 11 | Availability of personal and social freedom influences destination choice of Saudi          | 5              | 4     | 3                         | 2        | 1                 |

|    |                                                                                        |   |   |   |   |   |
|----|----------------------------------------------------------------------------------------|---|---|---|---|---|
|    | tourists.                                                                              |   |   |   |   |   |
| 12 | Availability of mixed music festivals attracts a Saudi tourist to certain destination. | 5 | 4 | 3 | 2 | 1 |
| 13 | Attending cinema shows enhances a Saudi tourists' selection of particular destinations | 5 | 4 | 3 | 2 | 1 |

### Part Three (Cultural factors)

**The following statements might describe the Saudi societal culture.** Please indicate the level of your agreement with each statement.

| N  | Statements                                                                                                                       | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly disagree |
|----|----------------------------------------------------------------------------------------------------------------------------------|----------------|-------|---------------------------|----------|-------------------|
| 1  | One does better working in a group than alone                                                                                    | 5              | 4     | 3                         | 2        | 1                 |
| 2  | When faced with a difficult personal problem, one should consult one's friends and relatives widely.                             | 5              | 4     | 3                         | 2        | 1                 |
| 3  | I like to live close to my good friends.                                                                                         | 5              | 4     | 3                         | 2        | 1                 |
| 4  | I would help within my means if a relative told me that he or she was in financial difficulties.                                 | 5              | 4     | 3                         | 2        | 1                 |
| 5  | The most important thing in my life is to make myself happy                                                                      | 5              | 4     | 3                         | 2        | 1                 |
| 6  | Aging parents should live at home with their children.                                                                           | 5              | 4     | 3                         | 2        | 1                 |
| 7  | Children should live at home with parents until they get married                                                                 | 5              | 4     | 3                         | 2        | 1                 |
| 8  | When faced with difficult personal problems, it is better to decide what to do yourself rather than follow the advice of others. | 5              | 4     | 3                         | 2        | 1                 |
| 9  | I would struggle through a personal problem by myself rather than discuss it with my friends.                                    | 5              | 4     | 3                         | 2        | 1                 |
| 10 | One's should live one's life independently of others as much as possible.                                                        | 5              | 4     | 3                         | 2        | 1                 |
| 11 | It does not matter to me how my country is viewed in the eyes of other nations.                                                  | 5              | 4     | 3                         | 2        | 1                 |
| 12 | In Saudi society People are identified by their position in the social networks to which they belong.                            | 5              | 4     | 3                         | 2        | 1                 |
| 13 | People are identified independently of the groups they belong to.                                                                | 5              | 4     | 3                         | 2        | 1                 |
| 14 | Inequalities among people should be minimized.                                                                                   | 5              | 4     | 3                         | 2        | 1                 |
| 15 | Hierarchy is something that exists in our society and is accepted.                                                               | 5              | 4     | 3                         | 2        | 1                 |
| 16 | There exists always an underlying conflict between the powerful and the powerless.                                               | 5              | 4     | 3                         | 2        | 1                 |
| 17 | It is very important to follow society's rules even if I think it is in society's best interest if I break the rules.            | 5              | 4     | 3                         | 2        | 1                 |
| 18 | It is important for me to work in a well-designed job situation where the                                                        | 5              | 4     | 3                         | 2        | 1                 |

|    |                                                                           |   |   |   |   |   |
|----|---------------------------------------------------------------------------|---|---|---|---|---|
|    | responsibility and requirements are clear.                                |   |   |   |   |   |
| 19 | It is very important for me to have long-term security of employment.     | 5 | 4 | 3 | 2 | 1 |
| 20 | Society's rules are very strict and have to be adhered to rigorously.     | 5 | 4 | 3 | 2 | 1 |
| 21 | Tolerance of different behaviours and opinions are adhered to rigorously  | 5 | 4 | 3 | 2 | 1 |
| 22 | Within society there exist clear instructions, which have to be followed. | 5 | 4 | 3 | 2 | 1 |

### Part four (General Information)

Please tick below as appropriate:

#### 1. Gender

a) Male

b) Female

#### 2. Status

a) Single

b) Married

#### 3. Age

a) Under 25  b) 25-34  c) 35-44  d) 45 or over

#### 4. Educational level

a) Primary (or less)  b) Secondary  c) Intermediate  d) University

Post Graduate

#### 5. Monthly income

a) Less than 3000 SR  b) 3000- 5,999 SR  c) 6000 – 8.999 SR  d) 9000 – 14,999 SR

e) 15000 SR and over

#### 6. If you have any further comments, please indicate them below:

1)

2)

3)

**Thank you for your help**

**APPENDIX B:**  
**Analysis Tables**

**Table 1:** Total Variance Explained 24 Push Motivational Items (explicit)

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings(a) |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|--------------------------------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                                |
| 1         | 5.792               | 24.134        | 24.134       | 5.792                               | 24.134        | 24.134       | 3.594                                |
| 2         | 2.767               | 11.531        | 35.665       | 2.767                               | 11.531        | 35.665       | 3.092                                |
| 3         | 1.654               | 6.890         | 42.555       | 1.654                               | 6.890         | 42.555       | 2.735                                |
| 4         | 1.342               | 5.592         | 48.147       | 1.342                               | 5.592         | 48.147       | 1.640                                |
| 5         | 1.202               | 5.010         | 53.156       | 1.202                               | 5.010         | 53.156       | 3.337                                |
| 6         | 1.106               | 4.607         | 57.763       | 1.106                               | 4.607         | 57.763       | 3.647                                |
| 7         | 1.01                | 4.139         | 61.902       | 1.01                                | 4.139         | 61.902       | 1.225                                |
| 8         | .930                | 3.873         | 65.775       |                                     |               |              |                                      |
| 9         | .839                | 3.496         | 69.271       |                                     |               |              |                                      |
| 10        | .793                | 3.306         | 72.577       |                                     |               |              |                                      |
| 11        | .661                | 2.756         | 75.333       |                                     |               |              |                                      |
| 12        | .653                | 2.720         | 78.053       |                                     |               |              |                                      |
| 13        | .581                | 2.422         | 80.475       |                                     |               |              |                                      |
| 14        | .572                | 2.384         | 82.859       |                                     |               |              |                                      |
| 15        | .500                | 2.084         | 84.943       |                                     |               |              |                                      |
| 16        | .494                | 2.059         | 87.002       |                                     |               |              |                                      |
| 17        | .485                | 2.022         | 89.024       |                                     |               |              |                                      |
| 18        | .460                | 1.915         | 90.939       |                                     |               |              |                                      |
| 19        | .431                | 1.797         | 92.736       |                                     |               |              |                                      |
| 20        | .417                | 1.737         | 94.473       |                                     |               |              |                                      |
| 21        | .391                | 1.629         | 96.101       |                                     |               |              |                                      |
| 22        | .363                | 1.513         | 97.614       |                                     |               |              |                                      |
| 23        | .317                | 1.320         | 98.934       |                                     |               |              |                                      |
| 24        | .256                | 1.066         | 100.000      |                                     |               |              |                                      |

**Table 2:** Total Variance Explained 15 Pull Motivational Items (explicit)

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings( a) |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|---------------------------------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                                 |
| 1         | 5.393               | 35.954        | 35.954       | 5.393                               | 35.954        | 35.954       | 3.208                                 |
| 2         | 1.876               | 12.507        | 48.461       | 1.876                               | 12.507        | 48.461       | 4.058                                 |
| 3         | 1.262               | 8.416         | 56.876       | 1.262                               | 8.416         | 56.876       | 3.205                                 |
| 4         | 1.139               | 7.596         | 64.473       | 1.139                               | 7.596         | 64.473       | 2.270                                 |
| 5         | .789                | 5.262         | 69.735       |                                     |               |              |                                       |
| 6         | .682                | 4.544         | 74.279       |                                     |               |              |                                       |
| 7         | .661                | 4.409         | 78.688       |                                     |               |              |                                       |
| 8         | .618                | 4.118         | 82.805       |                                     |               |              |                                       |
| 9         | .515                | 3.432         | 86.238       |                                     |               |              |                                       |
| 10        | .454                | 3.027         | 89.265       |                                     |               |              |                                       |
| 11        | .442                | 2.944         | 92.208       |                                     |               |              |                                       |
| 12        | .383                | 2.555         | 94.764       |                                     |               |              |                                       |
| 13        | .335                | 2.233         | 96.996       |                                     |               |              |                                       |
| 14        | .268                | 1.785         | 98.781       |                                     |               |              |                                       |
| 15        | .183                | 1.219         | 100.000      |                                     |               |              |                                       |

**Table 3:** Total Variance Explained 12 Push Motivational Items (implicit)

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings(a) |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|--------------------------------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                                |
| 1         | 7.152               | 59.596        | 59.596       | 7.152                               | 59.596        | 59.596       | 6.844                                |
| 2         | 1.215               | 10.124        | 69.720       | 1.215                               | 10.124        | 69.720       | 4.150                                |
| 3         | .881                | 7.344         | 77.065       |                                     |               |              |                                      |
| 4         | .704                | 5.869         | 82.934       |                                     |               |              |                                      |
| 5         | .478                | 3.979         | 86.913       |                                     |               |              |                                      |
| 6         | .387                | 3.222         | 90.135       |                                     |               |              |                                      |
| 7         | .302                | 2.515         | 92.651       |                                     |               |              |                                      |
| 8         | .264                | 2.201         | 94.851       |                                     |               |              |                                      |
| 9         | .226                | 1.883         | 96.734       |                                     |               |              |                                      |
| 10        | .158                | 1.317         | 98.052       |                                     |               |              |                                      |
| 11        | .121                | 1.010         | 99.062       |                                     |               |              |                                      |
| 12        | .113                | .938          | 100.000      |                                     |               |              |                                      |

Extraction Method: Principal Component Analysis.

a When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

**Table 4:** Total Variance Explained 13 Pull Motivational Items (implicit)

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings(a) |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|--------------------------------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                                |
| 1         | 7.755               | 59.653        | 59.653       | 7.755                               | 59.653        | 59.653       | 7.220                                |
| 2         | 1.784               | 13.721        | 73.374       | 1.784                               | 13.721        | 73.374       | 4.312                                |
| 3         | 1.068               | 8.219         | 81.592       | 1.068                               | 8.219         | 81.592       | 4.790                                |
| 4         | .568                | 4.370         | 85.962       |                                     |               |              |                                      |
| 5         | .385                | 2.963         | 88.925       |                                     |               |              |                                      |
| 6         | .300                | 2.311         | 91.236       |                                     |               |              |                                      |
| 7         | .247                | 1.899         | 93.136       |                                     |               |              |                                      |
| 8         | .203                | 1.559         | 94.695       |                                     |               |              |                                      |
| 9         | .195                | 1.499         | 96.194       |                                     |               |              |                                      |
| 10        | .157                | 1.208         | 97.402       |                                     |               |              |                                      |
| 11        | .132                | 1.014         | 98.416       |                                     |               |              |                                      |
| 12        | .115                | .882          | 99.298       |                                     |               |              |                                      |
| 13        | .091                | .702          | 100.000      |                                     |               |              |                                      |

Extraction Method: Principal Component Analysis.

a When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

**Table 5:** Total Variance Explained 22 cultural Items

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings(a) |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|--------------------------------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                                |
| 1         | 4.039               | 18.358        | 18.358       | 4.039                               | 18.358        | 18.358       | 2.967                                |
| 2         | 2.715               | 12.341        | 30.698       | 2.715                               | 12.341        | 30.698       | 2.464                                |
| 3         | 1.775               | 8.069         | 38.768       | 1.775                               | 8.069         | 38.768       | 2.358                                |
| 4         | 1.321               | 6.006         | 44.773       | 1.321                               | 6.006         | 44.773       | 1.868                                |
| 5         | 1.234               | 5.611         | 50.384       | 1.234                               | 5.611         | 50.384       | 2.032                                |
| 6         | 1.110               | 5.045         | 55.429       | 1.110                               | 5.045         | 55.429       | 1.994                                |
| 7         | 1.027               | 4.668         | 60.097       | 1.027                               | 4.668         | 60.097       | 1.549                                |
| 8         | .893                | 4.058         | 64.155       |                                     |               |              |                                      |
| 9         | .848                | 3.854         | 68.008       |                                     |               |              |                                      |
| 10        | .819                | 3.724         | 71.732       |                                     |               |              |                                      |
| 11        | .739                | 3.359         | 75.091       |                                     |               |              |                                      |
| 12        | .683                | 3.107         | 78.198       |                                     |               |              |                                      |
| 13        | .625                | 2.843         | 81.041       |                                     |               |              |                                      |
| 14        | .596                | 2.709         | 83.750       |                                     |               |              |                                      |
| 15        | .556                | 2.526         | 86.276       |                                     |               |              |                                      |
| 16        | .519                | 2.361         | 88.636       |                                     |               |              |                                      |
| 17        | .498                | 2.265         | 90.902       |                                     |               |              |                                      |
| 18        | .457                | 2.078         | 92.979       |                                     |               |              |                                      |
| 19        | .441                | 2.006         | 94.985       |                                     |               |              |                                      |
| 20        | .415                | 1.888         | 96.873       |                                     |               |              |                                      |
| 21        | .362                | 1.643         | 98.517       |                                     |               |              |                                      |
| 22        | .326                | 1.483         | 100.000      |                                     |               |              |                                      |

Extraction Method: Principal Component Analysis.

a When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

**APPENDIX C:**  
**The Methodology of Studies of Tourism Motivation**

### The Methodology of Studies of Tourism Motivation

| Researchers                      | County of Tourists                    | Tourists Destinations                                                              | Research Approach            | Sample size, number of Cases                   | Data Analysis                                                                                          |
|----------------------------------|---------------------------------------|------------------------------------------------------------------------------------|------------------------------|------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>Crompton (1979)</b>           | USA                                   |                                                                                    | Qualitative (Interview)      | 39                                             |                                                                                                        |
| <b>Yuan and McDonald (1990)</b>  | Japan, Briton, West German and France | Overseas tourists                                                                  | Qualitative (Interview)      | 1500 personal interview in each country        | Factor analysis, Cronbach coefficient alpha, ANOVA, mean                                               |
| <b>Fisher and Price (1991)</b>   | USA                                   | Mexico and Europe                                                                  | Quantitative (questionnaire) | 238                                            | t-test, OLS regression                                                                                 |
| <b>Fondness (1994)</b>           | USA                                   | Florida                                                                            | Quantitative questionnaire   | 1000                                           | Factor analysis, coefficient alpha, item-to-total correlation, Chi-Square, Duncan Multiple Range test, |
| <b>Jamrozy and Uysal (1994)</b>  | German                                | overseas tourists                                                                  | Qualitative (Interview)      | 1212                                           | Factor analysis, Mean, analysis of Variance (ANOVA)                                                    |
| <b>Uysal and Jurowski (1994)</b> |                                       |                                                                                    | Qualitative (Interview)      | 9367                                           | Factor analysis, multiple regression test                                                              |
| <b>Oh et al (1995)</b>           | Australia                             | outside of Australia                                                               | Qualitative (Interview)      | 1030                                           | Canonical correlation analysis,                                                                        |
| <b>Cha et al (1995)</b>          | Japan                                 | outside of Japan                                                                   | Quantitative (questionnaire) | 1199                                           | Factor analysis, Cluster analysis, Multiple discriminate analysis, chi-square analysis                 |
| <b>Pruitt and LaFont (1995)</b>  |                                       | Theoretical                                                                        |                              |                                                |                                                                                                        |
| <b>Baloglu and Uysal (1996)</b>  | German                                | outside of German                                                                  | Quantitative (questionnaire) | 1212                                           | Canonical correlation analysis                                                                         |
| <b>Ryan and Kinder (1996)</b>    |                                       | New Zealand                                                                        | Qualitative (Interview)      | 9                                              |                                                                                                        |
| <b>Kim (1997)</b>                | South Korean                          | Australia                                                                          | Quantitative (questionnaire) | 120                                            | Factor analysis, Mean scores                                                                           |
| <b>Josiam et al (1998)</b>       | USA                                   | Florida                                                                            | Quantitative (questionnaire) | 800                                            | ANOVA, t-test ,Chi-square                                                                              |
| <b>Hanqin and Lam (1999)</b>     | Mainland of China                     | Hon Kong                                                                           | Quantitative (questionnaire) | 105                                            | Factor analysis, t-test, one way ANOVA                                                                 |
| <b>Josiam et al (1999)</b>       | USA                                   | Panama City beach                                                                  | Quantitative (questionnaire) | 795                                            | Cronbach alpha, Chi-square, ANOVA                                                                      |
| <b>You and O'lever (1999)</b>    | UK                                    | Outside of Europe                                                                  | Quantitative (questionnaire) | 405                                            | Cluster analyses, ANOVA, Chi-square test.                                                              |
| <b>Clift and Forrest (1999)</b>  | England                               | Southern European destinations                                                     | Quantitative (questionnaire) | 562                                            | Factor analysis, Cronbach alpha, ANOVA t-test                                                          |
| <b>You et al (2000)</b>          | United Kingdom and Japan              | Long-haul pleasure travellers for Japanese And outside Europe for British tourists | Quantitative (questionnaire) | 1200 for Japan<br>1208 for United Kingdom      | Factor analysis, mean score, one way ANOVA, Chi-Square                                                 |
| <b>Kim and Lee (2000)</b>        | USA and Japan                         | Overseas tourists                                                                  | Quantitative (questionnaire) | 165 American tourist and 209 Japanese tourists | Multivariate analysis of variance (MONOVA) factor analysis, mean score, Pearson correlation            |

Continued table the Methodology of Studies of Tourism Motivation

| Researchers                         | County of Tourists                                         | Tourists Destinations                                                                | Research Approach            | Sample size, number of Cases | Data Analysis                                                               |
|-------------------------------------|------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------|------------------------------|-----------------------------------------------------------------------------|
| <b>Gilbert and Terrata (2001)</b>   | Japan                                                      | U K                                                                                  | Quantitative (questionnaire) | 200                          | t-test, Chi-Square                                                          |
| <b>Heung et al (2001)</b>           | Japan                                                      | Hong Kong                                                                            | Quantitative (questionnaire) | 406                          | Mean score, factor analysis, Cronbach's Alpha , one way ANOVA               |
| <b>Herold et al (2001)</b>          | Canada                                                     | Dominican                                                                            | Qualitative (Interview)      | 16                           |                                                                             |
| <b>Kim and Lee (2002)</b>           | South Korea                                                | 6 national parks in South Korea                                                      | Quantitative                 | 2720                         | Factor analysis, Pearson correlation, multiple regression                   |
| <b>Kozak (2002)</b>                 | British and German tourist                                 | Mallorca and Turkey                                                                  | Quantitative (questionnaire) | 1961                         | Factor analysis, t-test                                                     |
| <b>Lee et al (2002)</b>             | German                                                     | USA, Canada and Asia                                                                 | Qualitative (Interview)      | 708                          | Factor analysis, Multinomial logistic regression, OLS regression            |
| <b>Jang and Cai (2002)</b>          | UK                                                         | USA, Canada, Central/South America, the West Indies/Caribbean, Africa, Oceania, Asia | Qualitative (Interview)      | 1208                         | Factor analysis, logistic regression,                                       |
| <b>Kim and Jogaratnam (2002)</b>    | Asian international and Domestic American college students |                                                                                      | Quantitative (questionnaire) | 525                          | Factor analysis, t-test, mean score, importance-performance analysis (IPA)  |
| <b>Charts and Ali-Knight (2002)</b> | Australia                                                  | Australia                                                                            | Quantitative (questionnaire) |                              | Chi square                                                                  |
| <b>Teye and Leclerc (2003)</b>      |                                                            | Caribbean region                                                                     | Quantitative (questionnaire) | 339                          | Factor analysis, Cronach alpha                                              |
| <b>Kim et al (2003)</b>             | South Korea                                                | National park                                                                        | Quantitative (questionnaire) | 2720                         | Factor analysis, one way ANOVVA, multivariate analysis of variance (MANOVA) |
| <b>Bogari et al (2003)</b>          | Saudi Arabia                                               | Domestic tourists (Jeddah and Abha)                                                  | Quantitative (questionnaire) | 1400                         | Factor analysis, Pearson correlation, OLS regression                        |
| <b>Bruwer (2003)</b>                | South Africa                                               | Cape Town                                                                            | Quantitative (questionnaire) | 125                          |                                                                             |
| <b>Omondi (2003)</b>                |                                                            |                                                                                      | Theoretical                  |                              |                                                                             |
| <b>Zhang et al (2004)</b>           | Hong Kong                                                  | Outbound destinations                                                                | Quantitative (questionnaire) | 292                          | Cronbach's alpha, mean score, factor analysis, t- test, ANOVA,              |
| <b>Kim and Chalip (2004)</b>        | USA                                                        | South of Korea                                                                       | Quantitative (questionnaire) | 556                          | t- test, LOS regression                                                     |
| <b>Awaritefe (2004)</b>             | Domestic tourists (Nigerians) and foreign tourists         | Seven destination in Nigeria                                                         | Quantitative (questionnaire) | 367                          | Frequency, mean score, chi-square                                           |
| <b>Yuan et al (2004)</b>            | USA                                                        | Vintage Indiana wine and food festival.                                              | Quantitative (questionnaire) | 510                          | Factor analyses, ANOVA, mean score                                          |
| <b>Alant and Bruwer (2004)</b>      | Australia                                                  | Coonawarra and McLaren Vale                                                          | Quantitative (questionnaire) | 214                          | Factor analyses                                                             |
| <b>Tassiopoulos et al (2004)</b>    | South Africa                                               |                                                                                      | Quantitative (questionnaire) | 165                          |                                                                             |

Continued table the Methodology of Studies of Tourism Motivation

|                                    |                                                                           |                                         |                              |                                                                               |                                                      |
|------------------------------------|---------------------------------------------------------------------------|-----------------------------------------|------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------|
| <b>Bellis et al (2004)</b>         | United Kingdom                                                            | Ibiza                                   | Quantitative (questionnaire) | The data was collected in three years<br>2000= 752<br>2001= 374<br>2002= 1241 | Logistic regression,                                 |
| <b>Jaffe and Pasternak (2004)</b>  |                                                                           | Israel                                  | Quantitative (questionnaire) | 257                                                                           |                                                      |
| <b>Yoon and Uysal (2005)</b>       |                                                                           | Northern Cyprus                         | Quantitative (questionnaire) | 500                                                                           | Factor analyses, men score, chi-square               |
| <b>Kim and Prideaux (2005)</b>     | US, Australian, Japanese, Chinese (Mainland), and Chinese (Hong Kong SAR) | Korea                                   | Quantitative (questionnaire) | 819                                                                           | Factor analyses, ANOVA                               |
| <b>Mehmetoglu (2005)</b>           | Norway                                                                    | Wilderness centre in northern of Norway | Quantitative (questionnaire) | 162                                                                           | Factor analyses, t-test, Cronbach alpha, Chi-square  |
| <b>Kau and Lim (2005)</b>          | China                                                                     | Singapore                               | Quantitative (questionnaire) | 240                                                                           | Factor analyses, Chi-square                          |
| <b>Chiang and Jogaranam (2005)</b> | USA                                                                       | Domestic                                | Quantitative (questionnaire) | 194                                                                           | Factor analysis, t-test, ANOVA                       |
| <b>Jang and Wu (2006)</b>          | Taiwan                                                                    | Domestic and international destinations | Quantitative (questionnaire) | 550                                                                           |                                                      |
| <b>Kim et al (2006)</b>            | USA                                                                       | 10 outbound destinations                | Quantitative (questionnaire) | 469                                                                           | Factor analysis, MAVOVA, mean score, Cronbach alpha  |
| <b>Getz and Brown (2006)</b>       | Canada                                                                    |                                         | Quantitative (questionnaire) | 161                                                                           | Factor analyses , mean score,                        |
| <b>Yokota (2006)</b>               | Japan                                                                     | Thailand                                | Qualitative (Interview)      | 30                                                                            |                                                      |
| <b>Kim et al (2007)</b>            | USA                                                                       |                                         | Quantitative (questionnaire) | 484                                                                           | Factor analysis, t-test, Cronbach alpha, Chi- square |
| <b>Hsu et al (in press)</b>        | China                                                                     |                                         | Qualitative (Interview)      | 27                                                                            |                                                      |
| <b>Beh and Buyere (in press)</b>   | Kenya                                                                     | Kenya                                   | Quantitative (questionnaire) | 465                                                                           | Factor analysis, ANOVA,                              |

**APPENDIX D:**  
**the Questions that have been asked in the interviews**

**Section 1: tourism motivation (explicit)**

What are the reasons why you travel for tourism?

Do you have some other reasons for travelling?

What is the attraction that influences your decision to travel to a specific destination or what factors pull you to specific destinations?

**Section 2: tourism motivation (implicit) in first Pearson**

Is there any desire for sex or alcohol tourism in your psyche?

**Section 3: tourism motivation( implicit) in third Pearson**

Do you think other tourists have a desire for sex that drives them to travel abroad?

Do you think other tourists have a desire for consumption of alcohol that drives them to travel abroad?

In your opinion, if Saudi tourists want to satisfy their sexual desire, what are the factors that might influence their decision to choose a specific destination?

In your opinion, if Saudi tourists want to satisfy their desire for the consumption of alcohol, what are the factors that might influence their decision to choose a specific destination?

In your opinion, do Saudi tourists travel abroad to satisfy some desires that are strictly prohibited in Saudi Arabia?

Can you describe some of these desires?

What other tourism attractions available in other countries and unavailable in Saudi Arabia habitually attract some Saudi tourists to specific destinations?

**Section 4: cultural factor**

Before asking this question, I would explain to the respondent the meaning of uncertainty avoidance, power distance, collectivism and individualism. Then I would proceed with the questions. If the respondents answer were yes in any of the questions, I would ask why.

- 1- Could you please describe Saudi society, in relation to the power distance?
- 2- Could you please describe Saudi society, in relation to the uncertainty avoidance?
- 3- Could you please describe Saudi society, in relation to the individualism and collectivism?

**Section 5: about the usefulness of the third person technique in investigating sensitive issues**

Before asking this question, I would explain to the respondent the meaning of third person technique,

What do think about the third person technique in collecting information about sensitive issues?

**SECTION 6: General Information**

Are you single or married?

How old are you?

What is your educational level?

What is your monthly income?