

**Exploring Motivations and Values for Domestic Travel from an Islamic  
and Arab Standpoint  
The Case of Saudi Arabia**

**by**

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## **AUTHOR'S DECLARATION**

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

## ABSTRACT

Saudi Arabia is the world's leading oil producer and exporter. The economy in the country is almost totally dependent on oil. Tourism is one of the sectors which received more attention in the last few years after the establishment of the High Commission for Tourism and Antiques in 2000. The Commission's main purpose is to develop, promote and enhance the tourism sector, particularly the domestic tourism sector, to be one of the important sectors in economy. The main purpose of this research is to identify motivations and values for Saudi citizens to travel domestically and to measure their satisfaction on the services they are provided with when they travel within the country. Maslow's Motives Modal (1998) and Rokeach Value Survey (1973) are applied in the study. Motivations are examined by understanding the 'push' and 'pull' factors and these concepts have been used in many studies. The idea behind these concepts is that people travel because they are pushed by their own internal forces and pulled by external forces of the destination attributes.

The study was conducted in the city of Medina and Jeddah in Saudi Arabia and 140 questionnaires were obtained, 77 in Medina and 63 in Jeddah. Respondents were selected using a convenience sample through a snowball technique among females and families and a convenience and purposive sample among males at places such as coffee shops and restaurants. Obtained data were analyzed using SPSS.

The findings indicated that there are eight push motivations for Saudi domestic tourists including (Relaxation, Spirituality, Family, Cultural, Activity, Knowledge, Loyalty and Economic) and five pull factors including (Religious, Safety, Entertainment, Luxury and Local culture). The study showed that the push factor of Relaxation and the pull factor of Religion are the most important factors as

perceived by Saudis. It was also revealed that Saudi domestic tourists have high level of satisfaction on the services they are provided with when they travel domestically. The study suggested further research to be carried out across the Muslim and Arab world in order to explore more travel motivations and values dimensions for people in this region.

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## **CHAPTER ONE**

### **INTRODUCTION**

Saudi Arabia is an Arabic country in the Middle East. It is not only considered the homeland of the Arab people - it is thought that the first Arabs originated on the Arabian Peninsula - but also the homeland of Islam, the world's second-largest religion. It is the location of the two holy pilgrimage cities of Mecca and Medina. Due to the fact that Saudi Arabia has these two most sacred cities to Muslims, it is known for being one of the most conservative countries in the world. All Saudis are Arab Muslim. Arabic is the official language of the country, but English is considered to be a second language taught at schools and used in business. It is essential to realize that Islamic culture, which permeates every aspect of a Muslim's life, also permeates every aspect of the Saudi Arabian state (Bogari, 2002).

Saudi Arabia is the world's leading oil producer and exporter. Its economy is almost totally dependent on oil. Tourism in the country is one of the sectors which received more attention in the last few years after the establishment of the High Commission for Tourism and Antiques in 2000. The Commission's main purpose is to develop, promote and enhance the tourism sector in the Kingdom and to facilitate the growth of a sector which is deemed to be an important resource of the national economy. The government has a plan to continue developing the tourism sector, particularly the domestic tourism, to be one of the important sectors in economy that

can develop substantial income resources and contribute to a social and economic development.

In terms of citizens' attitude towards tourism and domestic tourism in particular, these are influenced greatly by Islam. As Islam calls for the ties of kinship and family togetherness, spending family vacations is highly valued to achieve strong ties among Muslim families.

The tourism sector in Saudi Arabia country shows remarkable potential as a result of political stability, a vibrant economy and an investment- friendly environment. Thus, it is witnessing rapid growth and the destination has been earmarked by smart investors as the next potential bright spot for tourism. The country has cultural and natural attractions as well as considered to be the preferable selection for Muslims for its religious attractions.

According to tourism statistics that was conducted by the Saudi Tourism Information and Research Center in 2009 (STIRC, 2010), there were more than (33.5) million domestic trips in the Kingdom. Of these, (32) million were tourist (overnight) trips and (1.5) million were one-day trips. The peak seasons of domestic tourism were in September, which represented (11.8%) of the total number of domestic tourism trips. The statistics showed that (48.8%) of the total domestic tourism trips were leisure trips, (32.1%) were to visit friends and relatives and (14.1%) for religious purposes. The same statistics also indicated that there were

more than (13.3) million inbound trips to the Kingdom. Of these, (10.9) million were tourist (overnight) trips and (2.4) million were day trips. (47.1%) of the total numbers of the inbound tourism trips were for religious purposes, followed by visiting friends and relatives (20.8%), and business visits representing (14.7%).

According to the Saudi Arabian Monetary Agency (SAMA, 2008), Saudi Arabian domestic tourism is expected to generate SR101.3 Billion (\$27 Billion) by 2020 indicating high growth in the sector in coming years. The SAMA official also revealed that 3% of the country's GDP (Gross Domestic Product) comes from the tourism sector. Moreover, with expansion of tourism sector, there was 65% increase in air arrivals and 16% increase in air departure during 2006-07. The highest proportion of tourists visit the Saudi Arabia capital, Riyadh. Besides, the hotel industry in the capital grew by 280% in last three decades from 1988 to 2008 (RNCOS industry research solutions, 2008).

As Bogari (2002) describes, forms and states of employment play a determining part in people's tourism behaviour. The average working week for Saudi men/women civil servants is less than 40 hours. The working days are from Saturday to Wednesday (five-days a week) for most government workers. All official governments, educational institutions and private sectors are closed during the two official holidays on the Islamic calendar of ten days each. The first is Eid Al-Fitr which starts from the 25th day of Ramadan (the month of fasting) until the 5th day of

Shawwal the following month. This holiday could last between ten days and two weeks. University and school students have a three month holiday during the summer. In addition, all civil service employees are allowed 30 days paid holiday a year with a normal right to accumulate this for up to three years. There is some expectation in certain sectors, such as education, where employees need to take their holiday during school summer holidays. In the private sectors every worker has the right to have 15 days paid holiday yearly. Therefore, in Saudi Arabia there is a growing amount of free time and a high percentage of disposable income is being spent on various forms of tourism. These facts have increased the number of Saudis travelling to tourist destinations, internationally or domestically. Consequently, spending the annual holiday away from home is normal for most Saudi families. Additionally, day or short-break journeys to the coastal regions, countryside or desert are normal several times a year.

Saudi Arabia is the only destination choice for Muslims either Saudi people or international visitors if they desire to perform Hajj or Umrah in the city of Mecca or visit the Mosque of Prophet Muhammed in Medina. Because the country has such important holy sites for Muslims and receives millions of pilgrims annually, the government of Saudi Arabia takes the responsibility to work very hard to provide visitors with adequate services to enable them to perform Hajj, Umrah, and visit the Prophet's Mosque in peace and tranquility.

The number of people who performed Hajj in the year of 2009 was more than 2.3 million as announced by the Department of General Statistics and Data at the Ministry of Economy and Planning. 1,654,407 pilgrims came from abroad, while 724,229 pilgrims were from inside the Kingdom of Saudi Arabia, said the statement released by the Department of Hajj Ministry. Religious tourism in Saudi Arabia generates around \$7 billion annually. The government has allocated around \$38 billion in tourism infrastructure and transport system that will link Jeddah, Mecca and Medina – three key travel destination in the country (*The Saudi Gazette*, 2009).

Tourism in Saudi Arabia can be divided into three categories: the Hajj (pilgrimage), business visitors and recreational tourists from other Gulf Co-operation Council (GCC) states and from inside the kingdom (Bogari, 2002).

Hajj (pilgrimage) is one of the five pillars of Islam and it is a duty for all Muslims who are physically and financially able to make the journey to Mecca (the city where Hajj can be performed for Muslims). The main purpose behind the journey of Hajj is to undertake the great obligation of Hajj at least once in a lifetime. Some people perform it individually while others go with family, depending on the financial situation. In the Kingdom of Saudi Arabia pilgrimage is a form of religious tourism which is considered to be an important sector and provides uniqueness to the country. This task is done annually in a certain month called (*Du Alhejja*) according to the Islamic (*Hijrah*) calendar, which is the official calendar in Saudi Arabia, and Hajj



should be done during the days of this month only. Umrah is a different task as it can be performed anytime during the year and is required once in a lifetime. In addition, Umrah requires a different way of performing.

Business travel in Saudi Arabia occurs among Saudi businessmen who might travel within the country or outside to attend a conference or conduct business and usually occurs individually. The country also receives large numbers of foreign businessmen and investors as Saudi Arabia is one of the largest markets in the Arabian Gulf region and offers investors a wide variety of business opportunities. The importance of the business sector in Saudi Arabia arises from three factors: it has a strategic location, it has the world's largest reserves of oil, and it plays a unique role in the Islamic world. Foreign business people need to be prepared and aware of the Saudi culture and lifestyle (Rice, 2004).

Recreational travel varies among Saudi people depending on cultural background and financial capability. Traveling domestically is preferable for many families because it is considered better for them to stay within their culture and such travel would not be costly while other families prefer to travel internationally because they assume that the recreational facilities in other countries are superior to those in Saudi Arabia. The focus of this study will be on recreational travel of Saudi citizens particularly their domestic travel for reasons explained below.

The government has been trying to persuade more of its citizens to holiday within the country. In order to do this effectively, this requires tourism marketers to understand fully the needs of domestic tourists. Under increasingly competitive conditions, effective tourism marketing is impossible without understanding tourists' motivations to choose Saudi Arabia as a travel destination. It is very important to recognize the motivations for domestic tourism as knowing the domestic travelers motivations is the key to improving the marketing of domestic destinations (Bogari, 2002). However, in a destination in Middle East like the country of Saudi Arabia, it is worthwhile to place some emphasis on people's values as well.

Several studies have highlighted how motivations and values have been of great interest in marketing and consumer behaviour researchers. Both have a considerable effect on the individual's selection and evaluation of any aspect in life (Jolibert & Baumgartner, 1997). Marketers try to satisfy consumer needs, but reasons underlying purchases product and service can vary widely. Therefore, the identification of consumer motives is an important step towards ensuring that the appropriate needs will be met by a product or service. The motivation concept helps to explain why behaviour occurs in one situation but not in the others. The marketing challenges are to recognize the primary motivating effects and to plan strategies that, at the same time, activate and satisfy felt needs (Bogari,2002).

Travel motivations and values in Saudi Arabia and the Arab Muslim culture have received little attention from researchers. Thus, the researcher in this study attempts to conduct a study to explore the motives and values of travel in an Arab and Muslim country. The intent was to examine motivations of Saudi citizens by asking them about the last domestic holiday they had if they are local. If they were from other Saudi cities, they were asked about their present vacation as the focus was on their motivation to travel within the country and the values that determine their choice.

### **1.1 Purpose of the Study:**

The main purpose of this study was to explore and understand the motivations and values for domestic travel of individuals who are greatly influenced by religious and cultural aspects in one of the largest Muslim countries in the world which is Saudi Arabia. Maslow's Motives Model (1998) and the Rokeach Value Survey (RVS) (1973) were applied in this study. The reason behind choosing these scales was that they both have aspects that religiously and culturally are appropriate in Saudi Arabian society. They are also the most widely used instruments for measuring values and motives in the tourism literature.

The study examined the motivations by understanding the 'push' and 'pull' factors and these concepts have been used in many studies. The idea behind these

concepts is that people travel because they are pushed by their own internal forces and pulled by external forces of the destination attributes.

Almost all the studies in the literature address travel motives and values from a western point of view and there are few that have looked at them from an Islamic and Arab standpoint. Thus, one of the purposes of this research was to explore Arab and Muslims travel motivations by understanding the push and pull factors and the values that play an important role in forming travel destination decisions in a Muslim and Arab country. Islam is a rapidly growing religion; therefore, this study has the potential to be of a great use for those who intend to invest in the tourism sector in the Islamic world.

The researcher's selection of domestic travel rather than international sprang from the interest to explore motivations and values of Saudi citizens as Muslims and Arabs to travel domestically, especially because the government is strongly calling for domestic tourism because of its enormous benefits for the country and individuals. Thus, this research will be valuable for the government to improve the tourism sector in the country by understanding what motivates Saudi people to travel domestically as well as for those who are interested in understanding the travel motives and values of an Islamic and Arab people.

## **1.2 Research Questions:**

The following questions will be addressed in the research:

1. What are the motivations for Saudi tourists to travel domestically (push and pull motivations)?
2. What are the values that Saudi people consider when they travel domestically?
3. Do motivations for domestic Saudi travelers differ in terms of: study location, age, education level and gender?
4. To what extent the Saudi domestic tourists are satisfied with the services provided at the destination?

## CHAPTER TWO

### LITERATURE REVIEW

The literature review addresses a number of subjects that are relevant to the study including tourism motivations, values in travel destination decision, Islamic values, motivations and values, domestic tourism sector, domestic tourism in Saudi Arabia, tourism resources in Saudi Arabia and lastly customer satisfaction.

#### **2.1 Tourism motivation:**

Motivation can be described (Schiffman and Kanuk, 1994, p. 94) "as the driving force within individuals that impels to action". Geen (1995, p. 14) defined the words motive and motivation as "a connotation of intensity, activation and expenditure of force that results in either the initiation of behaviour or the switch from one ongoing activity to another".

Wells and Prensky (1996, p. 227) define motivation as "the process by which an individual recognizes a need and takes action to satisfy it". Statt (1997, p. 95) defined motivation as a "general term for any part of the hypothetical psychological process which involves the experiencing of needs and drives and the behaviour that leads to the goal which satisfies them".

Gilbert (1991) argued that an understanding of motivation is important since it forms the main influence of tourism demand patterns. In addition, it is one of the most complex areas of tourism research. One of the early reasons for emphasizing the

significance of tourist motivation came from marketers and promoters of tourism.

There have been numerous motivational studies of tourism (e.g., Beard and Ragheb 1983; Cohen 1972; Crompton 1979; Dann 1981; Fodness 1994; Hudman 1980; Iso Ahola 1982; Mansfeld 1992; Pearce and Caltabiano 1983; Uysal and Jurowski 1994).

Many researchers have attempted to define and categorize what motivates people to travel. This has led to the existence of several tourist motivation models in the literature. The following table is a summary of some motivations models that have been developed by key researchers and used greatly in the field of tourism.

**Table 1: A summary for key researchers' motivations models.**

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<b>Researcher</b>	<b>Motivations Model</b>
Maslow (1943)	Maslow's Hierarchy of Needs consists of Physiological, Safety, Belonging, Esteem, Self-Actualization, To know and Understand and Aesthetics needs.
Plog (1974)	Tourists are divided into two basic personality groups based on their needs, interests and behaviour and are called "Psychocentric tourists" who tend to be anxious, self-inhibited, non-adventuresome and concerned with 'little problems', and "Allocentric travelers" who tend to be self-confident, curious, adventurous and outgoing, (Sharma, 2004).
Pearce (1993)	It was built on Maslow's Hierarchy of needs and is based on a leisure ladder. It consists of five different levels which are Relaxation, Safety/Security, Relationship, Self-esteem/Development, Self-actualization/Fulfillment needs, (Sharma, 2004).

---

In the current study, Maslow's Hierarchy of Needs Model is applied. The reason behind selecting it is that it has become widely influential as the best-known general theory of motivation, indeed Pearce's work is based on Maslow, and has been

applied to explain motivation in many social disciplines, and areas such as business, marketing and tourism. Plog's model, though widely used, has also been subject to criticism (Smith 1990a, 1990b) as being overly simplistic.

Maslow's Hierarchy of Needs Model has been used to explain the various needs of tourists because travel motivations fit well into it as shown in Table 2.

Although using this model has been criticized, as Maslow's original work was part of a clinical experiment in the field of psychology rather than the foundation for a theory of motivation that explains why people take holidays, it is quite well-known and is the first theory of motivation to which many people they are exposed.

**Table 2: Maslow's needs and motivations Listed in travel literature (Mill and Morrison, 1998, p.59, as cited in Chan & Chang, 2008)**

Need	Motive	Tourism Literature Reference
Physiological	Relaxation	Escape, relaxation, relief of tension, sun lust, physical, mental relaxation of tension
Safety	Security	Health, recreation, keeping oneself active and healthy for the future
Belonging	Love	Family togetherness, enhancement of kinship relationship, companionship, facilitation of social interaction, maintenance of personal ties, roots, ethics, show one's affection for family members, maintain social contacts
Esteem	Achievement	Convince oneself of one's achievement, status, show one's importance to others, prestige, social recognition, ego-enhancement, professional/business status and prestige
Self-	Be true to	Exploration and evaluation nature, self-discovery,



actualization	one's self	satisfaction of inner desires
To know and understand	Knowledge	Cultural, education, wanderlust, interest in foreign areas
Aesthetics	Appreciation of beauty	Environment, scenery

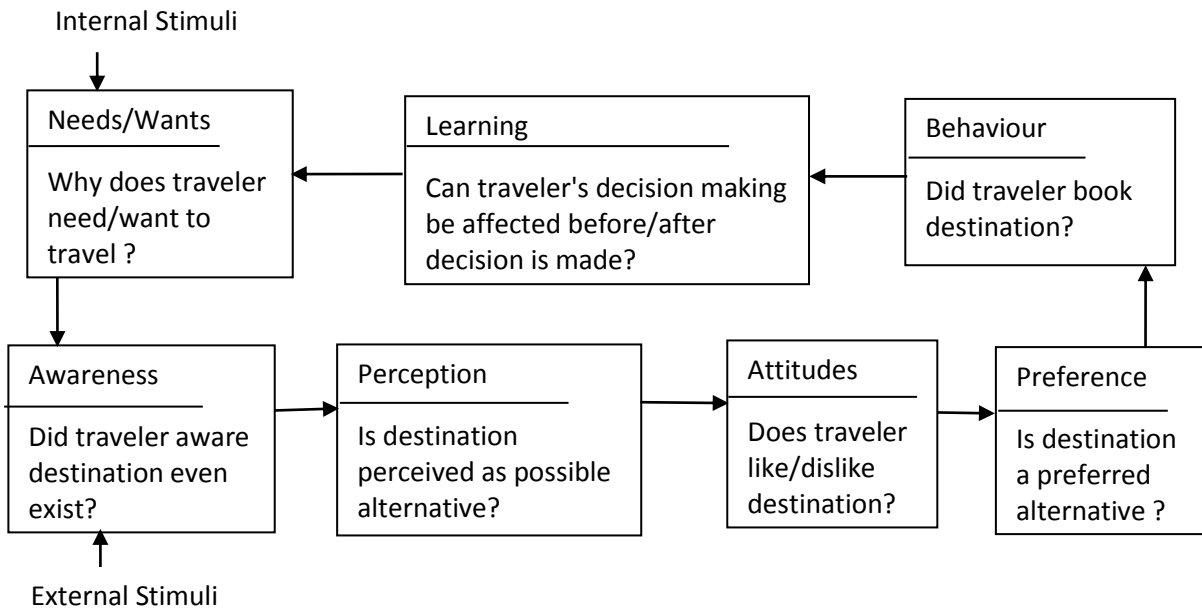
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Mountinho (1987), as cited in Chan & Chang (2008), states that all tourists' behaviour is motivated and two sets of factors determine the choices: the personality of the purchaser and the character of the product. According to the author, personality of the purchaser, as one of the variables, includes the differences among tourists and their habits, cognitive structure and motives which influence them to act differently in their purchasing decisions, while product variables are the differences among products which form "the demand character" and cause tourists to become more ego-involved with some products than others. Hence, these two sets of variables are considered to be important elements in a study of tourist behaviour.

The Buyer Behaviour Model proposed by Mill and Morrison (1998) indicates that tourist behaviour is often determined by several factors such as motivations, perceptions, learning and attitudes; and these factors are influenced by personality, culture and society as shown in Figure 1. This model is used to understand how and why people make vacation purchase decisions. The needs and wants form the internal stimuli, while the availability of destinations form the external stimuli in the model.

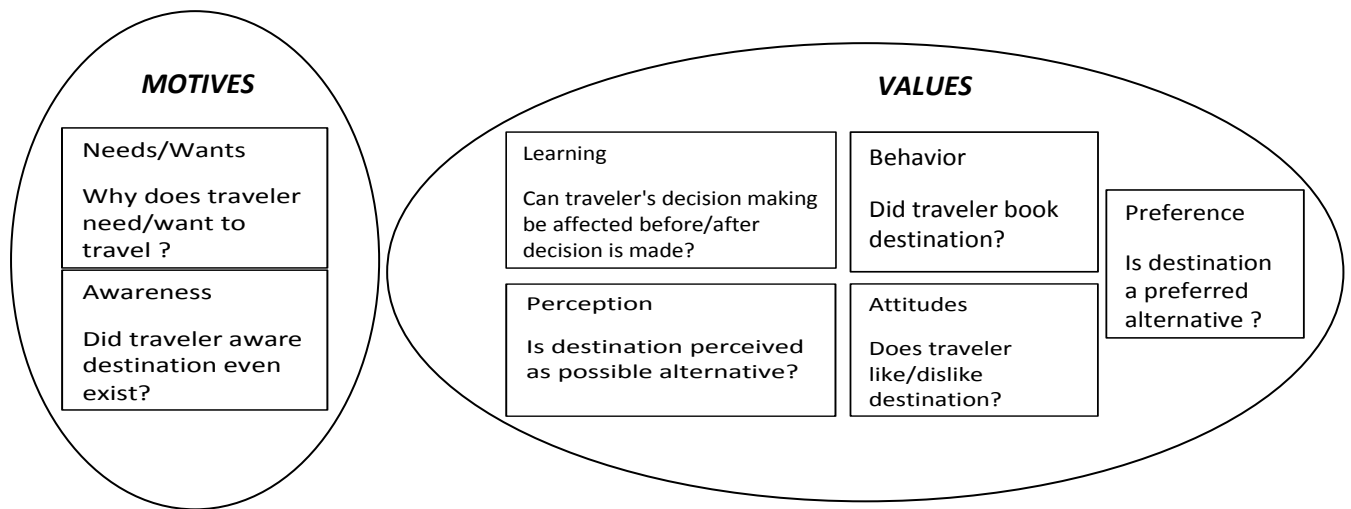
These stimuli are linked to perceptions, attitudes, and preference and affect the behaviour of the tourists. A tourist's motivation occurs when an individual wants to satisfy a need (Chan & Chang, 2008).

**Figure 1: The Buyer Behaviour Model (Mill and Morrison, 1998)**



Looking at the buyer behaviour model, we notice that the whole process "starts with internal forces consisting of needs and wants based on external stimuli, whether or not the traveler is aware of the destination. Destination possibilities are then evaluated as to their viability. Traveling to the destination is then likely if the traveler likes the destination and develops a preference for it. As a result of the trip, the traveler learns whether or not that experience did, indeed, satisfy the needs and the wants previously identified" (Mill & Morrison, 1998, p. 281). An attempt to illustrate where motives and values fit in this Model is shown in Figure 2.

**Figure 2: Motives and Values within The Buyer Behaviour Model (adapted from Mill and Morrison, 1998).**



As shown in Figure 2, the needs/wants and awareness aspects of the Buyer Behaviour Model fall under the umbrella of motives as they relate more to the push and pull factors whereas the components of perception, attitudes, preference, behaviour and learning are more affected and formed by personal values.

Consumer behaviour literature suggests that needs and motivations are interrelated (Goodall,1988; Witt and Wright, 1992, ac cited in Chan &Chang, 2008). Arguably, people take a trip to fulfill their various needs, for instance physiological (climate and health) and psychological (relaxation and adventure). Many researchers agree on some extent that tourists' motivations are multiple and tourists may have different reasons for taking either domestic or overseas vacations.

Motivation is considered to be one of the most important factors in explaining tourist behaviour (Crompton, 1979). The literature on tourism motivation often conceptualizes tourist motives in terms of push and pull forces. " Push factors in tourism are internally generated drives causing the tourist to search for signs in objects, situations that help with reducing these drives while pull factors are generated by the knowledge about goal attributes the tourist holds" (Gnoth,1997).

Bogari (2002) indicated in her study which was conducted in Saudi Arabia that domestic tourists in the country are pushed by nine factors including: Cultural value, Utilitarian, Knowledge, Social, Economic, Family togetherness, Interest, Relaxation and Convenience of facilities whereas the pull factors were Safety, Activity, Beach sports/activities, Nature/outdoor, Historical/cultural, Religious, Budget, Leisure and Upscale.

Yuan and McDonald's study (1990) was conducted for two objectives: the first one was to identify the push factors (motivations) that predispose individuals to travel overseas for pleasure and the pull factors (attractions) which induce individuals to visit a particular destination and the second objective was to examine the push and pull factors across four countries: France, Japan, West Germany and the United Kingdom. The study revealed that same factors appeal to individuals from the four countries; however, they differ in the level of importance. For example, factors such as escape, novelty and prestige are motivating (push) factors while cost, culture,

wilderness and history are important in the selection of a specific destination (pull factors). It appeared that while the factor of ease to travel ranked second for the United Kingdom, Japan and West Germany, it ranked fourth for France. Yuan and McDonald stated that knowing these factors and their level of importance among different countries will enable those in charge of marketing destination to develop programs that are responsible to these culturally defined differences and this can lead to more effective marketing programs.

Kim, Lee and Klenosky (2003) conducted a study in which data collected from visitors to six national parks located in South Korea to examine the push and pull factors of the tourist's visitation to this park. They found that the push motives were Family Togetherness and Study, Appreciating Natural Resources and Health, Escaping from Everyday Routine and Adventure and Building Relationship while the pull motives were Key Tourists Resources, Information and Convenience of Facilities and Accessibility and Transportation.

Dann (1977) also identified the "push" and "pull" aspects as a two-level scheme of factors that motivate travelers to travel and to go to specific destinations. He suggested the idea of anomie and ego enhancements which are entirely socio-psychological concepts were the answers for his question "what makes tourists travel?". He defined the anomie as the need for love and communication with others and travel provides these needs. He also suggested that people need to be recognized

or ego-enhanced and travel can fulfill this need as well. Crompton (1979) agreed with Dann's fundamental idea of push and pull motives. Crompton identified seven push and two pull motives for travel. The push motives were the escape from perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction; the pull motives were novelty and education. Hudman (1980) used Maslow's hierarchy of needs as a basis for push factors of travel.

Several empirical examinations of both push and pull factors have been carried out in the travel and tourism literature (Bogari, 2002; Baloglu & Uysal, 1996; Hanqin & Lam, 1999; Kim & Lee, 2002; Oh et al. 1995; Uysal & Jurowski, 1994; You, O'Leary, Morrison, & Hong, 2000). Some studies examined the push factors only (Cha, McCleary, & Uysal 1995; Fodness, 1994), or pull factors only (Sirakaya & McLelland, 1997).

Uysal and Jurowski (1994) examined the nature and extent of the relationship between push and pull factors for pleasure tourism. They reported high associations between push and pull factors in a canonical correlation analysis. Oh et al (1995), Baloglu and Uysal (1996) employed a canonical correlation analysis and they also identified a significant relationship between push and pull factors. They suggested that examining push and pull motivation simultaneously would be useful in segmenting markets in designing promotional programs and packages, and in

destination development decision making. Hanqin and Lam (1999) adopted a model based on push and pull factors as a conceptual framework in their study, and the results indicate that the importance of push and pull factors in motivating Chinese travelers is different from that found in other studies. The study found that Mainland Chinese tourists perceive “knowledge” and “high-tech image” as the most important push and pull factors. You et al. (2000) used Dann’s push and pull theory as a conceptual framework to test if travelers from the UK and Japan had different travel motives and benefit seeking patterns. The major finding was that UK and Japanese long-haul travelers differ significantly on both push and pull forces. The findings of Kim and Lee’s (2002) study confirmed the results of the study by Uysal and Jurowski (1994), who reported a relationship between push and pull factors by using multiple regression analysis.

From a marketing perspective, tourism products can be designed and marketed as solutions to consumer’s needs (Fodness, 1994). One way to determine travel motivation is to examine the notion of push and pull demand stimulation. However, the push and pull factors have been criticized for being very often interrelated and indistinguishable (Smith, S, 2010). Klenosky (2002) noted (as cited in Kim, Lee & Klenosky, 2003) that push and pull factors are relating to two separate decisions made at two separate points in time- one focusing on whether to go and the other where to go. Other researchers have suggested that push and pull factors should

not be viewed as being entirely independent of each other but rather as being fundamentally related to each other. Particularly, it has been noted that while the internal forces push individuals to travel, the external forces of the destination simultaneously pull them to choose that particular destination. Similarly, Dann, (1981) has pointed out that tourists in deciding where to go may also take into consideration various pull factors which correspond adequately with their motivational push forces (Kim, Lee & Klenosky, 2003).

## **2.2 Values in travel destination decisions:**

It is important to review the literature on the role that values play in motivation and making travel destination decisions. Values have been defined as abstract beliefs about behaviours or end-states of existence that transcend specific situations and guide the selection or evaluation of behaviour and events (Rokeach, 1973; Schwartz & Bilsky, 1987, p. 551; as cited in Madrigal 1995).

Values have been shown to be very useful in understanding and predicting a number of individuals behaviours like religious behaviour, consumer behaviour, charitable giving, political behaviour and leisure behaviour. A number of studies have reported that recreation activity preferences are impacted by an individual's prioritization of personal values and personal values appear to be effective in describing those who visit destination attractions versus those who do not, (Madrigal



1995). Values have been represented as theoretically significant for studying consumer behaviour since they affect consumer behaviour pertaining to selection of product classes, brands and store outlets (Vinson and Lamont, 1977). Values play an important role in individuals' evaluation of perceived choices and the selection of what is considered to be appropriate. It has also been reported that values impact the product attributes the individual evaluates in making purchase decisions (Pitts & Woodside, 1986).

Values play a very critical role in motivation formation and this leads to an understanding of how values and attitudes express both inner or self-directed motivation which contain mainly emotional drive and outer-directed values which are cognitive in nature (Gnoth, 1997). Rokeach, as cited in Pitts & Woodside (1986), believes that values have a significant influence on linking beliefs to attitudes and therefore they are useful in understanding motives and behaviour. Gnoth suggested in, his study, that when motives are linked with situations, cultural and social impacts, they are raised to the level of values.

In terms of value measurement, it has been reported that the most widely cited and used scales are Rokeach's (1973) Value Survey (RVS), the VALS system (Mitchell, 1983) and the List of Values (LOV) (Jiang, 1995).

Rokeach's value scale (RVS) is an instrument developed by Rokeach to operationalize the value concept and has been used for measuring personal and social

values. It consists of two kinds of values: instrumental values refer to modes of conduct and reflect behavioural characteristics that are seen as socially desirable, while terminal values refer end states of existence. In the Rokeach scale, each kind consists of eighteen items. The eighteen instrumental values are: ambitious (hard-working, aspiring), broadminded (open-minded), capable (competent, effective), cheerful (lighthearted, joyful), clean (neat, tidy), courageous (standing up for the welfare of others), honest (sincere, truthful), imaginative (daring, creative), independent (self-reliant, self-sufficient), intellectual (intelligent, reflective), logical (consistent, rational), loving (affectionate, tender), obedient (dutiful respectful), polite (courteous, well-mannered), responsible (dependable, reliable), and self-controlled (restrained, self-disciplined), helpful (working for the welfare of others), forgiving (willing to pardon others). The eighteen terminal values include: a comfortable life (a prosperous life), an exciting life (a stimulating, active life), a sense of accomplishment (lasting contribution), a world at a peace (free of war and conflict), a world of beauty (beauty of nature and the arts), equality (brotherhood, equal opportunity for all), family security (taking care of loved ones), freedom (independence, free choice), happiness (contentedness), inner harmony (freedom of inner conflict), mature love (sexual and spiritual intimacy), national security (protected from attack), pleasure (an enjoyable, leisurely life), salvation (saved, eternal life), self-respect (self-esteem), social recognition (respect, admiration), true

friendship (close companionship), and wisdom (a mature understanding of life). The respondents are asked to rank these values in order of importance to them (Jiang, 1995).

The Value and Lifestyle (VALS) is a methodology developed at SRI International by Mitchell (1983). The VALS scale consists of four comprehensive groups that are subdivided into nine life styles. The four groups and nine lifestyles are: 1- need-driven groups (survivor lifestyle, sustainer lifestyle), 2- outer-directed groups (belonger lifestyle, emulator lifestyle, achiever lifestyle), 3- inner-directed groups (I-am-me lifestyle, experiential lifestyle, societally lifestyle), 4- combined outer- and inner-directed group (integrated lifestyle) (Jiang, 1995).

The List of Value (LOV) was developed as an alternative to VALS by researchers from the University of Michigan from a theoretical base of Feather's (1975), Maslow's (1954), and Rokeach's (1973) work on values. The LOV has nine values including self-respect, security, warm relationships with others, sense of accomplishment, self-fulfillment, sense of belonging, being well respected, fun and enjoyment in life, and excitement (Kahle, Beatty & Homer, 1986).

Values can assist to explain the distinctions in behaviour between people from diverse cultures (McCort and Malhotra, 1993). Since the Saudi Arabian culture is strongly influenced by Islamic teaching and by the nomadic roots of that teaching

(Arastas, Bedos & Seaman 1980), Saudi values are based principally on the country's Islamic and nomadic heritage (At-Awarjri, 1989).

### **2.3 Islamic Values:**

All the population in Saudi Arabia is Muslim and the country is ruled by Islamic law. Therefore, Islam impacts every aspect of a Saudi individual's life and forms his or her personal values. These values are derived from the holy book of "Qura'an" which is considered to be the principal source of every Muslim's faith and practice. It deals with all subjects that concern us as human beings.

Islam is viewed as a complete way of life. It provides definite guidelines for all people to follow in all walks of life. All Muslims worldwide have the same essential beliefs, even those who live in countries with secular governments. Muslims seek to follow the straight path of God's percept, Sharia', derived from Qura'an and Hadith, the recorded collections of the sayings of the Prophet. It is believed that the primary obligations or duties that are woven in every Muslim life are five: the belief in the oneness of God, praying five times a day, giving charity, fasting Ramadan and performing Hajj. Islam also affirms and values other essential aspects like family, community, modesty and morality (Hodge, 2002).

**Family** in Islam is highly valued and considered to be the basic unit and foundation of Islamic society. The intimate relationship between a man and woman is

permitted through marriage only. Marriage is viewed by the holy book of Qura'an as sacred and achieves one of the important purposes of family life which is tranquility, in Qura'an (*the book of Allah*) Allah says, [30:22] "*And one of His Signs is this, that He has created wives for you from among yourselves that you may find peace of mind in them, and He has put love and tenderness between you. In that surely are Signs for a people who reflect*". Marriage is seen as a way of joining two extended families and is arranged for many Muslims. Husbands and wives are held to be equal in their rights but have different roles in the society. Generally, women have the primary responsibility of taking care of the house and children while men are meant to be responsible for the material provision and leadership of the family (Hodge, 2005). Nevertheless, both individuals are encouraged to cooperate with the other partner and participate in prospering family life.

The relationship between extended families or what it is called kinship ties is highly recommended by Islam. Maintaining the bonds of kinship indeed enjoys extraordinary importance in Islam. Therefore, in a country like Saudi Arabia it is common for families to get together and travel from one city to another in order to visit relatives and maintain the bond of kinship.

Since the attempt in this study was to create and examine travel motives and values model from a Muslim and Arab point view, it was crucial to review how Islam

views travel and how it is depicted in the two primary sources for Muslims: the holy book of Quraan and quotes from the Prophet Muhammed (PBUH).

Islam encourages and supports travel for its spiritual, physical and social goals. The spiritual goal that Islam views in travel is that it reinforces one's submission to God through observing the beauty of God's creation and then appreciating his blessings. In the Qura'an, Allah says {29:21} "*travel in the earth and see how he originated the creation. Surely, Allah has the power over all things*". The physical goal is to allow Muslims to have a healthy and stress-free life and the social goal is to encourage Muslims to visit their families and strengthen the bond of kinship in the Muslim society. In Qura'an, Allah says {16:91} "*Verily, Allah enjoys justice and the doing of good to others and giving like kindred, and forbids indecency, and manifest evil, and wrong transgression*".

Muslims are expected to abstain themselves from profligate consumption and indulgence. For example, alcohol and pork consumption, gambling, and prostitution are forbidden. In Qura'an, Allah says {5:91} "*O ye who believe! Wine and the game of hazard and idols and diving arrows are only an abomination of satin's handiwork. So shun each one of them that you may prosper*".

Women in Islam are obligated to cover their heads and bodies in front of foreign men. Foreign men in this context included those who are not direct relatives of a woman. In Qura'an, Allah says {24:32} "*And say to the believing women that*

*they restrain their eyes and guard their private parts, and that they disclose not their natural and artificial beauty except that which is apparent thereof, and that they draw their head-covering over their bosoms".* In some Muslim countries women are given the choice to wear what is called "*Hijab*" whereas in Saudi Arabia women are not expected to leave their homes without having the covering on and such situation is required because of the uniqueness of Saudi Arabia for owning the two Holy Mosques on its land. Therefore, obeying and following such rules would show respect for such holy places.

Muslims also are encouraged to travel and seek knowledge. Prophet Muhammed (PBUH) in one of his quote says "*If anyone travels on a road in search of knowledge, Allah will cause him to travel on one of the roads of paradise*".

Overall, by looking at all the Islamic values mentioned to this point, we can notice that most of them appear in Maslow's Motives Model and the value scales (RVS) and (LOV). For instance, the aspects of relaxation, security, happiness, love, relationships, knowledge, appreciation, belonging appeared in Maslow's motives Model and the (RVS) and (LOV) values scales are highly supported and encouraged by Islam.

#### **2.4 Motivations and values:**

Motivations and values have been researched separately in many studies (Pitts, Arch & Woodside, 1986; Guth & Tagiuri, 1965; Vinson, Scott & Lamont,

1977; Madrigal, 1995; Ryan & Glendon, 1998; Bendapudi & Berry, 1997; Ryan & Deci, 2000).

Guth and Tagiuri (1965) indicated that values are acquired from an early life as they are transmitted to the person through his parents, teachers and other people that are perceived as significant in a person's environment. Although values are likely to be exposed to some modification throughout the person's life, most of the important characteristics that remained are acquired in the first few years of life. Vinson, Scott and Lamont (1977) looked at values from marketing and consumer behavior perspective and they believe that any product's attributes are ultimately based upon someone's values and changing values have a profound impact upon these attributes and upon behavior as well.

Ryan and Deci (2000) distinguished between different types of motivations based on reasons and goals by presenting self-determination theory. Particularly, they revised the difference between the intrinsic motivations which refer to "doing something because it is inherently interesting and enjoyable", and extrinsic motivations which refer to "doing something because it leads to a separable outcome". They pointed out that the intrinsically motivated behaviors are the prototype of self-determined behavior and the extrinsically motivated behavior can vary in the extent to which they represent self-determination.

A few studies have discussed values and motivations simultaneously (Jolibert & Baumgartner, 1997; Blernat, 1989). Blernat (1989) indicated that there are several distinctions exist between them that should be noted, this is illustrated in Table. 3. First of all, in terms of their definitions, motives have been defined by (McClelland, 1958, as cited in Blernat, 1989) as non-conscious needs, wants, drives or "recurrent



concerns about goal states” whereas values as they were defined by (Veroff & Smith, 1985, as cited in Blernat, 1989) are conscious, cognitive and evaluative. According to Rokeach (1973), “to say a person has a value is to say that cognitively he knows the correct way to behave or the correct end-state to strive for”.

Motives energize and orient someone’s behavior to pursue a goal (McClelland, 1958, as cited in Blernat, 1989). Values have a different task which is affecting self-conscious behavioral choices and evaluations of other people (French & Lesser, 1964, as cited in Blernat, 1989). In addition to that, values and motivations differ in kind of behavior. It is believed that Motives predict “operant behavior” (what people spontaneously do) while values predict “respondent behavior” (what people cognitively decide should be done) (McClelland, 1980, as cited in Blernat, 1989).

**Table 3: Motives and values distinctions, (Blernat, 1989).**

<b>Motives</b>	<b>Values</b>
Non-conscious needs, wants, drives or “recurrent concerns about goal states.	Conscious, cognitive and evaluative.
Energize and orient someone’s behavior to pursue a goal.	Affect self-conscious behavioral choices and evaluations of other people.
Predict “operant behaviour” (what people spontaneously do).	Predict “respondent behaviour” (what people cognitively decide should be done)

Jolibert & Baumgartner (1997) argued that in terms of conceptual standpoint there is a lack of clear-cut definitions in the literature for motivations and values which creates some ambiguity and confusion in dealing with these concept and some of the key researchers’ definitions for motivations and values suggest that they are

almost equivalent. For example, Schwartz and Bilsky (1987) stated that “values express motivational concern”, Rokeach (1973) indicated that “values have strong motivational components. Terminal and instrumental values are motivations”, Maslow (1970) believed that “values are motivations”, Murray et al. (1938), as cited in Jolibert & Baumgartner (1997), indicated that motivations are represented by values centered on the body (comfort, well-being), property (objects of value, financial ease, authority (the power of decision making), sociability (affection, friendship, charity) knowledge (facts, theories, history, science) aesthetic shapes (beauty, art) and ideology (religion, philosophy).

In terms of operational standpoint, there is a clear-cut differentiation between these two concepts. Values usually measured in the form of questionnaire and the most widely used scale is Rokeach Value Survey. On the other hand, motivations have variety of techniques in the way of measurement. Projective measures as well as questionnaire are used (Jolibert & Baumgartner, 1997).

## **2.5 Domestic Tourism Sector:**

Tourism in all countries is considered to be an important industry. Its significance lies in generating employment, its wealth and is in many areas a major element in the community prosperity, as well as an activity of social, political, environmental and cultural significance.

Huybers (2003) stated that domestic tourism is considered the basis for many countries .For instance, in Australia — a country in the top 15 of international

tourism earners (World Tourism Organization, 2002) — domestic tourism expenditure has generally been around four to five times that of international tourists (Huybers, 2003).

People who travel and stay overnight within the boundaries of their own country are categorized as domestic tourists. The United Nation and World Tourism Organization's definition for a domestic tourist, (1994), is “any person residing in a country, who travels to a place within the country; outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited”. There is rarely currency, language, or visa implications and domestic tourism is more difficult to measure than international tourism even in the developed countries. International travel implies the crossing of the boundaries. It is, thus, easier to observe, while domestic tourism implicates movement internally and is, thus, more difficult to research. Other variables, such as distance traveled, trip duration, etc. come into consideration as well.

It has been noted in many studies the considerable impacts of the domestic tourism, Jafari (1987), Archer (1978), Bogari, (2002).

Although domestic tourism tends to grow slowly at around 3% per annum (Turner & Reisinger, 2001) compared with international tourism which is 5%, it offers many benefits to both developed and developing countries (Jafari, 1987). Jafari

believes that the chance of achieving the perceived benefits of international tourism in a country is highly linked with the development of its internal tourism sector. In other words, if a destination desires to achieve a prosperous international tourism, it has to look first at the growth of its domestic tourism sector and build strong economic structure within the country and that eventually will contribute effectively to its international tourism.

The impact of the domestic tourism sector can be discussed in terms of political, cultural, social and economic aspects. The political impact, as Archer (1978) noted, can be achieved through traveling domestically and that strengthens the national sentiment. When people from the same country travel within the country, they begin to experience feelings of pride of heritage and belonging.

The cultural impact can appear in many destinations within one country. Some people are motivated to travel to another region where a different culture exists and become aware of the diversity of their country. For instance, people from the industrial regions in Scotland and England travel to the western highlands and Islands of Scotland to enjoy watching the unique lives of farmers (Archer, 1978).

The World Tourism Organization (1999, p. 19), as cited in Bogari (2002), illustrates the economic and social significance of domestic tourism. It introduces shifts in consumer markets, contributes to the re-distribution of the national income, provides a source of revenue for tourism industries during lean seasons of

international tourism, it helps with better utilizing of local materials to serve the tourists, it generates employment, and helps with reflecting the economic and social well-being of a nation.

## **2.6 Domestic Tourism in Saudi Arabia:**

The Middle East is relatively undeveloped as a tourist region, but future growth is anticipated and Saudi Arabia provides an interesting case study of a country which has recently moved to begin to exploit its untapped potential as a destination. The Middle East recorded 24.1 million international and domestic arrivals in 2002, only 3.4% of the world's total. This compares with nine million in 1990 and there was an average annual growth rate of 9.7% throughout the 1990s (WTO, 2003 as cited in Henderson, 2003). Sharpley (2002) describes it as 'one of the least developed tourism regions in the world' where leisure travel is rare and often seen as 'culturally undesirable and economically unnecessary'. For many Middle Eastern societies, Western style tourism is considered to be fundamentally incompatible with the Islamic religion and way of life.

Other barriers in operation are the absence of infrastructure, harsh climate, visa restrictions and a lack of commercial interest amongst tour operators and travel agents of major generating markets. Regional instability and the heightened threat of terrorism worldwide is another critical issue. Nevertheless, there is a rich endowment of tourism resources and the Middle East offers a host of natural attractions such as deserts, mountains, green valleys and the Red Sea with its beaches and world class

diving. There is also a diversity of archaeological, cultural and heritage sites like spectacular tombs and dwellings carved in sandstone. Accessibility is improving and the World Tourism Organization forecasts that inbound tourists will rise from 12.4 million in 1995 to 35.9 million in 2010, reaching 68.5 million in 2020 when the Middle East's market share will be 4.4% (WTO, 2000 as cited in Sadi and Henderson).

Saudi Arabia originally devoted little attention to conventional international leisure tourism for a combination of social, political and economic reasons. There were few financial incentives to do and given its wealth accruing from the discovery and exploitation of oil reserves and the fourfold increase in oil prices in the 1970s. The central role of religious tourism must be stressed, however, with over a million traveling annually for the Hajj and Umrah which requires a massive organizational effort by the authorities (Travel and Tourism Intelligence, 1997 as cited in Sadi and Henderson ).Those on the Hajj and Umrah together accounted for 3.6 million of the 6.3 million domestic and international tourists in 2000 and almost half of tourism expenditure. In comparison, business and conference travel constituted 17% of spending while the proportions for vacation or leisure tourists were 18% and 2% respectively (Mintel, 2002 as cited in Sadi and Henderson).

As mentioned previously, in Saudi Arabia there is a growing amount of free time and a high percentage of disposable income is being spent on various forms of

tourism. These facts have increased the number of Saudis travelling to tourist destinations, internationally and domestically. Consequently, spending the annual holiday away from home is normal for most Saudi families. Additionally, day or short-break journeys to the coastal regions, countryside or desert are normal several times a year (Bogari, 2002). It is estimated (Sajini, 1997) that the total expenditure on domestic tourism in Saudi Arabia is only 16.7% of the total tourism expenditure.

International expenditure was estimated (in 1995) to be 7.6 million US\$ and increased to more than 8.2 million US\$ in 1997 (Asharq Alawsat Newspapers, 1998) which is about 17.3% of oil revenue estimated in 1998 and nearly 5.6% of the Saudi G.D.P. According to Economist Intelligence Unit Limited (1998), Saudis themselves spend the most on international tourism \$17bn but only a small percentage is spent in the country. Foreign tourism is a substantial drain on the current account, so the government has been trying to persuade more of its citizens to holiday within the country.

Many Saudis take their annual holidays abroad where better recreational opportunities and facilities are believed to exist. In a case study conducted in 2004 by 'MAS,' the National Center for Information and Research, which is affiliated with the Higher Authority for Tourism, revealed that there are many obstacles for tourism in Saudi Arabia. These obstacles are seen in restrictions on entertainment places arise from the country being a conservative country highly influenced by traditions and

religion. The study noted that the average Saudi would take his or her annual holiday in another country and the main reasons for that are to escape from the Saudi heat, to enjoy the range of entertainment and for personal freedom (Asharq al Awsat, 2005).

The Saudi Arabian government plans to continue developing the tourism sector to be one of the important sectors in the economy that can develop substantial income resources and contribute to the social development and economy (Ministry of Planning, 1995). The development of domestic tourism acquires particular importance in the Kingdom as a competitive alternative to international tourism on which a great deal of Saudi income is spent annually with adverse impacts on the balance of payments and the volume of demand for domestic goods and services (Ministry of Planning, 2000). In 2000 the Supreme Commission for Tourism was established by the Saudi Arabian government for the first time. The Commission's main purpose is to develop, promote and enhance the tourism sector in the kingdom and to facilitate the growth of a sector which is deemed to be an important resource of the national economy.

The kingdom already has a satisfactory accommodation stock of 7,068 hotels and 41,000 rooms which is half that of the total volume for the GCC collectively. Most rooms are in Mecca and international chains control over 80% of five star properties. Another 50,000 hotel rooms and 74,000 apartments are planned in order to meet projected demand. Communications are also good and there are 22 regional and



four international airports, Jeddah and Riyadh being the busiest, as well as an ever-expanding road network and extensive motorway system which will connect most regional centers by 2005 (Kirby, 2003 as cited in Sadi and Henderson).

Saudi Arabia thus exhibits both strengths and weaknesses as a tourist destination, the former indicative of scope for further expansion and a positive future. However, there are many uncertainties ahead and it is therefore valuable to seek the advice of experts regarding their opinions about the future as a foundation for decision making.

## **2.7 Tourism Resources in Saudi Arabia:**

Saudi Arabia's tourism sector is witnessing rapid growth with several mega projects springing up across the kingdom. Amid the global economic meltdown during late 2008 and early 2009, smart investors have earmarked the kingdom as the next potential bright spot for tourism. Several investors and businessmen are concentrating on this vital sector and are implementing multi-billion riyal projects in different cities in the country (Gulf News, 2009).

The Kingdom of Saudi Arabia is rich and diverse in its natural, cultural, religious and historical attractions.

**Natural attractions.** The basic elements of this factor include location, mountains, seacoast, and deserts.

**Location.** Saudi Arabia lies at the crossroads of three continents: Asia, Africa and Europe. It is the largest of the seven Gulf countries, covering 70 % of the

Arabian Peninsula between the Red Sea and the Arabian Gulf and it covers approximately 2,250,000 square kilometers (870,000 square miles). It is bordered to the west by the Red Sea, to the east by the Arabian Gulf, United Arab Emirates and Qatar, to the north by Kuwait, Iraq and Jordan and to the south by Oman and Yemen.

**Mountains.** Mountains can be another tourist attraction factor. The Sarawat Mountain Chain lies to the west along the Red Sea. These mountains rise to over 9,000 feet at the southern point and 8,000 feet behind Mecca and gradually fall to 3,000 feet near Medina to the north. Several valleys slope westward and eastward from these mountains, such as Fatima Valley, Rumah Valley, Najran Valley and Bisa Valley. Running through the centre for about six hundred kilometers and roughly parallel to the Dahna is Tuwaiq Mountain, a westward-facing escarpment rising 100-250 metres. Najd, which means 'highlands' in Arabic, is in central Saudi Arabia and consists mainly of sedimentary plateaus interspersed with sand deserts and low, isolated mountain ranges. The most prominent range is Shammar Mountain in the north.

**Seacoast.** Another significant tourist attraction is the seacoast. In the extreme west, along the Red Sea, there is a coastal plain (Tihamah), flat and usually very narrow, except in the Jeddah area where it offers a small but useful lowlands gap giving access to Mecca and the interior. It is 1,100 kilometers long extending from Aqaha to the borders with Yemen. It includes many potential tourist places such as, Jeddah, Yanbu and Jizan. On the other side there is the eastern coastal plain on the Arabian Gulf which is 610 kilometers long and contains a large area of sand. The waterway, which is very shallow and reaches a maximum depth of approximately 500 feet, is noted for its variety of sea life.

**Desert.** Most of Saudi Arabia is desert interspersed with oases, some lying along the banks of wadis (intermittent-stream riverbeds) and others covering huge areas. Those deserts are Al-Rub Al-Khali Desert, Samman Desert, the Al-Dahnaa Desert and Great Nefud Desert. Desert camping has become accessible to everyone. In recent years, visitors heading for desert destinations have many choices.

**Cultural Attractions.** Saudi Arabia is rich in cultural heritage. It has both historic and modern cultural attractions, such as religious centers and historic buildings.

**Religious Centers.** The two Holy shrines of Islam, Mecca and Medina, are found in Saudi Arabia. Mecca is located in the western region of Saudi Arabia. It is the main destination for Muslim pilgrims and visitors. The Holy Ka'abah is situated in Mecca. There are other Holy sites where pilgrims execute the liturgy of the Umrah and the Hajj at Arafat and Muna. Medina is the second Holy city, located in the northwest of Saudi Arabia. It is the city of the second Holy Mosque. There are also many other religious locations, such as Ohud Mountain and Qiba Mosque.

**Historic Buildings.** Saudi Arabia also has many important historical archaeological monuments, such as mosques, palaces, historical sites, old villages and ancient dams, that could be developed as tourist attractions. In the heart of Old Riyadh the Masmak Fortress was built around 1865 and extensively renovated in the 1980s. To the west side of the Kingdom the most historical places in Taif are the area of the Souk of Okaz, which played an important role in the history of Arabic poetry, the Shobra Palace, which was built in the traditional design of the western part of Saudi Arabia and mosque of Al-Abbas.

## **Customer Satisfaction:**

Organizations are strongly recommended to look into the needs and wants of their customers because customer satisfaction has been proved to be one of the major reasons for the success of any organization. That is the reason why many studies in the literature have discussed customer satisfaction and looked into it in many ways and the existing literature gives a wide variance in defining it. According to Oliver (2009) ‘satisfaction is derived from the Latin *satis* (enough) and *facere* (to do or make). Thus, satisfying services or products have the capacity to provide what is sought to the point of being (enough). Two related words are *satiation*, which loosely means enough up to the point of excess, and *satiety*, which can mean a surfeit or too much of enough, as if to say that too much is necessarily undesirable. These terms illustrate the point that satisfaction implies a filling or fulfillment, perhaps up to a threshold of undesirable effects (e.g., overindulging, such as credit purchasing beyond one’s financial means)’. Kotler (2000) defined satisfaction as ‘ a person’s feeling of pleasure or disappointed resulting from comparing a product’s perceived performance (or outcome) in relation to her or his expectation’ (as cited in Singh, 2006). Giese & Cote (2000) argued that the literature lacks a consensus and clear definition for satisfaction and this lack creates three serious problems for customer satisfaction research which are the difficulty of selecting an appropriate definition for a particular study, operationalizing the definition and interpreting and comparing empirical results. They suggested a number of components that researchers should consider in attempting to develop conceptually consistent, clearly delineated, context-specific definitions of satisfaction and that’s can be done by providing appropriate detail concerning the following components:

*‘A **summary affective response of varying intensity**. The exact type of affective response and the level of intensity likely to be explicitly defined by a researcher depending on the context of interest.*

***With a time-specific point of determination and limited duration**. The researcher should select the point of determination most relevant for the researcher questions and identify the likely duration of the summary response. It is reasonable to expect that consumers may consciously determine their satisfaction response when asked by a researcher; therefore, timing is most critical to ascertain the most accurate, well-formed response.*

***Directed toward focal aspects of product acquisition and/or consumption**. The researcher should identify the focus of interest based on the managerial or research question by face. This may include a broad or narrow range of acquisition or consumption activities/issues’.*

Anderson, Fornell & Lehmann (1994) discussed the significant linkage between customer satisfaction and product or service quality which results in economic returns to the firms. Woodside, Freya & Daly (1989) also confirm that customer satisfaction with the service encounter appear to be a moderating variable between a service quality and behavioural intention.

Customer satisfaction is perceived as a critical component in marketing thought and practise and considered to be a major outcome of any marketing activity (Gilbert, Churchill & Surprenant, 1982). The reason behind the fundamentality of customer satisfaction to marketers is that considered to be a significant determinant of repeat sales, positive word of mouth and consumer loyalty (Bearden & Teel, 1983, p.21, as cited in Woodside, Freya & Daly, 1989). There are an increasing number of

firms and organizations that are using some of customer satisfaction measurements to evaluate, monitor and develop products and service offerings as well as for evaluating and motivating their employees (Anderson, Fornell & Lehmann, 1994).

In the context of service quality research, many studies have indicated the need to measure expectations beside perceptions (Weber, 1997, as cited in Hui, Wan, Ho, 2007). There have been a variety of service quality models. One of the most widely used and cited is SERVQUAL, which was developed by Parasuraman, Zeithaml, and Berry (1988). This model is measured by five dimensions: reliability, assurance, tangibles, empathy and responsiveness. Reliability refers to the organization ability to perform the promised service accurately and dependably; assurance refers to the employee's ability to convey trust and confidence; tangible refers to an organization's physical facilities and equipment; empathy refers to the employee's effort to understand and know the customers and their needs; and responsiveness refers to the employee's willingness to help customers and provide a prompt service. The model is considered a useful tool to measure the gap between the customers' expectations and the customers' perceptions of the service (Kouthouris & Alexandris, 2005). In terms of the relationship between customer satisfaction and quality service, Zeithmal and Britner (2003), as cited in Kouthouris & Alexandris (2005), indicated that satisfaction is the customers' pleasurable level of fulfilment response that caused by a product or service feature or the product or service itself.

Customer satisfaction has also appeared to be fundamental in the tourism management literature. Providing high quality service and ensure the customer satisfaction is considered a critical component which leads to a successful tourism which is one of the world largest service industries (Steven, Knutson & Patton, 1995, as cited in Hui, Wan, Ho, 2007). Tourists satisfaction's significance stems from the

fact that it creates long-term relationship and loyalty between tourists and destinations (Hui, Wan, Ho, 2007).

Satisfaction in tourism has become a major research area recently. Tsotsou & Vasioti (2006) conducted a study in order to measure satisfaction with tourism services in Greece and the effect of the demographics like age, education, employment and family status on the degree of satisfaction. Their finding showed that employment and family status seems to have no effect on consumer satisfaction with travel services whereas education, age and activities could be used to classify consumers in terms of their satisfaction level. The results showed that less educated people and younger are less satisfied with the services than the more educated and older people. Regarding leisure activities, the highest the activity level (rafting, horse riding) being preferred, the lowest the satisfaction is and the lowest the activity level (walking) being preferred, the higher the satisfaction is. Webb and Hassall (2002), as cited in Tsotsou & Vasioti (2006), measured visitor satisfaction with Western Australia's conservation estate on a two year period and they found that the type of location and the number of facilities were the strongest indicators of satisfaction. Neal (2003) studied the effect of length of trip on satisfaction. She found significant differences between the group of 'short term visitors' (those who stayed from one to six nights) and the group of 'long term visitors' (those who stayed seven or more nights). Short term visitors were less satisfied with the perceived service quality and cost of their trips than long term visitors. In terms of tourists' satisfaction in the Country of Saudi Arabia, Bogari's (2002) study which investigated Saudi citizens attitudes toward the tourists facilities indicated that there is positive attitude about these facilities and this result was consistent with Al-Ghamidi study in (1996) as Bogari indicated.

The main purpose of this section was to address a number of subjects that are relevant to the current study. The major subjects that were noted to in this section are tourism motivations, values in travel destination decision, Islamic values, values and motivations, domestic tourism sector, domestic tourism in Saudi Arabia, tourism resources in Saudi Arabia and customer satisfaction.



## **CHAPTER THREE**

### **REASERCH METHODS**

This chapter includes discussion of the following points:-

The location of the study, methods of data collection, choosing the sample, designing the questionnaire and data analysis methods.

#### **3.1 Location of the Study:**

The country of Saudi Arabia is the location of the research. Saudi Arabia occupies most of the Arabian Peninsula, with the Red Sea and the Gulf of Aqaba to the west and the Persian Gulf to the east. Neighboring countries are Jordan, Iraq, Kuwait, Qatar, the United Arab Emirates, Oman, Yemen, and Bahrain (figure, 3). The population was estimated to be about 28 million in 2008. Saudi Arabia is the birthplace of Islam and home to Islam's two holiest shrines in Mecca and Medina.

Data were collected in two cities, Medina and Jeddah. The reason behind choosing these specific cities is that each of these cities represents distinct features that makes it desirable city to be visited by not only Saudi people but all the Muslims around the world. Although Mecca has a significant position in Islam and highly desirable to be visited by Muslims, it was not selected for this study for the reason that people go there to perform mandatory tasks which are Hajj or Umrah. This study looked at people spend domestic vacation for pleasure reasons.

**Figure 3: A map of Kingdom of Saudi Arabia.**



*Medina* is the second holiest city in Islam, after Mecca. It lies in the west side of The Kingdom of Saudi Arabia. Medina is also called " the city of the Prophet". It was to Medina city that Prophet Muhammad (PBUH) fled when he was initially driven out of Mecca, and the place where he attracted his first followers. Medina currently has a population of about 600,000 people. The city's importance as a religious site derives from the presence of "The Prophet's Mosque" which was built on the site of Muhammad's home and is where he is buried. The first mosque of Islam is also located in Medina as well and is known as " the Quba Mosque". Medina holds great historical, cultural, and religious sites, most of which are associated with the

Prophet and his companions. These sites make Medina a desirable place to be visited by Muslims around the world.

*Jeddah* is a coastal city situated on the coast of Red Sea. The strategic location of Jeddah makes it the principal entrance to the holy city of Mecca. The population of the city currently stands at over 3.4 million. The location of the city of Jeddah can be sited at the western part of Saudi Arabia. Due to its coastal location, Jeddah has large number of beaches and many resorts which are the major tourist attractions. The city has a lot of historical attractions. Life in Jeddah is different from many cities in Saudi Arabia for many reasons. Firstly, Jeddah is a cosmopolitan city, more so than any other city in the country; it has many people coming from all over the world. Secondly, it has many historical buildings, with traditional designs, and very nice sea resorts where people spend a very good time and relax on beaches. Jeddah has the tallest fountain in the world, named King Fahd Fountain. There is also the annual Jeddah Festival. During the festival, there are many games and activities held in the city. There are shopping sprees, water skiing competitions, art exhibitions, and music festivals. Life in Jeddah is not as restrictive as in Medina as non- Muslims are permitted to have some degree of freedom whereas in Medina and Mecca non-Muslims are not permitted to enter the cities under the Saudi law for religious purposes.

### **3.2 Methods of data collection:**

This study is mainly quantitative since a self-administered questionnaire was used in order to get sufficient data required to answer the research questions.

The country of Saudi Arabia is a developing country and people are not familiar with surveys. Specifically, they are familiar with the format of surveys but not with the social context of conducting it. Therefore, conducting a survey in the country is not an easy task. This is especially true for a female researcher for the reason that sex segregation is enforced and it is actually challenging for her to contact or even talk to male participants. Therefore, male assistance in distributing the questionnaires was required and the researcher had recruited her cousin to conduct data collection among male respondents. The researcher herself conducted data collection among female respondents.

### **3.3 Choosing the Sample:**

Most of the studies undertaken in Saudi Arabia to date have used the convenience sample technique (Tuncalp 1990; Yavas et al. 1994b; Abdul-Muhmin 1998; Abdul-Muhmin and Alzame 2001, Bogari, 2002, as cited in Bogari, 2002).

Tuncalp (1999) stated that there are a number of facts that necessitate using convenience sampling when conducting a study especially for researchers conducting studies related to consumer behaviour and industrial marketing in Saudi Arabia. The problems on sampling in Saudi Arabia are several: "there is no official census of manufacturing or any other sector of the industry exists. Likewise, other lists of population elements that could serve as sampling frames do not exist" (p.51).

"Convenience samples have been illustrated as a 'necessary evil' when doing research in Saudi Arabia (Tuncalp, 1988) because of the unavailability of complete and reliable sampling frames from which to draw probability samples. Even if there have been some changes in the Saudi environment since Tuncalp's (1988) explanation 22 years ago - in the sense that the kingdom now has a population census and the chambers of commerce now have directories of manufacturing establishments - it is still virtually impossible to draw probability samples from the majority of studies" (Bogari, 2002, p.275).

Accordingly, this study followed the same direction and used a convenience sample for the site selection. Friends and relatives were contacted to assist with selecting the sites and the questionnaire distribution process. The first plan was that participants are going to be recruited at locations like restaurants and coffee shops. The consent of someone responsible at such places was going to be obtained first. The researcher herself was going to undertake the task with the assistance of a relative male for male participants. Once on site, respondent selection was going to be purposive and convenience as families and groups of young adult who look friendly and willing to participate were going to be approached as it was mentioned previously people are not familiar with strangers approaching them and some families would be suspicious about participation especially those from countryside who considered to be less educated and not aware of such methods. Therefore, people who look more educated and willing to participate were going to be approached.

It is desirable for this study just like other studies conducted on the same area to collect data while people are on holiday as the process of recalling information on their trip would be easier for them and more accurate. However, collecting data for

this study included both people who are on present vacation and local ones for the desire to collect adequate data to be able to answer the research questions.

### **3.4 Designing the questionnaire:**

As it was mentioned previously, a self-administered questionnaire was used in conducting the study. The questions were divided into categories that go along with the purpose of the study.

The first question in the questionnaire is about the location of respondents as this study targeted local people and people on holiday.

Questions 2 to 12 asking the respondents information about their domestic travel and the services provided for them. The purpose for asking these questions is to get more information on how likely are Saudi people to travel domestically and measure their satisfaction about the services and facilities provided for them. These questions were developed specifically for this research.

Questions 13-15 were derived initially from a study was conducted by( Bogari, 2002) and then some statements were eliminated for not being related to the study and others were added.

Questions 13 and 14 focus on push factors that internally motivate people's behaviour. Question 13 has 11 parts and question 14 has 19 components. Some of the statements relate to Islamic values to explore how such values play a role in Muslim's holidays. These questions use the Likert 5-point scale ranging from 5 = strongly agree, 4 = agree, 3 = neither agree nor disagree, 1 = strongly disagree.

Question 15, which has 18 parts, is more concerned with the pull factors that externally attract people to a certain place. Some of the statements are relate to religious, historic and cultural resources. This question uses a 5-point Likert type

response format ranging from 5 = very important, 4 = important, 3 = neither important nor unimportant, 2 = unimportant, 1 = very unimportant.

The Rokeach (1973) Value Survey (RVS) were used to measure values while Maslow`s Needs Model (1998) is used for motives and both are demonstrated in the statements of questions number 13, 14 and 15.

The last group of questions, 16-19, are related to the demographic characteristics of the participants. They are located last in the questionnaire as they meant to be tedious and intrusive.

The questionnaire was translated into Arabic and the Arabic version was given to participants since the first language in Saudi Arabia is Arabic and most of the population know little English. The process of "back translation" used by obtaining another bilingual individual that can volunteer in conducting that. The process began with the PI translating items into Arabic. Then a second person, without prior knowledge of the English version, translated the scale from Arabic to English. The two people then discussed problematic items and come to resolution.

### **3.5 Data Analysis Methods:**

The obtained data from the questionnaires were analyzed using SPSS. Univariate and multivariate statistical tests were used. Univariate statistics such as descriptive analysis was used initially to describe the basic features of the data and the forms of participants' holidays. Factor analysis was used to simplify data and create small dimensions for push and pull factors. One way ANOVA was used to examine distinctions among push and pull factors and demographic characteristics. Moreover, to examine the relationship between the push and pull factors and within

themselves, correlations were used. Lastly, t-test was run in order to study the satisfaction level for participants on the services.



## **Chapter Four**

### **Results**

The main purpose of this chapter is to explain the data collection and analysis process. A number of subjects are addressed including data collection process, data entry process, demographic variables such as age, gender, and number of household members, the socio-economic variables such as the educational level and income, and geographic variables including city of residence. Moreover, variables on holiday forms for the study participants are going to be discussed as well like visiting reasons, length of stay, companionship in the trip, transportation modes, kind of accommodation and way of arrangements for their domestic trips. Satisfaction level of participants, motivational items and values are explained as well.

#### **4.1 Data collection process:**

Data collection process started as explained in Chapter Three. The researcher went to a couple of restaurants and coffee shops in both cities. However, because such places, specifically the family sections, have little sections or booths where families can sit and talk freely, she was told by responsible people in such places that it wouldn't be acceptable to disturb people by knocking on these booths or get in without permission because that would bother their customers. The situation was different at male sections. The male assistant obtained by the researcher was a cousin and he was able to find male participants easily in those sections where no such booths exist.

An email of consultation was sent to the supervisor regarding the above issues. He suggested beginning a snowballing method to approach females

participants and to have the cousin continue approaching male participants at restaurants and coffee shops per the original plan as laid out in the thesis proposal. The committee member also was consulted and she agreed with the supervisor's advice.

Relatives and friends in both cities were contacted in order to begin the snowball sampling process. Three families of relatives and six of friends in Medina were approached, whereas in Jeddah three families of relatives and two of friends were approached. Because data collection started in the month of Ramadan which was in August 2010, it was difficult to contact friends and family as they were busy performing the religious rituals that Muslim people spend most of their time doing in this month. However, all the three families and four friends in Medina and two families and two friends in Jeddah responded and were cooperative and helpful in sense of allocating some of their time to meet the researcher, fill out the surveys, and encourage their neighbors and friends to participate as well. Every aforementioned house was visited and people were asked about the possibilities of having one volunteer to take the responsibility of finding participants and consent was obtained from all of them. According to their possibilities, they were given 15 or 20 questionnaires to be distributed, so just over 140 total surveys were distributed via this snowball method. They were given the time between a week and two and after this stage the researcher talked to these people volunteering in questionnaire distribution process to know how it went and what was people's attitude towards this process.

The male assistant (the cousin) was given 60 questionnaires and he was able to collect 48 total between the two cities, 28 in Medina and 20 in Jeddah. Combining the two methods, a total of 140 questionnaires were collected, 77 in Medina and 63 in

Jeddah. This represented a combined response rate of approximately 70%, which is considered a good number given the challenges discussed above and because the survey was targeted to a general audience rather than specifically to people who were actually on vacation.

#### **4.2 Data entry process:**

The obtained data from the questionnaires were entered using the SPSS statistics 18 program. According to the questionnaire, 76 variables were entered. Six variables describe sample characteristics – for example, city of residence, number of household members, gender, age, educational level and house income. The remaining 70 variables are related to respondents travel behavior and analyzing the form of their holiday such as whether their last trip was domestic or international, the main reasons behind taking their domestic trips, the nights they spent, who accompanied them on this trip, the transportation they used, how they arranged their accommodation and where they stayed at. Also, other variables are concerned about the respondents' attitudes and satisfaction towards the facilities they were offered in the domestic destination. Moreover, a number of variables are illustrating the push and pull factors that influence Saudi touristic behavior generally and when they take domestic trips specifically.

#### **4.3 Demographic characteristics of the sample.**

Demographic variables of the sample including age, gender and number of household members of participants are shown in tables below.

### 4.3.1 Age:

Consumers change as they age and marketers have found that age is a useful demographic variable to distinguish between consumer`s consumption behaviour. It is also considered one of the most important demographic factors that affect holiday demand (Nicolau & Mas, no date).The age structure in Saudi Arabia as it is reported in CIA World Factbook in 2010 is:

0-14 years: 38% (male 5,557,453/female 5,340,614).

15-64 years: 59.5% (male 9,608,032/female 7,473,543).

65 years and over: 2.5% (male 363,241/female 343,750).

According to the Ministry of Economy and Planning in Saudi Arabia (2007), the number of Saudi below 30 years of age represented 67.1 percent of the total Saudi population, and those below 15 years of age constituted 37.2 percent.

The present sample was relatively young as over a third (35.7%) of respondents were less than 25 years old and over two-fifths (42.1%) were 25-34. Only five percent of the sample was age 45 or older. With respect to city of residence, Medina residents were generally younger than those from Jeddah.

**Table 4. Age of study participants by city of data collection.**

Age	Medina	Jeddah	Total
Less than 25 years old	32 (41.6%)	18 (28.6%)	50 (35.7%)
25-34	31 (40.3%)	28 (44.4%)	59 (42.1%)
35-44	13 (16.9%)	11 (17.5%)	24 (17.1%)
45 years or older	1 (1.2%)	6 (9.5%)	7 (5%)
Total	77 (100%)	63 (100%)	140 (99.9%)*

\* Percentages may not add to 100 due to rounding error.

### 4.3.2 Gender:

Many studies have shown that gender and age significantly affect tourists' behavior (Jonsson & Devonish, 2008). Gender is another useful factor that influences the marketing strategies since male needs are different from those of females and this is especially true in traditional or conservative countries.

In Table 5, it can be seen that just under 60 percent (58.57) of the sample is female and just over 40 percent (41.43%) are male. The Jeddah sample was disproportionately more female than was the sample from Medina.

**Table 5. Gender of study participants by city of data collection.**

Gender	Medina	Jeddah	Total
Male	33 (42.86%)	25 (39.68%)	58 (41.43%)
Female	44 (57.14%)	38 (60.32%)	82 (58.57%)
Total	77 (100%)	63 (100%)	140 (100%)

### 4.3.3 Family size:

Family size, as Caswell and McConnell (1980), Eymann and Ronning (1992,1995) and Walsh et al. (1992) reported, plays an important role in determine recreational decisions, in both realization of holidays and destination determination, and considered one of the dimensions which appear to have an effect on holiday decisions making as large family size restricts holiday spending while reduced household size implies more possibilities to travel and cover holiday costs (Nicolau & Mas, no date).

A study was conducted by TNS Middle East in 2006 to capture changes in Saudi Arabia's basic demographics. The study shows that the average family size-

defined as all family members in the household excluding friends and helpers- is 5.2; with a fourth of all households being small (family size up to 3 members), a third being medium (family size of 4 to 5) and 40% being large households (family size of 6 or more).

By comparison, Table 6 shows the family size average of the current study sample. Nearly one-third (29.29%) had 3 or fewer members, another third (32.14%) were medium sized with 4 to 5 members, and just over one-third (37.14%) were large.

**Table 6. Family size of study participants.**

Number of household participants	N
0 (live by him/herself)	2 (1.43%)
Small size (up to 3)	41 (29.29%)
Medium size (4 to 5)	45 (32.14%)
Large size (6 or more)	52 (37.14%)
Total	140 (100%)

#### **4.3.4 Socio- economic characteristics:**

The socio-economic variables of the sample included the educational level and income of participants.

**Education** is one of the key determinants of a person's occupation and social class. Education achievement is considered the most reliable determinant of consumers' income potential and spending patterns (Bogari, 2002).

Table 7 shows the educational level of the sample which are grouped into five categories. As shown, the predominant group is the one with university education,

about 60%, 21% have secondary level of education, about 20% with high education degree.

**Table 7. Educational level of study participants by city of data collection.**

Educational level	Medina	Jeddah	Total
Primary or less	0	1 (1.59%)	1 (0.71%)
Intermediate	2 (2.59%)	3 (4.76%)	5 (3.57%)
Secondary	17 (22.08%)	13 (20.63%)	30 (21.43%)
University	49 (63.64%)	35 (55.56%)	84 (60%)
Post university	9 (11.69%)	11 (17.46%)	20 (14.29%)
Total	77 (100%)	63 (100%)	140 (100%)

**Income** is another essential dimension in determining consumer's behaviour and individual's spending capacity. Literature shows that medium and high house income groups are more likely to take vacations (Hay & McConnell, 1979; S.G.T., 1989a; 1992, 1993; Bardon, 1991; Walsh et al., 1992; I.E.T., 2000, as cited in Nicolau & Mas, no date).

The study that was mentioned in the family size section conducted by TNS Middle East in 2006 also noted the change in the household income of Saudis. The study indicated that the average monthly household income in Saudi Arabia has increased since 2001 to approximately SAR 6,600 with the large households having the largest monthly household income (approximately SAR 7,450), followed by the medium households (approximately SAR 6,400) and the small households (approximately SAR 5,500).

Table 8 illustrates the monthly income level for the current study participants. As can be seen the monthly income of 6000 to 8,999 SR is the highest in the sample, about 31%, followed by the income level of 9000 to 14,999 SR, about 21%.

**Table 8. Income level of study participants by city of data collection.**

House income	Medina	Jeddah	Total
Less than 3000 SR	14 (18.18%)	13 (20.63%)	27 (19.28%)
3000-5,999 SR	12 (15.58%)	6 (9.52%)	18 (12.86%)
6000- 8,999 SR	33 (42.86%)	11 (17.47%)	44 (31.43%)
9000- 14,999 SR	15 (19.48%)	15 (23.81%)	30 (21.43%)
15000 SR or over	3 (3.90%)	18 (28.57%)	21 (15%)
Total	77 (100%)	63 (100%)	140 (100%)

#### 4.3.5 The geographic characteristics:

The geographic variable of the sample includes the city of respondents' residence. Consumer's needs vary from one region to another and can be affected by local climate, terrain, natural resources and population density (Bogari, 2002).

Table 9 shows the participants' city of residence. As participants were purposively approached, people from the cities where the research was conducted and who were there for vacation, it is worth noting the numbers of participants actually live in each city and the ones were visiting those two cities. As shown, in the city of Medina, 60 participants live actually in Medina and 17 were coming from other cities like Jeddah, Mecca, Abha and Yanbu for different purposes. However, in the city of Jeddah 30 participants live in Jeddah while 33 were from other cities like Medina, Mecca, Yanbu, Taif, Khobar and Riyadh.



**Table 9. City of study respondents' residence by the city of data collection.**

The city	Medina	Jeddah	Total
Medina	60 (77.92%)	22 (34.92%)	82 (58.57%)
Jeddah	10 (12.98%)	30 (47.62%)	40 (28.57%)
Mecca	3 (3.90%)	1 (1.59%)	4 (2.86%)
Abha	2 (2.60%)	0	2 (1.43%)
Yanbu	2 (2.60%)	1 (1.59%)	3 (2.14%)
Taif	0	5 (7.94%)	5 (3.57%)
Khober	0	1 (1.59%)	1 (0.71%)
Riyadh	0	3 (4.76%)	3 (2.14%)
Total	77 (100%)	63 (100.1%)*	140 (99.9%)*

\* Percentages may not add to 100 due to rounding error.

#### **4.4 Holiday forms:**

This section is going to discuss the holiday forms of the sample by analyzing the variables that are related to respondents' vacation. The following is going to be addressed:

- The main reasons behind visiting the domestic destination.
- The length of stay in the current or last domestic holiday.
- The companionship in spending the domestic holiday.
- The transportation that they used in order to arrive at the domestic destination.
- The kind of accommodation the domestic tourists stay at and the way they arrange for it.

#### 4.4.1 Visiting reasons:

A report by the Information and Research Centre of the Saudi Commission for the Tourism and Antiques (SCTA) 2010, stated that a six percent growth in the number of Saudi domestic tourists between July and September is predicted and a 51% of them will use their trips to enjoy holiday and shopping while 25% will visit relatives and 23% for religious purposes.

Table 10 suggests that the main visiting reason for the current study, in Medina and Jeddah are spending a holiday, about 54% in Medina and 47% in Jeddah. Visiting relatives and friends come next, 21% in Medina and 20% in Jeddah, followed by religious and business purposes. This indicates that most participants in this study have taken domestic trips for recreational purposes, referring to the three forms of Saudi tourism, recreation, business and religious, as mentioned in Chapter One.

**Table 10. Visiting reasons by city of data collection.**

Visiting reasons	Medina	Jeddah	Total
Spend a holiday	42 (54.54%)	30 (47.62%)	72 (51.43%)
Visit relatives and friends	21 (27.28%)	20 (31.75%)	41 (29.29%)
Business	7 (9.09%)	6 (9.52%)	13 (9.29%)
Religious	5 (6.49%)	7 (11.11%)	12 (8.57%)
Studying	1 (1.30%)	0	1 (0.71%)
Shopping	1 (1.30%)	0	1 (0.71%)
Total	77 (100%)	63 (100%)	140 (100%)

#### 4.4.2 Length of stay:

Table 11 shows that most of tourists stay for the period between 1 to 5 days at their domestic destination.

**Table 11. Length of stay by city of data collection.**

Length of stay	Medina	Jeddah	Total
1-5 days	39 (50.65%)	38 (60.32%)	77 (55%)
6-10 days	18 (23.38%)	16 (25.40%)	34 (24.29%)
11-20 days	11 (14.28%)	4 (6.35%)	15 (10.71%)
21-30 days	6 (7.79%)	4 (6.35%)	10 (7.14%)
31 days or more	3 (3.90%)	1 (1.59%)	4 (2.86%)
Total	77 (100%)	63 (100%)	140 (100%)

#### 4.4.3 Companionship in the domestic trip:

As can be seen in table 12, most of the tourists travel with companionship and the majority is with family members like parents, siblings, spouse and children.

**Table 12. Companionship of study participants' in their trip by city of collecting data.**

Companionship in the trip	Medina	Jeddah	Total
Alone	10	8	18
Parents	28	22	50
Children	26	18	44

Companionship in the trip	Medina	Jeddah	Total
Siblings	35	23	58
Grandparents	2	2	4
Cousins	6	5	11
Aunts/uncles	4	3	7
Friends	12	7	19
Spouse	19	14	33
Total	124	102	244

<sup>1</sup>

#### 4.4.4 Transportation modes:

Table 13 shows the tourists' kind of transportation that used to arrive in the domestic destination. The majority use their private car, about 91, then comes the use of airplane, about 47. It also shows that very few people use buses.

**Table 13. Transportation modes of study participants' by city of collection data.**

Transportation	Medina	Jeddah	Total
Airplane	24 (31.17%)	23 (36.51%)	47 (33.57%)
Private car	52 (67.53%)	39 (61.90%)	91 (65%)

<sup>1</sup> The table shows numbers exceeded the real data number in each city because participants were asked to choose what applies to them; as a result, some of them chose more than one choice.

Transportation	Medina	Jeddah	Total
Bus	1 (1.30%)	1 (1.59%)	2 (1.43%)
Total	77 (100%)	63 (100%)	140 (100%)

#### 4.4.5 Kinds of accommodation and way of arrangement:

According to a brochure was published by the Commission for tourism and Antiques, the Saudi tourists' expenditure on accommodation in 2009 was 35.31%.

According to table 14, the most used accommodation for tourists is a hotel with 56 in the two study areas and then comes staying with relatives at the destination, about 43. By looking at table 15, to examine the way tourists arrange their accommodation at the domestic destination, we find that there is a few use the facility of travel agency while the majority do that by themselves or have a friend or relative does that for them.

**Table 14. Accommodation kinds of study participants' by city of data collection.**

Accommodation	Medina	Jeddah	Total
Hotel	34 (44.16%)	22(34.92%)	56 (40%)
Furnished apartment	16 (20.78%)	16 (25.40%)	32 (22.86%)
With relatives	22 (28.57%)	21 (33.33%)	43 (30.71%)
Own a house	5 (6.49%)	4 (6.35%)	9 (6.43%)
Total	77 (100%)	63 (100%)	140 (100%)

**Table 15. Accommodation arrangements ways of study participants by city of data collection.**

Accommodation arranged by	Medina	Jeddah	Total
Travel agency	8 (10.39%)	0	8 (5.71%)
Relatives or a friend	19 (24.68%)	18 (28.57%)	37 (26.43%)
Myself	50 (64.93%)	45 (71.43%)	95 (67.86%)
Total	77 (100%)	63 (100%)	140 (100%)

#### **4.5 The motivational items:**

Factor analysis was used to reduce the push and pull items illustrated in questions number 13, 14 and 15. This will simplify analysis by grouping interrelated variables and creating small number of push and pull dimensions. The KMO statistic was reviewed (KMO is a measure of the adequacy of the sample to produce potentially meaningful results; a value of 0.7 is normally sought), as well as Bartlett's test of Sphericity (a measure of the degree to which the correlation matrix might be an identity matrix; a condition that would mean the data are not appropriate for factor analysis). Commonalities and factor loadings were also reviewed. Variables that displayed commonalities below 0.4 were removed from the analysis. However, some variables deemed to have marginally low commonality (e.g., below 0.6) also had high loadings on a theoretically appropriate factor that could not be ignored. For instance, most of the Cultural factor variables had commonalities below 0.6, however, the variable loadings with respect to Culture were significantly high.

Factor analysis is a multivariate analysis. It was first developed by psychologists and was used mostly in the field of psychology. For the past 50 years, it is considered one of the most widely used test in other fields like economic, biology as well as the social sciences (Lawley & Maxwell, 1962).

In the current study, factor analysis is first run for all variables in questions number (13) and (14) together since both demonstrate the push factors (Table 16). Then the test is run for question number (15) for pull factors (Table 18). Since the push and pull factors are examined from an Islamic and Arab standpoint, the test is run for both cities simultaneously. As the intention of this procedure is not to develop a standardized scale, but to reduce complexity of subsequent analyses by reducing data, an exploratory components analysis with varimax rotation (the default option) was considered appropriate.

#### **4.5.1 Push motivations:**

Push motives (Questions 13 and 14) were subjected to factor analysis using varimax rotation and as a result eight dimensions were generated out of 30 variables with factor loadings higher than 0.40 on factors that made conceptual sense. The test also produced a KMO value of 0.829, and a significance level of  $< 0.001$  on Bartlett's Test of Sphericity, indicating the appropriateness of factor analysis, and that items correlated with each other significantly.

**Table 16. Rotated Components Matrix for push items in questions 13 and 14:**

Push Items	Communalities	Generated Factors							
		Cultural factors	Loyalty factor	Economic factor	Family factor	Spirituality factor	Knowledge factor	Relaxation factor	Activity factor
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
14.m) traditions protection	.779	.824	.248	.103	.044	.070	.000	-.108	.100
14.o) being with people having same traditions	.685	.749	.036	.277	.163	.127	-.029	-.020	.043
14.l) children's values protection	.555	.742	.200	.246	.252	-.120	.049	.039	.000
14.n) more appropriate for family	.726	.740	.158	.288	.208	-.014	-.148	.040	-.064
14.q) helping with performing Islamic rituals	.638	.715	.306	.019	.000	.078	-.090	-.085	-.110
14.p) helping with protecting women's veil	.584	.697	.271	.128	.007	.010	-.032	-.051	.067
14.s) availability of Halal food	.599	.665	-.174	.039	.025	.289	-.069	.090	.169
14.r) being near Islamic places	.657	.592	-.036	-.276	.130	.384	.100	.131	-.194
14.i) personal security in Saudi Arabia	.555	.454	.073	.247	.366	-.120	.212	.294	-.052
14.j) friendly treatment towards Saudi tourists	.606	.393	.348	.389	.191	-.001	.162	-.221	.260
14.b) no need to change Arabic cloths	.733	.115	.779	.095	.087	.149	-.210	.171	.034
14.a) holiday with Saudis provides new experiences	.628	.220	.698	.062	.213	.023	.176	.012	.105
14.k) good family entertainment places	.651	.124	.612	.353	-.063	.088	.220	-.261	.345
14.c) I rest and relax in Saudi Arabia	.622	.324	.587	.251	.174	-.112	.065	.187	.166



Push Items	<i>Generated Factors</i>								
	Communalities	Cultural factors	Loyalty factor	Economic factor	Family factor	Spirituality factor	Knowledge factor	Relaxation factor	Activity factor
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
14.d) economic benefits to the country	.597	.289	.528	.298	.180	.105	-.090	.221	-.213
14.h) cheaper than overseas accommodation	.702	.143	.050	.735	.291	.133	-.182	.050	.036
14.g) no need to pay extra for accommodation	.743	.242	.224	.723	.150	.268	-.012	-.008	-.132
14.f) having fun and innocently entertained	.696	.348	.351	.642	-.026	.010	.151	.093	-.085
14.e) no expenditure needed	.753	.284	.490	.540	.055	-.088	-.076	.340	-.091
13.i) family gathering in holiday	.787	.180	.047	.077	.853	.006	.065	.019	-.118
13.f) visiting relatives	.724	.240	.151	.077	.770	.173	.042	.111	-.024
13.j) perfect holiday includes all family	.757	.031	.209	.210	.737	.271	.189	.019	.123
13.g) observing God's creation	.729	.052	.052	.089	.089	.787	.182	.215	.095
13.k) chance to do good deeds	.651	.174	.075	.186	.197	.726	-.045	-.094	-.069
13.d) knowing how others live in other regions	.653	-.087	-.083	-.044	.117	-.027	.761	.207	-.007
13.h) expanding knowledge	.571	-.053	.057	.011	.099	.107	.734	-.027	.066
13.e) importance of nature to holiday	.739	.020	.100	.007	.007	.226	.114	.794	.185
13.a) holiday is all about having fun and relaxing	.504	-.167	.291	.145	.282	-.121	.055	.499	-.157
13.b) holiday is about doing a lot of activities	.622	.077	.234	-.173	-.067	.061	.078	.049	.717
13.c) historical and cultural sites important to holiday	.696	.085	.262	-.209	-.030	.233	.458	-.250	-.498

The generated factors include a Cultural factor which comprises ten push items. It has an eigenvalue of 8.68 and explains 28.97% of the total variance. The Cultural factor has the items that are related to cultural and religious protection and conservation. The Loyalty factor comprises five items which all are related to the feeling of loyalty and belonging by being in Saudi Arabia. This factor has an eigenvalue of 2.59 and explains 8.64% of the total variance. The Economic factor which has four items associated with cost savings and low expenditures. The Economic factor has an eigenvalue of 2.24 and explains 7.47% of the total variance. The Family factor has three items associated with family togetherness and kinship relationship maintenance. This factor has an eigenvalue of 1.77 and explains 5.90% of the total variance. The Spirituality factor has two items related to religious rituals. This factor has an eigenvalue of 1.41 and explains 4.72% of the total variance. The Knowledge factor contains three items describe educational and learning-based motivation. The Knowledge factor has an eigenvalue of 1.33 and explains 4.43% of the total variance. The Relaxation factor has two items that describe relaxing and having fun. This factor has an eigenvalue of 1.14 and explains 3.80% of the total variance. Finally, an Activity factor which has only one item related to doing a lot of activities and remaining energetic. It has an eigenvalue of 1.05 and explains 3.51% of the total variance.

It is noteworthy that all items listed under question 14 on the survey instrument placed into the first three factors and the items listed under question 13 factored into the remaining five factors. This procedure reduced 30 item statements into a more manageable set of eight factors which hold together well both conceptually and statistically. This will make subsequent analyses using these factors

more parsimonious and easier to interpret. Together, the 8 factors account for 67.39% of the total variance explained.

To rank the push factors according to their importance to the respondents, mean scores are calculated.

**Table 17. Ranking of push motivations according to their importance to participants.**

<b>Push motivations</b>	<b>Mean</b>	<b>St.D</b>
1. Relaxation factor	4.52	.63
2. Spirituality factor	4.40	.73
3. Family factor	4.17	.88
4. Cultural factor	4.06	.78
5. Activity factor	3.88	.77
6. Knowledge factor	3.75	.89
7. Loyalty factor	3.37	.97
8. Economic factor	3.35	1.11

Table 17 shows that the most important push motivation is relaxation and this indicates that Saudi tourists seek relaxation when they holiday. The second important motivation is the spirituality factor which means that religion plays a very important role in making their holiday decisions. The cultural and family push motivations also have significant value in Saudis' holiday decision making. The remaining factors all generated below average mean scores among respondents; less than 4.0 on the 7-point scale.

#### **4.5.2 Pull motivations:**

Question number (15) was subjected to factor analysis using varimax rotation and as a result (5) factors were generated out of (17) variables after deleting one variable with communality less than 0.40 (Table 18). The test also produced a KMO value of 0.702, and a significant level of  $< 0.001$  on Bartlett's Test of Sphericity, indicating the appropriateness of factor analysis, and that items correlated with each other significantly.

The five generated factors are: An Entertainment factor which comprises of four items all related to hedonic activities. It has an eigenvalue of 4.34 and explains 25.60% of the total variance. Second, a Safety factor includes three items which explain the tourists' safety and health attributes. This factor has an eigenvalue of 1.99 and explains 11.73% of the total variance. Third, a Luxury factor comprises four items associated with luxurious attributes like the desire to stay at high standard apartment and hotel and the easy accessibility to attractions. This factor has an eigenvalue of 1.73 and explains 10.17% of the total variance. A Religious factor which has three items associated with visiting the holy sites. It has an eigenvalue of 1.57 and explains 9.28% of the total variance. Finally, a Local Cultural factor which has three items which related to history and culture of the host city. It has an eigenvalue of 1.18 and explains 6.95% of the total variance. Together, the 5 factors account for 63.75% of the total variance explained.

**Table 18. Rotated Components Matrix for pull items in questions number 15:**

Pull Items	Generated Factors					
	Communalities	Entertainment factor	Safety factor	Luxury factor	Religious factor	Local cultural factor
		1	2	3	4	5
15.i going to entertainment places	.656	.756	.160	.237	-.024	.038
15.h staying at beach cabins	.635	.736	-.055	.196	.203	-.105
15.j shopping	.497	.695	.023	.067	-.072	.063
15.f seeing outstanding scenery	.458	.585	.237	.014	.116	.214
15.k finding high standards of hygiene	.708	.129	.814	.164	.028	-.013
15.l to feel personally safe	.676	-.070	.788	.150	.086	.141
15.m feeling welcomed	.614	.333	.658	.257	-.022	.058
15.p finding good restaurants	.691	-.010	.203	.801	.074	-.055
15.o to stay in a high standard apartment	.629	.207	.158	.745	.032	.068
15. n staying at first class hotel	.473	.282	.069	.581	-.090	.207
15.q accessibility to local attractions	.607	.425	.405	.508	.056	-.029
15.a visiting Kaaba	.869	.103	.024	.029	.926	-.013
15.b visiting the Prophet Mosque	.852	.006	.009	.051	.920	-.057
15.d visiting places belong to the Prophet	.501	.031	.337	-.117	.458	.404

Pull Items	Generated Factors					
	Communalities	Entertainment factor	Safety factor	Luxury factor	Religious factor	Local cultural factor
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
15.c visiting the historic old city	.722	.033	.338	-.080	.054	.773
15.e meeting interesting local people	.651	-.106	-.147	.331	-.106	.705
15.g seeing local handwork	.597	.427	-.018	.038	-.001	.642

As can be seen in table 18, factor analysis is used to reduce the number of variables that illustrate the pull factors in question (15), 5 pull factors were generated out of 17. In order to rank the pull factors according to their importance to the respondents, the mean score is calculated.

**Table 19. Ranking of pull motivations according to their importance to participants.**

<b>Pull motivations</b>	<b>Mean</b>	<b>St.D</b>
1. Religious factor	4.84	.43
2. Safety factor	4.53	.64
3. Entertainment factor	4.16	.78
4. Luxury factor	3.91	.78
5. Local cultural factor	3.12	.89

Table 19 illustrates the ranking importance of pull motivations to participants. The most important factor among pull motivation is the Religious factor and this indicates that the Saudi tourists pulled to holiday in Saudi Arabia by the desire to perform their religious obligations like visiting Kaaba in Mecca and Prophet Mosque in Medina either for Hajj or Umrah or even to just pray at these sacred places and spend a spiritual holiday. This factor generated the highest mean score of any of the push and pull factors examined in this research. The Safety and Entertainment factors are also important in Saudi tourists' holidays. By contrast, the Luxury and Local Culture factors generated below average scores on the 7-point scale.

### **4.5.3 Push motivations by demographic characteristics:**

In the following section one way analysis of variance (ANOVA) is used to study distinction between push motivations and demographic characteristics. As shown below the test is used with each of the variables that are desired to look at in order to examine the difference between them and push motivations.

#### **4.5.3.1 Push motivations by age groups:**

In table 20, we can notice that there is significant distinction between Knowledge motivation and age ( $p = .02$ ). There is also significant distinction between Activities motivation and age ( $p = .01$ ). By looking at the mean and standard deviation of the age groups and Knowledge motivation, we can notice that respondents at 25 years old and less place greater agreement on this factor than other age groups. However, with respect to the Activities motivation, participants between the age of 35 and 44 years place greater agreement.

#### **4.5.3.2 Push motivations by location of the study:**

Table 21, shows that that there is significant relationships between Loyalty motivation and location. ( $p < .001$ ). however, there is no significant distinction between other push motivations and location. Looking at the mean and standard deviation for belonging motivation, we can notice that participants place greater agreement on this factor in Jeddah than in Medina.



**Table 20. One way ANOVA between push motivations and age groups.**

Push motivations	<25 years		25-34 years		35-44 years		45 and older		F	Prob
	M	St.D.	M	St.D	M	St.D	M	St.D		
Relaxation motivation	4.55	.51	4.48	.69	4.56	.76	4.57	.35	.19	.90
Spirituality motivation	4.42	.61	4.33	.82	4.42	.78	4.5	.71	.04	.97
Family motivation	4.19	.85	4.12	.91	4.29	.88	4	.86	.29	.83
Cultural motivation	4.04	.72	4.03	.84	4.08	.75	4.35	.810	.37	.78
Activities motivation	3.83	.74	3.83	.82	4.29	.59	3.21	.49	4.410	.01
Knowledge motivation	3.98	.78	3.75	.93	3.52	.91	3	.82	3.44	.02
Loyalty motivation	3.36	.96	3.35	1.04	3.39	.96	3.51	.66	.07	.99
Economic motivation	3.35	1.06	3.23	1.12	3.51	1.14	3.82	1.19	.83	.48

**Table 21. One way (ANOVA) between push motivations and location of the study.**

Push motivations	Medina		Jeddah		F	Prob
	M	St.D	M	St.D		
Relaxation motivation	4.46	.65	4.59	.59	1.60	.21
Spirituality motivation	4.38	.610	4.44	.78	.23	.63
Family motivation	4.10	.98	4.26	.73	1.09	.210
Cultural motivation	3.98	.83	4.16	.70	1.84	.18
Activities motivation	3.84	.77	3.92	.77	481	.49
Knowledge motivation	3.81	.89	3.68	.90	.72	.310
Loyalty motivation	3.12	1.00	3.68	.84	12.37	.001
Economic motivation	3.110	1.12	3.53	1.06	3.43	.07

#### 4.5.3.3 Push motivations by educational levels:

In examining the distinction between push motivations and educational level, the primary or less was not included in the test for it comprises of one participant only. Table 22 shows that there is no significant relationship between push motivations and level of education.

**Table 22. One way (ANOVA) between push motivations and educational level.**

<b>Push motivations</b>	<b>Intermediate</b>		<b>Secondary</b>		<b>University</b>		<b>Post university</b>		<b>F</b>	<b>Prob</b>
	<b>M</b>	<b>St.D</b>	<b>M</b>	<b>St.D</b>	<b>M</b>	<b>St.D</b>	<b>M</b>	<b>St.D</b>		
Relaxation motivation	4.8	.27	4.5	.85	4.5	.55	4.55	.63	.43	.79
Spirituality motivation	4.7	.67	4.4	.77	4.39	.76	4.42	.59	.59	.67
Family motivation	4.47	.38	3.88	1.02	4.20	.810	4.4	.49	1.45	.22
Cultural motivation	4.58	.45	4.18	.77	3.97	.77	4.1	.839	1.34	.26
Activities motivation	3.7	.84	3.73	.73	3.89	.77	4.17	.77	1.93	.11
Knowledge motivation	3.2	1.52	3.67	1.00	3.77	.87	3.92	.65	.76	.56
Loyalty motivation	3.84	.210	3.46	.88	3.35	1.01	3.14	1.03	.92	.45
Economic motivation	3.9	.58	3.43	1.19	3.210	1.12	3.26	1.01	.70	.59

#### 4.5.3.4 Push Motivations by Gender:

As table 23 shows, there is no significant distinction between push motivation and gender.

**Table 23. One way (ANOVA) between push motivations and gender.**

Push motivations	Male		Female		F	Prob
	M	St.D	M	St.D		
Relaxation motivation	4.45	.63	4.57	.62	1.36	.25
Spirituality motivation	4.29	.84	4.48	.64	2.28	.13
Family motivation	4.24	.82	4.13	.91	.49	.48
Cultural motivation	4.14	.71	4.00	.825	1.03	.31
Activities motivation	3.90	.74	3.85	.79	.12	.73
Knowledge motivation	3.79	.81	3.73	.96	.19	.66
Loyalty motivation	3.25	.910	3.45	.955	1.52	.22
Economic motivation	3.24	1.12	3.43	1.09	.96	.33

#### 4.5.4 Pull motivations by demographic characteristics:

In the following section the same technique, one way analysis of variance (ANOVA), that is used for push motivations is used for pull motivation for the same purpose which is examining differences between pull motivations and the variables of age, location, educational level and gender .

##### 4.5.4.1 Pull motivations by age groups:

Table 24 indicates that there is a significant distinction between Entertainment motivation and age with probability of .04. Moreover, there is a significant distinction

between Luxury motivation and age, probability 02. We can also notice participants of age of 25 years old and less place greater agreement on the entertainment motivation as well as the luxury motivation than other age groups.

#### 4.5.4.2 Pull motivations by location of the study:

Table 25 illustrate that there is no significant distinction between pull motivations and location.

**Table 25. One way (ANOVA) between pull motivations and location of the study.**

Pull motivations	Medina		Jeddah		F	Prob
	M	St.D	M	St.D		
Religious motivation	4.86	.37	4.82	.50	.29	.59
Safety motivation	4.41	.68	4.57	.59	.46	.50
Entertainment motivation	4.16	.70	4.17	.87	.01	.94
Luxury motivation	3.86	.72	3.96	.85	.53	.47
Local cultural motivation	3.07	.92	3.11	.86	.74	.39

#### 4.5.4.3 Pull motivations by educational level:

Table 26 illustrates that there is distinction between the religious motivation and level of education. Participants who have university level of education place the greater agreement on this factor.

**Table 24. One way (ANOVA) between pull motivations and age groups.**

<b>Pull motivations</b>	<b>&lt;25 years</b>		<b>25-34 years</b>		<b>35-44 years</b>		<b>45 and older</b>		<b>F</b>	<b>Pro b</b>
	<b>M</b>	<b>St.D</b>	<b>M</b>	<b>St.D</b>	<b>M</b>	<b>St.D</b>	<b>M</b>	<b>St.D</b>		
Religious motivation	4.81	.40	4.85	.43	4.83	.56	5	.0000	.400	.75
Safety motivation	4.61	.56	4.48	.75	4.52	.48	4.43	.74	.46	.71
Entertainment motivation	4.37	.68	4.14	.84	3.88	.76	3.79	.610	2.94	.04
Luxury motivation	4.10	.61	3.93	.81	3.55	.78	3.5	1.22	3.54	.02
Local cultural motivation	3.11	.83	3.15	.96	3.08	.75	3.14	1.32	.04	.99

**Table 26. One way (ANOVA) between pull motivations and educational level.**

Pull motivations	Intermediate		Secondary		university		Post university		F	Prob
	M	St.D	M	St.D	M	St.D	M	St.D		
	Religious motivation	4.8	.45	4.8	.47	4.9	.32	4.7		
Safety motivation	4.87	.18	4.48	.52	4.5	.70	4.62	.53	1.96	.10
Entertainment motivation	4.4	.58	4.09	.69	4.16	.82	4.16	.81	.18	.95
Luxury motivation	4.1	1.02	3.73	.76	3.9	.81	4.06	.64	.91	.41
Local cultural motivation	2.8	.96	3.11	.86	3.1	.94	3.42	.71	.76	.56

#### 4.5.4.4 Pull motivations by gender:

We can notice from table 27 that there is distinction from Entertainment motivation and gender, probability .000, and the safety motivation is also distinct from gender, probability .029. We can also note that female participants place greater agreement than males on both Entertainment and Safety factors. Although other relationships were not significant, the data suggest that gender differences are more pronounced among Saudi travellers than are other demographic variables.

**Table 27. One way (ANOVA) between pull motivations and gender.**

Pull motivations	Male		Female		F	Prob
	M	St.D	M	St.D		
Religious motivation	4.79	.51	4.87	.37	1.12	.29
Safety motivation	4.39	.58	4.63	.66	4.87	.03
Entertainment motivation	3.71	.81	4.42	.65	25.20	.000
Luxury motivation	3.83	.77	3.96	.79	1.02	.31
Local cultural motivation	3.24	.88	3.04	.81	1.73	.19

#### 4.5.5 The relationship between the push and pull factors:

In order to examine the relationship between the push and pull factors, Pearson Correlation is run for all the eight push and pull motives. Table 28 shows the results of Pearson bivariate correlations. The results indicate that some of the push factors are positively correlated with some pull factors and no high negative correlation is indicated. It is revealed that the Economic push factor is correlated with the Entertainment factor (.168), the Family factor is correlated with the Local Cultural factor (.221), and the push factor of Spirituality is highly correlated with all



of the five pull factors. Surprisingly, this factor has the highest correlation with the pull factor of Entertainment (.432). There is also high positive correlation between the push factor of Spirituality and pull factors of Safety (.389), Luxury (.224), Religious (.234) and Local Cultural (.211). There is also a high correlation between the push factor of Knowledge and the pull factor of Local Cultural (.337) and the Knowledge factor and Luxury (.175). Interestingly, a correlation is as well shown between the push factor of Activities and Local Cultural factor (.383) and Safety (.238).

In table 29, there is an attempt to examine the correlation between the push factors within themselves. It appeared that most of push factors are highly positively correlated with each other. The Cultural factor is correlated at the 0.01 level with the Loyalty (.509), Economic (.544), Family (.405) and Spirituality (.284). The Loyalty factor is correlated at the level of 0.01 with Economic (.632), Family (.383), Spirituality (.235), Relaxation (.263) and with Activities at level 0.05 (.184). The Economic factor is correlated at the level of 0.01 with the factors of Family (.398), Spirituality (.294) and Relaxation (.257). The Family factor is correlated at the level of 0.01 with the factors of Spirituality (.371), Knowledge (.227) and Relaxation (.260). The Spirituality factor is correlated at the level of 0.05 with Relaxation (.173) and Activities (.177). The Knowledge factor is correlated at the level of 0.01 with Activities (.230).

**Table 28. Correlations between push and pull factors.**

Push factors		Pull factors				
		Entertainment	Safety	Luxury	Religious	Local cultural
<b>Cultural</b>	Pearson Correlation	.045	.085	-.004	.041	.132
	Sig. (2-tailed)	.598	.318	.965	.629	.119
	N	140	140	140	140	140
<b>Loyalty</b>	Pearson Correlation	.039	-.018	-.080	.007	.107
	Sig. (2-tailed)	.644	.836	.349	.937	.210
	N	140	140	140	140	140
<b>Economic</b>	Pearson Correlation	.168*	.013	-.080	-.036	-.093
	Sig. (2-tailed)	.047	.875	.347	.676	.272
	N	140	140	140	140	140
<b>Family</b>	Pearson Correlation	.050	.030	-.005	.011	.221**
	Sig. (2-tailed)	.557	.729	.952	.898	.009
	N	140	140	140	140	140
<b>Spirituality</b>	Pearson Correlation	.432**	.389**	.224**	.234**	.211*
	Sig. (2-tailed)	.000	.000	.008	.005	.012
	N	140	140	140	140	140
<b>Knowledge</b>	Pearson Correlation	.097	.094	.175*	.018	.337**
	Sig. (2-tailed)	.254	.270	.039	.835	.000
	N	140	140	140	140	140
<b>Relaxation</b>	Pearson Correlation	.140	.058	-.033	.092	-.050
	Sig. (2-tailed)	.098	.495	.702	.278	.559
	N	140	140	140	140	140
<b>Activities</b>	Pearson Correlation	.037	.238**	.024	.022	.383**
	Sig. (2-tailed)	.663	.005	.775	.797	.000
	N	140	140	140	140	140

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

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

**Table 29. Correlations between push factors.**

Push factors		Cultural	Loyalty	Economic	Family	Spirituality	Knowledge	Relaxation	Activities
<b>Cultural</b>	Pearson Correlation	1	.509**	.544**	.405**	.284**	-.057	.071	.117
	Sig. (2-tailed)		.000	.000	.000	.001	.503	.403	.167
	N	140	140	140	140	140	140	140	140
<b>Loyalty</b>	Pearson Correlation	.509**	1	.632**	.383**	.235**	.044	.263**	.184*
	Sig. (2-tailed)	.000		.000	.000	.005	.607	.002	.030
	N	140	140	140	140	140	140	140	140
<b>Economic</b>	Pearson Correlation	.544**	.632**	1	.398**	.294**	-.056	.257**	-.045
	Sig. (2-tailed)	.000	.000		.000	.000	.512	.002	.599
	N	140	140	140	140	140	140	140	140
<b>Family</b>	Pearson Correlation	.405**	.383**	.398**	1	.371**	.227**	.260**	.048
	Sig. (2-tailed)	.000	.000	.000		.000	.007	.002	.577
	N	140	140	140	140	140	140	140	140
<b>Spirituality</b>	Pearson Correlation	.284**	.235**	.294**	.371**	1	.137	.173*	.177*
	Sig. (2-tailed)	.001	.005	.000	.000		.108	.040	.037
	N	140	140	140	140	140	140	140	140
<b>Knowledge</b>	Pearson Correlation	-.057	.044	-.056	.227**	.137	1	.160	.230**
	Sig. (2-tailed)	.503	.607	.512	.007	.108		.058	.006
	N	140	140	140	140	140	140	140	140

Push factors		Cultural	Loyalty	Economic	Family	Spirituality	Knowledge	Relaxation	Activities
<b>Relaxation</b>	Pearson Correlation	.071	.263**	.257**	.260**	.173*	.160	1	.039
	Sig. (2-tailed)	.403	.002	.002	.002	.040	.058		.647
	N	140	140	140	140	140	140	140	140
<b>Activities</b>	Pearson Correlation	.117	.184*	-.045	.048	.177*	.230**	.039	1
	Sig. (2-tailed)	.167	.030	.599	.577	.037	.006	.647	
	N	140	140	140	140	140	140	140	140

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

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

In table 30, the correlation is examined among the pull factors within themselves. The results indicate that the pull factor of Entertainment is correlated at the level of 0.01 with Safety (.332), Luxury (.461) and Local Cultural (.246). The Safety factor is also correlated at the 0.01 level with Luxury (.485) and Local Cultural (.225). The Luxury factor is correlated at the level of 0.01 with the Local Cultural factor (.232). The Religious factor doesn't appear to be correlated with any pull factor.

#### **4.6 Values:**

According to the values literature that was reviewed in the first chapter whether as the concept of value by itself or in linking it to the motivation concept, we find that it was suggested by some studies that values and motivations have components of each other.

In the current study, there was an attempt to measure values and motivations separately, however, after running the factorial analysis for question number (13, 14 and 15) with an intention to speak of them from values point of view, the generated factors were equivalent to the ones discussed as motivational items. Therefore, to avoid redundant, it is worthwhile to discuss the values for this study within the motivational dimensions.

Some studies on values were conducted in the same way. Braithwaite and Law (1985) investigated the RVS comprehensiveness and representativeness by measuring each value through several items rather than one.

We can argue that the items that were used in this study to generate the push and pull motives (11 items in question '13', 19 items in question '14' and 17 items in

question '15') are related to RVS items (Appendix, C). For example, the Family factor items are highly associated with the RVS items of family security, loving, inner harmony and pleasure. The knowledge factor items are associated with the RVS items of social recognition, broadminded, intellectual and wisdom. The Spirituality factor is associated with RVS items of a world of beauty, happiness, imaginative, obedient, a comfortable life, a sense of accomplishment, honest and self-respect. The Relaxation factor is associated with RVS items of a world of beauty and cheerful and imaginative. The Cultural factor is related to the RVS items of family security, inner harmony social recognition, self-controlled, obedient, logical, responsible, freedom. The Loyalty factor is associated with the items of wisdom, ambitious, social recognition, pleasure, national security, world at peace, loving and polite. The Economic factor is associated with the RVS items of a comfortable life, courageous and ambitious. The Activity factor is associated with the RVS items of national security, obedient and salvation. The Safety factor is related to the RVS items of clean, world at peace and salvation. The Luxury factor is concerned more with RVS items of having clean and comfort life. The Religious factor is more associated with the RVS items of honest, obedient and mature love. The Entertainment factor is related to the RVS item of exciting life. The Local Cultural factor is concerned more with the RVS items of social recognition and true friendship.

**Table 30. Correlations between pull factors.**

<b>Pull Factors</b>		<b>Entertainment</b>	<b>Safety</b>	<b>Luxury</b>	<b>Religious</b>	<b>Local cultural</b>
<b>Entertainment</b>	Pearson Correlation	1	.332**	.461**	.114	.246**
	Sig. (2-tailed)		.000	.000	.179	.003
	N	140	140	140	140	140
<b>Safety</b>	Pearson Correlation	.332**	1	.485**	.106	.225**
	Sig. (2-tailed)	.000		.000	.210	.007
	N	140	140	140	140	140
<b>Luxury</b>	Pearson Correlation	.461**	.485**	1	.051	.232**
	Sig. (2-tailed)	.000	.000		.549	.006
	N	140	140	140	140	140
<b>Religious</b>	Pearson Correlation	.114	.106	.051	1	-.007
	Sig. (2-tailed)	.179	.210	.549		.934
	N	140	140	140	140	140
<b>Local Cultural</b>	Pearson Correlation	.246**	.225**	.232**	-.007	1
	Sig. (2-tailed)	.003	.007	.006	.934	
	N	140	140	140	140	140

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

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

#### 4.7 Citizens' level of satisfaction on the services in domestic destinations:

The following section illustrates a description of citizens' level of satisfaction on the services provided for them when they travel domestically. The level of satisfaction is measured in terms of five items: a) accommodation at the destination, b) accommodation location, c) accessibility to entertainment, d) restaurant services, and e) entertainment. The satisfaction scale required respondents to rate how satisfied they were about these items when they took their domestic trip (very satisfied=5 and very dissatisfied=1). The mean score and standard deviation of the items is presented to illustrate the Saudi tourists' attitudes towards the facilities provided for them when they travel within the country. T- tests and probability levels are shown to assess the significant differences between the five satisfaction items and the two cities means.

**Table 31. Means, standard deviation and t-tests of participants' satisfaction with facilities by city:**

Satisfaction Items	Medina		Jeddah		T	Prob
	Mean	S.D	Mean	S.D		
Accommodation at destination	4.06	.91	4.30	.84	-1.59	.114
Accommodation location	4.01	.94	4.46	.71	-3.12	.002
Accessibility to entertainment	3.56	1.11	3.73	1.18	-.88	.380
Restaurants services	3.66	1.10	4.11	1.05	-2.46	.015
Entertainment	3.70	1.2	3.79	1.17	-.45	.651



The participants' level of satisfaction in the city of Medina and Jeddah tends to be positive as the mean value to all the items became close to the highest mean value which is (5).

The items 'accommodation services and location' in the city of Medina tend to have the highest satisfaction level (accommodation at destination mean score=4.06, Std. Deviation =.908), (accommodation location mean score=4.01, Std. Deviation=.939). The item 'accessibility to entertainment' has a satisfaction level less than all other facilities (mean score=3.56, Std. Deviation=1.106). The items 'accommodation services, accommodation location and restaurant services' have the highest level of satisfaction in the city of Jeddah (accommodation at destination mean score=4.30, Std. Deviation=.845), (accommodation location mean score=4.46, Std. Deviation=.714), (restaurant services mean score=4.11, Std. Deviation=1.049). There is less satisfaction about the item 'accessibility to entertainment' (mean score=3.73, Std. Deviation=1.194).

Looking at t-values and probability for each item, results show that there is a significant difference regarding the satisfaction level in the items of accommodation location with a t-value of (-3.12) and probability value of (.002). The results also suggested that the item of restaurants services has a significant difference, t-value (-2.46) and probability (.015).

As the accommodation item has the highest value in both cities, it is worthwhile to refer to the fact that some of the participants were either staying with their relatives or had their own house at the domestic destination; therefore, accommodation wouldn't be considered to be a service offered for them, (28.57%) of participants in Medina and (33.33%) in Jeddah were staying with relatives, (6.49%) in Medina and (6.35%) in Jeddah own a house. However, there is a substantial

number of participants in both cities rented accommodation, about (88), which is sufficient to measure satisfaction among this particular service.

## **Chapter Five**

### **Discussion and Summary**

The purpose of the discussion and summary chapter is to discuss the present data in the context of previous research and integrate some personal observations and insights. The first section of this chapter explores travel push and pull motivations and how these motivations present themselves among Saudi tourists in terms of location, age, educational level, and gender and the relationship between these push and pull motives and within themselves. This is followed by a discussion on the values that influence Saudi when travelling. A discussion on satisfaction levels of Saudi tourists with respect to services provided during domestic travel including destination accommodations, accommodation location, accessibility to entertainment, restaurant services and entertainment is also included.

The final sections of this chapter discuss the study recommendation, strengths and weaknesses, recommendation for future research and final summary. Overall, the discussion and summary chapter discusses the issues where mentioned in the results chapter and how they are related to the literature.

#### **5.1 Travel motivations:**

The present data suggested that Saudi domestic tourists are pushed and pulled by a number of factors. Eight push motivations emerged throughout the survey and these factors are Relaxation, Spirituality, Family, Cultural, Activity, Knowledge, Loyalty and Economic factors. In addition, five pull factors were generated including Religious, Safety, Entertainment, Luxury and Local Culture factors. The data suggest that participants are more influenced by Relaxation and Religious push and pull

factors and this is partially different from the tourism study that was conducted by Bogari (2002) as her results showed that Saudi domestic tourists are more influenced by Cultural and Religious factors. The consistency of religious salience was expected. Although current data suggest that Saudi Tourists are motivated by Cultural nuances, they place greater agreement on the Relaxation factor. The cultural factor in the current study and Bogari's has the same components that deal with preserving cultural values and traditions. However, Relaxation has different components in both studies. In the present study, it deals solely with the idea of having fun in general and enjoying nature whereas in Bogari's it had different components like reading, saving money and visiting relatives. Thus, it can be argued that the content dissimilarity of the same factor in each study affected its level of importance.

This research suggests that Saudi motives differ from those of people from other countries as the studies that were conducted in other countries revealed motives did not appear in the current study. For example, Hanqin & Lam (1999) examined Chinese tourists' push and pull factors and suggested that the most important motives among Mainland Chinese tourists are Knowledge and High Tech Image. In the current study, the Knowledge factor appears as a push factor but not as important as other push factors which seem to be more essential to Saudi domestic tourists. Yuan and McDonald's study (1990) revealed that people in France, Japan, West Germany and the United Kingdom are pushed by the factors of escape, novelty and prestige and pulled by the factors of cost, culture, wilderness and history. Kim, Lee and Klenosky (2003) noted that the most important motives that influence the Korean National Park were the push factor of Appreciating Natural Resources and Health and the pull factor of Accessibility and Transportation.

Crompton (1979) identified seven push and two pull motives. The push motives were Escape from Perceived Mundane Environment, Exploration, Evaluation of Self, Relaxation, Prestige, Regression (the puerile behaviour that individuals can behave in when they are on pleasure vacation), Enhancement of Kinship Relationship and Facilitation of Social Interaction. Three of these motives are related to the current study's push motives and these are Exploration which relates to the Knowledge factor, Relaxation which also appeared in this study and Enhancement of Relationship which is related to the Family factor. Crompton's pull motives were Novelty and Education, neither of which appear in the current study's pull motives.

By looking at travel motivations that were revealed in other studies and not in this research, it is possible to consider that some of them would apply in a Saudi society. Thus, additional travel motivations research is necessary in the Saudi context. This can be accomplished by a number of methods. For instance, it would be beneficial to conduct unstructured interviews with Saudi domestic tourists to get much more detailed information on their motivations to travel domestically. Also, focus groups represent another useful methodology to study travel motivations in a Saudi context. A study was conducted by Al-Saggaf & Williamson (2004), in a Saudi Arabian community to explore individuals' participation in online communities. Online semi-structured in-depth interviews were used in their project and the rationale for using this method is that it is very difficult to conduct interviews with females face-to-face or on the phone in Saudi Arabia because Saudi society is gender-segregated and the anonymity inherent in the online medium often encourages people to disclose more about themselves and this made online interviewing a strategic tool to gather sensitive information in a society such as the Saudi. Hence, such methodologies would provide in-depth examination for any phenomena and are not

limited to rigidly definable variables. That is why there is a need for further investigations from qualitative perspectives in conducting a study to explore what motivates Saudi domestic tourists to travel.

In terms of the relationship between the Saudi domestic tourists' push and pull motivations and the demographic variables of age, location, educational level and gender, data revealed some distinction between these variables and the motivational items. For instance, among age groups there is distinction on the push motivations of Knowledge and Activities and the pull motivations of Entertainment and Luxury. Respondents at 25 years old and less placed greater agreement on Knowledge factor than other age groups and participants between the age of 35 and 44 years place greater agreement with respect to the Activities motivation. It is also noticeable that participants of 25 years old and less placed greater agreement on the entertainment motivation as well as the luxury motivation than other age groups. Regarding the location where the study was conducted (Medina and Jeddah); distinction appeared on the push motivations of Loyalty and none on the pull motivation. It was revealed that participants placed greater agreement on this factor in Jeddah than in Medina. Participants who have university level of education placed greater emphasis on Religious pull motivation. Lastly, in terms of gender, distinction arose on the pull motivations of Safety and Entertainment. It appeared that female participants placed greater agreement on both of them than males.

Comparing these distinctions with other studies, Bogari (2002) found in her study which was conducted in Jeddah and Abha (a Saudi city not explored in the present data set), that among the push factors participants of Secondary level of education placed greater agreement on the Social factor (refers to the social function) in the city of Abha while among the pull factors Intermediate level participants in

Jeddah placed greater agreement on the Upscale factor (refers to high standard accommodation) and Secondary level placed the higher agreement on the Activities factor in Abha. Regarding the age groups, Bogari found that middle aged and older (45 year old plus) respondents placed higher agreement on the Cultural factor in Jeddah. By contrast, younger adults (25 year old and less) in Jeddah placed greater agreement on the Interest factor (refers to enjoyable activities) while same group in Abha placed more emphasis on Social factors. Among the pull motives, her study indicated that younger adults in Abha placed a higher agreement on the Beach and Activities factors and the middle age and older group placed greater agreement on the Upscale factor in Abha as well. Lastly, with respect to gender, Bogari's study revealed that females in Jeddah placed higher agreement on the Interest and Social push motives than did males whereas men's higher agreement was on Culture and Knowledge. Furthermore, females placed higher agreement on the pull motives of Activity in Jeddah whereas the Activity factor was males' emphasis in Abha.

Likewise, in Kim, Lee and Klenosky's (2003) study which was conducted to examine the push and pull factors at the Korean National Park there was in indication of the differences in the importance of these push and pull factors in relation to age groups and gender. They indicated that the age groups of (29-39 and 40-49) showed the highest mean scores on the Family Togetherness push motive. In contrast, the age group of less than 29 years old showed lower mean score on this factor. Participants of age group of 50 and above rated 'Appreciating Natural Resources and Health as their leading factor to travel. The age groups of (less than 29 and 29-39) rated Escaping from Everyday Routine as a more important push factor to travel. On the pull motivations, the older groups (40-49 and 50 and above) viewed the Key Tourists Resources , Information and Convenience of Facilities and Accessibility and

Transportation factors as more important for them to travel compared to the younger age groups. Regarding gender, it was revealed that female respondents placed more importance on the push factor of Family Togetherness and Study, whereas male respondents emphasized factors of Appreciation Natural Resources and Health and Adventure and Building Relationship. On the pull factors female placed more importance on the Key Tourists Resources.

Overall, the push and pull factors that appeared in the studies mentioned above are slightly different from the present study's, therefore, the differences of these push and pull items prioritization among age, gender and educational levels are likely to occur. Most of the demographic characteristics and motivations distinctions that were revealed in the current study are anticipated to occur in a Saudi Society. First of all, the greater emphasis on the knowledge, Entertainment, and Luxury factors that the young group placed was not surprising as young people are likely to be more interested in such factors than older people. Secondly, the greater emphasis that the Loyalty factor attained in Jeddah than Medina can be explained in the fact that Jeddah has a lot of historical sites and numerous sightseeing. Thus, local people and tourists in this city are more likely to be attracted to it Thirdly, the female stress on Safety and Entertainment factors is also anticipated as the Safety factor contained hygiene, personal safe and being welcomed items which are more of women concern in the Saudi society. Likewise, the Entertainment factor which contained shopping and beach activities items and such activities would attract women more than men. Lastly, the stress on the Religious factor was expected to appear among all levels of education, however, it appeared among the university educated participants only and this distinction might be associated mostly with the item of visiting places belong to



the Prophet as the more educated people would be more attracted to visit such cities to acquire knowledge on the Prophet history.

In term of relationship between the push and pull motives, several studies in the literature review have examined that in the context of international travel (Prayag & Ryan, 2009; Yuan & McDonald, 1990). However, this research investigated that in the context of travelling domestically. In the analysis, it was shown that there is positive significant correlations among the majority of push and pull factors. It appeared that Economic factor which is concerned mostly with the trip cost is correlated with the Entertainment factor and this means people entertaining activities are associated with their economic situations. The Family factor was correlated with the Local Cultural factor which means the more the chance of family togetherness increases, the more the local cultural related activities increase. The push factor of Spirituality which is concerned with spiritual activities like meditation and doing good deeds is also appeared to be correlated with almost all pull factors. These correlations make sense in that the Saudi society is not secular and religion plays a very important role in their lives. The correlation was between the Spirituality factor and the Entertainment, Safety and Luxury factors. This suggests that the desire to experience spiritual behaviour might be facilitated by entertaining activities as well as safe and high standard places. For example, going to the beach or outstanding scenery would be a good opportunity to meditate or observe God's creations. The correlation was also, not surprisingly, observed between Spirituality and, Religious and Local Cultural as the spirituality can increase in more religious and sacred places. There is also a high correlation between the push factor of Knowledge and the pull factor of Local Cultural and Luxury and this suggests that the knowledge would increase with the more visitations to local cultural attractions which is also associated with the

accessibility to local attractions. Lastly, the Activity factor was highly correlated with the Local Cultural and Safety factors. This indicates that the increase of the Activities would occur with the increase of Local Cultural and Safety patterns.

Although the literature of the motivational push and pull factors enhances the fundamental role that these forces play in forming individuals' decisions, many researchers have criticized them for being interrelated and overlapped. This criticism suggests that the push and pull forces are similar and could be indistinguishable. The current study also suggests that the push and pull factors are interrelated. It could be arguable that some of the push factors of this study could also be perceived as pull factors. For instance, the Cultural, Relaxation and Activities push factors have items that indicate not only internal forces but also external as well. Similarly, the Entertainment, Safety and Luxury's pull items indicate some internal forces which relate to push factors.

## **5.2 Values:**

There was an attempt in the current study's survey to examine motivations and values separately by running factorial analysis for questions (13, 14, and 15) and looking at them from different perspectives each time. However, the generated results were almost identical to the ones generated under the motivational items. Thus, it was decided to speak of values within the context of push and pull motivations.

The Rokeach Value Survey items that were illustrated through different statements in the survey appeared to be highly associated with the push and pull dimensions. For instance, the RVS items of family security, loving, inner harmony and pleasure appeared under the motive of Family, the items of world of beauty, happiness, imaginative, obedient, a comfortable life, a sense of accomplishment,

honest and self-respect appeared under the Spirituality factor, the items of clean, world at peace and salvation appeared under the Safety factor and the exciting life appeared under the Entertainment factor. Similarly, In Jolibert and Baumgartner's (1997) study, there was an attempt to identify major underlying dimensions forming the structure of motives, values and personal goal. The values were measured by RVS, the EPPF was used to measure motivations and a particular scale was designed for personal goals. They developed four dimensions including success in private life, professional success, concern for humanism and social life success. The success in one's private life includes the RVS items of inner harmony, pleasure, fullness in love, happiness, family security, self- respect, national security and salvation. The professional success includes the values of social recognition and a comfortable life. The concern for humanism is based on the values of true friendship, a world at beauty, wisdom, a sense of accomplishment, equality and a world at peace. The social success dimension is based on the values of freedom and exciting life.

Overall, each item in RVS immersed under the dimensions of push and pull factors in this study. Thus, it can be argued that values and motivations can be highly interrelated and influence each other.

### **5.3 Satisfaction:**

The survey results concerned with the satisfaction level of domestic Saudi tourists on the services provided for them tend to be positive as the level of satisfaction for participants in both cities (Medina and Jeddah) are high. The satisfaction of the tourists was measured in terms of five items including Accommodation at the destination, Accommodation location, Accessibility to entertainment, Restaurant services and Entertainment. Levels of satisfaction differ

from city to city and from item to item. The Accommodation services and Location facets generated the highest levels of satisfaction in the city of Medina where as these two items plus Restaurant services generated the highest levels of satisfaction in the city of Jeddah. This finding is supportive to Bogari's as her results on satisfaction tended to be positive as well. Additionally, in her study items related to Location of the accommodation had the highest level of satisfaction in the city of Jeddah and Abha besides the Accessibility to reach the area item in the city of Jeddah and Accommodation services in the city of Abha. Saudi tourists' satisfaction on these items suggests that the services provided for them at such places are convenient for them.

The purposes of measuring the satisfaction level of Saudi domestic tourists in this study is the significances of such finding in providing high quality services and ensuring customer satisfaction which leads to a successful tourism (Steven, Knutson & Patton, 1995, as cited in Hui, Wan, Ho, 2007).

#### **5.4 Recommendations:**

The findings of this study suggest a number of recommendations that could be beneficial to those involved in the tourism sector like marketers, investors and tourism organization members in the Arab and Muslim world generally and in Saudi Arabia particularly.

This study used a quantitative method which was a self-administered questionnaire was distributed among Saudi local and tourists in the city of Jeddah and Medina. The researcher took the responsibility of approaching females and families by a snowballing technique whereas a male assistance was obtained to recruit males among convenience and purposive sample at places like coffee shops and restaurants.

Also, friends and family members were recruited to assist with the questionnaires distribution process. After this stage, the researcher discussed with the assistants participants' attitude towards this study. Accordingly, the researcher and assistants agreed on the fact that participants can be divided into two categories in terms of their attitude towards conducting a tourism study. The first category involved people who were really motivated to participate and contribute in improving the country tourism sector whereas the second category involved people who had negative attitude towards tourism and even had a denial of the industry existence in the country. This indicates that some Saudi people are not fully aware of this industry significance to the country. Therefore, a first recommendation of this study would be an encouragement to have tourism education programs at all school levels as this would benefit students and help them to understand the importance of tourism, and its benefit to the economy.

Secondly, the study attempts to answer a fundamental question that any destination marketer or developer would consider: What are people's motivations to travel? The study looks into that by investigating the push factors which are considered to be socio-psychological motives and pull factors which are concerned with attractions. The study revealed eight push factors and five pull factors that could be of a great use in destination marketing especially in Muslims destination and as well it presents crucial information to those concern with promoting domestic tourism in Saudi Arabia like one of the biggest organizations in the country which is the High Commission for Tourism and Antiques. The understating of Saudi push and pull motivations to travel within the country and the relationship between them is very necessary as it leads to better and more successful tourism planning by assisting the destinations to meet the desired needs of tourists. It is recommended that tourism

sector members in Saudi Arabia be aware of the most important push and pull factors for Saudi domestic tourists which appeared to be in this study Relaxation and Religious. As a result, better facilities should be planned for in order to develop Saudi Arabian cities to serve the push and pull factors indicated in this study and previous ones. Saudi Arabia is full of the attractions that could fulfill all of these factors as most of the sites have significant potential for tourism, yet further development of infrastructure is necessary. Thirdly, the study also investigates what Saudi tourists value when they travel domestically by applying RVS items and all the items were enhanced. This also is considered to be an essential piece of knowledge to promote and plan for domestic tourism in Saudi Arabia or any other Muslim country, especially, for those who are not familiar with Arab and Muslims values and traditions and desire to invest in such destinations.

Fourthly, the results presented very useful information concerned with the level of satisfaction for Saudi domestic tourists on services they are provided with on their trip. This includes satisfaction on Accommodation at the destination, Accommodation location, Accessibility to entertainment, Restaurant services and Entertainment. The knowledge of such data is very essential as it shows tourism officials which tourism commodity needs more development than others. The findings of current study suggest that the item of Accessibility to entertainment generated less satisfaction level than others in both research cities (Medina, Jeddah). Therefore, it is recommended that tourism sector officials study the reasons behind this low satisfaction.

Finally, this study contributes to a better understanding of domestic tourists' holiday forms like the reasons behind visiting a particular destination, accommodation they stay at and ways of arrangements, the companionship and

transportation modes and all of these aspects lead tourism related authorities and businessmen to consider the necessary plans and arrangements in the tourism projects required in future.

### **5.5 Strengths and weaknesses of the research:**

This section discusses a number of strengths and weaknesses of this research that need to be acknowledged.

- 1- One of the most main strengths of this study is that it aims to enrich the existed literature. Almost all the studies that examined travel motivations conducted in the western world and a few that have looked at them in the Arab and Muslim countries. Also, most these studies looked at these motivations among international trips and this particular study is totally focused on domestic ones. This study will highly contribute in understanding what the intrinsic motivations for Muslims to travel and this is fundamental for the fact that the Muslims population is growing rapidly across the world.
- 2- Another strength lies in the positive contribution of this study in the tourism sector growth in the country of Saudi Arabia as the government is working very hard towards making this sector one of the most productive sectors in its economy. It would be of a great source to those responsible about the tourism sector development and make them aware of what motivates citizens to travel within Saudi Arabia and how satisfied they are about available services.
- 3- Speaking of the study weaknesses, it is essential to acknowledge that the sample size represents one of these weaknesses. Though the obtained sample size would considered to be a good representative to the two selected cities across the whole country, it is encouraged to study travel motivations among

larger data since such a study would represent all Muslims across Saudi Arabia or even the world.

- 4- Another limitation to this study is what emerged during data collection process which embodied in the society attitude towards female researchers as it is not common for women to be conducting research in public and talk to strangers. This caused minor changes to take place in the data collection methods as the sample was supposed to be convenience and purposively recruited at places like restaurants and coffee shops for both males and females. However, this changed eventually to be snowballing technique among females and have the purposive and convenience sample remained in coffee shops and restaurants among male participants after obtaining a male assistance. Even though the snowballing technique has a number of advantageous, it also has some limitations as It doesn't aim to provide a representative sample and there is a possibility to have participants of same characteristics and beliefs.
- 5- Further limitation that should be acknowledged is that some of the generated push and pull motivations might not appear in other Muslim countries. The selected location for this study which is Saudi Arabia is considered one of the most conservative countries in the world due to the fact that 100% of its population is Muslim and it is believed that the religion of Islam was born in this country. Saudi people are highly influenced by Islam which also influences the culture in the country. Therefore, some of the motivations might not appeal to other Muslims who are more influenced by other cultures and live in secular countries.



## **5.6 Recommendations for future research:**

The main purpose of this study is focused on domestic travel motivations for Arab and Muslims, particularly for citizens of Saudi Arabia. It is recommended to continue exploring travel motivation either domestically or internationally across the Arab and Muslims countries because as it is indicated previously the literature lacks studies that are examining tourism motivations in Islamic countries. Therefore, further research in this field needs to be conducted in another country in Middle-East and compared to the current one.

Although this study shed light on investigating travel values, it is not as thorough as it should be. Therefore, further research investigates travel values for Arab and Muslims thoroughly is required to be done, preferably, separately from motivations because the current study suggests that studying motivations and values simultaneously would create some confusion.

It is also recommended that further research be undertaken in understanding what contributes in convincing Saudi citizens to travel within the country since this is the main goal of the tourism highest authority in Saudi Arabia. For instance, In addition to understanding people motivations to travel domestically, it is worthwhile to explore the facilities and services that Saudis require and where those services should be located in order for them to be attracted to travel within Saudi Arabia. This also would help with satisfying each pull and push factor indicated in this study.

In the current study there is an attempt to measure Saudis satisfaction on a number of items and from the perspective that such exploration would help with developing the services that need more attention, it is suggested that more research is needed to focus on other important items. For instance, the domestic

airport services, the domestic flights schedule flexibility and the cost of the flights. Such investigation would contribute to better planning and management.

Lastly, it would be interesting to carry out the same method and data analysis to study motivations for Muslims who visit Saudi Arabia to perform Hajj or Umrah and examine their motivations to travel to the cities of the country other than the holy cities of Mecca and Medina. This would provide essential information on the international tourism of the country of Saudi Arabia by learning international tourists' motivations apart from performing Hajj or Umrah.

### **5.7 Summary:**

The main purpose of this research is to look at motivations and values for Saudi citizens to travel domestically and to measure their satisfaction on the services they are provided with when they travel within the country. The extant literature lacks studies on travel motivations in Middle-East; therefore, this study is going to be a useful body of knowledge for those interested in tourism in the Arab world.

This study is mainly quantitative since a self-administered questionnaire was used. Maslow's Motives Modal (1998) and the Rokeach (1973) Value Survey (RVS) is applied in the study by representing these models throughout the survey. The study examines motivations by understanding the 'push' and 'pull' factors and these concepts have been accepted in many studies. The idea behind these concepts is that people travel because they are pushed by their own internal forces and pulled by external forces of the destination attributes.

Data were collected in the country of Saudi Arabia, particularly in the city of Medina and Jeddah. A Snowballing technique used to approach females and convenience and purposive sampling technique used to approach males at coffee

shops and restaurants. Out of 200 distributed questionnaires, 140 completed questionnaires were obtained, 77 in Medina and 63 in Jeddah. All the questionnaires were analyzed using SPSS program.

The findings indicated that there are eight push motivations for Saudi tourists including (Relaxation, Spirituality, Family, Cultural, Activity, Knowledge, Loyalty and Economic) and five pull factors including (Religious, Safety, Entertainment, Luxury and Local culture).it was revealed that the push factor of Relaxation and the pull factor of Religion are the most important factors as perceived by Saudis. It was also revealed that Saudis are satisfied about the services provided for them when they travel domestically.

The study provides essential information for the promotion of the domestic industry in Saudi Arabic. Since this industry is still growing in the county, further research to provide an effective and positive contribution to tourism development in Saudi Arabia is highly encouraged. A great effort has been made by the government of Saudi Arabia to achieve a balanced and sustainable development of tourism and research will play an important part in achieving this goal.

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## APPENDIX A: Cover Letter and Survey Instrument in English



### **Exploring Motivations and Values for Domestic Travel from an Islamic and Arab Standpoint – The Case of Saudi Arabia**

My name is Maryam Albughuli, and I am a Saudi student doing my master's degree in Canada in the Department of Recreation and Leisure Studies at the University of Waterloo. Currently, I'm conducting research under the supervision of Professor Mark Havitz on motives and values for domestic travel in a Muslim and Arab country and specifically, in the country of Saudi Arabia, and with Saudi citizens only.

As part of my thesis research, I am conducting a questionnaire with families and groups of young adults to discover what motivates them to travel domestically and what values they are influenced by. The information collected for this study is for research purposes only. Because you are a Saudi citizen, your opinions are important to this study.

- Participation is completely voluntary and you can decline to answer any question by leaving it blank.
- The questions are quite general (for example, what was your main reason for your visit to the domestic destination?).
- There are no known or anticipated risks to participation in this study. The benefit of taking part is that this research may contribute to improving the tourism sector in our country.
- The survey will take no more than 10 to 13 minutes to complete.
- Your responses will remain confidential and your privacy will be protected as you are not asked to provide your name.
- The data collected through this study will be kept for a period of one year at the University of Waterloo.

Once all the data are collected and analyzed for this project, I plan on sharing this information through seminars, conferences and presentations. If you are interested in receiving more information on the study or if you have any questions or concerns, please feel free to contact me at my e-mail address [malbughu@uwaterloo.ca](mailto:malbughu@uwaterloo.ca) or my supervisor Dr. Havitz at [mhavitz@uwaterloo.ca](mailto:mhavitz@uwaterloo.ca) or 00 + 1-519-888-4567, ext. 33013. When the study is completed, I will be glad to share the results with you and send you an executive summary if you are interested. Once you have completed the survey, please feel free to remove this cover sheet from the survey booklet and keep for your reference. This study is expected to be completed by August 2011.

As with all University of Waterloo projects involving human participants, this project has been reviewed by, and received ethics clearance through, the Office of Research Ethics. In the event you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes at 00 + 1-519-888-4567, ext. 36005 or [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).

Thank you in advance for your help.

**Please circle the letter that applies or write down the answer if requested:**

- 1- Do you live in?
  - a) Medina
  - b) Jeddah
  - c) Other, please specify.....
  
- 2- What was the last trip destination that you have been in?
  - a) Domestic.
  - b) International.
  - If your answer is "Domestic" please go to question 4 and then carry on.
  - If your answer is "international" please answer question 3 before you carry on.
  
- 3- When was the last domestic trip you have taken?.....
- 4- What was the main reason for your visit to the domestic destination?
  - a) Spend a Holiday.
  - b) Visit relatives or friends.
  - c) Business (government, company or personal).
  - d) Other, (please specify).....
  
- 5- How many nights did you spend or are you planning on spending on your domestic trip?  
.....Nights.
  
- 6- With whom are (were) you on your domestic trip? (Please circle all that apply).**
  - a) Alone.
  - b) Parents
  - c) Children
  - d) Siblings
  - e) Grandparents.
  - f) Cousins.
  - g) Aunts/uncles.
  - h) Friends.
  - i) Other, please specify.....
  
- 7- How many members are there in your household?  
.....
  
- 8- With how many members of the people in your household are (were) you traveling domestically including you ?  
.....
  
- 9- In what kind of the transportation did you arrive at the domestic destination?
  - a) Airplane.
  - b) Company car.
  - c) Private car.
  - d) Bus.

- e) Taxi.
- f) Other, please specify.....

10- How did you arrange your accommodation?

- a) Travel agency.
- b) Relative or friend.
- c) Myself.
- d) Other, please specify.....

11- Where did (are) you stay(ing)?

- a) Hotel.
- b) Furnished apartment.
- c) With relatives.
- d) Own house.
- e) Other, please specify.....

12- What is your opinion about the tourist facilities you were provided with in the domestic destination?

Check the box that applies to you for each component.

Facility	Very satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Very dissatisfied
Accommodation services					
Location of the accommodation					
Accessibility to reach entertainment					
Restaurants services					
Entertainment					

13- Thinking about " why is your holiday important to you?", please indicate the extent to which you agree with each of the following statements by circling the appropriate number.

	Very Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
a)- Holiday is all about having fun and relaxing.	5	4	3	2	1

b)- Doing a lot of activities, like shopping.	5	4	3	2	1
c)- Historical and cultural sites are very important to my holiday plans.	5	4	3	2	1
d)- Knowing how others in different regions live.	5	4	3	2	1
e)- Just nature and me, that's my idea of perfect holiday.	5	4	3	2	1
f)- Holiday time means visiting relatives and an opportunity to maintain a kinship.	5	4	3	2	1
g)- Observe the beauty of God's creation.	5	4	3	2	1
h)- Holiday is a chance to get to know new information about other places and expand your knowledge.	5	4	3	2	1
i)- The yearly holiday is the time when family can get together	5	4	3	2	1
j)- The perfect holiday would include all of our family.	5	4	3	2	1
k)- Holiday is a chance to do good deeds	5	4	3	2	1

14- Thinking about " why is your domestic travel important to you?", please indicate the extent to which you agree with each of the following statements by circling the appropriate number.

	Very Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
a)- Spending holiday within Saudi will help in obtaining new experiences.	5	4	3	2	1
b)-No need to change Arabic cloths.	5	4	3	2	1
c)-A holiday in Saudi Arabia will help me to rest and relax.	5	4	3	2	1
d)- From the national economic point of view spending money within Saudi will be beneficial instead of spending it in another country	5	4	3	2	1

e)- No expenditure needed to get a visitor visa or to change currency.	5	4	3	2	1
f)- Having fun, being innocently entertained, that's what a holiday is all about.	5	4	3	2	1
g)- Because holiday places are near to my home, there is no need to pay extra accommodation.	5	4	3	2	1
h)- Because it is cheaper than overseas accommodation.	5	4	3	2	1
i)- Personal security is assured while on holiday in Saudi.	5	4	3	2	1
j)- There is friendly treatment and generosity towards tourists in Saudi.	5	4	3	2	1
k)-There is a good selection of family entertainment places.	5	4	3	2	1
l)-Domestic tourism will protect our children from non-Islamic values.	5	4	3	2	1
m)-Preserve traditions and customs when holiday in Saudi.	5	4	3	2	1
n)-Holidays within Saudi are more appropriate for families than foreign holidays	5	4	3	2	1
o)-To be with other people who are similar to me in their traditions and customs.	5	4	3	2	1
p)-The social environment will help women to preserve the Islamic veil.	5	4	3	2	1
q)-It is more convenient to perform Islamic rituals when holidaying in Saudi than when holidaying in non-Islamic country.	5	4	3	2	1
r)-To be near to holy Islamic places.	5	4	3	2	1
s)-Food availability according to Islamic Law (Sharia). "Halal food"	5	4	3	2	1

15- Thinking about " When you are holidaying?", please indicate how important or unimportant the listed items below.

	Very important	Important	Neither important or unimportant	unimportant	Very unimportant
a)- To visit Kaaba.	5	4	3	2	1
b)- To visit the Prophet Mosque.	5	4	3	2	1
c)- To visit the historic old city.	5	4	3	2	1
d)- To visit the places that belong to the prophet	5	4	3	2	1
e)- To meet interesting/friendly local people.	5	4	3	2	1
f)- To see outstanding scenery.	5	4	3	2	1
g)- To see local crafts/handwork.	5	4	3	2	1
h)- To go and stay at a beach cabin.	5	4	3	2	1
i)- To go to entertainment/ amusement places	5	4	3	2	1
j)- To go shopping	5	4	3	2	1
k)- To find high standards of hygiene/cleanliness	5	4	3	2	1
l)- To feel personal safe.	5	4	3	2	1
m)- To feel a warm welcome for tourists.	5	4	3	2	1
n)- To stay in a first class hotel.	5	4	3	2	1
o)- To stay in a high standard apartment	5	4	3	2	1
p)- To find good restaurants	5	4	3	2	1
q)- To be easily accessible for local attraction s	5	4	3	2	1
r)- To participate in outdoor activities.	5	4	3	2	1



- 16- Are you?  
a)- Male. b)- female.
- 17- Is your age?  
a)- less than 25 years old. B)- 25-34 years old.  
c)- 35-44 years old. C)- 45 years old or older.
- 18)- Is your educational level?  
a)- primary or less. B)- secondary.  
c)- Intermediate. D)- University.  
d)- post university.
- 19)- Is your house monthly income?  
a)- less than 3000 SR. b)- 3000-5,999 SR.  
c)- 6000-8,999 SR. d)- 9,000-14,999 SR.  
e)- 15,000 SR or over
- 

I would like to thank you for your participation in this study. As a reminder, this study is looking at motives and values for domestic travel in a Muslim and Arab country. Specifically, in the country of Saudi Arabia and Saudi citizens only.

Please remember that any data pertaining to yourself will be kept confidential and that this project has been reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo, Canada. In the event you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes at 00 + 1-519-888-4567, ext. 36005 or [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca). You can also contact my supervisor, Dr. Mark Havitz at [mhavitz@uwaterloo.ca](mailto:mhavitz@uwaterloo.ca) or 00 + 1-519-888-4567, ext. 33013.

## APPENDIX B: Cover Letter and Survey Instrument in Arabic



### الدوافع و القيم للسياحة الداخلية في العالم العربي و الإسلامي

#### دراسة حالة المملكة العربية السعودية

إلاسم مريم شهيل البغولي, طالبة ماجستير سعودية في جامعة واترلوو, قسم سياحة (تخطيط و سياسة). حالياً, أقوم بتطبيق دراسة عن الدوافع و القيم للسياحة الداخلية في العالم العربي و الإسلامي, بالتحديد في المملكة العربية السعودية تحت إشراف الدكتور / مارك هافتر.

إجراء الاستبيانات هو أحد المتطلبات لتطبيق هذه الدراسة و ستوزع هذه الاستبيانات على العوائل و مجموعات الشبان و الشباب لفهم الدوافع و القيم التي تؤثر في المستهلك المسلم و السعودي بالتحديد. و كونك مواطن سعودي رأيك مهم و قيم لهذه الدراسة .

- مشاركتك هي عملية تطوعية كاملة و بإمكانك عدم الإجابة على أي سؤال من الأسئلة بتركه فارغاً.
- الأسئلة عامة , مثال ( ما هو السبب الرئيسي لقضاء إجازاتك دخل المملكة؟).
- لا توجد أية مخاطر معروفة أو متوقعة للمشاركة في هذه الدراسة. فوائد المشاركة هو أن هذا البحث يمكن أن يسهم في تحسين صناعة السياحة في بلدنا.
- عملية تعبئة هذا الاستبيان ستأخذ حوالي 10 او 13 دقيقة .
- ستظل إجاباتك سرية وستم حماية خصوصيتك حيث ذكر إسمك غير مطلوب.
- البيانات التي تم جمعها من خلال هذه الدراسة ستبقى لمدة سنة واحدة في جامعة واترلو.

عندما يتم جمع كل البيانات وتحليلها لهذا المشروع ، سأشارككم المعلومات من خلال الندوات والمؤتمرات والعروض. إذا كنت ترغب في الحصول على مزيد من المعلومات عن الدراسة أو إذا كان لديك أي أسئلة أو مخاوف لا تتردد في التواصل معي على عنوان البريد الإلكتروني الخاص بي [malbughu@uwaterloo.ca](mailto:malbughu@uwaterloo.ca) أو المشرف الدراسي , دكتور / مارك هافتر [mhavitz@uwaterloo.ca](mailto:mhavitz@uwaterloo.ca) أو [+15198884567](tel:+15198884567) تحويلة 33013 . عندما تكتمل الدراسة و يتم تحليل البيانات ، سوف أكون سعيدة لتبادل النتائج معكم و إرسال موجز عن الدراسة إذا كنت مهتماً. وبمجرد الانتهاء من تعبئة هذا الاستبيان، لا تتردد في إزالة هذه صفحة للرجوع إلى هذه المعلومات. ومن المتوقع أن تستكمل الدراسة بحلول أغسطس 2011. كما هو الحال مع جميع أبحاث جامعة واترلو التي تكون عينتها أشخاص ، قد استعرضت هذا المشروع على مكتب الأخلاقيات للبحث العلمي و تم الحصول على الموافقة. في حال كان لديك أي تعليقات ناجمة عن مشاركتكم في هذه الدراسة ، يرجى الاتصال بالدكتورة سوزان سايكس على [4567-888-519-1](tel:+15198884567) ، تحويلة 36005 أو [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).....

شكراً جزيلاً على تعاونكم....

الرجاء الإجابة على السؤال بوضع دائرة أو الكتابة إذا لزم الأمر:

- 1- هل تسكن في ؟  
أ- المدينة المنورة  
ب- جدة  
ج- غير ذلك , الرجاء التحديد.....
- 2- هل كانت آخر رحلة قمت بها ؟  
أ- داخلية (داخل المملكة العربية السعودية).  
ب- خارجية (خارج المملكة العربية السعودية).  
ج- إذا كانت إجابتك "داخلية" الرجاء الانتقال للسؤال الرابع و أكمل الإجابة على بقية الأسئلة.  
د- إذا كانت إجابتك "خارجية" الرجاء الانتقال للسؤال الثالث و أكمل الإجابة على بقية الأسئلة.
- 3- متى كانت آخر رحلة داخلية قمت بها (تقريباً)؟  
.....
- 4- ماذا كان السبب الرئيسي لرحلتك الداخلية ؟  
أ- قضاء إجازة.  
ب- زيارة الأهل و الأصدقاء.  
ج- أسباب أخرى الرجاء ذكرها.....  
د- عمل (حكومي, شركة أو خاص).
- 5- كم ليلة قضيتها أو تنوي قضاءها في رحلتك الداخلية إذا كنت تقضي رحلة داخلية حالياً ؟  
.....
- 6- مع من قضيت أو تقضي الرحلة الداخلية ؟ ( من فضلك اختر جميع الإجابات التي تنطبق عليك )  
أ- لوحدك.  
ب- الوالدين.  
ج- الأجداد.  
د- الأعمام / العمات.  
هـ- الإخوة.  
و- أولاد/ بنات العم.  
ز- الأصدقاء.  
ح- أخرى , الرجاء التحديد.....
- 7- كم عدد أفراد الأفراد الذين تسكن معهم ؟  
.....
- 8- كم من هؤلاء الأفراد هم معك أو كانوا معك في الرحلة الداخلية التي قمت (تقوم) بها؟  
.....
- 9- ماهي وسيلة المواصلات التي استخدمتها للوصول لوجهتك الداخلية؟  
أ- طائره.  
ب- سيارة مستأجره.  
ج- سيارة خاصة.  
د- حافله.  
هـ- تاكسي.  
و- أخرى, الرجاء التحديد.....

10 - من قام بترتيب مكان الإقامة؟

- (أ)- وكالة سياحية.  
 (ب)- قريب أو صديق.  
 (ت)- بنفسه.  
 (ث)- أخرى, الرجاء التحديد.....

11- أين كانت الإقامة؟

- (أ)- فندق.  
 (ب)- شقة مفروشة.  
 (ت)- مع الأقارب.  
 (ث)- سكن ملك.  
 (ج)- أخرى, الرجاء التحديد.....

12 - ما رأيك في الخدمات التي زودت بها في رحلتك الداخلية ؟ الرجاء وضع إشارة (x) عند المربع الذي يصف رأيك بالتحديد .

الخدمات	مرضي تماماً	مرضي	غير محدد	غير مرضي	غير مرضي تماماً
(أ)- خدمات مكان الإقامة.					
(ب)- موقع مكان الإقامة.					
(ت)- سهولة الوصول للأماكن الترفيهية.					
(ث)- خدمات المطاعم.					
(ج)- وسائل الترفيه.					

13- الرجاء تحديد مدى موافقتك أو عدم موافقتك على الجمل التالية بوضع دائرة على الإجابة المناسبة و التي تصف "مدى أهمية الإجازة بالنسبة لك" :

لا أوافق على الإطلاق	لا أوافق	بدون رأي	أوافق	أوافق بشده	
1	2	3	4	5	(أ)- وقت الإجازة يعني الاسترخاء و المرح.
1	2	3	4	5	(ب)- وقت الإجازة يعني القيام بالعديد من الأنشطة مثل التسوق.
1	2	3	4	5	(ت)- الأماكن التاريخية و التراثية جزء مهم من قضاء إجازتي.
1	2	3	4	5	(ث)- رغبتني في التعرف على كيف يعيش الأفراد في المناطق الأخرى.
1	2	3	4	5	(ج)- تواجدي في المناطق الطبيعية يجعل إجازتي مميزة.

1	2	3	4	5	(ح)- وقت الإجازة يعني زيارة الأقارب و فرصة لتقوية صلة الرحم.
1	2	3	4	5	(خ)- الأجازة فرصة للتأمل في جمال مخلوقات الله.
1	2	3	4	5	(د)- الأجازة فرصة لكسب معلومات جديدة عن أماكن أخرى و توسيع المعرفة.
1	2	3	4	5	(ذ)- الأجازة السنوية هو وقت اجتماع الأسرة بأكملها.
1	2	3	4	5	(ر)- الإجازة الممتعة هي التي تضم جميع أفراد الأسرة.
1	2	3	4	5	(ز)- الإجازة فرصة للقيام بالأعمال الحسنة.

14- الرجاء تحديد مدى موافقتك أو عدم موافقتك على الجمل التالية بوضع دائرة على الإجابة المناسبة و التي تصف "لماذا قضاء الإجازة في المملكة العربية السعودية مهم بالنسبة لك" :

لا أوافق على الإطلاق	لا أوافق	بدون رأي	أوافق	أوافق بشده	
1	2	3	4	5	(أ)- قضاء الإجازة في المملكة يساعد على اكتساب خبرات جديدة.
1	2	3	4	5	(ب)- لا حاجة لتغيير الزي و الملابس السعودية.
1	2	3	4	5	(ت)- قضاء الإجازة في السعودية يساعدني على الراحة و الاستجمام.
1	2	3	4	5	(ث)- من وجهة نظر الاقتصاد القومي صرف المبالغ المالية في السعودية أنفع من صرفه في دولة أخرى.
1	2	3	4	5	(ج)- ليس هناك حاجة لصرف مبالغ مالية على تغيير العملات و الحصول على التأشيرة .
1	2	3	4	5	(ح)- الحصول على المرح و الترفية البسيط يكون من خلال قضاء الإجازة في السعودية.
1	2	3	4	5	(خ)- مكان الأجازة قريب من سكني و بالتالي لن اضطر إلى دفع تكاليف إضافية.
1	2	3	4	5	(د)- تكاليف السياحة الداخلية أرخص من الخارجية.
1	2	3	4	5	(ذ)- قضاء الأجازة في السعودية يعني ضمان الأمان الشخصي.
1	2	3	4	5	(ر)- التعامل مع السياح بكرم و صدر رحب في السعودية.
1	2	3	4	5	(ز)- هناك خيارات جيدة لأماكن الترفية للعائلة في السعودية.
1	2	3	4	5	(س)- قضاء الإجازة داخل المملكة يحمي أطفالنا من القيم الغير إسلامية.

1	2	3	4	5	ش)- قضاء الإجازة في السعودية يعني الحفاظ على العادات والتقاليد.
1	2	3	4	5	ص)- قضاء الإجازة في السعودية ملائم للعائلة أكثر من الدول الخارجية.
1	2	3	4	5	ض)- قضاء الإجازة في السعودي يعني وجودي مع أفراد متقنين معي في العادات و التقاليد.
1	2	3	4	5	ط)- البيئة الإجتماعيه تساعد المرأة على الحفاظ على حجابها.
1	2	3	4	5	ظ)- قضاء الإجازة في السعودية يعد أكثر ملائمة للمحافظة على أداء الشعائر الإسلامية و يسهل ذلك أكثر من الدول الأجنبية الأخرى.
1	2	3	4	5	ع)- لكي أكون قريبا من الأماكن المقدسة.
1	2	3	4	5	غ)- توفر الطعام طبقا للشريعة الإسلامية "حلال".

15- الرجاء تحديد مدى أهمية كل حالة من الحالات التالية إليك عندما تقضي إجازاتك:-

غير مهم جدا	غير مهم	غير محدد	مهم	مهم جدا	
1	2	3	4	5	أ)- زيارة المسجد الحرام.
1	2	3	4	5	ب)- زيارة المسجد النبوي الشريف.
1	2	3	4	5	ت)- زيارة الأماكن الأثرية و التاريخية.
1	2	3	4	5	ث)- زيارة الأماكن التاريخية و المتعلقة بتاريخ الرسول صلى الله عليه و سلم.
1	2	3	4	5	ج)- التعرف على أفراد محليين .
1	2	3	4	5	ح)- مشاهدة المناظر الطبيعية الخلابة.
1	2	3	4	5	خ)-مشاهدة الحرف/ الأعمال المحلية اليدوية .
1	2	3	4	5	د)- قضاء وقت ممتع في كبائن البحر .
1	2	3	4	5	ذ)- الذهاب إلى أماكن تسلية و ترفيه .
1	2	3	4	5	ر)- القيام بالتسوق .
1	2	3	4	5	ز)- وجود مستوى عالي من النظافة و الصحة العامة.

1	2	3	4	5	(س)- الشعور بالأمان الشخصي.
1	2	3	4	5	(ش)-وجود تقبل و ترحيب للسياح.
1	2	3	4	5	(ص)- الإقامة في فندق من الدرجة الأولى .
1	2	3	4	5	(ض)- الإقامة في شقة مفروشة بمستوى عالي .
1	2	3	4	5	(ط)- وجود مطاعم جيدة.
1	2	3	4	5	(ظ)- سهولة الوصول للأماكن الترفيهية المحلية .
1	2	3	4	5	(ع)- المشاركة في الأنشطة في الهواء الطلق.

16- هل أنت ؟

أ- ذكر .  
ب- أنثى.

17- هل عمرك؟

أ-أقل من 25 عاما.  
ب- 25-34 عاما.  
ت-35-44 عاما.  
ث-45 عاما أو أكثر.

18- هل مستواك التعليمي ؟

أ-ابتدائي أو أقل.  
ب- إعدادية .  
ت-ثانوي.  
ث-جامعة.  
ج- تعليم عالي.

19- هل دخل الأسرة الشهري؟

أ-أقل من 3000 ريال سعودي.  
ب- ما بين 3000-5,999 ريال سعودي.  
ت-6000-8,999 ريال سعودي.  
ث-9000-14,999 ريال سعودي.  
ج-15000 ريال سعودي أو أكثر.

أشكركم على تعاونكم...

### APPENDIX C: Survey Instrument Sources and Relation to Adopted Models

13-Thinking about " why is your holiday important to you?", please indicate the extent to which you agree with each of the following statements by circling the appropriate number.

<i>Original Source</i>	<i>Statements</i>	<i>Relation to the adopted Models</i>
Myself	a)- Holiday is all about having fun and relaxing.	Physiological need in Maslow`s Model= relaxation and tension relief. Cheerful in RVS = light hearted and joyful.
Bogari Study	b)- Doing a lot of outdoor activities, like shopping.	Physiological need in Maslow`s Model= relaxation and tension relief. Safety and security in Maslow`s Model= recreation. Cheerful in RVS = light hearted and joyful. Exciting life in RVS= active life.
	c)- Historical and cultural sites are very important to my holiday plans.	Belonging need in Maslow`s Model= Roots, Ethics. To know and understand in Maslow`s Model= knowledge. Social Recognition in RVS= respect and admiration.
	d)- Knowing how others in different regions live.	Belonging need in Maslow`s Model= Roots. To know and understand in Maslow`s Model= knowledge. Social Recognition in RVS= respect and admiration. Broadminded in RVS= open-minded.
	e)- Just nature and me, that's my idea of perfect holiday.	Self –actualization need in Maslow`s Model= exploring nature. Aesthetics need in Maslow`s Model= appreciation of beauty. A world of beauty in RVS= beauty of nature. Imaginative in RVS= ( daring, creative).



<i>Original Source</i>	<i>Statements</i>	<i>Relation to the adopted Models</i>
Myself	f)- Holiday time means visiting relatives and an opportunity to maintain a kinship.	Belonging and love need in Maslow`s Model= kinship. Loving in RVS= affection and tender. Family security in RVS= taking care of loved ones. Inner harmony in RVS= freedom of inner conflict.
	g)- Observe the beauty of God's creation.	Aesthetics need in Maslow`s Model= appreciation of beauty. A world of beauty in RVS= beauty of nature. Happiness in RVS= contentedness. Obedient in RVS= dutiful and respectful. Imaginative in RVS= (daring, creative).
	h)- Holiday is a chance to get to know new information about other places and expand your knowledge.	To know and understand in Maslow`s Model= knowledge. Intellectual in RVS= intelligent, reflective. Wisdom in RVS= mature and understanding of life.
Bogari Study	i)- The yearly holiday is the time when family can get together	Belonging and love need in Maslow`s Model= kinship. Pleasure in RVS= an enjoyable, leisurely life.
	j)- The perfect holiday would include all of our family.	Belonging and love need in Maslow`s Model= kinship. Pleasure in RVS= an enjoyable, leisurely life.
Myself	k)- Holiday is a chance to do good deeds	Esteem need in Maslow`s Model= achievement. Loving in RVS= (love for God). A comfortable life in RVS= a prosperous life. A sense of accomplishment in RVS= lasting contribution. Self-respect in RVS= self-esteem. honest in RVS= (sincere, truthful).

14-Thinking about " why is your domestic travel important to you?", please indicate the extent to which you agree with each of the following statements by circling the appropriate number.

<i>Original Source</i>	<i>Statements</i>	<i>Relation to the adopted Models</i>
Bogari Study	a)- Spending holiday within Saudi will help in obtaining new experiences.	To know and understand in Maslow`s Model= knowledge. Intellectual in RVS= intelligent, reflective. Wisdom in RVS= mature and understanding of life. Ambitious in RVS= aspiring.
	b)-No need to change Arabic cloths.	Belonging need in Maslow`s Model= roots and ethics. Social Recognition in RVS= respect and admiration.
	c)-A holiday in Saudi Arabia will help me to rest and relax.	Physiological and Safety needs in Maslow`s Model= Relaxation and recreation. National security in RVS= protected from attack. World at peace in RVS= free of war and conflict.
	d)- From the national economic point of view spending money within Saudi will be beneficial instead of spending it in another country.	Esteem need in Maslow`s Model= achievement. Courageous in RVS= standing up for the welfare of the country. Ambitious in RVS= aspiring.
	e)- No expenditure needed to get a visitor visa or to change currency.	Physiological need in Maslow`s = relaxation. A comfortable life in RVS= prosperous life.
	f)- Having fun, being innocently entertained, that`s what a holiday is all about.	Safety need in Maslow`s = security and recreation. Pleasure in RVS= an enjoyable and leisurely life.
	g)- Because holiday places are near to my home, there is no need to pay extra accommodation.	Physiological need in Maslow`s = relaxation. A comfortable life in RVS= prosperous life.
	h)- Because it is cheaper than overseas accommodation.	Physiological need in Maslow`s = relaxation. A comfortable life in RVS= prosperous life.

<i>Original Source</i>	<i>Statements</i>	<i>Relation to the adopted Models</i>
Bogari Study	i)- Personal security is assured while on holiday in Saudi.	Safety need in Maslow`s = security and recreation. World at peace in RVS= free of war and conflict. Family and national security in RVS= protected. Salvation in RVS= saved.
	j)- There is friendly treatment and generosity towards tourists in Saudi.	Belonging and love need in Maslow`s Model= social interaction. Loving and polite in RVS= tender and well-mannered.
	k)-There is a good selection of family entertainment places.	Physiological need in Maslow`s = relaxation. Pleasure in RVS= an enjoyable and leisurely life.
	l)-Domestic tourism will protect our children from non-Islamic values.	Safety and security in Maslow`s Self-controlled in RVS= restrained, self-disciplined. Responsible in RVS= dependable and reliable.
	m)-Preserve traditions and customs when holiday in Saudi.	Safety and security in Maslow`s Self-controlled in RVS= restrained, self-disciplined.
	n)-Holidays within Saudi are more appropriate for families than foreign holidays.	Esteem need in Maslow`s Model= prestige and status achievement. Inner harmony and family security in RVS= freedom of inner conflict and taking care of loved ones.
	o)-To be with other people who are similar to me in their traditions and customs.	Belonging and love motives in Maslow`s Model= social interaction. Social recognition and family security in RVS= respect and taking care of loved ones.
	p)-The social environment will help women to preserve the Islamic veil.	Belonging in Maslow`s = ethics. Obedient in RVS = dutiful and respectful. logical in RVS=(consistent and rational),
	q)-It is more convenient to perform Islamic rituals when holidaying in Saudi than when holidaying in non-Islamic country.	Belonging in Maslow`s = ethics. Obedient in RVS = dutiful and respectful. logical in RVS=(consistent and rational),

<i>Original source</i>	<i>Statements</i>	<i>Relation to the adopted Models</i>
Bogari Study	r)-To be near to holy Islamic places.	Belonging in Maslow`s = ethics. Obedient in RVS = dutiful and respectful.
	s)-Food availability according to Islamic Law (Sharia). "Halal food"	Belonging in Maslow`s = ethics. Obedient in RVS = dutiful and respectful. Responsible in RVS= dependable and reliable. freedom (independent free choice). logical in RVS=(consistent and rational),

15- Thinking about " When you are holidaying?", please indicate how important or unimportant the listed items below?

<i>Original source</i>	<i>Statements</i>	<i>Relation to the adopted Models</i>
Myself	a)- To visit Kaaba.	Psychological need in Maslow`s= mental and physical relief. Obedient in RVS= dutiful and respectful. honest in RVS= (sincere, truthful). mature love in RVS= (spiritual intimacy). Equality in RVS= equal opportunities for all.
	b)- To visit the Prophet Mosque.	
	c)- To visit the historic old city.	To know and understand in Maslow`s Model= knowledge on culture and history. Social Recognition in RVS= respect and admiration. Independent in RVS= self-reliant, self-sufficient.
	d)- To visit the places that belong to the prophet	
Bogari Study	e)- To visit historical archaeological sites.	Belonging and love in Maslow`s Model= relationships and maintaining a social contacts. True friendship in RVS= companionship.
	f)- To meet interesting/friendly local people.	

<i>Original source</i>	<i>Statements</i>	<i>Relation to the adopted Models</i>
Bogari Study	g)- To see outstanding scenery.	Aesthetics need in Maslow`s Model= appreciation of beauty. A world of beauty in RVS= beauty of nature.
Bogari Study	h)- To see local crafts/handwork.	To know and understand in Maslow`s Model= knowledge on culture and history. Social Recognition in RVS= respect and admiration.
	i)- To go and stay at a beach cabin.	Physiological need in Maslow`s Model= relaxation and tension relief. Safety and security in Maslow`s Model= recreation. Cheerful in RVS = light hearted and joyful. A world of beauty in RVS= beauty of nature.
Myself	j)- To go to entertainment/ amusement places	Safety and security in Maslow`s Model= recreation, keeping oneself active. Exciting life in RVS= active life.
	k)- To go shopping	
	l)- To find high standards of hygiene/cleanliness	Safety and security in Maslow`s Model= maintaining healthy life. Clean in RVS= neat and tidy.
	m)- To feel personal safe.	Belonging and love in Maslow`s Model= maintenance of personal ties, roots, ethics. Safety need in Maslow`s = security and recreation. World at peace in RVS= free of war and conflict. Family and national security in RVS= protected. Salvation in RVS= saved.
	n)- To feel a warm welcome for tourists.	
	o)- To stay in a first class hotel.	Relaxation and safety in Maslow`s Model= health recreation.
	p)- To stay in a high standard apartment	Esteem in Maslow`s Model= status, prestige. Clean in RVS= tidy and neat. A comfortable life in RVS= prosperous life.
	q)- To find good restaurants	

<i>Original source</i>	<i>Statements</i>	<i>Relation to the adopted Models</i>
Myself	r)- To be easily accessible for local attractions	Relaxation and safety in Maslow`s Model= health recreation. A comfortable life in RVS= prosperous life.
	s)- To participate in outdoor activities.	Physiological need in Maslow`s Model= relaxation and tension relief. Safety and security in Maslow`s Model= recreation. Cheerful in RVS = joyful life. Exciting life in RVS= active life . Capable in RVS= competent, effective. Independent in RVS= self-reliant, self-sufficient.