Understanding Tourist Motivations: Emirati Leisure Travel to Australia

Submitted by Noela Michael
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Department of Marketing and Tourism and Hospitality
La Trobe Business School
Faculty of Business, Economics and Law

La Trobe University
Bundoora, Victoria 3086
Australia

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Statement of Authorship

Except where reference is made in the text of the thesis, this thesis contains no material published elsewhere or extracted in whole or in part from a thesis submitted for the award of any other degree or diploma.

No other person’s work has been used without due acknowledgement in the main text of the thesis.

This thesis has not been submitted for the award of any degree or diploma in any other tertiary institution.

All research procedures reported in this thesis were approved by the Human Ethics Committee of La Trobe University, application approval no. 34/09PG.

Noela Michael
29 January 2013
Abstract

Tourist motivation has become an important concept for study amongst academic researchers and tourism marketers. It embodies an amalgam of ideas and approaches, constituting what Cohen (1974, p. 528) refers to as a “fuzzy set” of definitions and descriptions. Besides other interrelated influences, it is a critical variable and driving force behind tourist behaviour (Crompton, 1979).

To further understand the importance of the tourist motivation concept this study aimed to explore “how well do tourist motivation models using push and pull factors describe the motivation of tourists?” The target sample selected was Emiratis of Arab/Islamic origin from the United Arab Emirates who travelled to Australia for holiday purposes.

De Ruyter and Scholl (1998, p. 8) point out that “a qualitative methodology provides an in-depth insight; it is flexible, small-scale and exploratory, and the results obtained are concrete, real-life and full of ideas”. Since Emirati society is very close-knit and conservative, a qualitative approach was taken as it allowed the researcher to get close to the participants and thereby gain a more detailed understanding of their motivation and tourist experience.

The literature review for this research revealed that there is a lack of tourism research in the Arab/Islamic context, as most tourism studies to date have investigated Western and Asian tourists. This research has thus validated, extended and refined tourist motivation models in a novel context, in particular Crompton’s (1979) socio-psychological/push motives and cultural/pull motives. Furthermore, the study confirmed the utility and influence of a push and pull approach to understanding tourist motivation and that overlaps exist between the push and pull motivational factors. The findings of the study also confirm that it is crucial to understand the push and pull motivations of tourists as they vary between cultures.
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This study would not have been possible without the valuable assistance and precious time given by the participants who agreed to be interviewed.

I wish to thank my husband and my two sons for their patience and encouragement through this journey and would also like to thank my parents, family and friends for their encouraging support.
Chapter 1: Introduction

Throughout our lives, we need to know why people behave in certain ways, and what motivates them. Without this knowledge, we cannot communicate, encourage, convince or persuade others around us. If a baby does not know to manipulate his/her mother’s nurturing side, the consequences can be life threatening. While rarely life threatening, understanding the motivations of people to travel, particularly for pleasure, is central to improving visitor satisfaction, as well as having commercial implications. In an effort to improve our understanding of travel motivation, the study discussed in this thesis considers a particular cultural group’s motivations to travel to a specific country.

In this introductory chapter, the importance of understanding travel motivation is discussed, followed by the research aims, outcomes, method overview, the research’s significance, the research context and an outline of the thesis structure. Fundamental to travel motivation research is the fact that people have needs. As Pearce (1993, p.113) puts it, travel motivation is ‘the set of needs and attitudes which predispose a person to act in a specific touristic goal-directed way’. Moreover, this motivation to travel is more central to an individual than the purpose or objective of the trip. Thus, since the early days of tourism research, studying why people travel has been a predominant theme because it advances theoretical exploration of the travel phenomenon (Oh and Pizam, 2008).

Pearce (2011) argues that understanding motivation assists in finding out why different groups of people choose certain holiday experiences. Secondly, he suggests that we should determine the common driving patterns or themes describing the forces prompting people to take these holidays. Similarly, this study makes a contribution to the tourist motivation literature by examining why Islamic/Emirati tourists choose a holiday experience in a Western country and identifies the common driving themes that describe this group’s push and pull motivations.

According to Pearce, Morrison and Rutledge (1998, p. 215), tourist motivation is a special subset of human motivation that can be defined as “the global integrating network of biological and cultural forces, which gives great value and direction to travel choices,
behaviour and experience”, and which energises and generates people’s behaviour (Hsu and Huang, 2008; Mansfeld, 1992). From an analytical perspective, one should also be mindful that a tourist might not be driven by the same social, cultural and biological needs as the observer. They may see the world in other ways, so their approach to the destination they visit may be unconventional. Cohen (1979) therefore proposes that it is important for researchers to take an emic perspective, i.e., an insider and participant’s point of view, to understand what motivates a person to travel.

Besides other interrelated influences, motivation is a critical variable explaining tourist behaviour (Crompton, 1979). As such, motivation is therefore an important topic of tourism research and, as Crompton (1979) points out, while it is already possible to describe the when, who, where and how of tourism, the challenge is to explain why. Some of the most significant studies documenting the conceptual development of the travel motivation construct are listed in Table 1.1 and Appendix B, which provides a list of some studies conducted over the last thirty years. A summary of some of these studies is provided in the literature review chapter.

### Table 1.1: Approaches to the conceptual development of the travel motivation construct

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<th>Approaches to the conceptual development of the travel motivation construct</th>
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<td>Theory of needs hierarchy and its adaptation in tourism</td>
<td>Many tourism researchers have based their theoretical analysis on Maslow’s hierarchy of needs theory (1954), for example Pearce (1982); Beard and Ragheb (1980 and 1983); Ragheb and Beard (1982)</td>
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<td>The travel career ladder (TCL) and travel career patterns (TCP)</td>
<td>Pearce and Caltabiano (1983); Lee and Pearce (2002, 2003)</td>
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<td>Escaping and seeking dimensions</td>
<td>Iso-Ahola (1980); Mannell and Iso-Ahola (1987)</td>
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<td>Measuring tourist motivation</td>
<td>Fodness (1994)</td>
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<td>Push and pull factors</td>
<td>Dann (1977); Crompton (1979)</td>
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**Source:** Author

Tourist motivation theories are primarily rooted in sociology, psychology and social psychology. Sociology studies societies, social groups, roles, culture and behaviour when people are in collections of various sorts, like families, neighborhoods, groups, communities and nations. The sociology of tourism studies societies in the places visited, investigating how they affect and are affected by tourism or tourists as social beings. Psychology is particularly concerned with the study of minds and behaviour. Psychology
is used in tourism studies to explain what happens in tourists’ minds, for example to understand the basic human motivation to get away and have a good time. The social psychology of tourism considers the behaviour of tourists, depending on the social groups to which they belong (Leiper, 2004). Boardman (2009) states that social psychology studies how people and groups interact, especially if originating from different geographical and cultural backgrounds. Tourism researchers have thus drawn on a variety of interdisciplinary approaches to explain and profile the possible motivations for travel behaviours since the 1970s (Beard and Ragheb, 1983; Crompton, 1979; Dann, 1977 and 1981; Fodness, 1994; Iso-Ahola, 1982; Krippendorf, 1987; Pearce and Caltabiano, 1983; Plog, 1974).

Fodness (1994) argues that a universally agreed upon conceptualization of the tourist motivation construct is still lacking, however the push and pull model is accepted by many researchers (Crompton, 1979; Dann 1977,1981; Hsu and Lam, 2003; Jang and Cai, 2002; Zhang and Lam, 1999). The push factors are defined as internal motives or forces that cause to seek activities that will fulfil their needs, while pull factors are the destination-generated forces and the knowledge that tourists hold about a destination (Gnoth, 1997). As described by Uysal and Jurowski (1994) most push factors are intrinsic motivators, such as the need to escape, rest and relaxation, prestige, health and fitness, adventure and social interaction. On the other hand, pull factors relate to the destination attributes and include features such as beaches, recreational facilities and cultural attractions. This study also makes a contribution to the knowledge of push and pull studies by adopting Crompton’s (1979) model to understand the motivations of the target group.

Crompton (1979) identified two groups of motives classifying them as socio-psychological motives and cultural motives. Although not explicit these motives have been described as push and pull motives respectively (Hsu and Huang, 2008). The push motives include escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction. Those classified as cultural or pull motives are novelty and education. Furthermore, Crompton (1979) tried to conceptualize a cultural to socio-psychological disequilibrium continuum, and positioned these nine motives along this continuum. According to Crompton, individuals may experience disequilibrium
because of their unmet cultural, social or psychological needs and may thus be motivated
to take a holiday, after which equilibrium is temporarily restored (Harrill and Potts,
2002). Needs are seen as the force that arouses motivated behaviour and it is assumed
that, to understand human motivation, it is necessary to discover what needs people have
and how they can be fulfilled (Hudson, 1999). As mentioned above this study examines
the utility of the push-pull framework in general, and in particular the specifics of
Crompton’s (1979) framework. The study establishes which push motivational factors
influenced the Emirati tourists’ to select a holiday destination that sharply contrasts with
their home environment, and what pull factors of the holiday destination drew them
there. Therefore, this study attempted to contribute to the existing body of literature by
investigating Crompton’s socio-psychological and cultural theory in an Islamic Arab
context with tourists from the United Arab Emirates (UAE) who travelled to Australia on
holiday. Furthermore, by studying tourists from a different geographical and cultural
background to that of the host country, the study provides an understanding of the social
psychological aspects of tourist motivation.

Over many years within the field of social sciences such as psychology, sociology and
anthropology, researchers have been interested in studying human behaviour and the
social world of human beings. They have found increased difficulty to explain behaviour
in measurable terms. Measurements tell us how often or how many people behave in a
certain way, but they do not adequately answer the question of why. Therefore in order to
increase our understanding of why things are the way they are in our social world and
why people act the way they do, a qualitative research approach offers a richer
description (Hancock, 1998). Understanding tourist motivation helps to understand why
people travel. Therefore, this study adopts a qualitative approach, and the reasons for
adopting such an approach are explained in Section 1.3 and Chapter 4.

1.1 Purpose of the research

According to Richards (2005, p. 12), research without an objective is “a major practical
and ethical problem.” Based on its review of the literature and its identification of
important gaps in knowledge, this study contributes to the wider body of knowledge of
tourist motivation by exploring the utility of push and pull models in the UAE context. It
adopts Crompton’s (1979) socio-psychological or push motives and cultural or pull motives to understand the motivations and behaviour of UAE tourists to Australia.

The participants in this study are Emirati nationals from the cities of Abu Dhabi and Dubai. From a tourism research perspective, their motivations to undertake leisure travel to a western country like Australia remains relatively unexplored.

The statement of the research problem of this study is as follows:

*How well do tourist motivation models using push and pull factors describe the motivation of tourists?*

The aims of the research specified below involve clarifying the research question to be answered (Richards, 2003).

### 1.2 Research aims

The aims for this research have been developed as a result of the literature review and make a contribution to the wider body of knowledge of tourist motivation by exploring the utility of push and pull models in one particular context. Thus the aims of this research are:

- To investigate what motivates Emirati travellers, using Crompton’s (1979) framework of seven socio-psychological push factors and two cultural pull factors. The former are escape from perceived mundane environment, exploration and evaluation of the self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction, while the two cultural or pull factors are novelty and education.

- To investigate if a Western-derived motivation model like Crompton’s (1979) is applicable to another culture, in this case an Arab/Islamic culture, and extend or revise the model as necessary.

- Based on the above, to critically discuss the utility of push-pull theoretical approaches for understanding and explaining tourist motivation.
1.3 Overview of methodology

A research methodology is chosen to meet a study’s research aims and objectives by allowing it to investigate the research problem. Since this study is exploratory in nature as little is known about Emirati travel behaviour, particularly what motivates them to travel and the area for examination is unfamiliar, this study incorporates a qualitative methodology. As De Ruyter and Scholl (1998, p. 8) describe it, “a qualitative methodology provides an in-depth insight; it is flexible, small-scale and exploratory, and the results obtained are concrete, real-life and full of ideas”. Qualitative research incorporates flexible research design (Taylor and Bogdan, 1998), which makes sense when, as is the case with this study, researchers are “exploring exotic cultures, understudied phenomena, or very complex social phenomena,” (Miles and Huberman, 1994, p. 17).

In outline, the methodology of this study involves fifteen in-depth, face-to-face interviews with participants and three focus groups to investigate the motives, behaviour and overall holiday experiences of the participants. To find participants, the study followed Carson, Gilmore, Perry and Gronhaug’s (2001) who suggested that a snowballing sampling technique is appropriate when the research concerns a small, specialised population of people who are knowledgeable about the topic.

This study adopted Guba’s (1978), Lincoln and Guba (1985) and Elo and Kyngas’ (2008) Qualitative Content Analysis Process to thematically analyse the data, both inductively and deductively, to form themes and categories. During the deductive stage data were grouped under Crompton’s (1979) nine main socio-psychological and cultural categories. Simultaneously an inductive analysis was conducted which involved two steps. In step one, data that did not fit Crompton’s categories were grouped under new categories. In step two, through the process of abstraction, and wherever possible for each main category, data was further classified under a generic category using content-characteristic words and in some instances these generic categories were further divided into sub-categories. These included similar events, ideas, acts and incidents mentioned by the participants.
The findings were then compared and contrasted to Crompton’s (1979) model and other push and pull tourist motivation studies.

1.4 Significance of the research

The key intended research outcomes of this study are to produce a comprehensive understanding of tourist motivation by exploring the utility of push and pull models, and to make a contribution to closing the gap in knowledge concerning the tourist motivation of Emirati travellers to Western countries. This tourist segment has been hitherto underexplored. This research makes a contribution to the tourism industry by providing credible marketing information on the needs and motivations of Emirati travellers, which can be used to develop travel products addressing the specific requirements of this target group, and develop effective future marketing activities for future Emirati travellers in particular, and the Arab/Islamic traveller more generally.

Page (1995) suggests that understanding the role that motivation plays is critical for the development of tourism because, without people’s interest in or need to travel, the tourism industry could not exist. Furthermore, as motivations are associated with an individual’s basic need to participate, for instance in activities like sport, adventure, entertainment and travel, the motivations of tourists are important in explaining why they travel. An analysis of the motivational stage in travel behaviour can therefore reveal the way in which people determine their destination-choice and explain how this is then reflected in both their destination choice and travel behaviour. The resulting clearer understanding of what motivates people to travel can provide tour operators, tourism planners and tourist-related institutions with a better understanding of the real expectations, needs and goals of tourists (Goodall, 1988). Also it is imperative to understand how consumers use psychological and social processes to select, purchase, use and evaluate the travel products, services, ideas and experiences that they expect will satisfy such needs.

The UAE market is growing in importance to Australia, and brings a high level of revenue to the country (Tourism Australia, March 2005). In October 2012 Australia’s national carrier Qantas and Dubai based Emirates Airline signed a ten-year international
operations alliance. Tourism Australia and Emirates Airlines are conducting joint marketing efforts to build international visitor appeal for Australia. This study will therefore be of strategic importance to marketers of the Australian travel and tourism industry.

1.5 Background and context of the research

Tourism has become one of the world’s biggest, most important and consistent growth industries (Zhang, Qu and Thang 2004; Bansal and Eiselt, 2004). Some key factors responsible for this growth have been improvements in technology, the development of mass transportation, and the decrease in the cost of air travel, making it affordable for more people to travel and take holidays (Boniface and Cooper 2001). This section provides an overview of the global travel market, then outlines inbound travel to Australia in particular the Gulf countries and the background of the UAE with a focus on their culture, which has an impact on tourism.

1.5.1 The global travel market

Even though the world has been through several international crises over the last ten years, both natural and man-made, global tourist arrivals have grown steadily. Recent figures confirm this trend (see Table 1.2 below).

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals (million)</th>
<th>Change (%)</th>
<th>Receipts (US$ billion)</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>673</td>
<td>N/A</td>
<td>520</td>
<td>N/A</td>
</tr>
<tr>
<td>2002</td>
<td>693</td>
<td>3.0</td>
<td>512</td>
<td>-1.5</td>
</tr>
<tr>
<td>2003</td>
<td>682</td>
<td>-1.6</td>
<td>533</td>
<td>4.1</td>
</tr>
<tr>
<td>2004</td>
<td>753</td>
<td>10.4</td>
<td>634</td>
<td>18.9</td>
</tr>
<tr>
<td>2005</td>
<td>797</td>
<td>5.8</td>
<td>679</td>
<td>7.1</td>
</tr>
<tr>
<td>2006</td>
<td>842</td>
<td>5.6</td>
<td>743</td>
<td>9.4</td>
</tr>
<tr>
<td>2007</td>
<td>898</td>
<td>6.7</td>
<td>859</td>
<td>15.6</td>
</tr>
<tr>
<td>2008</td>
<td>917</td>
<td>2.1</td>
<td>942</td>
<td>9.7</td>
</tr>
<tr>
<td>2009</td>
<td>882</td>
<td>-3.8</td>
<td>853</td>
<td>-9.4</td>
</tr>
<tr>
<td>2010</td>
<td>939</td>
<td>6.5</td>
<td>928</td>
<td>8.8</td>
</tr>
<tr>
<td>2011</td>
<td>982</td>
<td>4.6</td>
<td>1030</td>
<td>11.0</td>
</tr>
</tbody>
</table>

1.5.2 Inbound travel to Australia from the Gulf Nations

The tourism industry contributes valuably to the Australian economy. Since the year 2000, the country was affected by the global economic slowdown and other shocks. For example, arrivals fell in 2001, 2002 and 2003 due to the September 11 terrorist attacks, the SARS outbreak, and the collapse of Ansett Airlines, respectively. However, despite the global economic crisis and the H1N1 pandemic, arrivals to Australia only fell by 1 per cent in 2008 and remained unchanged in 2009. In 2010 arrival numbers were up by 5.4 per cent before slightly declining by 0.2 per cent in 2011 (Australian Government, Department of Resources, Energy and Tourism - Tourism Research Australia, September 2012). Recent figures for June 2012 show an increase of over 8 per cent relative to the previous year (Tourism Australia, June 2012).

In an age of globalisation, the international air transport industry has seen significant growth, thus making it easier for people from different backgrounds and cultures to travel more easily (Button, 2008). The increasing number of destinations has increased competition among them, forcing previously established destinations to look for new tourist markets. The primary tourist generating regions are also changing, especially as global balances of power and money begin to shift. According to UNWTO’s Tourism 2020 Vision, the Middle East of which the Gulf Countries are also a part, will remain one of the world’s smallest tourist generating regions, it forecasts that there will be 35 million outbound tourist arrivals generated by the year 2020. The numbers of international travellers from these emerging markets are expected to almost double due to a growing middle class and liberalising policies promoting mobility (UNWTO, 2008). Emerging markets refers to countries that have a rapidly growing economy or are in the stage between developed and developing status (Baimai and Daniel, 2009), including the Gulf Countries, China, India, Eastern Europe, Latin America, Africa and some South-East Asia markets.

The Gulf Countries or Gulf Cooperation Council (GCC) countries, which are an emerging outbound tourism market include Bahrain, Kuwait, Saudi Arabia, Oman, Qatar and the UAE. Holidaymakers from the GCC region mainly spend their holidays within the GCC region. However, their numbers are also rising in international destinations due
to the desire to experience other cultures and the increasing wealth of their home countries.

**Numbers from the GCC and UAE to Australia**

Australia is one destination that is growing in popularity within this tourist market. In 1996, Australia received only 5,800 tourists from the GCC countries, of these tourists, 65 per cent were UAE residents, with 35 per cent of these tourists being UAE nationals or Emiratis (Mashini, 2009). This number increased by almost 1000 per cent 12 years later (2008/2009) with a total of 57,200 visitors from the Gulf region (Tourism Australia Annual Report, 2008/2009). According to Tourism Australia (December 2010) tourist numbers from the UAE grew by 13 per cent. More recent figures show that between June 2011 and June 2012 the number of visitors from the UAE grew by 5.5 per cent (see Appendix A) from the previous year (Tourism Australia, June 2012). Australia’s key tourist markets currently include China, Japan, New Zealand, South Korea, the UK and the USA. Of the 38 countries sending visitors to Australia, the UAE is currently ranked at 21 (Tourism Australia Annual Report, 2011 - 2012).

According to Tourism Australia’s figures, outbound travel from the UAE to destinations worldwide increased from 906,000 in 2000 to 3.5 million in 2009. Australia’s share of this outbound market was 1.3 per cent in 2009, compared to 1.1 per cent in 2005 (Tourism Australia, 2010). As shown in Figure 1.1, Australia is the tenth most visited destination for travellers from the UAE, and its position is expected to remain the same in 2014 according to forecasts by Visit Britain (Visit Britain, May 2010).

**Revenue from the GCC and UAE for Australia**

Previous research conducted by the UNWTO found that tourists from the Gulf Cooperation Council (GCC) countries spent more than USD 12 billion on overseas vacations in 2004. Of this amount, UAE travelers spent more than USD 4.9 billion, at an average of USD 1,700 per trip, which is USD 500 higher than the average amount a European tourist, spends (Malik 2008). A more recent figure mentioned in the MSN News (2011), specified that UAE outbound tourists spend USD 6.6 billion. This expenditure could be related to their high spending nature. They have long vacations of
between 3 to 14 weeks, large travel groups of 14 to 21 people with accommodation bookings ranging from 6 to 10 rooms (Ladki, Mikdashi, Fahed and Abbas, 2002). In another study by the Malaysian government confirmed that Arab tourists tend to stay longer and spend more money on holidays than other nationalities. In 2004, they spent around USD 155 million while holidaying in Malaysia.

Figure 1.1: UAE travelers’ top outbound destinations

![Graph showing top outbound destinations for UAE travelers in 2008](http://www.visitbritain.org/Images/UAE_tcm139-167255.pdf; May 2010, p. 16)

Australia popular amongst the UAE tourists

According to Tourism Australia’s 2007-2008 annual report, GCC travelers are strongly attracted to Australia as a destination. For the Australian tourism industry, the GCC tourists have four main advantages. First, the country is viewed as being a family friendly destination, especially the popular Gold Coast. Second, Australia as a destination is more affordable compared to Europe as the cost of living in Australia is three times less than many European countries (Tourism Australia, 2008). Third, tourists from the GCC region, which includes the UAE, are perceived as high net worth tourists by the Australian hospitality industry, as they tend to be richer and more generous than other nationalities. Fourth, according to Tourism Australia, Gulf tourists tend to stay much longer than other tourists (Tourism Australia, March 2005). Fifth, they are high spenders and travel in large groups (Ladki, et al., 2002).
Since this study has selected tourists form the UAE and in particular the UAE national, the next section provides an understanding to the cultural background of these tourists.

1.5.3 The Background of the United Arab Emirates (UAE)

The British formed the Federation of the United Arab Emirates in 1971 from seven original sovereign Sheikhdoms or Emirates, namely Abu Dhabi, Dubai, Ajman, Fujairah, Sharjah, Ras-Al-Kaimah and Umm Al Qaiwain. Each Emirate has its own ruling family, who manage affairs within their own Emirate. Abu Dhabi is the UAE’s capital, and Sheikh Khalifa bin Zayed bin Sultan Al Nahyan is the current President (Meulen, 1997).

The local people of this country are referred to as Emiratis, who were originally Bedouins, principally desert-dwellers and sea-oriented people. These occupations shaped the economic and occupational orientation of this society before the discovery of oil (Zayed University, The Story of the U.A.E., n.d.). However, after the discovery of oil in Abu Dhabi and Dubai in the late 1950s and 1960s, the wealth and economy of the UAE changed dramatically.

Abu Dhabi has almost half of the nation’s Emirati population (UAEinteract, 2011). The influence of this emirate in the country’s politics and economy is tremendous because of its great wealth in hydrocarbons (Abed and Hellyer, 2001). Dubai’s importance to the UAE originates from its status as the second largest, second richest, and second-most populous emirate. Dubai and Sharjah account for 33 per cent of the Emirati population. The ruling Al-Maktoum family of Dubai has always had a very strong commercial focus and business acumen that is deeply rooted in Dubai’s history as the most successful port in the Gulf, a position it has held since the last century (Nydell, 2002).

Despite the massive development in building projects, technology, investment advances and growth in wealth, an important factor that continues to bind the indigenous population of this country together is Islam, which plays a fundamental role in the lifestyle, and culture of these people (Rice and Al-Mossawi, 2002). The followers of Islam follow basic spiritual duties contained in its “five pillars”: (1) ‘shahada’ - an affirmation of faith that must be recited daily; (2) ‘slat’ - prayer performed five times a
day; (3) ‘zakat’ - payment of a religious tax to benefit the poor; (4) ‘sawm’ - fasting and refraining from smoking or having sex during daylight hours for the month called Ramadan; and (5) going on the hajj, a pilgrimage to Mecca, the birthplace of Islam. Besides following the five pillars, Emiratis are expected to keep to other religious restrictions, for example abstaining from alcohol, pork and any other foods or activities like gambling that are not in accordance with the rules of Islam (Miller, 2004).

The family is considered the most revered institution in this society, and strong kinship ties with family members, whether the extended family, clan or tribe, continues to be the soul of this society (Miller 2004). The family is expected to provide security, support and emotional strength for all its members. Social interaction outside the family is expressed with warmth and kind hospitality, but strong affiliation to one’s family continues to remain the backbone of this society (Nydell, 2002).

Some of the basic values adhered to by Emiratis include dignity, honour and reputation, which is often viewed as collective, connected to one’s family or group, and must always be protected. In fact, being loyal to the family takes precedence over one’s personal needs. Family honour is one of the highest values in this society, and misbehaviour by women is considered more damaging than that of men (Nydell, 2002).

In terms of clothing, Emiratis tend to dress conservatively, and their dress code is designed to meet Islamic standards of modesty. Women are expected to be covered from head to toe at all times in public, except for their face and hands, and wear a long, loose-fitting black garment made of silk with long sleeves called an ‘abhaya’, and a headscarf called a ‘shayla’, which is also usually black. The men wear a long-sleeved; ankle length robe called a ‘dishdasha’, which covers the entire body, and a ‘gahfiyya’, a cap to hold the hair in place, over which is worn a ‘ghutra’, a scarf-like piece of cloth which is held in place by the ‘agal,’ a black cord. Today, however, you may find some Emirati women who wear western clothes in public without the ‘abhaya’ (Christensen, 2011), especially when they travel overseas, particularly to places where they find less of their own people or other Arabs in general, for example in Australia.

Sexual suggestiveness, and some forms of physical contact, such as kissing in public, or even on television, films and so on, is considered offensive. It is customary amongst
male friends and female friends to either embrace with a kiss to each cheek, shake hands, or do both when they meet or depart (and on some occasions several times in between). However, men do not kiss or even touch women who are not family members. In general, this society continues to follow a conservative lifestyle due to its cultural influences and religious norms and pressures, with the family remaining at the forefront, controlling all activities (Miller, 2004).

Traditionally women have been allotted a secondary place in society, with their roles confined to being wives and mothers. However, this is gradually disappearing, with a tendency for women to remain self-supporting and independent (Darraj and Puller, 2009).

After the discovery of oil off the coast of Abu Dhabi in 1959 and the foundation of the UAE in 1971, the economic lives of the people of the UAE have been changed dramatically (Miller 2004). The country has seen massive development in building projects, technology and investment advances and increased wealth. Although the new life is more luxurious, some of the traditional social values and practices are still in existence today.

From a tourism perspective, the Emirati family continues to remain the centre for all holiday decision-making and social interaction. According to research conducted by Visit Britain (2008) on local Emiratis and expat Arabs, their holidays are centred on the family, or sometimes very close friends travelling together. Holiday decisions, such as where to go, how long to stay and how much to spend, are made collectively, and planned in keeping with children’s longest summer and/or winter breaks, often to coincide also with the need to escape the oppressive summer heat of the UAE. An investigation of Emirati tourists visiting Victoria by Michael, Armstrong, Badran and King (2011) also found that they liked to travel in large family groups. In contrast to Visit Britain’s finding that a holiday decision is made by the family together, this study revealed that it was mostly the wife or mother who made the main decisions regarding the family holiday. This could be culturally determined since an Emirati husband is allowed to have more than one wife whereas a woman can marry only one man. Thus, if one of several wives wishes to take a holiday, she becomes the main decision maker for her own children and the husband, who may or may not accompany her. In general, both
studies found that the main motivation to take a holiday together with family and/or close friends was to spend time together and indulge in leisure activities like shopping, visiting tourist attractions, having meals together and in general socialising together as a family.

**Implications of the UAE’s cultural background for the tourist industry**

Smith (1992) claims that tourism and religion ‘compete’ for people’s leisure time, therefore, it is important for the tourism and hospitality industry to address the religious needs and preferences of tourists because, as Weidenfeld and Amos (2008) point out, religion can impact on tourism: for example, religion may influence the choice of destination, tourist product preferences, and the offering of religion-related opportunities and facilities. In the Muslim world, travelling has always been an important element of Muslim lifestyle, with the first Muslims being the most advanced traders in Arabia (Halalfocus, 2011). According to Din (1989), travel and tourism are integral to Islamic political, economic, legal and social policies. Islam endorses travel and leisure, considering it important because it aims to achieve physical, social and spiritual goals (Hashim, Murphy and Muhammad, 2006). As Hanafi (1995) notes, Islam recognises that human beings need to eat, drink, relax and enjoy themselves. Achieving physical goals leads to a healthy and stress-free life, while the social aspect encourages meeting fellow Muslim, which helps to strengthen the Muslim community. The spiritual aspect refers to submission to God (Hashim, Murphy and Muhammad, 2006), which means that, whereas hedonistic consumption helps drive Western tourism, Islamic travelling tests one’s perseverance, such as avoidance of alcohol, prostitution and gambling, and the mixing of men and women (Hashim, Murphy and Muhammad, 2006).

Muslims in general are encouraged to travel the world to acquire knowledge, tending to do it, as already discussed, collectively, mostly with family, close relatives and friends. Besides attending religious pilgrimages to Umrah and Hajj, Muslims today travel for many other reasons, such as business deals, family holidays, company trips, honeymoons, and backpacking. Thus, it is important for the travel, tourism and hospitality industry to understand their unique needs and cater suitably for these Muslim travelers. For example, the Muslim traveller prefers to have access to Islamic finance, halal food, a family- friendly travel environment, prayer and ablution facilities, religious travel services and separate swimming facilities for men and women (Halalfocus, 2011).
To consider a few of these points in more detail, Muslims tourists may at times prefer to stay close to a mosque or religious sites in countries that are of Islamic historical importance. It is also important for hotels to place ‘Mecca stickers’ in rooms occupied by Muslims that indicate the direction of Mecca during prayer time, while supplying a copy of the Quran may also be advisable. The suitability of food is particularly important to Muslims. For example, it must be halal, which means that animals such as chickens, goats, and cattle must be slaughtered in accordance with Islamic law. In addition, the consumption of pork and alcohol is prohibited. If Muslims are unsure whether the food is halal, their only option is to eat vegetarian meals. Tourism operators are also encouraged to educate their staff in cross-cultural communication to enable them to treat Muslim tourists with culturally appropriate respect. As many Muslims observe a different dress code and avoid free gender mixing, hotels sometimes offer separate swimming pool and recreational facilities (Hashim, Murphy and Hashim, 2006).

According to Hashim, Murphy and Hashim (2006), by because of the increasing numbers of Muslim tourists, it is important for Western countries, such as Australia, the USA and the UK, to be knowledgeable and pay careful attention to the religious, social and cultural needs, requirements and restrictions that these tourists are bound by. Studying this market will provide a greater understanding of Islamic and Arabic culture and its impact on the travel motivations and behaviours of these people. As pointed out earlier, understanding their travel motivations and needs is central to realising the economic potential of this emerging market.

1.6 Overview of thesis structure

This chapter has provided an introduction to the thesis, the background of the research, its purpose and the research problem, the research aims and expected outcomes. It has also provided an overview of the methodology and indicated the research’s significance, and the context for my research. The context of the research includes the importance of investigating the Emirati traveller, and historical and cultural aspects of the UAE.
Chapter 2 contains the literature review of prior research in tourist motivation. It focuses on Crompton’s (1979) seven socio-psychological or push factors and two cultural or pull factors, since this model has been chosen as the theoretical framework and object of analysis for this research. This review is then followed by an analysis of the push and pull motives used in studies conducted in other tourism contexts, such as Western and Asian cultures. The chapter ends by summarising what is known, highlighting the gaps that exist and setting the context for the research problem.

Chapter 3 introduces and justifies the research design and methodology adopted in this study to address the research problem How well do tourist motivation models using push and pull factors describe the motivation of tourists? achieves the research aims and reach the desired outcomes. The chapter therefore discusses the research paradigm used for this research in terms of the differences between quantitative and qualitative approaches, followed by a justification of the chosen qualitative methodology. This is followed by a discussion of the purpose and benefit of using in-depth face-to-face interviews and focus group interviews, and a description of the procedures adopted to analyse the data in order to validate and extend Crompton’s (1979) model and other push and pull tourist motivation theories.

Chapter 4 covers the findings of the study, the analysis of the results and a discussion of each theme that emerged from the study, linking this back to the literature. Chapter 5 explains how the findings of this study allow Crompton’s model and other tourist motivation models to be extended in relation to theory, and discusses the implications of the study’s results for tourism marketing. Chapter 6 provides an overview and conclusion, and addresses some of the limitations of the study in order to recommend what future research can be done in the area explored by this study.

To reiterate, the problem being considered in this study is how well do tourist motivation models using push and pull factors describe the motivation of tourists? The need to address this problem is due to a gap in the literature, which is outlined in detail and its significance, discussed over the next two literature chapters.
Chapter 2: The literature - motivation

The tourism industry has been continuously increasing in economic, environmental, social and cultural importance. Accordingly, it has received greater recognition from governments around the world, and is growing in popularity as a subject of study amongst academics and industry experts. It is an extensive and complex activity, which requires sophisticated management to realise its full potential. Leiper (2004, p. 44), defines tourism as:

*The theories and practices for being a tourist. This involves travelling and visiting places for leisure-related purposes. Tourism comprises the ideas and opinions people hold which shape their decisions about going on trips, about where to go (and where not to go) and what to do or not do, about how to relate to other tourists, locals and service personnel. And it is all the behavioural manifestations of those ideas.*

He adds that the concepts of ‘tourism’ or ‘tourist’ should be clearly understood and the contexts in which each set applies should be described clearly.

The literature review conducted for this research is discussed in this chapter and chapter three. This chapter focuses on examining and synthesizing the relevant tourist motivation literature to the focus of this study and Chapter 3 highlights the core facets of push and pull tourist motivation and its importance in understanding tourist behaviour and the main empirical studies conducted to investigate why people travel. The review is then concluded in chapter three by identifying the gaps in literature, which guide the development of the study’s research methodology.

2.1 Tourist motivation

Most people associate tourism with activities like travelling, relaxing, leisure, visiting family and friends, or just escaping from everyday routines. According to Connell (2006), as tourism grew and became a mass phenomenon, marketers, researchers and students found it important to understand the overall tourist experience and what
motivates people to travel, and how their patterns of tourism affect tourism destinations and destination communities. Thus, in order to understand such tourist behaviour, it is important to begin with understanding the people’s motivation for travelling.

Firstly, motivation is more about what inner or deeper needs drives a person to ‘want’ to do a specific action. Moutinho (1987, p.16) defines motivation as “a state of need, a condition that exerts a push on the individual towards certain types of actions that are seen as likely to bring satisfaction”. Moreover, tourist motivation is “the global integrating network of biological and cultural forces which gives great value and direction to travel choices, behaviour and experience” (Pearce, Morrison and Rutledge, 1998, p. 215). People’s motivation to travel is largely shaped by their specific society and everyday life (Krippendorf, 1987). For example, people who live in cities show a desire to travel to wilderness areas to get away from their everyday surroundings and mundane routine, for relaxation or to discover new things and places.

According to Crompton (1979), Dann (1981), Galloway (1998), Veal (1997) motivation is considered as an important variable in understanding leisure travel. Furthermore, the emphasis on travel motivation studies has increased in the last couple of decades. Examples of some recent studies are those of Prayag and Ryan (2011), Huang (2010), Sangpikul (2008). However, some researchers still feel that it remains an under-researched area (Teye and Leclerc, 2003). This study will make an empirical contribution to this shortcoming by examining tourist motivation with a new target group from a different cultural background.

Fodness (1994) lists the few notable empirical studies of tourist motivation as Dann’s (1977), Crompton’s (1979), and Pearce and Caltabiano’s (1983) studies, while most other literature on tourist motivation tends simply to create a list of reasons why people travel, which may be similar to other lists. He adds that each list has its own strengths and weaknesses, and may lack operationalisation and empirical support. Another issue is that most primary motivation theories used in travel motivation studies are mainly Western derived, and most studies conducted to date have investigated the tourist motivators of Western and Asian travelers, as seen in Table 2.3 below. By understanding tourist motivation one can gain an understanding as to what influences travelers’ decisions and
how they proceed through the decision-making process and who is involved with the buying decision.

2.2  **Theories of tourist motivation**

There is no single theory of tourist motivation (Davidoff, 1994) and tourism literature alone has focused on many different theories and models (Harrill and Potts, 2002). The primary motivation theories used in travel motivation studies are mostly Western derived. These theories are outlined in Table 1.1 (Chapter 1) and are covered in detail in the following section in order to document the conceptual development of the travel motivation construct.

The purpose of this section is to determine the significance and importance of tourist motivation studies. It begins with Maslow’s (1954) hierarchy of needs theory followed by Dann’s (1977) push and pull factors, Plog’s (1972, 1974, 1991) allocentric/psychocentric model, Pearce’s, (1982) the travel career ladder, Pearce’s (2005) the travel career pattern, Beard and Ragheb (1983) the leisure motivation scale, Crompton’s (1979) socio-psychological and cultural model, and Fodness’s (1994) measuring tourist motivation framework.

At the end of each researcher’s theory, a table is presented to show similarities between Crompton and Dann’s motives with the motives that emerged from the work of the above researchers. This is done because this study investigates tourist motivation based on the push and pull framework in general as well as the specifics of Crompton’s framework. Also, to investigate if this study’s findings support or validate these tourist motivation models, this will be examined in the discussion section of this study.

2.2.1  **Theory of needs hierarchy and its application to tourism**

Maslow’s “hierarchy of needs” theory (1943) (Figure 2.1) was originally developed in the context of clinical psychology in the US. It explains human motivation in terms of basic requirements for survival and growth. It has also been applied to investigate what motivates tourists, travel behaviour, and choice of different destinations. By applying
Maslow’s model to understand travel behaviour, it can be suggested that people must meet the basic needs, and then progress through the hierarchy in order to finally reach the esteem and self-actualisation needs (Hsu and Huang, 2008).

Many tourism researchers have based their theoretical analyses on Maslow’s hierarchy of needs theory (1954). The most prominent of these are Pearce (1982); Pearce and Caltabiano (1983); Pearce (1988, 1991, 1993); and Moscardo and Pearce (1986). These researchers have applied Maslow’s five-fold hierarchical system to develop their own theoretical model called the ‘travel career ladder’, or TCL, as an approach to study tourist and leisure motivation. Prior to the TCL and TCP, Beard and Ragheb (1980 and 1983) and Ragheb and Beard (1982) made a number of studies which also applied Maslow’s principles to measure leisure motivation and satisfaction. These studies are discussed in the following sections.

**Figure 2.1: Maslow’s hierarchy of needs**

Maslow’s theory has received a lot of criticism, for example, Jamal and Lee (2003) suggest that the theory fails to include other important human needs, such as curiosity, exploration and variety. Other researchers in tourism argue that it fails to explain why individuals might choose travel rather than purchase other products and services to meet and satisfy their unmet needs. Others criticize its generalizability. According to Wang (2000), for example, it might be applicable only to specific cultural groups, in that individuals in certain cultures have been shown to first seek ‘higher’ order needs before
meeting those lower in Maslow’s hierarchy. Cooper, Fletcher, Fyall, Gilbert and Wanhill (2005) identify weakness in the theory, one being the lack of explanation in Maslow’s work as to why five basic needs were selected, why they were ranked as they were, and why Maslow never tried to expand on these basic needs. They also argue that the broad use of this theory in tourism literature may be due to its simplicity and, interestingly, reasons of morality, rather than its theoretical validity (Cooper et al., 2005; Schmierer, Jackson and White, 1999).

In conclusion, it is necessary to study the way in which an individual’s needs may be translated into motivated behaviour when researching tourist motivation. That is, other factors must be taken into consideration if explanations of tourist motivation are to be of use in predicting behaviour, and Maslow’s theory fails to address this key issue (Sharpley, 1995).

2.2.2 The travel career ladder (TCL)

Pearce’s (1982) notion of the travel career ladder (TCL) is derived from Maslow’s (1943) hierarchy of needs. The framework suggests that tourist needs or motivations can be arranged in a hierarchy or ladder of five categories, with physiological or biological needs (including relaxation) at the lowest level and self-actualisation/fulfilment or (deep involvement) needs at the highest level.

The TCL theoretical framework proposes that people have travel careers or touristic experiences based on satisfying different needs (Figure 2.2), which change over their lifespan and with accrued travel experience. Thus, one can argue that the TCL assumes that, with increasing travel experience, an individual’s travel motivations change. For example, the more experienced traveller may gravitate more towards satisfying higher-level needs, such as self-actualisation or belongingness, compared to the neophyte tourist.

The TCL has been much cited in the academic literature and by management consultants in the commercial sector. Examples of academic contributions include work by Kim (1994, 1997) and Ross (1994). Some of Pearce’s colleagues from James Cook
University, Queensland, Australia, have used various scales to measure movements along the TCL model to obtain differential ratings of the importance of various destination attributes or needs of tourists that seem to correlate with levels of touristic experience (Ryan, 1998). In the commercial sector, Brian Dermott and Associates (1997) applied this model to different holiday destinations in Australia.

Although the TCL model has been used widely in tourism research, it has also received much criticism. For instance, Kim (1997) used the TCL model to describe the travel motivations and cross-cultural understandings of international tourists, mainly South Korean visitors to Australia. However, Ryan (1998) questioned whether these actually support the core concept of the TCL, namely that motivations change over time. Ryan argued that the study failed to relate the current motives of tourists in Kim’s study with their past tourism experiences, as would be necessary to test the TCL model. This point is significant because most South Koreans have only been able to travel overseas since the mid-80s. A further questioning of the TCL model comes from a case study conducted by Ryan and Glendon (1998) on a sample of UK holidaymakers, which found little evidence to support Pearce’s theory. For example, Ryan argues that the more experienced traveller to past destinations or similar holiday types attached less importance to fulfilling intellectual needs as a motivation. Thus, Ryan (1998) doubts the empirical validity of the TCL approach, particularly in that he considers the number of items used to assess the levels in the ladder to be inadequate.

Although Pearce (2005) maintained that the TCL model was an acceptable exploratory tool for understanding travel motivation, he and his colleagues (Lee and Pearce, 2002, 2003; Pearce, 2005; Pearce and Lee, 2005) have nevertheless addressed the criticisms of the theory by proposing a revised model, the “travel career pattern” (TCP) which is described below.
2.2.3 Travel career patterns

The ‘travel career pattern’ (TCP) model differs from the TCL on the basis that it considers “the dynamic, multi-level motivational structure that is seen as critical in understanding travel motivation, and it is these patterns that reflect and define careers” (Pearce and Lee, 2005, p. 227). That is, the TCP emphasises a pattern of motivations rather than a hierarchy of needs and motives. In testing the TCP framework, Lee and Pearce (2002, 2003) identified 14 motivational factors as driving forces behind tourist behaviour. These were novelty, in increasing order of importance, escaping/relaxing, relationship strengthening, autonomy, nature, self-development (host-site involvement), stimulation, self-development (personal development), relationship security, self-actualisation, isolation, nostalgia, romance, and recognition. The results of empirical surveys, administered in both Western (Australia, UK and other Western countries) and Eastern (Korea) cultural contexts, indicated that respondents at higher travel career levels
accentuate externally-oriented factors, such as self-development through host-site involvement and seeking nature. In contrast, respondents at lower travel career levels seem to be more internally oriented, focusing more on factors such as self-enhancement, romance, kinship (belonging) and autonomy. Based on these findings, Lee and Pearce (2003) proposed that the TCP consists of three career levels of travel motivation with different motives. The core level, containing the most important motives of the travel career pattern, includes novelty, escaping/relaxing, and enhancing relationships. The next level of moderately important motives, surrounding the core, is inner-oriented motives, such as self-actualisation, self-development and externally-oriented motives, such as nature and host-site involvement. The outer level, or least important motives, consists of nostalgia, isolation and social status. The researchers suggest that pleasure travelers at all levels of the travel career pattern tend to be influenced by the core or most important level of motives. However, as their travel career develops meaning as they grow older, pass through the stages of their lifespan, and gain more travel experience, pleasure travelers moderately important motives shift from internally-oriented needs such as self-development to externally-oriented needs, such as experiencing nature (Hsu and Huang, 2008).

A further study by Pearce and Lee (2005) supported the main concepts of the TCP theory, specifically the existence of a travel career and changing travel motivations during the career. Their results indicated that there is a 'mainframe' or backbone of travel career patterns, with escape, relaxation, relationship enhancement, and self-development being the most important needs generating the motivation to travel. The results also suggested that host-site involvement and nature-related motivations were crucial for the most experienced travelers, while stimulation, personal development, relationships, self-actualisation, nostalgia, romance and recognition were predominant for less experienced tourists.

Two other studies, Teichmann and Zins (2009) and Paris and Teye (2010), offer support for the TCP model. Teichmann and Zins demonstrated that travel motives for near future trips exhibit the expected pattern, seeming to change with age and accumulated travel experience. However, their study does not entirely support the basic prediction of the TCP model, namely a shift from internally to externally-oriented needs with greater travel experience. Paris and Teye’s study applied the TCP theory to examine general
backpacker travel motivations. The results also supported the TCP predictions, suggesting that previous travel experience and age associated with identifiable patterns in backpacker travel motivations. Pearce and Lee (2005) also suggest that additional, mainly cross-cultural studies should be conducted to enhance and further support and validate the TCP model.

Table 2.1 below illustrates the needs common between the TCL, TCP, Crompton’s (1979) and Dann’s (1977) models.

Table 2.1: Comparison of TCL and TCP to Crompton and Dann’s models

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxation</td>
<td>Core need relaxation</td>
<td>Relaxation</td>
<td></td>
</tr>
<tr>
<td>Relationship</td>
<td>Core need enhancement of kinship relationship</td>
<td>Enhancement of kinship relationship</td>
<td></td>
</tr>
<tr>
<td>Self-Esteem and Development</td>
<td>Prestige</td>
<td></td>
<td>Ego-enhancement</td>
</tr>
<tr>
<td>Fulfillment</td>
<td>Exploration and evaluation of self</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understanding myself more</td>
<td>Core need escape</td>
<td>Escape from a perceived mundane environment</td>
<td>Anomie</td>
</tr>
<tr>
<td>Core need novelty</td>
<td>Novelty</td>
<td></td>
<td>Ego-enhancement</td>
</tr>
<tr>
<td>Outer Level need recognition</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Author

2.2.4 The leisure motivation scale

The leisure motivation scale (Beard and Ragheb, 1983) is also derived from hierarchical needs of Maslow (1970) and can also be applied to tourism motivations (Ryan, 1994). According to the leisure motivation scale four individual motivations to travel were identified. These are as follows:

The intellectual needs or primary needs denote motivation to engage in leisure activities, which involve mental activities such as learning, exploring, discovering, thought or imagining. The social motivation needs denote motivation to engage in leisure activities
for social reasons to fulfil two basic needs: friendship and interpersonal relationships, and the need for the esteem of others. The competence and mastery needs signify engagement in leisure activities in order to achieve, master, challenge and compete. These activities are usually physical in nature, but competency and mastery could also relate to intellectual pursuits. The stimulus and avoidance needs relate to escape needs for example, avoid social contacts, seek solitude and calm conditions, and a desire to rest and unwind.

Table 2.2 below illustrates the needs in common between the leisure motivation scale, Crompton’s (1979) model and Dann’s (1977) model.

Table 2.2 Comparison of leisure motivation scale to Crompton and Dann’s models

<table>
<thead>
<tr>
<th>Leisure motivation scale</th>
<th>Crompton (1979)</th>
<th>Dann’s (1977)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intellectual/Primary needs</td>
<td>Education need</td>
<td>Ego-enhancement need</td>
</tr>
<tr>
<td>Social Interaction needs/Esteem of others</td>
<td>Facilitation of social interaction and enhancement of kinship relationship needs</td>
<td></td>
</tr>
<tr>
<td>Stimulus and avoidance need</td>
<td>Escape from a perceived mundane environment</td>
<td>Anomie</td>
</tr>
</tbody>
</table>

Source: Author

2.2.5 Push and pull motivation factors: Dann (1977)

Maslow’s hierarchy of needs assist in determining the source of an individual’s initial needs and wants, suggesting that satisfaction of these needs may eventually lead to the purchase of a holiday. Another way of considering this process is Dann’s (1977) push and pull factors.

Dann (1977) based this seminal tourism motivation theory, called the push and pull model, on the sign-gestalt paradigm first introduced by Tolman (1959). The push and pull framework provides a simple and intuitive approach for explaining the motivations underlying tourist behaviour (Dann 1977). The push factors are the intangible, intrinsic desires or internal motives that push an individual to travel; basically they are the reasons why people want to get away from their usual environment. These include the desire for escape, the search for authentic experiences, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness and excitement.
On the other hand, the pull factors are the tourist attractions or attributes or tangible features that attract a tourist to a particular destination or attraction (Uysal and Hagan, 1993). The main role of tourist attractions is to motivate tourists to visit a destination. Attractions are also essential to the whole tourism system because the tourism economy, including transportation, accommodation, hospitality, tour guiding and other specific tourism infrastructure, facilities and services, would cease to exist (Ivanovic, 2009).

Dann’s (1977) framework suggests that it is important to concentrate on push factors, and in particular, those stemming from ‘anomie’ and ‘ego-enhancement’, i.e. from within the individual. ‘Anomie’ represents a condition that arises from a response to a social situation in which a person finds himself or herself in. In this case, individuals are living in an anomie society, which provokes the need to seek the social interaction that is lacking in their usual environment, by escaping from their usual society. Thus, they may seek travel to satisfy this need. ‘Ego-enhancement’, on the other hand, stems from the need for positive recognition. For example, to fulfil such a need a traveller may engage in activities that boost their ego. Both motives have a strong fantasy component. These two motives, escape from anomie and ego-enhancement, were empirically tested by Dann (1977) with tourists visiting Barbados. The study indicated that the anomic tourists were typically young, married, male, with above-average socio-economic status, from small towns and rural areas, and repeat visitors. In contrast, ego-enhancement tourists were mostly female, first-time visitors, from lower socio-economic strata and older than anomic tourists. According to Pearce (1982), Dann’s investigation of “anomie” can be related to Maslow’s hierarchy of needs theory, whereby “anomie” can be placed in the love and belongingness level, while ego-enhancement is consistent with the need for self-esteem. Pearce (1982) further argues that, although a concentration on anomie and ego-enhancement provides some insights into tourist motivation, if one also considers societal influences on individuals then the analysis only uncovers to a limited extent the full complexities of tourist motivation. That is, although Dann’s (1977) analysis supports the relevance to tourist motivation of two of the motivational concepts in Maslow’s model, Pearce (1982) contends that the analysis fails to satisfy many of the criteria for an adequate account of travel motivation.

Ivanovic (2009) states that the significance of Dann’s model lies in defining the order of importance of push and pull factors for tourism travel. This is based on Dann’s
proposition that a potential tourist’s “actual decision to visit such a destination is consequent on his prior need for travel” (Dann, 1977, p. 186). That is, potential tourists must firstly develop a motivational push or urge to escape from their usual environment, and only then do they feel the pull factors that draw them to that particular destination. As shown in Figure 2.3, potential tourists from the tourist-generating regions develop a need to travel, which pushes or motivates them to look at a variety of attractions. A potential tourist is thus pulled to a particular destination depending on the tourist destination region’s attributes.

Figure 2.3: Interplay between push and pull factors in tourism according to Dann (1977)

![Diagram showing the interplay between push and pull factors in tourism](image)

*Source: Milena Ivanovic (2009 p. 153).*

From a marketing perspective, one might add that push factors can be labelled a demand-side approach that help in understanding the tourists’ decision-making process, while pull factors are generally viewed from a supply-side dimension, exerting a pull on the individual. Therefore, Dann’s model not only explains where the two forces operate and what their role in tourism is but, more importantly, it proves that push factors (needs, wants and motivation) are the primary forces responsible for travel. That is, the pull effect of attractions on tourists is a result of their prior motivation to travel (Ivanovic, 2009).
This model of push and pull factors is perhaps the most recognised theory within the realm of tourism research, and has prompted many researchers to investigate the applicability of these factors. Many researchers have also aimed to compare the effects of and/or the relationship between push and pull factors for several destinations, or with different groups of respondents. Most of these studies have mainly focused on Western and Asian cultures, as shown in Table 2.3 below.

Crompton (1979) agreed with Dann, with regard to the push and pull concept and classified motives as socio-psychological and cultural motives. Since Crompton’s theory has been used as a background framework for this study, it is described in detail in Section 2.2.8.1. This is followed by other empirical studies, which have adopted the push and pull concept.

**Table 2.3: Studies investigating push and pull factors of travelers from Western and Asian countries**

<table>
<thead>
<tr>
<th>Year and author</th>
<th>Nationality of tourist investigated/context</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1977) Dann</td>
<td>Global visitors to Barbados</td>
</tr>
<tr>
<td>(1979) Crompton</td>
<td>US travelers</td>
</tr>
<tr>
<td>(1990) Yuan and McDonald</td>
<td>Japan, France, West Germany and United Kingdom</td>
</tr>
<tr>
<td>(1994) Jamrozy and Uysal</td>
<td>Germany</td>
</tr>
<tr>
<td>(1995) Oh, Uysal and Weaver</td>
<td>Australia (outbound travelers)</td>
</tr>
<tr>
<td>(1995) Turnbull and Uysal</td>
<td>Germany</td>
</tr>
<tr>
<td>(1996) Baloglu and Uysal</td>
<td>German (overseas travelers)</td>
</tr>
<tr>
<td>(1999) Hanquin and Lam</td>
<td>China (outbound travel)</td>
</tr>
<tr>
<td>(2000) You, O'Leary, Morrison &amp; Hong</td>
<td>United Kingdom; Japan</td>
</tr>
<tr>
<td>(2001) Gilbert and Terrata</td>
<td>Japanese travelers to the United Kingdom</td>
</tr>
<tr>
<td>(2002) Kozak</td>
<td>Britain and Germany</td>
</tr>
<tr>
<td>(2002) Lee, O'Leary, Lee and Morrison</td>
<td>Germans outbound</td>
</tr>
<tr>
<td>(2003) Kim, Lee and Klenosky</td>
<td>South Korea (Visitors to six national parks in South Korea) Nationality not known – assumed that all were South Koreans</td>
</tr>
<tr>
<td>(2003) Bogari, Crowther and Marr</td>
<td>Saudi Arabia (visitors to two tourist cities in Saudi Arabia: Jeddah and Abha)</td>
</tr>
<tr>
<td>(2004) Kim and Chalip</td>
<td>Soccer Clubs in the US Motivation to attend World Cup</td>
</tr>
<tr>
<td>(2005) Kim and Prideaux</td>
<td>American, Australian, Japanese, Chinese (mainland), Chinese (Hong Kong SAR) to South Korea</td>
</tr>
<tr>
<td>(2005) Yoon and Uysal</td>
<td>Visitors to Northern Cyprus</td>
</tr>
</tbody>
</table>
Dann’s (1981) appraisal of tourist motivation

Further to his previous work on push and pull, Dann’s (1981) study of tourism motivation proposed seven categories of travel motivation:

1. Travel as a response to what is lacking yet desired. An anomic society and something lacking in the home environment fosters the need in people for social interaction.
2. Destination pull in response to motivational push
3. Motivation as a fantasy.
4. Motivation as a classified purpose, such as visiting friends and relatives or study.
5. Motivational typologies.
7. Motivation as auto-definition and meaning, suggesting that the way tourists define their situations will provide a greater understanding of tourist motivation than simply observing behaviour.

Dann’s fifth perspective of motivational typologies suggests that tourists can be classified into different types based on personality traits. This classification can provide an explanation for why some tourists to travel to certain destinations. One such study that classifies tourists according to observable behaviour is that of Plog’s (1974) theory which is discussed in this chapter.
Moreover, Iso-Ahola (1982) proposed as a rejoinder to Dann’s (1981, p. 257) appraisal of tourism motivation, suggesting that “Dann totally overlooked the social psychological research on leisure behaviour in general and leisure motivation in particular”, Iso-Ahola therefore proposed that two sets of motivational forces simultaneously influence an individual’s leisure or tourist behaviour. These are ‘escaping’ and ‘seeking’. These forces are also interrelated to the push and pull factors of travel behaviour (Crompton and McKay, 1997). These forces are discussed below.

2.2.6 Iso-Ahola’s escaping and seeking dimensions

Iso-Ahola’s (1982, 1984) escaping dimension represents the desire to escape one’s everyday environment and bring change or novelty to daily routine. The seeking element involves the search for intrinsic rewards, whether in a new or familiar leisure environment. Furthermore, Mannell and Iso-Ahola (1987) went on to present tourist motivation as two dimensional and argue that people are motivated to travel in order to leave behind both the personal (psychological) and interpersonal problems of their everyday environment in order to seek new personal or interpersonal rewards. Personal rewards can come in the form of personal competence, such as improving skills in a sport or an interest, learning about a new culture, relaxing and self-renewing, ego-enhancement and increasing prestige. Interpersonal rewards may be satisfied by engaging in activities that lead to social contact, like joining a special interest group tour, interacting with local people in a tourist destination, and meeting old or new friends. Figure 2.4 illustrates Mannell and Iso-Ahola’s theoretical framework.

This two dimensional theory has been adopted by a number of researchers. For instance, Norman and Carlson (1999) applied it to determining the efficacy of using ‘seeking’ and ‘escaping’ travel motives as a method of market segmentation. Their study found that valid seeking or escaping segments could be constructed using the process outlined by Iso-Ahola (1984). Snepenger, King, Marshall, and Uysal (2006) empirically validated the structure and stability of Iso-Ahola’s model for categorizing tourism and recreation experiences, confirming what Iso-Ahola had proposed, namely that personal seeking, personal escape, intrapersonal seeking and intrapersonal escape all operate as salient intrinsic motivational drives for tourism behaviour.
Crompton and McKay’s (1997) took a different focus. They integrated Iso-Ahola’s model with the push and pull concept proposed by Dann (1977, 1981) and Crompton (1979). Crompton and McKay claimed that Iso-Ahola’s escape-seeking dichotomy and the concept of push and pull factors are interrelated. That is, Iso-Ahola’s escape dimension or push force equates to ‘the desire to leave the everyday environment behind oneself’ (Iso-Ahola, 1982, p. 261), while the ‘seeking’ dimension or the pull force corresponds to the ‘desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or familiar) environment (Iso-Ahola, 1982, p. 261). They argued further that, unlike previous pull conceptualisations, Iso-Ahola’s framework construes the pull force as an intrinsic (socio-psychological) rather than extrinsic benefit of tourist attractions. Table 2.4 illustrates the needs common between Mannell and Iso-Ahola (1987) with the Crompton (1979) and Dann (1977) models.

In short, Iso-Ahola’s dichotomy of motives has proved to be an important determinant of tourist behaviour. He argues that it is pointless to try to separate the motivations for travel from its benefits, as often they can be one and the same. For example, one reason or motive for travelling, such as exploring new places, can also be a benefit, while the benefit of escaping from routine can also be a reason or motive for travelling (Iso-Ahola, 1980).

**Figure 2.4: Escaping and seeking dimensions of leisure motivation**

![Diagram of Escaping and Seeking Dimensions of Leisure Motivation](#)

*Source: Iso-Ahola (1984, p.111)*
Table 2.4: Comparison of Iso-Ahola’s escaping and seeking model to Crompton and Dann’s models

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Escape interpersonal rewards/Escaping personal environments</td>
<td>Escape from a perceived mundane environment</td>
<td>Anomie</td>
</tr>
<tr>
<td>Seeking interpersonal rewards/Seeking personal rewards</td>
<td>Exploration and evaluation of self</td>
<td>Ego-enhancement</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td></td>
</tr>
</tbody>
</table>

Source: Author

2.2.7 Plog’s psychocentric/allocentric model

Plog’s (1972, 1974, 1991) psychocentric/allocentric model of motivation investigates links between personality traits and tourist behaviour. The model also implies the existing interaction between push and pull factors in travel behaviour (Uysal, Li and Turk (2008). Plog (1972, 1974) defined that at one extreme of the continuum are allocentrics and at the other extreme are psychocentrics. Allocentrics are “outgoing and self-confident” while psychocentrics are “self-inhibited, nervous, and non-adventuresome” types. In terms of travel preferences and behaviour, allocentrics prefer independent vacation experiences in exotic destinations, discovering new cultures and exploring new lifestyles. They tend to prefer places that have not yet been developed as mass tourism destinations, and are new and distinctive in the market. Examples might currently include destinations like China and parts of Africa. In contrast, psychocentrics tend to visit familiar places that are popular, well established and developed, prefer group travel and tend to use travel as a means to enhance their social status. Such travelers tend to frequent famous tourist attractions. Such travelers tend to feel comfortable, safe and secure in these places, as the high degree of familiarity becomes a source of comfort.

Plog (1991) extended his model by adding a second dimension, energy/lethargy, to the allocentrism/psychocentrism dimension. This allowed the theory to better account for variations in activity levels between different kinds of travelers. It emphasises the importance of the interaction between psychological needs in travel behaviour, and how destinations therefore need to provide goods and services to cater to a variety of needs. Plog’s approach has been criticized by a number of researchers. For instance, Smith (1990) claims that it has only limited power to understand tourist motivation or predict tourist behaviour, because it does not consider issues of multi-motive behaviour, nor
provide measurement details or consider the dynamic nature of motives through the traveller’s life span. For example, holidaymakers may take a winter break in an allocentric destination, yet may still take their main summer holiday in a psychocentric destination.

McKercher (2005) criticises the validity of Plog’s model by arguing that each tourist drawn to a destination has a unique relationship with the destination, so that a destination can be located at multiple points along Plog’s allocentric/psychocentric continuum simultaneously. Therefore, Hsu and Huang (2008), claim that Plog’s model may be a form of tourist role and lifestyle typology.

Table 2.5 also illustrates the needs common between Plog’s model and with Crompton and Dann’s models.

Table 2.5: Plog’s model compared to Crompton and Dann’s models

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Allocentrics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outgoing and self-confident</td>
<td>Novelty</td>
<td>Ego-enhancement</td>
</tr>
<tr>
<td>Prefer exotic destinations, discovering new cultures and exploring new lifestyles</td>
<td>Regression</td>
<td></td>
</tr>
<tr>
<td>Prefer places that have not yet been developed as mass tourism destinations</td>
<td>Prestige Novelty</td>
<td>Ego-enhancement</td>
</tr>
<tr>
<td>The destination should be new and distinctive in the market.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Psychocentrics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prefer to travel with tour groups</td>
<td>Facilitation of social interaction</td>
<td>Ego-enhancement</td>
</tr>
<tr>
<td>Tend to use travel as a means to enhance their social status</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Author*

**2.2.8 Crompton’s socio-psychological theory of tourist motivation**

Crompton’s (1979) work addresses some of Pearce’s concerns by adding further levels and complexity to Dann’s theory. Crompton is a pioneer in consumer behaviour and
market research, especially in the area of tourism development and non-profit leisure organisations. According to him, although motivation is only one of the many variables, such as learning, perceptions and cultural conditioning (Fodness, 1994) that contribute to explaining tourist behaviour, he considers it as the most important one because it is the force stimulating all behaviour. He views tourism motivation as a dynamic interaction of internal psychological motives (needs and wants) that generate states of tension or disequilibrium which lead to actions designed to restore equilibrium through satisfying a need. His study aimed to delineate the underlying motives that provoke respondents’ decisions in selecting particular vacation destinations. His research shows that equilibrium can be achieved through a break from routine, a change to doing different kinds of things or a change in lifestyle. However, it may also be a continuation of doing the same kinds of things but in a different physical or social context (Crompton, 1979). His study investigated two main categories of motivational variables, namely ‘socio-psychological’ motives that seem to emerge from within the individual, and ‘cultural’ motives that are aroused by destination attributes.

Crompton (1979) drew similarities between his model and Dann’s push and pull model by suggesting that push factors for a vacation equate to socio-psychological motives, while pull factors are cultural motives. He found that socio-psychological motives are unrelated to destination attributes, with respondents’ motives lying along a cultural socio-psychological disequilibrium continuum. The study suggested that more attention be given to socio-psychological disequilibrium by the tourism industry in developing its product and promotion strategies.

Crompton’s study was qualitative in nature. The sample selected were thirty-nine adults from College Station, Texas, or the Greater Boston area of Massachusetts. Nineteen respondents were female and twenty were male, of which thirty were married, four were single, and five were widow/widower. Only five did not have children. Crompton empirically identified nine motives influencing their selection of a pleasure vacation destination, and developed a conceptual framework to integrate these motives. His seven push motivational factors, can also be related to Dann’s push elements of anomie and ego-enhancement (Hall, 2003 cited in Beeton (2006). Crompton’s seven motives are noted below, with Dann’s corresponding categories in italics.
• Escape from a perceived mundane environment (*anomie*)
• Exploration and evaluation of self (*ego-enhancement*)
• Relaxation (*anomie*)
• Prestige (*ego-enhancement*)
• Regression (*ego-enhancement*)
• Enhancement of kinship relationships (*anomie*)
• Facilitation of social interaction (*anomie*)

Crompton’s remaining two motivators formed part of second group called the cultural category:
• Novelty
• Education

According to Leiper (2004), Crompton’s research remains relevant and interesting because of three specific features. First, the study categorizes many motivations representing a wide spectrum of tourist behaviour. Leiper (2004) claims that Crompton’s seven socio-psychological motivations, representing both social and mental factors, arise from traveller generating regions alone or in combination, and lead people to become motivated to leave, or simply push people to get away from their usual environments. The cultural motivations refer to traveller destination regions or destinations that pull, regions that relate to conditions that are tourists are already aware of before visiting and that, alone or in combination, motivate people to travel to particular places or particular kinds of places. For example, motivations of novelty and education pull tourists.

Secondly, Crompton’s research found that certain needs arise from environmental issues affecting traveller-generating regions, while others arise in relation to tourist destination regions. The third reason was the conclusion that promotional strategies for tourist destinations are usually “based on the assumption that tourists are attracted to a destination by the particular cultural opportunities or special attributes that it offers” (Crompton, 1979, p. 415).
The ‘socio-psychological’ or push motives

As noted above, Crompton (1979) defines social and psychological motives as those that emerge from within the individual. Based on his research, Crompton found that these motives could remain hidden, in that some people do not take pleasure vacations because they have not had the chance to recognise their tension state in socio-psychological terms. The following summarises Crompton’s seven socio-psychological factors, along with examples of research that have examined them as a push or pull’ or ‘independent’ motives.

Escape from a perceived mundane environment

The need to escape for a pleasure vacation is a basic motivator of travel behaviour (Iso-Ahola, 1982), examined as a push motive for travel by many researchers (Table 2.6). Crompton’s (1979) research examined this motive as ‘escape from a perceived mundane environment,’ which he suggests is a reflection of an individual’s urge to change his or her environment or the mundane aspects of their surroundings, thus allowing them to temporarily withdraw from the many environments (personal/interpersonal) affecting their daily life. The personal environment could motivate escape from personal problems and stress. For instance, one respondent living at Cape Cod indicated that local residents like to get away from the Cod during the summer months due to the crowds, while others may wish to escape from aspects of their interpersonal environments like the boss, colleagues, and family, to get away from their responsibilities or routine (Crompton, 1979; Jamrozy and Uysal, 1994). Crompton claims that a critical aspect of this motive is the need for the pleasure vacation to be socially and physically different from the traveller’s usual environment (Crompton, 1979).

Dann (1977) also agrees that escape acts as a push motive to transcend the feeling of isolation inherent in everyday life, or simply to get away from it all. Dann suggests that this desire or urge stems from the anomic society that people live in, whose norms governing interaction have lost their integrative force and where lawlessness and meaninglessness prevail. Mannell and Iso-Ahola (1987), in their study on leisure travel and tourism experience, introduced two motivational forces that affect individuals. One such force was the desire to break away from personal problems, plights, difficulties
failures or the daily interpersonal world. Jamrozy and Uysal (1994) proposed that the escape factor is a sign of avoidance behaviour. This may include avoidance of personal and interpersonal environments to escape from the ordinary or one’s responsibilities, reducing stress, being away from the demands of home, getting away from a job or school, getting the chance to be free, being physically or emotionally refreshed, and getting away or experiencing a change from the usual (Kim and Lee, 2000).

As shown in Table 2.6, many researchers have investigated this motive, but given it many different labels, such as escape, escape from the ordinary, escape from the pressures of daily life, getting a change from a busy job, getting away from demands of home, and escaping from everyday routine. In general, most of the researchers agree that the escape motive acts as a push factor for people to get away from it all. However, most research (Table 2.6) has focused on tourists’ from Western and Asian cultures, while the current study investigates at the relatively unexplored Arab-Islamic tourist culture of Emirati travelers.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yuan and McDonald</td>
<td>1990</td>
<td>Japan, France; West Germany; and the United Kingdom</td>
<td>Push</td>
</tr>
<tr>
<td>Jamrozy and Uysal</td>
<td>1994</td>
<td>Germany</td>
<td>Push</td>
</tr>
<tr>
<td>Uysal and Jurowski</td>
<td>1994</td>
<td>Germany</td>
<td>Push</td>
</tr>
<tr>
<td>Turnbull and Uysal</td>
<td>1995</td>
<td>Germany</td>
<td>Push</td>
</tr>
<tr>
<td>Oh, Uysal and Weaver</td>
<td>1995</td>
<td>Australia</td>
<td>Push</td>
</tr>
<tr>
<td>McGhee, Loker-Murphy and Uysal</td>
<td>1996</td>
<td>Australia</td>
<td>Push</td>
</tr>
<tr>
<td>Kim</td>
<td>1997</td>
<td>South Korea</td>
<td>Push</td>
</tr>
<tr>
<td>Crompton and McKay</td>
<td>1997</td>
<td>San Antonio, Texas, USA</td>
<td>General</td>
</tr>
<tr>
<td>You et al.,</td>
<td>2000</td>
<td>United Kingdom; Japan</td>
<td>Push</td>
</tr>
<tr>
<td>Kim and Lee</td>
<td>2000</td>
<td>Japan and America</td>
<td>Push</td>
</tr>
<tr>
<td>Lee et al.,</td>
<td>2002</td>
<td>Germany</td>
<td>Push</td>
</tr>
<tr>
<td>Jang and Cai</td>
<td>2002</td>
<td>Britain</td>
<td>Push</td>
</tr>
<tr>
<td>Kim, Lee and Klenosky</td>
<td>2003</td>
<td>South Korea</td>
<td>Push</td>
</tr>
<tr>
<td>Yoon and Uysal</td>
<td>2005</td>
<td>Not Specified</td>
<td>Push</td>
</tr>
<tr>
<td>Chiang and Jogaratnam</td>
<td>2006</td>
<td>Not specified (solo women travelers)</td>
<td>General</td>
</tr>
<tr>
<td>Mehmetoglu</td>
<td>2005</td>
<td>Not specified (nature based tourists)</td>
<td>General</td>
</tr>
</tbody>
</table>
Crompton (1979) suggests that some holidaymakers view a pleasure vacation as an opportunity for re-evaluating and learning about themselves, or for acting out self-images and in doing so, refining or modifying them. In his study, for example, one respondent commented: “This trip put a lot of things in perspective for me. It helped me to get a clearer picture of myself because I put myself in different situations. You don’t find this out when you go to the office from eight to five.” (Crompton, 1979, p. 416). Most respondents mentioned that exposure to a different experience while on holiday served as a reference point for re-evaluation of their lifestyle. This motive was also explored by Fodness (1994), who suggested that tourists motivated by ‘exploration and evaluation of the self” were possibly satisfying inner ego-defensive needs, which he describes as attitudes that individuals hold to protect themselves from unflattering or threatening truths. Kim’s (1997) study comparing the tourist motivations of South Korean travelers to Australia and other overseas destinations, examined the motive ‘to understand myself more’, which can be interpreted as equating to Crompton’s motive of ‘exploration and evaluation of self”. As shown in Table 2.7, various studies have examined this motive, as a push factor, and with tourists from the United States and South Korea.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fodness</td>
<td>1994</td>
<td>USA</td>
<td>Push</td>
</tr>
<tr>
<td>Kim</td>
<td>1997</td>
<td>South Korea</td>
<td>Push</td>
</tr>
</tbody>
</table>

Source: Author

Relaxation

The underlying motive to the purpose of relaxation could involve several factors, such as to clear out one’s mind, to simply relax, or to do nothing at all. Fodness (1994, p.562) relates ‘relaxation’ to a utilitarian function of leisure travel, as minimizing the element of pain in one’s day-to-day life. He claims that a vacation is sometimes taken without any
purpose except to “just rest and relax” or “to clear your mind out”. According to Crompton (1979), there is often confusion of the term relaxation as physical versus mental relaxation. For example, a common statement made by his respondents was “I am always delighted to go on a vacation, but I am just as delighted to return home again” (Crompton, 1979, p. 417). This he interprets as referring more to a mental state than a physical state, since a pleasure vacation generally tends to be more physically active. He claims that a tourist may experience physical exhaustion or fatigue due to the increased time available at the holiday destination. Thus, a holiday may be more refreshing and relaxing mentally than physically. Almost all researchers have examined ‘relaxation’ as a push motive to take a vacation, as shown in Table 2.8. Only McGehee, Loker Murphy and Uysal (1996) assessed it as a pull motive.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of the tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yuan and McDonald</td>
<td>1990</td>
<td>Japan, France, West Germany and the United Kingdom</td>
<td>Push</td>
</tr>
<tr>
<td>Fodness</td>
<td>1994</td>
<td>USA</td>
<td>Push</td>
</tr>
<tr>
<td>Cha, McCleary and Uysal</td>
<td>1995</td>
<td>Japan</td>
<td>Push</td>
</tr>
<tr>
<td>McGehee, Loker Murphy and Uysal</td>
<td>1996</td>
<td>Australia</td>
<td>Pull</td>
</tr>
<tr>
<td>Kim</td>
<td>1997</td>
<td>South Korea</td>
<td>Push</td>
</tr>
<tr>
<td>Hanqin and Lam</td>
<td>1999</td>
<td>China</td>
<td>Push</td>
</tr>
<tr>
<td>You and O’Leary</td>
<td>2000</td>
<td>United Kingdom</td>
<td>Push</td>
</tr>
<tr>
<td>Kozak</td>
<td>2002</td>
<td>Britain and Germany</td>
<td>Push</td>
</tr>
<tr>
<td>Lee et al.</td>
<td>2002</td>
<td>German</td>
<td>Push</td>
</tr>
<tr>
<td>Jang and Cai</td>
<td>2002</td>
<td>Britain</td>
<td>Push</td>
</tr>
<tr>
<td>Bogari, Crowther and Marr</td>
<td>2003</td>
<td>Saudi Arabia</td>
<td>Push</td>
</tr>
<tr>
<td>Yoon and Uysal</td>
<td>2005</td>
<td>Not Specified</td>
<td>Push</td>
</tr>
<tr>
<td>Jang and Wu</td>
<td>2006</td>
<td>Taiwan</td>
<td>Push</td>
</tr>
</tbody>
</table>

Source: Author

Prestige

Prestige, as defined by Fodness (1994), is a value-expressive function of leisure travel, which combines elements of symbolism and self-expression. For example, tourists may like to take a vacation at a fashionable, luxurious destination because it gives them the opportunity to talk about it to everyone after the vacation experience. Additionally, Gilbert and Morris (1995) found that many travelers are ‘concerned with their self-image and how they are perceived by others, which also stems from a need for prestige and other similar factors, like status, reputation, recognition and importance. Litman (2010)
points out that some people use travel to compete for prestige. For example, he suggests that if international travel was sufficiently cheap, parents might have their children’s birthday parties in distant countries, just to make it a special event. According to Huang (2010), prestige is the tendency of seeking interpersonal rewards as a motive for leisure travel.

Crompton’s (1979) research indicated that the prestige of going on a vacation ceases to be a motivating factor as the frequency of going on a holiday increases, perhaps because travel has become part of an individual’s indigenous lifestyle rather than symbolic of a desired higher quality lifestyle. All other researchers have looked at prestige as a push motive for travel (see Table 2.9). Examples of some of the items included under the prestige motive in these studies are travel bragging, ego/status enhancement, going places their friends have not visited, talking about the trip after returning home, indulgence in luxury, wanting luxury, nice food, a comfortable place to stay while on vacation, shopping, sharing travel experiences with friends, the importance of showing the people at work that they can afford a vacation, and the importance of going someplace fashionable. This motive has been examined solely as a push motive and mainly amongst Western and Asian tourists, as shown in Table 2.9.

Table 2.9: Prestige - examined as a push or pull or general motive and nationality of tourist identified by country of origin

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of the tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yuan and McDonald</td>
<td>1990</td>
<td>Japan, France, West Germany and the United Kingdom</td>
<td>Push</td>
</tr>
<tr>
<td>Fodness</td>
<td>1994</td>
<td>USA</td>
<td>Push</td>
</tr>
<tr>
<td>Jamrozy and Uysal</td>
<td>1994</td>
<td>Germany</td>
<td>Push</td>
</tr>
<tr>
<td>Oh, Uysal and Weaver</td>
<td>1995</td>
<td>Australia</td>
<td>Push</td>
</tr>
<tr>
<td>Cha, McCleary and Uysal</td>
<td>1995</td>
<td>Japan</td>
<td>Push</td>
</tr>
<tr>
<td>Turnbull and Uysal</td>
<td>1995</td>
<td>Germany</td>
<td>Push</td>
</tr>
<tr>
<td>McGehee, Loker Murphy and Uysal</td>
<td>1996</td>
<td>Australia</td>
<td>Pull</td>
</tr>
<tr>
<td>Hanqin and Lam</td>
<td>1999</td>
<td>China</td>
<td>Push</td>
</tr>
<tr>
<td>You and O’Leary</td>
<td>2000</td>
<td>United Kingdom</td>
<td>Push</td>
</tr>
<tr>
<td>Kim and Lee</td>
<td>2000</td>
<td>Japan and America</td>
<td>Push</td>
</tr>
<tr>
<td>Lee et al.,</td>
<td>2002</td>
<td>German</td>
<td>Push</td>
</tr>
<tr>
<td>Kim and Jogaratnam</td>
<td>2002</td>
<td>Asian International and US Domestic Students</td>
<td>Push</td>
</tr>
<tr>
<td>Mehmetoglu</td>
<td>2005</td>
<td>Not specified (nature based tourists)</td>
<td>Push</td>
</tr>
<tr>
<td>Jang and Wu</td>
<td>2006</td>
<td>Taiwan</td>
<td>Push</td>
</tr>
</tbody>
</table>

Source: Author
Regression

Regression is seen as the motive to engage in puerile, irrational and childlike behaviour. Some respondents in Crompton’s (1979) study suggested that a vacation freed them from the mores that repressed their enjoyment when at home. Another form of regression, as seen by some respondents, was nostalgia, in that a fulfilled the desire to regress to a less complex, less changeable, less technological environment, away from the big cities in a simpler life. As one respondent commented, “we want to go out and see the fields; to escape Americanism” (Crompton, 1979, p. 418).

Fodness (1994) claims that regression falls under the utilitarian function of leisure, referring to utilitarian as attitudes that simplify decision-making. He suggests that regression incorporates a desire to live life to its fullest, perhaps by indulging in recreational activities. Based on Fodness’s (1994) interpretation of regression, Uysal and Jurowski’s (1994) and Turnbull and Uysal’s (1995) pull motive ‘rural and inexpensive’ motive and Oh, Uysal and Weaver’s (1995) push motive ‘experiencing simpler life style’ can both be seen as forms of regression (refer to Table 2.10, below).

Although only a few studies have formally researched the regression motive, there are many anecdotes and media reports about tourists participating in regressive behaviour. This motive has certainly not been investigated in relation to a culture with strong restrictive norms such as in Islamic culture. Emirati society has strict norms and restrictions in terms of behaviour, dress code and so on.

Table 2.10: Regression - examined as a push or pull or general motive and nationality of tourist identified by country of origin

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fodness</td>
<td>1994</td>
<td>USA</td>
<td>Push</td>
</tr>
<tr>
<td>Uysal and Jurowski</td>
<td>1994</td>
<td>Germany</td>
<td>Pull</td>
</tr>
<tr>
<td>Turnbull and Uysal</td>
<td>1995</td>
<td>Germany</td>
<td>Pull</td>
</tr>
<tr>
<td>Oh, Uysal and Weaver</td>
<td>1995</td>
<td>Australia</td>
<td>Push</td>
</tr>
<tr>
<td>Cha, McCleary and Uysal</td>
<td>1995</td>
<td>Japan</td>
<td>Push</td>
</tr>
<tr>
<td>Crompton and McKay</td>
<td>1997</td>
<td>San Antonio Residents, USA</td>
<td>General</td>
</tr>
</tbody>
</table>

Source: Author
**Enhancement of kinship relationships**

According to Fodness (1994), enhancement of kinship relationships is associated with the social-adjustive function of leisure travel, referring to attitudes that help an individual to maintain interrelationships, for example involving family and close friends. Travelling with family, relatives or friends is recognized as a powerful motivator for travel, because it leads to shared experiences and enhances social interaction and connectedness (Jamrozy and Uysal, 1994). For example, Crompton (1979) claims that a pleasure vacation brings the family together, providing quality time to enhance and enrich family relationships. As one of the participants in his research commented, “you are able to put aside the other kinds of responsibilities that each of you may have that would otherwise be impinging themselves” (p. 418).

This motive has been studied by many researchers, as shown in Table 2.11, as a push motive under different labels: being together as a family, strengthening relationships with family/friend(s), doing something with family/friend(s), being with others who enjoy the same things I do, being with others if I need them, doing things with my companion(s), reliving past good times, re-experiencing family, known group socialization. It has been researched mostly with tourists from Western cultures, a few Asian cultures, with only one study having been conducted in an Islamic culture in the Kingdom of Saudi Arabia (KSA).

Kinship relations, which include immediate and extended family, forms the nucleus of Emirati society because the family provides, or is expected to provide, the security, support and emotional strength for all its members. It is also a key factor in shaping the values and practices of its members, and above all plays a major role in Emirati social, political and economic life.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yuan and McDonald</td>
<td>1990</td>
<td>Japan, France, West Germany and the United Kingdom</td>
<td>Push</td>
</tr>
<tr>
<td>Fodness</td>
<td>1994</td>
<td>USA</td>
<td>Push</td>
</tr>
</tbody>
</table>
Facilitation of social interaction

A pleasure vacation may satisfy a tourist’s desire for social interaction (Fisher and Price, 1991). According to Crompton (1979), a tourist motivated by social interaction may view a vacation as a chance to interact with other people in order to extend contacts. This is supported by several of his respondents expressing a desire to associate with local people in the holiday destination, although they reported that interaction was mostly with other tourists rather than with local hospitality and tourism staff. A few respondents felt that travelling in a group inhibited the chance to interact with local people. Nevertheless, some respondents still preferred to travel with an organized tour and/or with people sharing similar interests because it provided an opportunity to meet other tour members and build future friendships. In contrast to making new friends, Fodness (1994) points out that travelling with or visiting family, existing friends and relatives are also powerful motivators for travel since it leads to shared family experiences and improves social interaction.

The facilitation of social interaction with local people and other tourists, and visiting or travelling with family and friends has been defined by many researchers as a general motive for travel, although some others claim that it is a push motive, whilst others claim it is a pull motive. Most studies have examined this motive with Western, Asian
cultures, although one study, by Bogari, Crowther and Marr (2003), examined this motive in an Islamic culture (see Table 2.12).

Table 2.12: Facilitation of social interaction - examined as a push or pull or general motive and nationality of tourist identified by country of origin

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fodness</td>
<td>1994</td>
<td>USA</td>
<td>General</td>
</tr>
<tr>
<td>Crompton and McKay</td>
<td>1997</td>
<td>San Antonio Residents, USA</td>
<td>General</td>
</tr>
<tr>
<td>Hanqin and Lam</td>
<td>1999</td>
<td>China</td>
<td>Push</td>
</tr>
<tr>
<td>You and O’Leary</td>
<td>2000</td>
<td>United Kingdom and Japan</td>
<td>Push</td>
</tr>
<tr>
<td>Kozak</td>
<td>2002</td>
<td>Britain and Germany</td>
<td>Pull</td>
</tr>
<tr>
<td>Lee et al.,</td>
<td>2002</td>
<td>Germany</td>
<td>Pull</td>
</tr>
<tr>
<td>Bogari, Crowther and Marr</td>
<td>2003</td>
<td>Saudi Arabia</td>
<td>Push</td>
</tr>
<tr>
<td>Mehmetoglu</td>
<td>2005</td>
<td>Not specified (nature based tourists)</td>
<td>General</td>
</tr>
<tr>
<td>Chiang and Jogaratnam</td>
<td>2006</td>
<td>Not specified (solo women travelers)</td>
<td>General</td>
</tr>
<tr>
<td>Jang and Wu</td>
<td>2006</td>
<td>Taiwan</td>
<td>Push</td>
</tr>
<tr>
<td>Correia, Valle and Moco</td>
<td>2007</td>
<td>Portugal</td>
<td>Push</td>
</tr>
</tbody>
</table>

Source: Author

In general, friendship, social interaction and activities amongst Emiratis tends to revolve around the family, relatives and close friends. Furthermore, they also prefer to maintain close ties mostly with family and close friends.

**Cultural motives**

Crompton (1979) claims that cultural motives are destination specific. They tend to be more apparent than real motives for taking a pleasure vacation, and generally involve the desire for novelty and education. These desires included exposure to new destinations, sights and experiences. The respondents themselves, however, did not describe their motivation as being educational.

**Novelty**
Faison (1977) defines a ‘novel’ travel as a trip characterized by new, unfamiliar experiences that differ from prior life experiences. Similarly, Crompton (1979) refers to ‘novelty’ in travel to an unvisited destination as not necessarily being new knowledge, as tourists’ usually know about a place before travelling there. A closer examination revealed that Crompton’s respondents expressed novelty synonymously with curiosity, adventure new and different. According to Maslow (1970) curiosity (the desire to know and understand) is one of human’s basic cognitive needs. Therefore, if novelty is substituted with curiosity the motive is more like a push factor than a pull factor. Hence, there appears to be an issue with the labelling of this motive (Hsu and Huang, 2008).

Bello and Etzel (1985) found that novelty, as the desire for new experiences, was a primary motivator in the destination-selection process, this finding also agrees with what Crompton (1979) established in his study. In most cases, Crompton’s respondents felt that a different or new destination provided new stimuli, which helped to reduce cultural disequilibrium. However, there were some respondents who returned to a previously visited vacation destination, and in some cases, the same destination was selected each year. Crompton suggests that tourists who choose to visit the same destination, as opposed to a novel or new trip, could be motivated by three other factors. First, they may have stronger socio-psychological motivation than cultural motivation. Second, they may have restricted knowledge of the satisfying attributes of other destinations in that, for example, a familiar place reduces the risk entailed by choosing a new destination that may not be as satisfying as the previously visited place Third, they may have a fear or anxiety engendered by a new, unknown destination. The fear or threat of travelling to an unfamiliar or new place could be linked to the local people not speaking their language. For instance, some respondents who travelled to Europe started their trip in the UK, because they knew there was no language barrier there, or because they had previously visited the UK, so they had some familiarity with it. Once they became comfortable and wished to travel again, they were willing to explore and possibly extend to novel destinations (Crompton, 1979). Other studies that have examined this motive are listed in Table 2.13.

Table 2.13: Novelty - examined as a push or pull or general motive and nationality of tourist identified by country of origin

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
</table>

58
Education has been defined as ‘the organised, systematic effort to foster learning, to establish the conditions, and to provide the activities through which learning can occur’ (Bruer, 1970, p. 35). Learning according to Kulich (1986) is a natural process that occurs throughout one’s life, whereas education is more a conscious, planned and systematic process dependent upon learning objectives and learning strategies. Therefore, education can be considered as formal or informal learning. Formal learning is guided through a syllabus and delivered through attending classes, languages schools, and so on, or participating in further or work-based education which ultimately may provide a degree or qualification. On the other hand, informal learning has no formal curriculum and no credits are earned, it is more an experience that one encounters through life (Ritchie, 2003).

Tourism can also be considered as a form of formal or informal educational learning experience. For example a group of marine biology students may undertake a trip to the Great Barrier Reef as part of their learning experience, this would be considered as a formal educational tourism learning experience. Furthermore, educational or formal learning forms of tourism can also be viewed along a continuum ranging from general interest learning (like guided tours) while travelling, at one end to purposeful learning and travel (Student language exchanges) at the other (Canadian Tourism Commission, 2001). On the other hand, informal learning experiences for example could be that as

<table>
<thead>
<tr>
<th>Source</th>
<th>Year</th>
<th>Country/Region</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yuan and McDonald</td>
<td>1990</td>
<td>Japan, France, West Germany and the United Kingdom</td>
<td>Push</td>
</tr>
<tr>
<td>Jamrozy and Uysal</td>
<td>1994</td>
<td>Germany</td>
<td>Push</td>
</tr>
<tr>
<td>Oh, Uysal and Weaver</td>
<td>1995</td>
<td>Australia</td>
<td></td>
</tr>
<tr>
<td>Baloglu and Uysal</td>
<td>1996</td>
<td>Germany</td>
<td>General</td>
</tr>
<tr>
<td>Crompton and McKay</td>
<td>1997</td>
<td>San Antonio Residents, USA</td>
<td>General</td>
</tr>
<tr>
<td>Hanqin and Lam</td>
<td>1999</td>
<td>China</td>
<td>Push</td>
</tr>
<tr>
<td>You and O’Leary</td>
<td>2000</td>
<td>United Kingdom</td>
<td>Push</td>
</tr>
<tr>
<td>Kim and Lee</td>
<td>2000</td>
<td>Japan and America</td>
<td>Pull</td>
</tr>
<tr>
<td>Lee et al.,</td>
<td>2002</td>
<td>German</td>
<td>Push</td>
</tr>
<tr>
<td>Jang and Cai</td>
<td>2002</td>
<td>Britain</td>
<td>Push</td>
</tr>
<tr>
<td>Mehmetoglu</td>
<td>2005</td>
<td>Not specified (nature based tourists)</td>
<td>General</td>
</tr>
</tbody>
</table>

Source: Author
tourists’ travel they learn more about a place like about the local people, their culture, its physical features and so on.

According to Ritchie (2003) a number of authors in the field of tourist motivation have acknowledged that education and learning can be an important part of tourist motivation. Some examples of the many motivational factors that exist for travel and where educational tourist motives may exist can be classified under five motivational categories which can be associated with specific motivations such as:

- Physical Motivational category - refreshment of body and mind; health purposes
- Cultural Motivational category – curiosity about foreign countries, people, culture and places; interest in art, music, architecture and folklore
- Social Motivational category – visiting friends and relatives; meeting new people; seeking new friendships and relationships
- Spiritual – visiting places and people for religious reasons; travelling as part of a pilgrimage; contact of nature
- Fantasy – Personal excitement of travel; wish fulfilment

According to Crompton (1979), education is the motive concerned with developing the self as a rounded individual. For example, most respondents in his study felt that vacations had a positive influence on children’s education, and some suggested education played a key role in their destination selection process. Only a few felt that travel broadened their education, as one of his respondents commented, “as a generalization, those who have been on vacation and have travelled, are usually more interesting to talk with than those who have not” (Crompton, 1979, p. 420).

This last comment seems reasonable as the quest for knowledge helps to broaden an individual’s intellectual horizons (Crompton and McKay, 1997). It includes the vacationer’s search for knowledge through seeing how others live, experiencing different cultures and visiting sites of current and historical importance, which demonstrates their interest in gaining an understanding of the broader aspects of life (Fodness, 1994). Researchers have labelled education as a reason for travel in various ways: experiencing
a new culture and cuisine, seeing and experiencing a new destination, experiencing new or different life style, travelling to historically important places, learning new things and increasing knowledge, educational motivation, and visiting monuments, works of art, foreign cultures, festivals and celebrations. These categories have been examined as both push and pull and general factors by different researchers. Table 2.14 lists these studies.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Nationality of tourist</th>
<th>Push/pull/general motive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yuan and McDonald</td>
<td>1990</td>
<td>Japan, France; West Germany; and the United Kingdom</td>
<td>Pull</td>
</tr>
<tr>
<td>Fodness</td>
<td>1994</td>
<td>USA</td>
<td>General</td>
</tr>
<tr>
<td>Jamrozy and Uysal</td>
<td>1994</td>
<td>Germany</td>
<td>Pull</td>
</tr>
<tr>
<td>Uysal and Jurowski</td>
<td>1994</td>
<td>Germany</td>
<td>General</td>
</tr>
<tr>
<td>Turnbull and Uysal</td>
<td>1995</td>
<td>Germany</td>
<td>General</td>
</tr>
<tr>
<td>Oh, Uysal and Weaver</td>
<td>1995</td>
<td>Australia</td>
<td>General</td>
</tr>
<tr>
<td>Cha, McCleary and Uysal</td>
<td>1995</td>
<td>Japan</td>
<td>Pull</td>
</tr>
<tr>
<td>McGhee, Loker-Murphy and Uysal</td>
<td>1996</td>
<td>Australia</td>
<td>General</td>
</tr>
<tr>
<td>Crompton and McKay</td>
<td>1997</td>
<td>San Antonio, Texas, USA</td>
<td>General</td>
</tr>
<tr>
<td>Hanqin and Lam</td>
<td>1999</td>
<td>China</td>
<td>Push</td>
</tr>
<tr>
<td>You and O’Leary</td>
<td>2000</td>
<td>United Kingdom; Japan</td>
<td>General</td>
</tr>
<tr>
<td>Kim and Lee</td>
<td>2000</td>
<td>Japan and America</td>
<td>Pull</td>
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<tr>
<td>Kozak</td>
<td>2002</td>
<td></td>
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<tr>
<td>Lee et al.,</td>
<td>2002</td>
<td>Germany</td>
<td>Pull</td>
</tr>
<tr>
<td>Jang and Cai</td>
<td>2002</td>
<td>Britain</td>
<td>Push</td>
</tr>
<tr>
<td>Kim, Jogaratnam and Noh</td>
<td>2006</td>
<td>Asian International and US Domestic Students</td>
<td></td>
</tr>
<tr>
<td>Klenosky</td>
<td>2002</td>
<td>U.S. Students</td>
<td>Pull</td>
</tr>
<tr>
<td>Bogari, Crowther and Marr</td>
<td>2003</td>
<td>Saudi Arabia</td>
<td>General</td>
</tr>
<tr>
<td>Yoon and Uysal</td>
<td>2005</td>
<td>Not Specified</td>
<td>General</td>
</tr>
<tr>
<td>Mehmetoglu</td>
<td>2005</td>
<td>Not specified (nature based tourists)</td>
<td>General</td>
</tr>
<tr>
<td>Jang and Wu</td>
<td>2006</td>
<td>Taiwan</td>
<td>General</td>
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<tr>
<td>Kim, Noh and Jogaratnam</td>
<td>2007</td>
<td>US students</td>
<td>Push</td>
</tr>
<tr>
<td>Correia, Valle and Moco</td>
<td>2007</td>
<td>Saudi Arabia</td>
<td>Push</td>
</tr>
</tbody>
</table>

Source: Author

Crompton’s push and pull factors have been examined in a number of studies, as shown in Appendix B, to investigate the motivations of tourists across different nationalities travelling to different destinations and/or events. The table highlights those studies that
applied the push and pull framework to study tourists mainly from North America, Europe, Asia and Australia, and Saudi Arabia, a fellow GCC country.

To conclude, this study uses Crompton’s nine push and pull motives to investigate whether Emiratis from Dubai and Abu Dhabi see Australia:

- As a form of escape
- As a destination for self-exploration and evaluation
- As a physically or mentally relaxing place
- As a prestigious and fashionable/luxurious destination to boast about with family and friends,
- Whether holidays provide the opportunity to participate in activities frowned upon or forbidden at home
- The importance given to vacationing together as a family and doing the same things together while on vacation and whether this experience offers opportunities to enhance and enrich family bonds.
- Whether they socially interact whilst on holiday with the local (Australian) people and other tourists, or whether they prefer to interact only amongst themselves (with the family and friends they travel with or meet up with on holiday), or other fellow Emirati and/or Arab tourists and does this desire for social interaction is focused on building future friendships
- Is Australia perceived as being attractive because it is a novel destination? Whether curiosity, travel for adventure and travel to an unfamiliar destination are the key factors that contribute to making Australia a novel destination.
- Whether education, the desire for knowledge, in terms of getting to know the local people, culture, history, attractions, lifestyle, cuisine, activities and shopping.

2.2.9 Measuring tourist motivation

Fodness’s functional framework can be integrated into Crompton’s (1979) investigation of reasons why people travel. Table 2.15 demonstrates this integration and shows a comparison of motives with Dann’s (1977) motives. Fodness’s study focused on the conceptual and behavioural nature of tourist motivation, developing a self-report measure
of tourist motivation that relates leisure travel to the functional models of Katz (1960) and Smith, Bruner and White (1956).

Three separate studies were performed to develop the scale. Study one reported a qualitative exploration of the vacation experience. Study two described the development of the self-reporting scale, and study three evaluated the scale’s reliability, validity, and dimensionality on a separate sample as prescribed by Churchill’s (1979) paradigm for the development of self-reporting scales. Study three also assessed the applicability and utility of a functional approach to tourist motivation. According to Fodness (1994), a functional approach has intuitive appeal because it helps understand why tourists behave as they do, as well as what they do. He argues that, from a functional perspective, the motivational process begins with the unmet inner needs an individual possesses that create a tension, which precipitates attitudes, and ultimately actions based on those attitudes designed to release the tension, thereby satisfying the needs.

The author suggests that the ego-defensive function satisfies attitudes that individuals hold to protect themselves from unflattering or threatening truths, while the knowledge function satisfies attitudes held to help them organise what they know and understand the world. The value-expressive function satisfies attitudes that allow an individual to express important values to others. The social-adjustive function satisfies attitudes that help the individual maintain important interpersonal relationships, while the utilitarian function satisfies attitudes that help maximise rewards or minimise punishments from the individual’s environment.

<table>
<thead>
<tr>
<th>Table 2.15: Motives examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ego-defensive function</td>
</tr>
<tr>
<td>Knowledge function</td>
</tr>
<tr>
<td>Utilitarian function: Reward Maximisation</td>
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<tr>
<td>Utilitarian function: Punishment Avoidance</td>
</tr>
<tr>
<td>Value-Expression Function</td>
</tr>
<tr>
<td>Social-Adjustive Function</td>
</tr>
</tbody>
</table>

Source: Author
Since the main focus of this study is to investigate how well do tourist motivation models using push and pull factors describe the motivation of tourists the following chapter summarises several empirical studies which, examined these factors in different contexts. Furthermore, a summary of these studies confirm the lack of tourist motivation research in the Islamic/Arabic context, which is the main cultural group under investigation in this study.
Chapter 3: The literature - applications of push and pull theories

In the previous chapter, the literature on motivation in general and tourist motivation in particular was discussed. This chapter considers the literature in terms of the empirical applications of the push and pull motivational theories to demonstrate the significance, the importance, the nature and the extent of push and pull motivations (see Appendix C). It focuses on summarising the motives investigated for each study, the nationalities of the tourist samples, and their research approaches.

Thus, the structure and the purpose of this section is to firstly establish the significance and importance of push and pull factors in tourist behaviour studies. Secondly, these studies are sectioned according to region instead of common themes to purposefully demonstrate that most of the previous push and pull studies have mainly concentrated on Western and Asian countries, with only a few conducted in the Middle East (Bogari Crowther and Marr, 2003; Alghamdi, 2007). Presenting this chapter on the basis of origin of survey respondents, instead of common themes, helps to further emphasise the lack of research in the Middle East area (see Appendix D). Thirdly, to demonstrate that almost all of these studies adopted a quantitative approach to examine tourists’ motivations, with the exception of a few studies such as Prayag and Ryan (2011), who used a qualitative methodology, Alghamdi’s (2007) study, which adopted a mixed methods approach and Kim and Lee (2002) and Kim, Lee and Klenosky (2003) which used a means-end approach. Since, this study adopts a qualitative deductive and inductive approach, it helps to make a valuable contribution to knowledge because it explores and captures the real-life experiences and behaviour of the participants.

3.1 North American applications of push and pull motivation theory

The following studies discussed below adopted the push and pull framework to find out the motivations of tourists from North America. This theoretical framework has been used for some time in North America, providing some good examples and theory development, which are discussed below.
Pyo, Mihalik and Uysal (1989) used canonical correlation analysis to investigate the relationship between two sets of variables: tourist/destination push motives and destination pull attributes or motives. The researchers identified four underlying dimensions or product bundles in the U.S. tourism market. The first dimension was attraction attributes, which included cultural components and first class superstructure. In such settings, the researchers found that the push motives, the major needs tourists wanted to fulfil, were novelty and being pampered. The second dimension included tours to museums and galleries that satisfy intellectual needs. The third underlying dimension integrated two contrasting tourist market segments. The first segment is the budget-conscious traveller with kinship and relaxation motives, who looks for a safe destination environment with good weather. The other segment wants to experience different cultures. The fourth dimension included tourists with family-oriented needs and health-conscious travelers who tend to want to experience natural attractions rather than restaurants, nightlife activities and pampering.

Uysal and Jurowski, (1994) used data from the Canadian Tourism Attribute and Motivation Survey (CTAMS) to test their hypothesis concerning push and pull factors. The factors tested were four push factors: family togetherness, sports, cultural experience, and escape, and four pull factors: entertainment and resorts, outdoor and nature, heritage and culture, and rural and inexpensive experiences. Their results showed that escape push motivations had the strongest effect on the rural pull factor grouping and the weakest influence on the entertainment/resort factor, comprising cities, amusement parks and resort areas. The researchers concluded that, given the nature of the relationship between push and pull factors, if rural areas, small towns and villages wish to attract tourists, then destination planners and developers must focus on the escape motives of those looking to satisfy needs like doing nothing, experiencing a change, or a simpler life, which equates to escaping their personal and/or interpersonal environments (Iso-Ahola, 1989). Uysal and Jurowski also confirmed that cultural motivations could be associated with the attractiveness of most destinations. Their findings imply that significant correlations exist between push and pull factors.

Crompton and Mckay’s (1997) study of the motives of visitors attending festival events used an integrative framework combining Iso-Ahola’s escape-seeking dichotomy and the notion of push-pull factors developed by Crompton (1979) to address Iso-Ahola’s
question: “What factors and conditions promote the relative dominance of the two motivational dimensions, ‘escape’ and ‘seeking’?” (Crompton and McKay, 1997, p. 429). Crompton’s (1979) seven socio-psychological motivational domains were initially used to guide the development of the study. However, these seven domains were reduced to six, and renamed as cultural exploration, novelty/regression, gregariousness, recover equilibrium, known-group socialisation, and external interaction/socialisation kinship socialisation. This framework thus reflected some differences from Crompton’s (1979) original conceptual framework, specifically regarding the context of prestige/status and enhancing kinship relationships motives, as these two seemed to be more relevant to pleasure vacations, which last longer than festival visits. In addition, the regression motive was represented in the novelty/regression factor. The recover equilibrium factor was reasonably consistent with Crompton’s rest and relaxation idea. Cultural exploration emerged as a dominant motive amongst festivalgoers since this is a relevant component of many types of festivals. In terms of Iso-Ahola’s escape seeking dichotomy, the seeking dimension dominated.

Klenosky (2002) adopted an alternative methodological approach by using the means-end theory, to examine the relationships between push and pull factors. According to this framework, the attributes of a destination are described as the means or pull forces, and the higher motivational or push forces important to the individual tourist are the ends that influence one’s decision to travel in the first place. In other words, the means-end theory approach provides useful insights into the relationship between the relatively concrete attributes or pull factors of a destination, and the more abstract consequences/benefits and personal values that might also serve as push factors. Methodologically, in contrast to the survey approach of earlier studies, Klenosky’s means-end research used semi-structured one-on-one interviewing procedure known as laddering to identify the elements making up individual consumers’ means-end chains.

The most important pull factors that were linked to the higher level push forces (the consequences and personal values) were beaches, historical/cultural attractions, scenic/natural resources, new/unique location, party atmosphere and skiing. The four higher-end push factors traced back from these pull factors were excitement, accomplishment, self-esteem, and fun or enjoyment. These results thus provide some interesting evidence that a single pull factor can serve different and possibly multiple
ends for travelers. For example, beaches as a destination-pull attribute led to three different sets of means-end relationships. One set emphasised that the beach as a pull attribute related to the social aspect of vacationing. That is, it provided an opportunity to socialise and meet people. The benefit linked to this opportunity of socialisation eventually lead to the personal value of fun and enjoyment. The second set means-end relationships of going to the beach focused on getting some sun, and working on one’s tan, and this related to a desire to look good and healthy, which lead to the personal value of feeling good about oneself or building one’s self-esteem. The third set of relationships linked going to the beach to enjoying the outdoors, the benefits of which were to escape and get some rest and relaxation, feel refreshed and recharged which lead to the personal value of a feeling of accomplishment. Klenosky’s evidence thus suggests that a single pull feature or attribute of a destination can be linked to multiple motivational forces or push motives. The study therefore provides useful insights into the relationship between the relatively concrete attributes or pull factors of a destination and the more abstract benefits and personal values that might serve as push factors in motivating and directing behaviour. Moreover, these benefits and personal values relate to satisfaction of an individual’s needs and motives for travel.

3.2 European applications of push and pull motivation theory

Jamrozy and Uysal (1994) adopted a quantitative approach to demonstrate that there were significant differences in push and pull travel motivations among five different groups of overseas German travelers, namely solo travelers, married and unmarried couples, families, friends, and organised tour groups. Through factor analysis the authors extracted eight push factors and eleven pull factors. The results indicated that overseas travelers from Germany largely displayed variations in push motivations while travelling alone and in friendship groups, as opposed to travelling as families, couples and tour groups. For example, push motivations, such as escape, novelty and experience were important to all groups except organised tour groups, which is as expected, since travelers seeking these benefits would hardly join a rather restricted travel unit with group norms and decisions. Secondly, more than any other group, the organised group preferred a comforting and an unthreatening environment. Finally, the results signified that escaping their usual surroundings was a common push factor, and majority of these
German tourists were seeking experiences, new and different cultures and lifestyles, and natural surroundings. However each of the travel groups were distinctive market segments. This further emphasises the crucial role push and pull motivations play in the decision-making of different travel groups.

Similarly, Turnbull and Uysal (1995) examined the interrelationship of push and pull factors and types of information sources by destination types amongst German travelers to Caribbean, North American and Latin American destinations. The findings indicated that push and pull factors were tied to destination preferences, and that these factors varied across destinations. For example, re-experiencing family was a more significant push factor for visitors to North America than for those visiting the Caribbean or Latin America, while the pull factors of heritage/culture, beach resorts, and comfort/relaxation were considerably different and important among the visitors to the different destinations. For example, beach resorts were of more importance in the Caribbean than in North America and Central America. On the other hand heritage/culture was significantly important for those who chose Latin America for a holiday. The findings of this study therefore indicate that it is important for destination marketers to know the push and pull factors that draw tourists to their destination, since understanding these factors they are better able to comprehend the behaviour and attitudes of their guests and additionally cater to the satisfaction of the underlying psychological needs of their visitors.

Baloglu and Uysal (1996) replicated Oh, Uysal and Weaver’s (1995) study using a German sample to find that there is a significant relationship between a tourists’ motivation or push factors to travel and destinations attributes or pull factors. That is, the degree to which tourists are attracted by the pull factors of the destination depends on the push motives that they look to satisfy. For example, sports and activity seekers who want to be active, competent and participate in sports would like to visit destinations that provide facilities for water and outdoor sports, cruises and nightlife and entertainment. Similarly, novelty seekers look for destination attributes that offer an opportunity to increase knowledge, experience a culture different to their own, and experience undisturbed nature.
Kozak (2002) investigated patterns of push and pull motivations of tourists from Britain and Germany, who visited Mallorca and Turkey. The objectives of the study were to determine whether there are any differences between the motivations of tourists from two different countries travelling to the same destinations, and if there exists motivational differences between tourists from the same country travelling to two different geographical destinations. With a few exceptions, the results suggested that tourists’ motives differed across both nationality and destination. Through factor analysis, four push factors were determined. These were culture, pleasure seeking/fantasy, relaxation, and physical factors such as nature and sports and the pull factors were reduced to accommodation, weather, price/cost, destination/resort; sea/beaches, family oriented, nightlife/entertainment, quiet, facilities, flight time, availability of facilities and food, recommendations by destination management authorities, familiarity (repeat visit), local people/culture, scenery/landscape, first experience, sport facilities, cleanliness, and there being plenty to do and see.

The findings of the content analysis indicated that accommodation facilities, weather, level of prices, location of the destination (or resort), and access to the sea and beaches were important for British tourists visiting Mallorca and Turkey. On the other hand German tourists chose Mallorca because of weather, access to the sea and beaches, accessibility of the destination, level of prices and the location of the destination. Turkey was chosen mainly for weather, access to the sea and beaches, level of prices, people/culture and scenery and landscape. Comparison of the push and pull motivators through a series of t-tests and chi-square tests indicated between the nationalities and places visited found, with a few exceptions, that people from the same country travelling to different destinations had different motivations. This research shows that motivations differ from one person (or group) to another and from one destination to another.

Employing multinomial logistic regression and OLS regression techniques, Lee et al., (2002) evaluated the influence of specific push and pull motivational factors on the destination choices and vacation activities of German tourists to the US, Canada and Asia. The study also investigated the effects of other independent variables, such as length of stay, travel budget, travel mode and socio-demographic factors. The push factors contained psychological motivation, intrinsic to individual tourists, such as escape, novelty, relaxation, travel bragging, hedonism, and family. The pull factors
included attributes of diverse destination mix: these were environmental quality, natural/ecology, ease and value, art and culture, atmosphere and weather, unique and different people, and outdoor activities.

The findings implied that, in general, pull factors exerted more influence on destination choice than push factors. For example except for environment and safety, all the pull factors turned out to be significantly related to the destination choice. Also different push and pull factors motivated travellers to select different destinations, for example visitors to the U.S. were motivated by the push factor hedonism and the pull factors ease and value and outdoor activities, whereas German travellers to Asian destinations were significantly motivated by the pull factors of art and culture, uniqueness, atmosphere and weather, and different people. Of all the variables under investigation, length of trip, travel budget, mode of travel and socio-demographic variables the motivational push factors were the most significant determinants of destination choice.

Another finding revealed that across three destination groups, the most important motivation was to increase one’s knowledge, followed by outstanding scenery and going to places not visited before. The four factors that varied significantly across the destination groups were outstanding scenery, standard of hygiene, opportunity to visit natural/ecological sites and interesting rural countryside. For example, U.S. visitors seemed to be pushed by the desire to visit natural and ecological sites more strongly than two other groups; the outstanding scenery of Canada pulled visitors to Canada.

The researchers also found a relationship between motivational push and pull factors and the chosen vacation activity at the selected destination. For example participation in cultural activity is significantly related to two push factors, novelty and hedonism, and four pull factors, however art and culture exerted the most influence. Secondly, tourists visiting Asian countries were more inclined to cultural activity than travel to the U.S. and Canada.

Jang and Cai (2002) studied the key motivational factors of British outbound travellers to the U.S., Canada, Central and South America, the West Indies and Caribbean, Africa, Oceania and Asia. The aims were to uncover their underlying push and pull factors of motivation, to compare the level of importance of the underlying factors across the
different destination regions and to identify what motivational factors have significant
effects on destination choice.

The six push factors derived from the factor analysis were novel experience, escape,
knowledge seeking, fun and excitement, rest and relaxation and family and friend
togetherness. The results indicated that for British overseas travellers, knowledge
seeking and escape were the most important push factors, followed by novel experience.
This finding is consistent with Yuan and McDonald (1990) in which novelty and escape
were the most important push factors for the British international traveller. The five pull
factors that motivated British outbound travellers were a natural and historic
environment, cleanliness and safety, budget, outdoor activities and a sunny and exotic
atmosphere. However cleanliness and safety, budget, a sunny climate and an exotic
atmosphere were the most important. These findings are similar to Yuan and
McDonald’s research (1990), which found budget, ease of travel, culture and history as
the top pull motivations.

In relation to the level of importance of the underlying push factors, the importance
varied across the different destinations for British travellers. For example, Asia scored
the highest in terms of novel experience, whereas the U.S. scored the least for novelty.
Similarly for the pull factors for example, when it came to seeking a natural and historic
environment, Africa scored the highest and the U.S. was the lowest.

In relation to motivational factors effect on destination choice, the findings indicated that
British travellers who were motivated by the desire for fun and excitement and outdoor
activities chose the U.S. and those motivated by novel experience, family and friend
togetherness, a natural and historic environment and a sunny climate and exotic
atmosphere were less likely to choose the U.S. as their vacation destination.

Correia, Valle and Moco (2007) focused on the decision process, understanding tourist
motivations and how these contribute to the perception of a destination. The sample
included Portuguese tourists travelling to exotic destinations, such as Brazil, Morocco,
Egypt, Mexico, Sao Tome and Principe. Crompton’s (1979) model of push and pull
factors was used for the study. From the fifteen push factors, the three most important
were knowledge, leisure, and socialization, with knowledge and socialization being the
key factors causing them to travel abroad. On the other hand, of the nineteen pull motives, the three most important factors were facilities, core attractions and landscape features. Furthermore, the study revealed that for the tourist who travelled for intellectual or social rewards, the decision of where to go was based on the facilities in the exotic destination. Thus the findings of this study suggest that the push factors decision determined the perceived pull factors. Thus, these findings suggest that a focus on push factors assists in enhancing a destination's competitiveness.

3.3 Asian applications of push and pull motivation theory

The following section covers a few of the limited studies that have used the push and pull motivation framework with Asian tourists. They not only demonstrate the importance of applying Western theories, but also contribute to furthering their development.

Cha, McCleary and Uysal (1995) delineated the push motivation factors of Japanese overseas leisure travellers, using a factor-cluster market segmentation approach. Based on six factors, the study showed that there are three distinct groups of travellers - sports seekers, novelty seekers, and family/relaxation seekers - whose patterns of motivations were significantly related to demographic variables of age and education.

Kim’s (1997) applied Pearce’s “travel career ladder” (TCL) concept to investigate the motivations of South Korean tourists coming to Australia. The motives were classified under four factor groups, similar to Crompton’s model: relaxation, escape from the pressures of daily life, understanding oneself more (which could equate to Crompton’s exploration of self), and improving knowledge of environmental settings (which could equate to Crompton’s education motive). In particular, the knowledge-seeking motive for the physical and environmental scenery of Australia strongly motivated these travellers to visit Australia rather than other overseas destinations.

Hanqin and Lam (1999) adopted a push and pull conceptual framework to identify the motivations of Chinese outbound travellers visiting Hong Kong. The results of their factor analysis resulted in five push factors. These were knowledge, prestige,
enhancement of human relationships, and relaxation and novelty. There were six pull items, were hi-tech image, expenditure, accessibility, service quality and attitude, sightseeing variety and cultural links. This study also confirmed that people’s travel behaviour is driven by internal and external factors (push and pull factors). Knowledge, prestige and enhancement of human relationships emerged as the most important push factors, and hi-tech image, expenditure and accessibility emanated as the most important pull factors for the Chinese travellers.

Gilbert and Terrata (2001) compared push and pull factors in two segments of the Japanese tourist population: younger and older overseas travellers to the United Kingdom. They found significant differences between the push and pull factors for the two generations. For example, younger travellers were keener to travel abroad than the older people, and were more motivated to travel for knowledge, education and adventure than the older generation. Overall, Gilbert and Terrata claim that examining push and pull factors contributed more fully to an understanding of the propensities of Japanese travellers to the UK.

Jang and Wu’s (2006) study confirmed that push and pull motivations influenced the travel behaviour of Taiwanese senior travellers. Their study aimed to delineate the travel motivations of Taiwanese seniors and discover what variables were important in explaining their motivations. Using factor analysis, they identified five push factors, which were labelled as ego-enhancement, self-esteem, knowledge seeking, and relaxation and socialization. Out of the five underlying push factors, knowledge seeking and ego-enhancement emerged as the two most important factors that motivated the Taiwanese seniors. Factor analysis of the twelve pull items yielded three pull motivation factors, namely, cleanliness and safety; facilities, event and cost; and natural and historical sights. Cleanliness and safety were considered the most important by these travellers. Overall, knowledge seeking and cleanliness and safety appeared to be the most important push and pull motivations, respectively. Furthermore, the study also tested whether age, gender, economic status, health status and affect (positive affect - meaning a life full of cheer, happiness and satisfaction, and negative affect meaning a life that is nervous, sad and hopeless) would be able to significantly explain differences in seniors’ travel motivations. The results confirmed these differences. For instance, gender was found to be significant for those seeking knowledge, specifically, female senior travellers were
more likely to be motivated by knowledge seeking. Overall, health status and affect were significantly associated with the senior Taiwanese motivation to travel, however seniors’ with negative affect were found to have a higher impetus to travel.

Sangpikul (2008) used a push and pull framework to investigate the motivations of Japanese senior travellers to Thailand. The study confirmed that these factors help in understanding travel motivation determinants such as psychological well being, while socio-demographic factors may help tourism practitioners understand travellers’ behaviour and better satisfy their needs.

Wu, Xu and Erdogan (2009) studied Chinese tourists’ motivations in the selection of domestic destinations for the Spring Festival holiday. They used the means-end chains of both the push and pull motivational factors, and applied the motivation theory and means-end theory to understand what motivates these tourists.

The study categorised and coded the elements generated by the laddering interviews following the principles of content analysis. The aim of the study was to firstly identify the push and pull motivational factors. The findings revealed that eight pull factors accounted for fifteen perceived consequences and seven personal values, while there were seventeen push factors, of which eight had low and nine had comparatively high abstract meanings. Another aim was to find out whether and how push factors and pull factors are correlated with each other. The study confirmed previous quantitative research Kim, Jogaratnam and Noh (2006), Kim and Lee (2002), Oh, Uysal and Weaver (1995), Baloglu and Uysal (1996), Uysal and Jurowski (1994) underpinning the existence of links between push and pull factors. There were correlations between pull and push motivational factors in domestic destination selection in China. The pull factors, reflecting destination attributes, could be abstracted to consequences and personal values, which in turn shared overlapping areas with push factors. For example, Chinese domestic travellers tended to seek enjoyable experiences, curiosity, knowledge, escapism, and a healthy and energetic state of mind, all of which were driven by the destination attributes.
3.4 Australian applications of push and pull motivation theory

There have been many studies conducted with Australian tourists however this section only covers a few examples of the examination of the push and pull framework. For example, Oh, Uysal and Weaver (1995) studied a group of Australian tourists taking overseas pleasure holidays using canonical correlation analysis to identify push and pull motivations and their inter-relationship. Their analysis of the relationships between fifty-two destination pull attributes and thirty trip push motives produced four significant variate/product bundles. These four overlapping market segments were labeled safety/comfort seekers, culture/history seekers, novelty/adventure seekers, and luxury seekers. The results of the canonical analysis suggested that there is a significant relationship between destination attributes and motives.

McGehee, Loker-Murphy and Uysal (1996) examined differences in push and pull motivational factors according to gender. The results of the analysis indicated that women place different levels of importance on some push and pull factors than men. For example, Australian women pleasure travellers placed significantly more importance on cultural experience, family and kinship and prestige factors, whereas men rated sports and adventure as more important.

3.5 United Arab Emirates and Saudi Arabian applications of push and pull motivation theories

Studies investigating tourist motivation and in particular the push and pull motivations of tourists from the Middle East have been very limited. Examples of these studies are listed below. This lack of research conducted in this area prompts the basis of this thesis.

The research conducted by Michael et al., (2011) and published as a practitioner paper was aimed at understanding the respondents’ knowledge of the State of Victoria’s tourism attributes. Of the four focus groups used for the investigation only one focus group of Emirati travellers visited Australia, the second one did not, the third group was expatriates who visited Australia and fourth was a group of travel agents. The main aim of the study was to understand the respondents’ knowledge of Victoria’s tourism
attributes. Although, one of the research aims of this study was to investigate some of the Dann’s (1977) ‘push’ and ‘pull’ factors of motivation of tourists. The findings do not seem to reveal any information on whether ‘anomic’ and ‘ego-enhancement’ acted as push or pull motivating factors for Emirati tourists. Secondly, the authors further emphasised that “the responses appeared to be broadly representative of attitudes prevalent more widely within their relevant families” (Michael et al., p. 83) rather than an actual investigation of push or pull motivations. However, one of the findings of that study which further supports this current study’s findings are that Emiratis prefer to holiday with family.

Although Albughuli’s (2011) study used push and pull factors to investigate tourist motivation, the research focused on domestic Saudi tourism. The results revealed that Saudi tourists’ main push motivators were relaxation, spirituality, family, cultural, activity, knowledge, loyalty and economic, and pull motivators were religion, safety, entertainment, luxury and local culture. Furthermore, Albughuli suggests that, there is a need to carry out more research across the Muslim and Arab world in order to explore more travel motivations and values dimensions for people of this region. This study of Emiratis therefore will make a further contribution to the knowledge of tourists from this region.

Bogari, Crowther and Marr’s (2003) study of domestic Saudi Arabian tourists was the first to examine push and pull motivation travel behaviour variables in an Islamic and Arabic population. The main push factors for Saudi tourists were cultural value, utilitarian, knowledge, social, economical, family togetherness, interest, relaxation, and convenience of facilities. The pull attributes were safety, activity, beach sports/activities, nature/outdoor, historical/cultural, religious, budget, leisure, and upscale. The findings confirmed that a significant relationship exists between push and pull factors, with the most important push factor for Saudi tourists being cultural value and the most important pull factor being religion.

As part of his PhD study, Alghamdi (2007) assessed the push and pull (explicit and implicit) motivations of Saudi overseas tourists, using both qualitative and quantitative approaches. The results indicated that significant relationships existed between push and pull motives, although these differed depending on the destinations that these tourists
visited. The dominant push factors for Saudi tourists were escape, relaxation, knowledge, social, natural and prestige. The escape motive for Saudi tourists one of the most important factors and it mostly referred to change life routine. Another important push motivator revealed was knowledge, which was expressed as a desire to know the outside world and to observe new things; this finding confirms Bogari, Crowther and Marr’s (2003) result suggesting that cultural value is an important factor for Saudi tourists. Prestige was not an important factor for travel. The social factor, which was analysed as spend time with the family, was not a push factor for most of the respondents.

The main pull factors revealed were budget, weather and natural attractions, and historical attractions. For most Saudi tourists expenditure or cost was an important factor and most chose to travel to cheaper destinations. Some of the respondents were pulled to travel to destinations for the natural beauty, whereas for some the weather was more important than the natural attractions. Only a few were pulled by culture and history, but this focus was more towards choosing travel to places with Islamic culture.

3.6 Applications of push and pull motivation theory with tourists of multiple nationalities

The following studies represent examinations of the motivations of tourists of multiple nationalities, but mainly from Western countries and Asia. Yuan and McDonald (1990) identified push and pull factors of British tourists visiting overseas destinations across four countries: Japan, France, West Germany and the United Kingdom. They used factor analysis to identify the underlying push and pull factor dimensions for each country, followed by analysis of variance (ANOVA) to determine whether they differed significantly on each of the particular push and pull dimensions. They found that the key motivators for individuals travelling from the above four countries were escape, novelty, and prestige, while the pull factors were cost, culture and history, and wilderness.

You, O’Leary, Morrison and Hong (2000) studied travellers from two different cultures: the UK and Japan, using Dann’s push and pull model to examine differences in, and inter-relationships between push and pull factors in the two populations. Using factor analysis and ANOVA with multiple range tests, they revealed significant differences for
thirteen of seventeen travel motivation variables. This supports Yuan and McDonald’s (1990) study suggesting that travellers from different countries differ significantly in both push and pull motives, implying that the application of push and pull theory must be culture-sensitive.

3.7 **Push and pull studies with tourist nationality not identified**

Not all studies have identified the nationality of tourists and its relationship to the push and pull framework. Some of these studies have focused on inbound tourists travelling from multiple countries.

Kim and Lee (2002), and Kim, Lee and Klenosky (2003) replicated Uysal and Jurowski’s (1994) study of visitors to six national parks in South Korea. Factor analysis of the push and pull factors resulted in four push factors which were family togetherness, appreciating natural resources and health, escaping from everyday routine and adventure and building friendship and the three pull factors were various tourism resources and information, the convenience of facilities and easy accessibility to national parks. The analyses of the push and pull dimensions found that significant relationships existed between the four push and three pull factors examined.

Yoon and Uysal’s (2005) extended the theoretical and empirical evidence on the causal relationships among push and pull motivations, satisfaction and destination loyalty by investigating the relevant relationships among these constructs using a structural equation modelling approach. The study confirmed the existence of the critical relationship between push and pull motivations and destination loyalty. The major push motivators out of eight that emerged from the study were relaxation, family togetherness and safety and fun and the major pull factors out of ten were small size groups and reliable weather, cleanliness, shopping, nightlife and cuisine. The results indicated that by satisfying the tourists’ internal motives they would be motivated to revisit the destination and recommend it to others too. The study also found that satisfaction is a mediating construct between travel motivation and destination loyalty.
Al-Haj, Mohammad and Mat Som (2010) used push and pull factors to examine the travel motivations of tourists visiting two particular destinations in Jordan, Amman and Petra. The authors confirmed that tourists’ selections are driven by both internal and external factors. In other words, they decide to go on a holiday because they want to fulfill their intrinsic desires, while their decisions on where to go are also based on destination attributes. They therefore concluded that successful matching of push and pull motives is an essential marketing strategy for destination areas, and that examination of these motives is useful for segmenting markets, designing promotional programs and decision-making about destination development.

Prayag and Ryan (2011) used qualitative research techniques to explore variations in the relationships between push and pull factors for tourists of various nationalities visiting Mauritius, using the content analysis programme CatPac to perform thematic analysis. The results revealed relationships between specific motives, cognitive and affective images, with a strong influence of nationality on these variables. That is, different motives for visiting Mauritius were found to exist between different national groupings. Unlike most previous studies, which mostly used quantitative approaches including modelling, this study aimed to examine these relationships in greater depth using a post-positivist approach that enabled the triangulation of data analysed from a dual perspective of thematic and content analysis. These findings have several theoretical and managerial implications. In terms of theoretical implications, the findings show that a qualitative approach can uncover complex relationships between motives and images that are best captured using a combination of thematic and content analysis. For example, Mauritius has a predominantly sun, sand and sea image, which attracts tourists with motives for relaxation and pleasure, social interaction and kinship and the need for familiarity, especially with repeat visitors. These motivators correspond to those depicted in earlier studies conducted by Crompton (1979), Pearce (1993), Iso-Ahola (1982), Ryan (2002) and Kozak (2002). Furthermore, the findings of this study extend the understanding of these motives by linking them with specific image themes, thereby confirming that motives of destination choice are embedded in the image attractiveness of a place. The study also confirmed that nationality influenced perception of the destination environment in terms of push factors, by suggesting that tourists of different nationalities seem to attach differing levels of importance to push factors, as suggested by prior research (Jang and Cai 2002; Kozak 2002). Furthermore, the authors suggest
that the destination itself could be the object of difference or experience, which is linked to the nationality of the tourist. Thus suggesting that some tourists might look for cultural similarity such as a familiar experience in relation to the tourists’ home country or a totally novel or new experience. Hence, destination managers can use nationality as an effective market segmentation variable, for understanding tourists push factors and preferences in terms of destination attributes.

### 3.8 Related tourist motivation studies

Some other studies that used the push and pull model in their research include Heung, Qu and Chu (2001), and Kim and Lee (2000). For example, Heung, Qu and Chu’s (2001) study aimed to understand the importance of different vacation factors of Japanese leisure travellers to Hong Kong; to identify the underlying dimensions of these factors; and to examine significant differences between the derived vacation factors and socio-demographic variables and travelling characteristics. The results showed that enjoying holidays was the most important vacation motive, while the five vacation factors derived from the original twenty-five vacation motives could be divided into push and pull categories, with exploration and dream fulfillment as push factors, and benefits sought, attractions, climate, and cosmopolitan city as pull factors. Benefits sought, attractions and climate were as the most important pull factors. The researchers concluded that these three pull factors indicated the ‘attractiveness’ of a destination, increasing these travellers’ drives to satisfy their needs of exploration and dreams for travel.

Kim and Lee (2000) examined the cultural differences between Anglo-American and Japanese tourists with respect to cultural attitudes reflecting individualism and collectivism, and travel motivation to investigate the patterns of travel motivation within the two cultural dimensions. Five cultural attitude dimensions were examined: self-reliance, separation from in-groups, emotional detachment, family integrity and social interdependence. The study found differences in individualism and collectivism between the two groups, with Anglo-Americans preferring separation from within groups and emotional detachment more than Japanese tourists. Conversely, Japanese tourists preferred interdependence and family integrity. Five dimensions of travel motivation were examined: knowledge, prestige/status, family togetherness, novelty and escape.
Japanese tourists tended to show more collectivistic characteristics in travel motivation, while American tourists were more individualistic. They also differed in prestige/status, family togetherness and novelty, while there were hardly any differences in terms of knowledge and escape.

Kim and Jogaratnam’s (2003) cross-cultural study compared the travel motivations of Asian and US domestic college students from three universities in Midwest U.S., finding both similarities and differences in their travel motivations. The most important motive for both sample groups was ‘having fun or being entertained’. For American students, the second most important motive was ‘finding thrills or excitement’, but for the Asian students it was ‘seeing and experiencing a foreign destination’.

Kim and Prideaux’s (2005) cross-cultural study examined the travel motivations’ national cultural elements, length of planning, information sources used, preferred tourist resources (activities) and length of stay of both Western (US and Australian) and Asian (Japanese, mainland and Hong Kong Chinese) visitors to Korea. The five motivational items were enjoying various tourist resources, culture and history, escaping from everyday routine, socialisation, and social status. The responses of Western tourists were significantly different to the responses of Asian tourists in most respects. For example, the former reported relatively high levels of motivation for ‘culture and history’ compared to the latter, and were more likely to stay for a longer period of time.

Mehmetoglu (2005) clustered nature-based tourists’ push motivations into two groups to identify differences between these two segments, and how these related to socio-demographic variables, and trip characteristics and activities. One group (the specialists) comprised of those who travelled specifically for nature reasons, while the second group (the generalists) had reasons other than only nature for travelling. The travel motivations were grouped under six main categories: nature, physical activities, novelty/learning, mundane/everyday, social contact and ego/status enhancement. The two groups differed significantly in travel motives, as well as in terms of nationality, trip purpose and trip length. Specialists placed more emphasis on, and thus were motivated to a larger extent, by motives of nature, physical activities, novelty/learning, nature, social contact, and mundane/everyday. The only travel motive that they shared was social contact, with both groups equally rating this motive as important.
Chiang and Jogaratnam (2006) assessed the push factors relating to the aims, characteristics and consumption patterns of solo women leisure travellers, using factor analysis to derive five motivational dimensions: experience, escape, relaxation, socialisation and self-esteem. Experience, escape, relaxation and social interaction emerged as the four most important motivational dimensions, though their importance varied significantly according to the respondents’ demographic and trip characteristics including length of stay, marital status and income levels. Some of the findings suggested for example that a new experience was associated with the cultural features and various cultural events of the destination. The social factor dimension was more important for solo women travellers than married women. In relation to length of stay, solo women travellers who travelled for shorter trips of four to six days were pushed more by the escape factors of to get out alone or get away from pressures and responsibilities more than women who took longer trips. In general, the results indicated that the level of importance attached to the motivational dimensions differ according to the respondents’ demographic background.

3.9 Conclusions drawn from the literature review of the push and pull framework

Based on the review of the literature of the push and pull framework the following Table 3.1 below summarises the findings of these studies listing some examples of the researchers that established these outcomes. The literature also established that although the push and pull framework has been studied substantially in different contextual settings (see Appendix B and C), comparatively fewer studies have investigated the relationship between push and pull factors of a destination by using qualitative methods, as most of the studies have adopted a quantitative approach (see Appendix C).

To summarise, push factors probably do not change as travellers seek destinations to meet their unmet needs and fulfill their desires and expectations. On the other hand, pull factors are often a function of the existing attractions and resources of particular destinations. Hence, they are likely to vary from destination to destination, signaling the quality of a destination where tourism activities and experiences take place. The
relationship between push and pull is further theorised through the concept of Recreation Opportunity Spectrum (ROS) of Clark and Stankey (1979). Clark and Stankey argue that tourists desire certain experiences from their recreational pursuits, and that to achieve such desired experiences they participate in or choose activities within chosen settings that facilitate achievement of the desired outcomes or experiences. Therefore, ROS supports the idea that decision making travel behaviour cannot be examined without the consideration of both push and pull effects on it.

Various studies have found that some pull factors, such as destination features, are more tangible, evaluable and concrete in their presence, while push factors, such as escape from a perceived mundane environment, are more affective, relating to an individuals’ inner needs and emotional state. Researchers also suggest that one should not limit oneself to finding out only what constitutes push and pull factors, but must aim to capture the extent to which these factors interact. For instance, sometimes the distinction between push and pull factors may not be obvious, indicating that they may collectively affect travel behaviour, despite being independent. Although push and pull forces appear to operate independently, a growing body of research suggests that their influence on decisions may not necessarily occur independently during the vacation planning process.

This study will contribute by presenting a theoretical discussion of push and pull models based on its findings of outbound tourists from an Islamic/Arab context to Australia. It will also establish whether these push factors vary across the tourists from the same country when they travel to Australia and to understand the cultural embeddedness of Emirati tourism to Australia. Finally, the study will also provide an insight to whether the push factors or the pull factors have a more influential role in the Emirati tourists’ destination selection, in this case choosing a destination like Australia with a culture opposite to their own. Finally, these complex relationships imply that combining key attraction attributes with general and specific travel motives, based on different tourism market segments, can contribute to improving package tour design, destination management tourism planning and promotion.

<table>
<thead>
<tr>
<th>Table 3.1: Summary of findings established for the push and pull framework</th>
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<tr>
<td><strong>Summary Of Findings – Push And Pull Framework</strong></td>
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<tr>
<td>Push and pull factors vary across destinations for tourist from the same country</td>
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</table>
Push and pull factors also differ amongst tourists from the same country to the same destination  

Kozak, 2002

Significant relationship exists between push and pull factors  

Uysal and Jurowski, 1994; Oh, Uysal and Weaver, 1995; Baloglu and Uysal, 1996; Kim and Lee, 2002; Kim, Lee and Klenosky, 2003

Push and pull factors vary across nationalities  

Yuan and McDonald, 1990; You et al., 2000; Kim and Jogaratnam 2003; Kim and Prideaux, 2005

Push and pull factors influence destination selection and choice  

Turnbull and Uysal, 1995; Baloglu and Uysal, 1996; Lee et al., 2002; Alghamdi, 2007

Critical relationship between push and pull factors and destination loyalty  

Yoon and Uysal, 2005

Nationality influences push and pull factors  

Bogari, Crowther and Marr, 2003; Alghamdi 2007

Push and Pull factors influences travel behaviour  

Jang and Wu, 2006

Push and pull factors influence choice of activities at the destination  

Lee et al., 2002

Pull factors exert a stronger influence than push factors  

Lee et al., 2002

Demographic factors (example age, gender) influence push and pull factors  

McGehee, Loker Murphy and Uysal, 1996; Gilbert and Terrata, 2001; Jang and Wu, 2006; Chiang and Jogaratnam, 2006

Push and pull influences decision making for different travel groups within the same country  

Jamrozy and Uysal, 1994

Push and pull factors influence festival events  

Crompton and McKay, 1997

Push and pull factors influence choice of activities at the destination  

Mehmetoglu, 2005

Source: Author

3.10 Application of a qualitative approach to investigate push and pull factors of motivation

Examination of studies supporting the interrelationship between push and pull factors reveals that most of them have used canonical correlation analysis, while others have used correlation analysis along with regression analysis to determine the direction and magnitude of the relationship, and some other studies have combined a variety of statistical techniques, including logit regression, the analysis of variance (ANOVA) or multivariate analysis of variance (MANOVA) as shown in Appendix C. Klenosky (2002) argued that, by relying on multivariate analyses of existing data sets, these studies have only succeeded in examining if, and to what extent, push and pull factors are related.

In a more recent study, Prayag and Ryan (2011) adopted a qualitative approach, using both thematic and content analyses to examine the relationship between push and pull factors, and the influence of nationality on these factors for international tourists visiting Mauritius. Unlike the previous studies, this study extended the understanding of these
motives by linking them with specific image themes, thereby confirming that motives of
destination choice are often embedded in the destination’s visual attractiveness. The
researchers also claimed that a qualitative approach helps to uncover complex
relationships between motives and images, because such relationships are best captured
using a combination of thematic and content analysis. Finally, they found nationality had
a significant influence on the way visitors interpret the destination’s environment with
respect to cognitive and affective components, and also push factors.

Although these qualitative studies provide useful insights into the relationship between
the relatively concrete attributes or pull factors of a destination and the more abstract
push factors, additional research is required to determine whether these same concepts
play a role in a culture like the UAE’s, which has not been examined in this way before.
This study is also one of the few that has used a qualitative research approach to
investigate the push and pull framework, in this case in-depth interviews and focus
groups using an analytical approach that combines thematic, deductive and inductive
analysis. Unlike quantitative research, a qualitative research approach does not place its
emphasis on the objective of measurement through descriptive or inferential statistical
analysis. Rather, it aims to capture the participants’ perspectives, real-life experiences
and behaviours during their holiday. While this qualitative study necessarily involves a
smaller number of participants than quantitative research, it provides more in-depth
information. Furthermore, it is particularly appropriate for situations where little is
known about the subject matter, as with UAE-origin tourists, a qualitative methodology
using in-depth interviews and focus groups enables the researcher to gain deeper insights
into the phenomenon in question (Weaver and Lawton, 2006). Finally, a qualitative
approach allows complex relationships between motives and destination images to be
captured through a combination of thematic analysis with a deductive and inductive data
analytical approach.

3.11 Summary of gaps in knowledge

The empirical studies summarised in this chapter indicate that push and pull theory can
be generally accepted as a useful framework for examining and exploring the various
forces that influence or push a person to consider taking a holiday and, given that
decision, the forces that attract or pull that person to select a particular holiday destination. At the same time, this review also reveals how this study can contribute to the body of tourist motivation literature, including the lack of studies adopting qualitative approaches.

It was necessary to review the literature on tourist motivations and push and pull motivations, to discover where the gaps in knowledge are and to decide upon the appropriate methodology for this study. The followings gaps in knowledge were revealed:

1. The literature review confirms that it is important to understand push and pull motivation across cultures because significant differences exist between them in patterns of motivation. Furthermore, the review found that there is a lack of research in the Arab/Islamic context (Albughuli, 2011; Michael et al., 2011; Bogari, Crowther and Marr, 2003), since most studies have only looked at mainly Western and Asian tourists. After considering the various models of tourist motivation in Chapter 2 and a review of the push and pull motivational studies of tourists from Western, Asian and the Middle East countries in Chapter 3, it might be more informative in this research to consider Emirati tourists as an example of a tourist segment or niche, previously under researched, and to therefore conduct a deeper study into this very close-knit and conservative group of people by examining their behaviours and their push and pull motivations to travel to a Western country opposite to their own culture.

2. The literature shows that people from the same country travelling to different destinations have different patterns of motivations. This study contributes to closing this gap by understanding this cross-cultural phenomenon, demonstrating how motivations differ amongst Emirati tourists and how Australia as a destination itself is perceived differently amongst them.

3. The literature review exposed that many studies have examined push and pull motivations from Dann (1977, 1981); Crompton (1979); Pearce and Caltabiano (1983); Iso-Ahola (1982); Mannell and Iso-Ahola (1987) and so on. This study chose Crompton’s (1979) model to form the bases for developing the study’s interview questions and to determine if a Western-derived motivation model like Crompton’s (1979) is applicable to another culture, in this case an Arab/Islamic culture, and extend or revise the model as necessary.
4. Another gap in the literature shows that only a few studies have adopted a qualitative approach and most studies to date have used a quantitative approach. Since the Emirati people are a small, close-knit community rooted in a Bedouin culture, a qualitative approach is more suitable because it is exploratory in nature and provides a more richer and deeper understanding of the participants’ perspectives, real-life experiences and behaviours during their holiday. As De Ruyter and Scholl (1998, p. 8) argue, “a qualitative methodology provides an in-depth insight; it is flexible, small-scale and exploratory, and the results obtained are concrete, real-life and full of ideas”. Furthermore by adopting a qualitative approach the researcher is able to gain a better understanding of the abstract nature (Klenosky, 2002) and underlying reasons (Crompton, 1979) of push motives for leisure travel.

5. Based on the above gaps in knowledge, this study contributes to the discussion of the utility of push-pull theoretical approaches for understanding and explaining tourist motivation.

In conclusion this study builds on the whole genre of the push pull theory as a way of understanding tourist motivation and the relationship between the two factors.
Chapter 4: Research methodology

This chapter presents details of the research methodology of the research adopted for this study, by examining it in terms of its suitability to address the study’s goals. This chapter begins by discussing the choice of research paradigms, followed by a discussion of quantitative and qualitative methods in research. It then goes on to justify the use of a qualitative approach for this study, before discussing the chosen sampling techniques, field work and analysis strategy.

As the literature review showed, most tourism research, and push and pull studies in particular (see section 3.10 and Appendix C), have adopted a positivist methodological approach with few qualitative based studies. By adopting a qualitative approach, this study makes a valuable methodological contribution to the body of tourist motivation literature because a qualitative methodology is helpful in theory construction (Dann and Phillips, 2000) and for filling gaps in existing theory (Dooley, 1984), as it “actively engages these pre-existing understandings, theories and assumptions, allowing them to be transformed and changed so that new theory can be developed,” (Ezzy, 2002, p. xiii). Moreover, qualitative research is descriptive, as it presents “people’s own written or spoken words and observable behaviour,” (Taylor and Bogdan, 1998, p. 7) and therefore can help the qualitative researcher to uncover “unanticipated findings which have the effect of modifying initial theory or even of refocusing an entire research project,” (Dann and Phillips, 2000, p. 255).

According to Cohen (1988, p. 30) adoption of qualitative research techniques assists researchers to make “the most significant and lasting contributions,” and is useful in exploring substantive areas where little is known or about which much is known to gain novel understandings (Stern, 1980). Qualitative methods, particularly long interviews offer “researchers access to people’s ideas, thoughts, and memories in their own words rather than in the words of the researcher” (Reinharz, 1992, p. 19). Unlike quantitative methods, qualitative techniques are able to elicit people’s subconscious beliefs (Rossman and Wilson, 1985) and by adopting the deductive and inductive content analytical approach for this study (explained in section 4.5 and 4.5.1), it will help to gain subtle insights, into Emirati travel behaviour and assist with analysis through the provision of
greater detail and valuable description (Rossman and Wilson, 1985). Furthermore, this study contributes to the development of theory in terms of examining the utility of push-pull models, revising and extending Crompton’s (1979) model and the overlap of push and pull factors of tourist motivation.

As an area of study, tourism research was founded in other disciplines, such as economics, geography, sociology, social psychology, social anthropology, marketing and history. As a result, the study of tourism has evolved by drawing from these disciplines to inform both its research processes and theoretical frameworks (Jennings, 2010), as explained in detail below.

4.1 The research process

There are various ways to categorize research methodology. First, according to Jennings (2010), social science research may be described as pure or applied, which refers to the primary function or purpose of research. Second, research also refers to the type of information required, which may be exploratory, descriptive, explanatory, causal, comparative, evaluative or predictive in nature. Third, in order to gather information, research adopts a methodology, which could be qualitative, quantitative or a mixed approach. That is, each approach adopts a method in order to gather information. This is described more in detail later in this chapter.

Pure research is sometimes referred to as basic research, from which new theories, frameworks and models are constructed. It can also be undertaken to test existing theories in order to confirm, modify, or reject them. Since the purpose of pure research is to explain how the world works, it is explanatory in nature. Applied research, on the other hand, involves some element of application of the findings into practice. In tourism research, this might include planning, development, problem-solving, issue identification, improvement of services, amelioration of impacts or comparison of pricing policies. Applied research tends to draw on a wider range of approaches than pure research: exploratory, descriptive, explanatory, causal, comparative, evaluative and predictive (Jennings, 2010).
This study is pure and explanatory in nature. It is pure because it examines pre-existing understandings of push and pull tourist motivation theories, in order to confirm, modify or disagree with them. It is explanatory because it aims to explain the how and why of the tourism phenomenon under study. That is, like other explanatory research, this study aims to identify causes to explain specific tourism patterns of behaviours (Jennings, 2001). Specifically, this research explains what push and pull motives make Emiratis travel to a Western country like Australia, and how Australia, as a destination, satisfies these tourists’ motivations. Therefore, the general question answered in this research is: “How well do tourist motivation models using push and pull factors describe the motivation of Emirati tourists?” In order to explain this phenomenon, a qualitative methodology was adopted for the investigation. This choice is justified further in the following section, while the qualitative methodology is explained in detail later in the chapter.

All research, whether quantitative or qualitative, is based on some underlying assumptions about what constitutes valid research and which research method should be used. Therefore, it is important to be clear about the underlying epistemology (the assumptions about knowledge and how it can be obtained) that guides research (Myers, 1997).

According to Pansiri (2005), two major social science paradigms, positivism and interpretivism, have been the main theoretical perspectives on research in the tourism field. The positivist paradigm is associated with quantitative research and the interpretivist paradigm is associated with qualitative research. However, according to Guba and Lincoln (1994), four paradigms underlie qualitative research: positivism, post-positivism, critical theory, and constructivism. Orlikowski and Baroudi (1991), on the other hand, following from Chua (1986), suggest three categories based on underlying research epistemology: positivist, interpretive and critical. Thus, these categorizations are not always clear and there is considerable disagreement as to whether research paradigms or underlying epistemologies are necessarily opposed or can be accommodated within a single study. Furthermore, it should be noted that the word qualitative is not a synonym for interpretive, so qualitative research can be positivist, interpretive or critical, and that the choice of a specific qualitative research method is partially independent of the underlying philosophical position adopted (Myers, 1997). This study falls under the
interpretive philosophical perspective and employed qualitative methods for information collection, as discussed later in this chapter.

A paradigm is defined as a “basic set of beliefs that guide action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry” (Guba, 1990, p. 17). The research paradigms that underpin research in general, including tourism, are positivism, the interpretive social sciences approach, critical theory orientation, feminist perspectives, postmodern approaches, and chaos theory orientation (Jennings, 2010). As a tourism researcher, it is important to understand the tenets of each paradigm in order to design one’s own research project so as to ensure consistency between the approach adopted for data collection and the subsequent construction of ‘knowledge’ from the data (Jennings, 2010). The three basic interrelated fundamental principles are ontology, epistemology and methodology. Ontology refers to questions about the nature of the ‘knowable’ or the nature of ‘reality’ (Guba, 1990, p.18). Epistemology is the study of knowledge, concerned with issues such as the origins and the nature of knowledge, and the relationship between the inquirer and the known. Methodology refers to how the researcher goes about practically finding out whatever he or she believes can be known (Terre Blanche and Durrheim, 2006).

Research methodology refers to the procedural framework within which the research is conducted (Remenyi, Williams, Money and Swartz, 1998). It should be a systematic and methodical process of investigation that increases knowledge (Amaratunga, Baldry, Sarshar and Newton, 2002).

A methodology is governed by the specific research paradigms outlined above. A research project may adopt a quantitative methodology, or a qualitative methodology or a mixed method (qualitative and quantitative methodology). This choice depends on the nature of the research topic, the setting, the possible limitations and the underlying theoretical paradigm that informs the research project. A qualitative methodology is typically associated with the interpretive social sciences, critical theory orientation, postmodernism and feminism. A quantitative methodology on the other hand is associated with positivism and chaos theory. The mixed method methodology merges the first two in different ways and degrees, lying somewhere between the quantitative and qualitative methodologies. Primarily then, the two distinct approaches that inform the
gathering of empirical materials or data in any research project is the qualitative and quantitative approach (Jennings, 2010).

The study of methodology involves uncovering the practices and assumptions of those who use different methods. As distinct from methodology, ‘methods’ typically refers to the techniques themselves that researchers employ: data collection instruments, such as questionnaires, interviews or observations; data analysis tools, such as statistical tests or tools for extracting themes from unstructured data; or other research processes, such as sampling (Amaratunga et al., 2002).

There are many factors to be considered when choosing an appropriate research methodology, although the primary two are the research topic and the specific research question(s) (Remenyi et al., 1998). Both philosophers of science and methodologists have engaged in a long-standing epistemological debate about how best to conduct research. This debate has centered on the relative value of two fundamentally different and competing schools of thought, or inquiry paradigms (Amaratunga et al., 2002), logical positivism and interpretivism. These paradigms are reviewed in the following section followed by a discussion on qualitative and quantitative methodologies.

### 4.1.1 Positivism and interpretivism

Table 4.1 presents the differences between the two schools of thought of Positivism and Interpretivism. Logical positivism employs concepts based on social structure and social facts, and uses quantitative and experimental methods to test hypothetico-deductive generalizations (Amaratunga et al., 2002). Positivism, often regarded as characteristic of true ‘science’, is a term invented by Auguste Comte (1798-1857), the so-called founding father of sociology, as shorthand for logical positivism, or, more generally, to designate any approach that applies the scientific method to the study of human action (Schwandt, 2001). Among the major principles of this school are the need for the independence of the observer from the subject being observed, and the formulation of hypotheses for subsequent verification. Positivism searches for causal explanations and fundamental laws, and generally reduces a larger whole to its simplest possible elements in order to facilitate analysis (Amaratunga et al., 2002).
Table 4.1 Key features of positivist and realism paradigms

<table>
<thead>
<tr>
<th>Approach</th>
<th>Logical positivism</th>
<th>Interpretivism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Concepts and Beliefs</td>
<td>Social structure</td>
<td>World is socially constructed and subjective</td>
</tr>
<tr>
<td></td>
<td>Social facts</td>
<td>Observer is part of what is observed</td>
</tr>
<tr>
<td></td>
<td>World is external and objective</td>
<td>Science is driven by human interests and meanings</td>
</tr>
<tr>
<td></td>
<td>Observer is independent</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Science is value-free</td>
<td></td>
</tr>
<tr>
<td>Researcher should</td>
<td>Focus on facts</td>
<td>Focus on meanings</td>
</tr>
<tr>
<td></td>
<td>Look for causality and fundamental laws</td>
<td>Try to understand what is happening</td>
</tr>
<tr>
<td></td>
<td>Reduce phenomena to simplest elements</td>
<td>Look at the totality of each situation</td>
</tr>
<tr>
<td></td>
<td>Formulate hypotheses and test them</td>
<td>Develop ideas through induction from data</td>
</tr>
<tr>
<td>Methods</td>
<td>Quantitative</td>
<td>Qualitative</td>
</tr>
<tr>
<td></td>
<td>Hypothesis testing</td>
<td>Hypothesis generation</td>
</tr>
</tbody>
</table>

Adapted from Amaratunga et al., (2002, p. 19-20)

Phenomenological or interpretive science inquiry uses qualitative and naturalistic approaches to inductively and holistically understand human experience in context-specific settings. This approach tries to understand and explain a phenomenon, rather than search for external causes or fundamental laws. The term ‘interpretivism’ denotes those approaches to studying social life that accord a central place to Verstehen (Weber, 1978), a method of the social sciences which assumes that the meaning of human action is inherent in that action, and that the task of the inquirer is to unearth that meaning (Schwandt, 2001, p. 134). As Wolcott (2001) observes, qualitative methods have typically been used as a synonym for interpretivism in the social sciences.

According to Phillimore and Goodson (2004, p.35), positivist and post-positivist researchers are “associated with a particular view on the production of knowledge, namely that researchers are value free and neutral and can be substituted for one another without having an impact on findings, arguing that researchers must be able to transcend subjectivity and disconnect knowledge”. The difference between the two is seen in Table 4.2.

Table 4.2 Competing paradigms

<table>
<thead>
<tr>
<th>Alternate paradigms</th>
<th>Ontology</th>
<th>Epistemology</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positivism</td>
<td>Realism: truth exists and can be identified or discovered</td>
<td>Objectivism: unbiased observer</td>
<td>Hypothesis testing, falsification, quantification, controlled conditions</td>
</tr>
<tr>
<td>Post-positivism</td>
<td>Critical realism: truth exists but can only be partially comprehended</td>
<td>Objectivism: is ideal but can only be approximated</td>
<td>Modified quantification, field studies, some qualitative methods</td>
</tr>
</tbody>
</table>
Thinkers influenced by the interpretive paradigm dispute the beliefs of the positivist and post-positivist researchers. For instance, Schwandt (2000) argues that the interpretivist researcher turns the conventional positivistic approach to knowing and understanding the meanings of another’s actions by grasping the intent of other people by understanding their minds. Schultz (1962) suggests that the subjective nature of interpretivism allows for human beings to interpret their own and other people’s actions as meaningful in their everyday lives.

The paradigm adopted for this thesis is interpretivism, based on the work of Max Weber and his term ‘verstehen’ or empathetic understanding (Jennings 2001). According to Weber (1978, p. 5) “Empathic or appreciative accuracy is attained when, through sympathetic participation, we can adequately grasp the emotional context in which the action took place”. Denzin and Lincoln (1994) point out that the Interpretive paradigm assumes a relativist ontology (considering the world as being constituted of multiple realities). The epistemological basis is therefore subjectivist. For example, the researcher is obliged to enter the social world of the respondents to create understanding by adopting a qualitative and naturalistic (in the natural world) set of methodological procedures.

The ontological basis of an interpretive approach assumes that there are multiple explanations or realities to explain a phenomenon rather than one causal relationship or one ‘theory’ (Jennings, 2001). This study used Crompton’s and other push and pull studies to explain the motivations of Emirati tourists, and to further establish how well these prior studies explain the motivations of these tourists. Interpretivist philosophy also emphasizes relativism, arguing that there are only local and specific realities and that reality is not objective, single and divisible, but rather socially constructed, multiple, holistic, and contextual (Ozanne and Hudson, 1989). This suggests that the focus of research should not be on the quantity of information gathered but its quality and richness (Decrop, 1999). This implies that the epistemological foundation of an interpretive approach considers the relationships within the research process between the researcher and the respondents as subjective rather than objective (Jennings, 2001). In the case of this study, this subjective nature allowed the researcher to establish a more
personal and individual relationship with the respondents to uncover richness and detail in their holiday experiences, motivations and behaviour. A study following the interpretive approach tends to use research tools like in-depth interviews and focus groups to collect data, as was the case in this study. This allowed the researcher to investigate the holiday experiences and travel behaviour from the insider’s perspective, in this case of the Emirati tourists. That is, the data was collected in the real world or natural setting (Jennings, 2001).

The methodology entailed by an interpretivist approach involves an interactive and cooperative relationship between researcher and participant, where the interpretive inquirer watches, listens, feels, asks, records, and examines (Pizam and Mansfeld, 1999). Being inductive in nature, an interpretive approach allows the researcher to develop explanations of phenomena, while also providing a basis for ‘theory’ building and generation (Jennings, 2001). In relation to this study, the interpretive approach allowed the researcher to inductively analyse the empirical materials obtained through data collection to build on and generate new theory concerning the push and pull motivations of tourists from an Islamic/Arabic background.

4.1.2 Research methods – quantitative and qualitative

All research, whether quantitative or qualitative, is based on some underlying assumptions about what constitutes valid research and which research method should be used. Hence, it is important to consider the underlying epistemology (the assumptions about knowledge and how it can be obtained) that guides the research (Myers, 1997). The following discussion therefore explains each methodology and highlights the differences between them in order to explain and justify the qualitative approach used for this study. The qualitative approach is grounded in the interpretive social sciences paradigm, based on textual representations of the social reality, context and attributes of the respective tourism phenomenon under study. The information collected under this approach is referred to as empirical materials of text-based units, and the analysis conducted is inductive in nature. Inductive means that the observation and interpretation or (re)construction of empirical materials leads to the meaningful formulation of theories or models (Jennings, 2010).
A quantitative approach on the other hand is grounded in positivist or post-positivist social science paradigms that take the tourist experience, event or phenomenon and abstract it to the level of numerical representation. This approach is deductive in nature and grounded in the positivistic social science paradigms that mainly reflect the scientific method of the natural sciences. Deduction refers to a process that begins with a basic theory that is then applied to a set of data to see whether the theory is applicable or not. Some research may also adopt a mixed methodology combining both these approaches (Jennings, 2010).

A qualitative research approach takes an interpretive, naturalistic approach to its subject matter, meaning that qualitative research studies phenomena in their natural setting, attempting to make sense of, or interpret them in terms of the meanings people bring to them (Denzin and Lincoln, 1994). As Jamal and Hollinshead (2001, p. 67), put it, “qualitative research in the social sciences rests on a move from static, quantitatively measurable knowledge towards a focus on understanding and expressing that aspect of being which is dynamic, experienced and elusive of the positivist researcher”.

In contrast to qualitative research, quantitative research is “a formal, objective, systematic process in which numerical data are used to obtain information about the world. This method is used to describe variables, to examine relationships among variables, and to determine cause-and-effect interactions between variables” (Burns and Grove, 2005, p. 23). Quantitative research has been characterized by its concern for objective data collection, its emphasis on researcher control, and the development of systematic and standardized procedures. In contrast, qualitative research is frequently seen as concerned with the particular, and destined to remain pre-scientific (Kelemen and Rumens, 2012).

Some of the main differences between the qualitative and quantitative methods (see Table 4.3) in terms of aims, approaches, sampling, data collection, data analysis, outcomes and relationships with participants.

### Table 4.3 Some differences between qualitative and quantitative research

<table>
<thead>
<tr>
<th>Aim</th>
<th>Qualitative</th>
<th>Quantitative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Exploring participants’ experiences and life world</td>
<td>Searching for causal explanations Testing hypothesis, prediction, control</td>
</tr>
</tbody>
</table>
Understanding, generation of theory from data

<table>
<thead>
<tr>
<th>Approach</th>
<th>Broad focus</th>
<th>Narrow focus</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Process oriented</td>
<td>Product oriented</td>
</tr>
<tr>
<td></td>
<td>Context bound, mostly natural setting</td>
<td>Context free, often in artificial or laboratory setting</td>
</tr>
<tr>
<td></td>
<td>Getting close to the data</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sample</th>
<th>Participants, informants</th>
<th>Respondents, participants</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sampling units such as place, time and concepts</td>
<td>Randomized sampling</td>
</tr>
<tr>
<td></td>
<td>Purposeful and theoretical sampling</td>
<td>Sample frame fixed before research starts</td>
</tr>
<tr>
<td></td>
<td>Flexible sampling that develops during research</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Data collection</th>
<th>In-depth, non-standardized interviews</th>
<th>Questionnaire, standardized interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Participant observation/fieldwork</td>
<td>Tightly structured observation</td>
</tr>
<tr>
<td></td>
<td>Documents, photographs, videos</td>
<td>Documents</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Randomized controlled trials</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Analysis</th>
<th>Thematic, constant comparative analysis</th>
<th>Statistical analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Grounded theory, ethnographic analysis</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outcome</th>
<th>A story, an ethnography, a theory</th>
<th>Measurable results</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Relationships with participants</th>
<th>Direct involvement of researcher</th>
<th>Limited involvement of researcher</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Close research relationship</td>
<td>Distant research relationship</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rigour</th>
<th>Trustworthiness, authenticity</th>
<th>Internal/external validity, reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Typicality and transferability</td>
<td>Generalizability</td>
</tr>
</tbody>
</table>

**Source:** Holloway and Wheeler (2010, p. 10)

**Aims of qualitative versus quantitative approach**

Quantitative methodologies seek to describe the general characteristics of a population rather than the details of each particular element studied, as is the case with qualitative methodologies (Hyde, 2000). The aim of quantitative research is to determine the relationship between one or more independent variables and dependent variables in a given population. The results are easy to summarise, compare and generalise. However, while quantitative research is useful and valuable, it neglects the respondents’ perspectives within the context of their lives (Holloway and Wheeler, 2002).

In contrast, a qualitative approach helps to discover how people think about a certain subject and why by offering an in-depth understanding of the behaviour of individuals, groups and cultures. It aims to explain the reasons that govern such behaviour and how they interpret and make sense of their experiences and the world in which they live (Holloway and Wheeler, 2002). It further allows the researcher to explore intricate details about phenomena in terms of feelings, thought processes and emotions that are difficult to extract or learn about through more conventional quantitative research methods. This means a qualitative researcher is more likely to “alight upon instances of serendipity,
unanticipated findings which have the effect of modifying initial theory or even of refocusing an entire research project” (Dann and Phillips, 2000, p. 255).

However, one consequence of this is that knowledge produced from a qualitative approach may not be generalizable to other people or other settings, remaining instead limited to the few people included in the research study. Other limitations that qualitative researchers encounter are that data analysis can be time consuming, and also the possibility that the findings may be influenced by the researcher’s personal biases and idiosyncrasies. The researcher’s presence can also affect the respondents’ responses during data gathering and anonymity and confidentiality may also cause problems. In short, rigour is more difficult to maintain, assess and demonstrate (Anderson, 2010).

Based on the aims of a qualitative approach this study adopted this approach to uncover the hidden and underlying needs of why Emirati tourists are pushed and pulled to travel to Australia. The deficiencies of the qualitative method are later addressed further.

**Data collection**

The main methods of data collection in quantitative research are surveys in the form of questionnaires and structured interviews, case studies, documentary methods, observation, impact assessment and quasi-experimental methods (Given, 2008). Data may be collected cross-sectionally or longitudinally, before being analysed numerically using statistical analysis.

Qualitative research tends to prefer techniques like in-depth interviewing and focus groups to ask people questions about their worlds and the meanings they attach to them (Patton 1987). It also involves the use of a variety of empirical materials, including case studies, personal experience, introspection, life history, observation, history, interaction and visual texts to describe and analyse “routine and problematic moments and meaning in individuals’ lives” (Denzin and Lincoln, 1994, p. 2). This study used in-depth interviews and focus groups to understand the travel behaviour and experiences of its respondents. These interviews were conducted at Zayed University and Middlesex University in Dubai for which permission to do so was given by La Trobe University’s Ethics Committee.
**Sampling**

Quantitative research tends to draw on large and representative samples from the population of interest, and measure the behaviour and characteristics of that sample in order to construct generalizations regarding the population as a whole. As a result, some, or even all, of the individual elements within the population may not match the behaviours and character of this aggregated population profile.

Sample sizes for qualitative studies are generally much smaller than those used in quantitative studies. Although a number of issues can affect sample size in qualitative research, the guiding principle should be the concept of saturation. Morse (1995, p. 147) defines saturation as “data adequacy operationalised as collecting data until no new information is obtained”. Furthermore, Mason (2010) argues that as the study goes on more data does not necessarily lead to more information, emphasising that one occurrence of a piece of data, or a code, is all that is necessary to ensure that it becomes part of the analysis framework. Reason being qualitative research is concerned with meaning and not making generalised hypothesis statements. This study used a snowball sampling technique to recruit the respondents. The fieldwork was completed once no new information was coming through.

**Outcomes**

Taylor and Bogdan (1998, p. 5) suggest that qualitative research produces descriptive data based on the findings from “people’s own written or spoken words and observable behaviour”, which leads to a story, an ethnography or a theory. It is useful for theory generation (Dann and Phillips, 2000), and for filling gaps in existing theory (Dooley, 1984), as it “actively engages these pre-existing understandings, theories and assumptions, allowing them to be transformed and changed so that new theory can be developed” (Ezzy, 2002, p. xiii). Quantitative research, on the other hand, answers questions about how many people share a certain opinion, and basically produces numerically measurable results, leading to theory or hypothesis confirmation and falsification.
Analysis

Qualitative research focuses on interpretation, allowing the researcher responsible for interpreting the contents of the communication texts to explain their meanings based on the social setting or context from which they are drawn (Jennings, 2010). Researchers may use thematic, constant comparative analysis, grounded theory or ethnography as a form of analysis. Some data may be quantified, as with census or background information about the people or objects studied, but the bulk of the analysis is interpretative (Strauss and Corbin, 1998).

Quantitative methodology, on the other hand, provides a systematic empirical investigation of social phenomena via statistical techniques, with the objective of developing mathematically expressed models, theories and/or hypotheses pertaining to phenomena (Given, 2008).

This study employed content analysis to sift through the interviews to draw out categories of words and phrases sharing the same meaning. Content analysis is a research method that may be used with either qualitative or quantitative data, and in an inductive or deductive way. For this study, the researcher adopted both deductive and inductive approaches.

According to Elo and Kyngas (2008), a deductive approach is useful if the general aim is to test a previous theory in a different situation. Since the general aim of this study was to examine the utility of the push and pull models of tourist motivation, using Crompton’s (1979) motivational model for the investigation, this study first adopted the deductive approach to draw out the texts that fitted his push and pull categories. This was followed by an inductive analysis, which is used when where there are no previous studies dealing with the phenomenon, or when it is fragmented (Elo and Kyngas, 2008). This is the case with this study as it examined Emirati Arab/Islamic tourists, a barely researched population.

Relationship with participants
Patton (1987) stresses that, in qualitative research, researchers engage in naturalistic inquiry, meaning the study of naturally occurring activities and processes. These activities are “natural” in the sense that they are not planned and manipulated by the evaluator, as would be the case in an experiment. Instead, they use interviews, and “the purpose of interviewing, then, is to allow us to enter the other person’s perspective” (Patton, 1987, p. 341). Quantitative research allows only limited involvement of the researcher with the participants, and this relationship is kept distant (Holloway and Wheeler, 2002) since participant numbers are much larger.

**Rigour**

Regardless of the approach, the worth of any research is evaluated by peers, grant reviewers and readers. Most quantitative researchers document and evaluate the worth of projects by assessing the reliability and validity of the work (Payton, 1979). These two terms are rooted in positivism. Since qualitative research studies the empirical world from the viewpoint of the person under study, reliability and validity criteria do not apply (Krefting, 1991). According to Leininger (1985), validity in a quantitative sense refers to the degree to which an instrument measures what it is designed to measure.

Agar (1986) therefore suggests that a different language is needed for qualitative research that could replace reliability and validity with terms such as credibility, accuracy of representation and authority of the writer. Leininger (1985) adds that validity in a qualitative sense means gaining knowledge and understanding nature, referring to the meanings, attributes and characteristics of the phenomenon under study.

Rigour is also assessed in terms of trustworthiness. Therefore, just as there is a need to look at the accuracy and trustworthiness of various kinds of quantitative data in different ways, there is also a need to look at qualitative methods for the different ways that they ensure the quality of the findings. However, in qualitative research, it is important not to fall into the trap of assuming that all qualitative studies should be evaluated with the same criteria. Qualitative research is imprecise and refers to many dissimilar research methods and these approaches have different purposes and methods, and therefore different ways of determining whether they are trustworthy (Krefting, 1991). Trustworthiness in relation to this study is discussed later in this chapter.
A particular research study can therefore be completely qualitative, or mixed with an emphasis on qualitative; completely quantitative, or mixed with an emphasis on quantitative. Finally it can be mixed with an equal emphasis on qualitative and quantitative. This study is completely qualitative, as justified in the following section.

4.1.3 Justification of a qualitative approach

Onwuegbuzie and Leech (2005, p. 376) state that quantitative and qualitative methods are “merely tools that are designed to aid our understanding of the world” so the choice of research method should depend on the research questions. In the field of social sciences, particularly tourism research, the ‘master paradigms’ have been the positivist and post-positivist paradigms, which tend to be associated with a quantitative approach (Phillimore and Goodson, 2004; Mehmetoglu, 2004; Dann, Nash and Pearce, 1988). For instance, Walle, (1997, p. 525) agrees that most tourism research adopts techniques that accept logical positivism, and statistical investigation continues to dominate research in tourism, under the assumption that “the phenomenon under consideration must be empirically verifiable by both the researcher and larger scientific community”. However, Walle notes that, “although [positivist] scientific techniques are powerful tools which often channel thought in productive ways, the unwary scholar can easily fall prey to methodological pitfalls which potentially destroy the significance of scientific research”. For instance, he notes that positivistic research prevents a meaningful consideration of the social context that accompanies a particular behaviour. To explain this, he asks: “How should eating human flesh be classified?” (p. 525), associating it with Christian rituals where worshippers symbolically eat Christ’s body, with some Christian sects actually believing they are eating human flesh. Walle then asks: “What if these people believe they are eating human flesh but the researchers disagree?” (p. 525). In such an instance, insightful and in-depth qualitative research methods, such as in-depth discussions through interviews, may prove to be much more helpful for understanding this phenomenon as the researcher may be able to establish the real thoughts and feelings of these people in relation to this ritual. Similarly, in the case of this study of Emirati tourists, one aim is to understand deep-rooted travel motivations, so qualitative methods such as in-depth interviews will be more useful for uncovering the real motivations of
these tourists to choose Australia as a holiday destination, and to learn how Australia meets their needs.

Walle (1997) argues that one of the drawbacks of employing rigorous, positivistic methods is that the researcher may be prevented from using insight, intuition and other non-rigorous processes to understand the nature of society and humankind. This dilemma, Walle claims, has led tourism researchers to collect diverse forms of evidence in order to better pursue important research questions. Walle furthers states that many scholars today are re-embracing other techniques in order to cope with the problems they face, and are looking for a broader variety of research strategies. Hence, purely statistical tools are being supplemented with more qualitative methods. In the last twenty years, qualitative techniques have gained credibility within the marketing and tourism research fields. For example, consumer behaviourists, who “are now at the cutting edge of consumer behaviour: a sister social science of tourism” (Walle, 1996, p. 878), are also adopting qualitative methods in order to investigate relevant topics in meaningful and pragmatic ways.

Quantitative studies are subject to doubts as to whether data, will yield the desired result, or instead remain trapped within the presuppositions that the researcher brings to the subject of study. Qualitative approaches, by contrast, may allow for reflexive awareness on the part of the researcher to remain at the heart of any analysis (Kelemen and Rumens, 2012).

Firestone (1987) suggests that quantitative studies persuade the reader through de-emphasizing individual judgment and stressing the use of established procedures, leading to results that are generalizable to populations. In contrast, qualitative research persuades through rich description and strategic comparison across cases, thereby overcoming the “abstraction inherent in quantitative studies” and permitting generalization to theory (Yin, 2004). Qualitative research typically answers research questions that address ‘how’ and ‘why’, whereas quantitative research typically addresses ‘how often’ and ‘how many’. Therefore, since quantitative methods still need valid conceptual grounding, qualitative methods are probably always needed to fully understand social phenomena. For example, it should be noted that Einstein’s mathematical work was conceptual, which later was investigated more empirically. Whether qualitative and quantitative
research occurs iteratively between one and the other, or is carried out simultaneously, it is clear that both methods can contribute to understanding a phenomenon (Malina, Hanne and Selto, 2011).

It is also important to note here what Denzin and Lincoln (1998) refer to as the first moment in qualitative research being the ‘traditional period’ (1900-1945), where emphasis was more on quantitative research. However, not all research undertaken in this time employed quantitative methods or was exclusively informed by a positivistic, natural science approach. The discovery of ‘the Other’ by Western explorers and missionaries was followed by the urge to record them. The first stage in the development of qualitative research is associated with the provision of “objective colonizing accounts of field experiences” (Denzin and Lincoln, 1994, p. 7). Researchers recorded, through observation, interview and analysis of documents, how such ‘primitive’ societies operated. Through their interpretation, they discussed what was going on in terms of evolution and native peoples. However, it also worth noting that many of the ethnographic accounts of this period still remained depersonalized, devoid of any reflexive account, with the researcher’s voice dominating. Post-colonial researchers, in particular, have challenged such approaches, tending instead to explore tourism from the perspective of the local people (Phillimore and Goodson, 2004).

Tashakkori and Teddlie (2009), in their discussion on epistemology, indicate that, in terms of the relationship between ‘the knower and the known’, a quantitative researcher and what is being researched are viewed as independent of each other, whereas in the qualitative approach they are viewed as interactive and inseparable. In terms of ontology, they argue that quantitative researchers see reality as single and tangible, whereas qualitative researchers view reality as constructed and hence multiple. This suggests that qualitative methods are extremely useful for obtaining the intricate details about phenomena, such as feelings, thought processes and emotions, that are difficult to extract or learn about through more conventional quantitative research methods (Strauss and Corbin, 1998). This study uses qualitative methods, specifically in-depth interviews and focus groups, to obtain the intricate details of the respondents’ holiday motivations, behaviour and experiences.
Walle describes the interpretive paradigm is “artistic investigation”, which employs “less rigorous, but more flexible, tools of investigation” (Walle, 1997, p. 528), and concludes that, although tourism research places more emphasis on positivism than interpretivism, it needs to embrace other research strategies in order to enhance its ability for human understanding.

Qualitative methodology is informative but less structured than quantitative research. It provides an “in-depth insight; it is flexible, small-scale and exploratory, and the results obtained are concrete, real-life and full of ideas” (De Ruyter and Scholl, 1998, p. 8). Regarding tourism research specifically, as De Ruyter and Scholl (1998) point out, qualitative methodology is particularly useful in areas where there are limitations in market knowledge, as is the case of the Emirati Arab/Islamic market.

To conclude, a qualitative approach is justified for this study since the phenomenon under study, Emirati/Islamic tourists visiting a Western destination, has barely been researched (See Appendix D, Studies of tourist motivation conducted in GCC countries) and a qualitative approach, being exploratory, allows the researcher to gain a deeper understanding of these tourists’ motivations to visit a country opposite to their culture. As Taylor and Bogdan (1998, p. 5) suggest, by using interviews for information collection, this study produces descriptive data based on the findings from “people’s own written or spoken words and observable behaviour”, which leads to a story, an ethnography or a theory. This is useful for theory generation (Dann and Phillips, 2000), and for filling gaps in existing theory (Dooley, 1984), as it “actively engages these pre-existing understandings, theories and assumptions, allowing them to be transformed and changed so that new theory can be developed” (Ezzy, 2002, p. xiii). This research contributes to theory generation by providing a critique on the utility of push and pull tourist motivation models, and contributes to filling in the gaps in existing theory by extending and revising Crompton’s (1979) push and pull tourist motivation model. A further aim of this study is to test whether Crompton’s (1979) model, and other push and pull models, apply in a new context and, most importantly, to contribute to the push and pull theory of tourist motivation. Szmigin and Foxall (2000) assert that, by conducting tourism research using a qualitative approach, researchers are able to present the reality that matters most during consumption: that which is subjectively experienced in consumers’ minds.
4.2 Theoretical framework

A theoretical framework is a group of statements composed of concepts related in some way to form an overall view of a phenomenon, by providing an explanation about our experiences of the phenomena in the world (Dubin, 1978). This implies that the theoretical framework presents concepts that are identified and defined, showing relationships among the concepts that are identified and setting limits or boundaries for a proposed study. The context within which the theory is placed can be understood by analyzing the work and theorizing of previous researchers, and explaining how these theories tie into the current research problem and purpose statements (Maxwell, 2005). In order to understand the push and pull motivations of the target group under investigation in this study, the push and pull concepts investigated were first placed within the boundaries of the push and pull motives defined by Crompton’s (1979) framework (see Figure 7.1), and other push and pull studies, which both supported Crompton’s motives and generated new ideas. By undertaking this process, the researcher was able to show how this study fits within other research in the field, and to develop and select realistic and relevant research questions and methods.

4.3 Research design

This section sets out the steps followed in this study to collect data. First, it considers the questionnaire prepared by the researcher, based on Crompton’s (1979) socio-psychological model of seven push and two pull factors to frame the questions for drawing out the motivations of these tourists. Second, it describes the sampling procedure used to recruit participants for the focus group and in-depth interviews. Third, it presents the interview procedures and method of recording the data.

4.3.1 The questionnaire design

According to Burgess (2001), a researcher should consider the following five factors when designing a questionnaire for a qualitative study: defining the aims of the research; identifying the data necessary to answer the study’s research questions; choosing
questions that meet the research objectives; avoiding asking too many questions; and designing a clear and concise questionnaire to obtain the best responses. Accordingly, the questionnaire for this study was designed to ensure that all the questions were clear and concise, and were based on the literature review of issues pertaining to the push and pull conceptual framework of tourist motivation. This framework helped in understanding what motivates an individual to select a specific tourism product or amenity, and the influences of the push and pull factors that motivated Emirati tourists to holiday in Australia.

Oppermann (1999) advises that researchers need to be cautious when addressing sensitive issues. Keeping this in mind, and also knowing that the Emirati society is traditional and conservative in its outlook, care was taken not to ask direct questions relating to sensitive and controversial issues. For instance, issues pertaining to the consumption of alcohol and pork, and other activities that are considered unacceptable (haram) in Islam, were not addressed through direct questions. However, the interviews were also conducted to allow probing by the researcher to reveal if any of these controversial issues were actually push or pull motives for travel amongst the Emirati participants.

The questionnaire for this study consisted of three main sections (see Appendix E) introductory, core and concluding. The introductory section contained six general questions, which explored the reasons for taking a holiday, the number and duration of holidays taken in a year, the travel party composition, the activities generally engaged in whilst on holiday, the importance of the destination selection in terms of holiday experience, and interest in trying out new things while on holiday. These questions were asked in order to find out the general holiday motivations of the Emirati tourist, and to compare whether the target group’s motivations to travel to Australia were similar or different to other holiday destinations visited.

Mayring (2000) points out that existing theory helps to focus research questions. Therefore, the core section of the questionnaire consisted of thirteen questions based on Crompton’s (1979) seven push categories, namely escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction, and two cultural or pull categories, novelty and education. The questions were open-ended, such
as “What are some of the things you and your family like to do while on holiday?” These were accompanied by more specific probe questions, based on Crompton’s model, such as “Do you see your holiday as a form of opportunity for the family to get together?” The aim of these core questions was to explore the motivations and behaviour of the Emirati tourists on holiday in Australia in terms of Crompton’s model.

The concluding section included two general questions focusing on summarizing whether Australia (external pull factors) as a destination suited them and met the needs of these tourists (Crompton 1979; Dann 1977), and a final probe question to draw out any other details these tourists wished to talk about regarding their holiday in Australia.

The questionnaire in this study was used orally to gather information during in-depth interviews and focus groups (Sarantakos, 2005) in order to draw out the rich detail of the respondents’ holiday motivations, behaviour and experiences. Using a questionnaire during an interview was beneficial to the respondent because he/she does not have to write anything, therefore making the research less intrusive (Jennings, 2010) as respondents may find it invasive and time-consuming. In designing a questionnaire, a researcher has the choice to use closed and/or open questions to obtain specific and detailed answers respectively. This study used open-ended questions, so that the respondents were able to contribute as much detailed information as they desired and fully express their viewpoints and experiences (Creswell, 2008). This study utilised the standardised semi-structured interview approach instead of a structured or unstructured approach. That is, although the wording of the questions was highly structured and all respondents were asked identical questions, the questions were open-ended, which allowed the respondents to more fully reveal their viewpoints, experiences and behaviour. This approach also allowed the researcher to ask probing questions systematically as a means of follow-up.

4.3.2 Sampling procedure - snowball sampling

This section describes the snowball sampling procedure used to recruit the participants for this research. Snowball or chain referral sampling is a method that yields a study sample through referrals among people who share or know of others who possess some
characteristics that are of research interest. It is a kind of purposive sampling and participants whom contact is already made with, use their social networks to refer the researcher to other people who could potentially participate in or contribute to the study. Snowball sampling is used to find and recruit groups not easily accessible to researchers (Family Health International, n.d.). In snowballing sampling, the researcher must first define specific inclusion criteria for eligible participants (Spreen, 1992). This study used a sample of Emiratis from Dubai and Abu Dhabi who had all holidayed in Australia. The major criteria were as follows (see also Appendix F):

a) Participants had to be above the age of 20.
b) Participants had to be able to speak English.
c) Participants had to be local Emirati nationals from an Arab/Islamic background who had travelled to Australia for leisure purposes.
d) Participants had to be from Dubai or Abu Dhabi.
e) The age of the participants ranged between 20 years to 50 years of age. Some were working full-time or had their own business, some were completing the final year of their studies (they were aged between 20-23 years of age), a couple were working and studying part-time and two were housewives.

Snowball sampling is particularly valuable for dealing with a population that is relatively small and difficult to reach because the researcher lacks information about formal or informal “network connections” (Jennings, 2010). Furthermore, Faugier and Sargeant (2008) state that sometimes the unknown and/or secretive nature of some groups in society may also make it difficult for investigation. These factors made snowball or chain referral sampling an appropriate choice for this study since Emiratis in general are a closed society, so it was difficult to reach them. Some of the reasons are as follows. First, their lifestyle is conservative due to cultural influences and religious norms and pressures. Second, in Arab society, it is common and preferable in business relations for somebody to act as an intermediary to arrange a meeting between two strangers. In addition, personal influence is helpful in getting things done, so people often ask someone with influence to represent them. Each new referral made use of their social network to refer the researcher to another potential participant. Third, living in a rather close-knit society, Emirati people are not generally very open to interacting with expatriates (Forbes Formula HSBC Survey, 2012). This also made it advisable to
approach potential participants through a recommendation by an Emirati, therefore a referral method is appropriate. Fourth, as suggested by Miles and Huberman (1994) snowball or chain sampling is extremely beneficial to inductive research which may lead the researcher to follow new leads and unexpected findings, and therefore help in theory building and analysis. Snowball sampling typically identifies cases of interest from people who know people socially or business related. Fifth, snowball or chain sampling is also an approach for locating information-rich key informants or critical cases. It is also appropriate when a study is concerned with a small, distinct population of people who are knowledgeable about the research topic (Aaker and Day 1990; Patton 2002).

It has been argued by Biernacki and Waldorf (1981) that in order to maximize sample variability and the theoretical utility of snowballing sampling, researchers need to make conscious efforts to pace and monitor the referral chains that they generate to ensure the quality of data being collected. For this study, the fieldwork began with completing first the three focus groups and then the in-depth interviews. During this interview period the researcher allocated some time for interpreting the data before interviewing further participants. This helped to monitor the saturation of data. Patton (1987) suggests that the time interpreting data after each interview is crucial because it allows time for reflection and elaboration. It allows for quality control to guarantee that the data obtained will be useful, reliable and valid. This process of transcribing the data after each interview also allowed the researcher to reflect on the real thoughts and feelings (Walle, 1997) of the respondents. When the information from the interviews was becoming redundant and no new data was emerging (Lincoln and Guba, 1985) the researcher decided to stop conducting any more interviews. This point of data or information redundancy is compared to data saturation when nothing new is heard (Patton, 2002; Ezzy, 2002).

To begin the process of snowball sampling, once the researcher finds the first individual with the necessary characteristics this person is asked if they know or can recommend anyone else with the same characteristics who may be willing to take part in the research (Howitt and Cramer, 2011). The researcher for this study first identified an Emirati with the required characteristics who had visited Australia for leisure reasons. This person then identified another person that met the inclusion criteria who the researcher contacted by mobile phone in order to ensure that the participant met the required criteria. At every in-depth interview and focus group, the researcher requested the participants to suggest at
least one other participant until a sufficient number of participants had been contacted and information was completely saturated. During this process, each participant usually phoned the researcher back after a few days with a contact name, or gave the details during the interview, although in some instances the researcher had to contact the participant to get other contacts. In a few instances, some participants stated that they did not know anyone who could be of value to the study, whereas in other instances, interviewees introduced the researcher to several people who were then contacted by the researcher. Before contacting new potential participants, the researcher checked with the referring participant whether the person or people they gave actually met the above criteria. In addition, every referred person was contacted prior to interview by telephone to confirm that they met the above criteria, especially to gauge their level of English. This process was used for both the focus groups and in-depth interviews. Through this process, the researcher contacted twenty-five potential respondents all in the UAE. From the twenty-five only eighteen contacts materialized. Data was provided from three focus groups which comprised respectively four, five and eight participants and fifteen individuals participated in the in-depth interviews.

**Target sample for the focus groups**

Minichiello, Simai-Aroni and Hays (2008), describe focus groups as focused or semi-structured interview situations that involve interviewing participants together rather than individually. Focus groups are useful when a researcher wants to determine points of view, opinions, and attitudes towards particular topics. They are also useful when the researcher feels that a focused group discussion will add to the richness of the collected empirical materials, through questioning, clarifying, challenging and discussing the participants’ positions regarding the focus of the discussion. A focus group encourages discussion between the participants, which helps them to reflect and further clarify their positions. These interactions and discussions between the participants can be usefully orchestrated by the researcher towards achieving the aims of the data collection process (Jennings, 2001; 2010).

According to Jennings (2001, 2010), to ensure the success of a focus group, the researcher must ensure that all people’s views are respected and that emotions are under control, while allowing everyone equal time to contribute so that no one dominates the
session. The researcher should have knowledge of group roles, and the ability to probe deeper into issues, using questions and points of clarification. As a resident of the UAE for more than eight years, the researcher had developed knowledge about the roles of various family members within Emirati families and society, which enabled her to probe into issues more deeply pertaining to travel to Australia.

The focus group approach was used as a preliminary tool towards more structured research. As part of the study, the focus group interviews were conducted to pre-test the interview format and determine the salience and depth of data obtained using this approach. The interview revealed that the SOEI style format and question guide allowed participants to comfortably provide a great deal of detail concerning their motivations whilst on vacation. Furthermore, focus groups are often a good method of data generation since they involve gathering opinions and impressions from homogeneous participants. Since the Emiratis are a homogenous group, the group size was limited to two groups comprising of four only participants (Brown, 1999). One group consisted of eight.

Focus groups require some pre-screening to ensure that the people who participate have the characteristics of the population from which they are drawn (Jennings, 2001; 2010). In the case of the first focus group interview for this study, the researcher identified the first participant, who then introduced the researcher to her family, who had also been to Australia. This group consisted of one male and three female members who had travelled together on the same holiday, as Emiratis in general like to travel in groups for holidays (Michael et al., 2011). This kind of sampling technique works on the basic assumption that there is some kind of ‘linkage’ or ‘bond’ with other people in the sample population.

For the second focus group, one of the members from the first focus group introduced the researcher to a family friend who brought together a group of three women and one man. At the time of the focus group meeting, it was revealed that one female member did not speak English. However, the participant from the first group that had introduced the researcher to this second group volunteered to assist with interpretation, so the researcher was able to accept the non-English-speaker as a participant. The third group was arranged through an Emirati acquaintance of the researcher and consisted of eight Emirati men. It must be highlighted that in Arab culture gender segregation is common,
making it very difficult to bring together female and male members of society who do not know each other.

**Target sample for the in-depth interviews**

In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews, which is useful for exploring the perspectives and experiences of a small number of participants (Boyce, 2006).

Denzin and Lincoln (2003) stress the need for in-depth interviewing as a key qualitative technique, as this type of inquiry searches for an understanding of the phenomenon under study as a whole. They argue that qualitative inquiry does not aim to prove something or control the participants, but looks instead at relationships within existing systems or cultures and understanding given social settings, not necessarily making predictions about those settings.

In the case of the in-depth interviews, the researcher contacted the first interviewee through a recommendation to ensure he met all the inclusion criteria. He had studied in Tasmania, Australia, for over three years, but had also visited other destinations in Australia as a tourist, often alone, but at other times with friends, and in a few instances with his wife and children. As stated earlier, the final target sample included fifteen Emirati interviewees. Of these, seven were male and eight were female. Some participants were working while a few were completing the final year of their bachelor degree at university. All of the participants had been to Australia at least once as a tourist with their family, and in some cases a few of them had travelled with friends, especially on their second and subsequent visits to Australia. Two had also travelled as tourists around Australia while studying there. On completion of their studies, they also went back as tourists, travelling with family and friends. For one in-depth interview, two participants requested to be interviewed together since they felt more comfortable and relaxed, while the participant in another refused to be recorded so the researcher made notes. As mentioned earlier, this behaviour stems from this society being conservative and closed, which can create limitations such as this in conducting research. Some respondents were in their final year of university and others were working or had their own business.
4.3.3 The interview

Howitt and Cramer (2011) state that researchers adopt diverse strategies in conducting interviews. Interviews are like conversations, being “merely one of many ways in which two people talk to each other” (Benney and Hughes, 1970, p. 176). The interview can be highly structured or unstructured or semi-structured.

A structured interview is inflexible, highly specific and its questions are well formulated. Participants are forced to keep to the topics raised by the questions, with little or no scope for them to express views on other issues. The answers generated are intended to be readily and quickly coded with minimum labour (Howitt and Cramer, 2011).

Unstructured interviews, on the other hand, are flexible, with a less clear agenda in terms of content, and are less clearly researcher led. Sometimes rambling participant accounts are encouraged as this may reveal data other than that anticipated by the researcher. Researchers are allowed to rephrase questions and use probes to look for richer and more detailed answers. This results in extensive and labour intensive coding procedures (Howitt and Cramer, 2011).

Semi-structured interviews are more like a conversation in a more relaxed interview setting. The interviewer has a list of issues for prompting the participant that help focus the interaction. The list offers some structure, but the ordering of discussion may vary from interview to interview. This format also allows the researcher to take time to establish rapport and move towards the examination or exploration of possibly sensitive issues. The questions are not objectively predetermined and presented, and therefore the researcher is able to ask for further clarification and detail through follow-up questions to pursue issues without negatively affecting the quality of the empirical materials collected. Thus, like unstructured interviews, semi-structured interviews are fluid in nature and follow the thinking process of the participant/co-researcher. Semi-structured interviews also allow several or more people to be interviewed at the one time (Jennings, 2010). Jennings further argues that the semi-structured interview method is useful in gathering empirical materials on complex and/or sensitive issues.
In the present study, as previously mentioned, the target sample being conservative and close-knit, the researcher followed a standardized open interview approach with the use of open-ended questions, thereby allowing the respondents to provide open-ended responses. This approach allowed the researcher to ask follow-up questions more for clarification and understanding whenever required. This also helped the researcher to uncover the rich detail of the respondents’ experiences, behaviour and motivations for holidaying in Australia and thereby contributing to the development and extension of the push and pull tourist motivation theory one of the main aims of this research. The following section outlines this interview procedure that was used for the focus groups and the in-depth interviews.

**The standardized open-ended interviews (SOEI)**

To explore the perspectives and experiences of Emirati tourists in this study, a standardized open-ended interview (SOEI) format was used to interview three focus groups and fifteen Emirati respondents. According to Patton (2002, p.346), the four major reasons for using an SOEI approach are as follows:

1. The instrument used in the research study is available for inspection by those who wish to use the findings of the study.
2. It can reduce variation if the same interviewer may not be consistent across interviews.
3. The interview is highly focused so that interviewee time is used efficiently.
4. Analysis is facilitated by making responses easier to find and compare.

The SOEI uses the same wording for each interviewee, with the sequence of questions determined in advance (Patton, 2002). Though the data is open-ended, in the sense that the respondent provides his or her own words, thoughts, and insights in answering the questions, the precise wording of the questions is predetermined (Patton, 1987; 2002).

In this study, after the researcher received institutional ethics approval, the participants for the focus groups and in-depth interviews were contacted. Before the start of each interview, each participant was given the La Trobe University consent form to read and sign. All focus group and in-depth interviews were audiotape-recorded and transcribed.
verbatim, as mentioned before, except for one in-depth interview where the participant refused to be recorded. In this case, the researcher took notes during the interview. Due to conservative mores, two of the in-depth female interviewees requested to be interviewed together instead of individually. The duration of the in-depth interviews ranged from thirty to ninety minutes, while the focus group interviews lasted between sixty and ninety minutes.

The interviews were built around the pre-prepared interview schedule presented earlier in this chapter, with the questions being asked as they appear in the schedule, and the answers recorded on audiotape. The interviewer provided explanations wherever necessary, and used various probing questions to clarify answers, and the respondents were also asked to explain any ambiguous answers. For the focus groups, since there were more than one interviewee, the researcher encouraged each respondent to share their opinion of their experiences after asking each question. Sometimes each respondent gave an answer to the question, but in some instances, some replied that they shared the same opinion as another respondent, while occasionally some of them said they did not have anything to say.

The SOEI for this study included questions (see Appendix E) about the push and pull tourist motivations of Emirati tourists who visited Australia for leisure purposes. The questions were carefully worded and arranged for the purpose of taking each respondent through the same sequence using the same words. The SOEI is very useful since it helps to minimize variation in the questions posed to the interviewees, which reduces bias that can occur from having different interview questions for different respondents. By using an SOEI approach, the problem of obtaining a great deal of valuable data from certain respondents while getting less systematic information from others was minimized. For this study, it was very desirable to have information based on the same questions from each participant interviewed as this helped in constructing themes and developing new theory while testing conventional theory.

All participants were asked the same basic questions in the same order, and the questions were worded in a completely open-ended format. The design of the SOEI also allowed the researcher to demonstrate sensitivity regarding certain issues that could be deemed controversial in the participants’ traditional and conservative culture. For example,
behaviour that is not permissible in home environment, which the participants indulged in back home like change of dress code, alcohol consumption and so on.

4.4 Trustworthiness

According to Lincoln and Guba (1985, p. 290) the aim of establishing trustworthiness in a qualitative study is to support the argument that the inquiry’s findings are “worth paying attention to”. In any qualitative research project, four issues of trustworthiness demand attention: credibility, transferability, dependability, and confirmability (Guba, 1981). These concepts of truth value, applicability, consistency and neutrality in qualitative research which Riley (1985) calls ‘credibility,’ ‘transferability,’ ‘dependability’ and ‘confirmability’, are also represented within the conventional quantitative research, where they are termed ‘internal validity,’ ‘external validity,’ ‘reliability,’ and ‘objectivity’ (Lincoln and Guba, 1985). Qualitative researchers need to establish confidence in the ‘truth value’ of their findings in relation to a particular inquiry involving respondents in a particular context. They have to determine the extent to which the findings of this particular inquiry have ‘applicability’ to other contexts or with other respondents, and whether the findings would be consistent if the study was repeated with the same respondents in the same context. In addition, the researcher has to determine the ‘neutrality’ of the findings by establishing the degree to which the findings of the inquiry were determined by the particular respondents and conditions of the inquiry, rather than being an artefact of the biases, motivations, interests, or perspectives of the inquirer. This study’s credibility, dependability and confirmability were addressed as follows.

4.4.1 Credibility

There are various ways to increase the probability that credible findings will be produced by adopting strategies such as prolonged engagement, persistent observation, and triangulation (Lincoln and Guba, 1985). Prolonged engagement is the investment of sufficient time to achieve certain purposes like learning the ‘culture,’ testing for misinformation introduced by distortions, either of the self or of the respondents, and building trust. Schwartz and Ogilvy (1979), cited in Lincoln and Guba (1985, p. 302)
argue “objects and behaviours take not only their meaning but their very existence from their context”. Therefore, it is imperative for the researcher to spend enough time orienting to the context by “soaking in the culture through his or her pores” (Lincoln and Guba, 1985, p. 302). The researcher for this study lived in UAE culture for over eight years, thus making it easier to explain the phenomenon in reference to the context. While prolonged engagement provides the scope, persistent observation provides the depth needed to identify those characteristics and elements in the situation that are most relevant to the issue being pursued and to develop a deeper and more detailed focus (Lincoln and Guba, 1985).

Regarding triangulation, Denzin (1978) has suggested four different types: data triangulation, investigator triangulation, theory triangulation and method triangulation. He recommends the use of multiple types. In the current study the researcher adopted three strategies. First data triangulation, which requires the researcher to draw on various sources of data in the research process. The findings can then be substantiated and any weaknesses in one source of data can be compensated for by strengths in another source, thereby increasing the credibility of the results (Hales, 2010). This study adopted the strategy of constantly verifying the findings from the interviewee transcripts against prior theory.

Second, methodological triangulation involved the use of multiple data collection methods (such as interview, questionnaire, observation, testing), or different research designs. In this study, methodological triangulation was achieved through interviews with the participants, audio recordings during the interview, and general group behaviour observation that may not have directly addressed the research question but provided another point of view.

Third, theory triangulation involves researchers using several theories or perspectives to analyse data. In this study, a thematic content analysis approach (forming themes, codes or categories) to analyse the data inductively was followed by a directed content analysis approach as a deductive method to carefully review all transcripts against the theoretical framework of this study which was built around Crompton’s (1979) framework and other push and pull studies. This further supported Crompton’s motives and generated new ideas. By undertaking this process, the researcher was able to show how the current
study’s findings fitted within other research in the field and develop and a realistic and relevant analysis.

4.4.2 Dependability through triangulation

According to Guba (1981), dependability relates to the consistency of findings. Since many qualitative methods are tailored to a specific research situation, the exact methods of data gathering, analysis, and interpretation in qualitative research must be described. These methods are clearly described in this chapter for this study. Lincoln and Guba (1985) suggest researchers may use different criteria to ensure dependability. One such criteria is through triangulation, as already mentioned above, ensuring that the weaknesses of one method of data collection is compensated for by the use of alternative data-gathering methods. Krefting (1991) proposes conducting a code-recode procedure on the data during the analysis phase to enhance dependability, as was the case in this study (see Table 4.4 and 4.5 below). The analysis procedure is described below and also reflected in the presentation of the findings chapter. Krefting further adds that, after coding a segment of data, the researcher should wait at least two weeks and then return to recode the same data and compare the results. For this study, coding and re-coding were done during the fieldwork and over a period of three months during the writing-up of the analysis and findings.

4.4.3 Confirmability through triangulation

One technique for establishing confirmability is triangulation, as described above (Denzin, 1978). By triangulation, the researcher is able to establish confirmability, which is concerned with establishing that data and interpretations of the findings are not just figments of the researcher’s imagination, but are clearly derived from the data (Tobin and Begley, 2004). In the findings chapter, the researcher provided statements of the respondents to show how the themes and categories emerged, and also analysed the data in reference to previous research. This was done by presenting and compiling the data in an orderly systematic way so as to give other researchers the opportunity to appraise the findings, and decide on the extent to which they might be transferred to other contexts (Decrop, 2004).
4.5 The analytical approach

This study adopted Guba’s (1978), Lincoln and Guba (1985) and Elo and Kyngas (2008) Qualitative Content Analysis Process (see Figure 4.1). Content analysis is a method that may be used with either qualitative or quantitative data, and in an inductive and deductive way (Elo and Kyngas, 2008). It is a method of analysing written, verbal or visual communication (Cole, 1988). It allows the researcher to make replicable and valid inferences from their data to their context, with the purpose of providing knowledge, new insights, a representation of facts and a practical guide to action (Krippendorff, 1980). By following this process, the researcher is able draw out the concepts or categories that describe the phenomenon. The purpose of the concepts or categories is to build up a model, conceptual map, conceptual system or categories (Elo and Kyngas 2008).

Deduction, as mentioned earlier, begins with a basic theory that is applied to a set of data to see whether the theory is applicable or not (Jennings, 2010). According to Elo and Kyngas (2008, p. 107), deductive content analysis is used “when the structure of the analysis is operationalised on the basis of previous knowledge”, which the authors explain as “to test a previous theory in a different situation or to compare categories at different time periods” (Elo and Kyngas, 2008, p.107). Deduction was used in this study to examine Crompton’s (1979) conceptual framework of seven socio-psychological or push motivations and two cultural or pull motivations, in the context of Arab/Islamic tourists. Deduction involved matching empirical material from the interview transcripts to Crompton’s relevant push and pull categories. By doing this, the researcher was able to establish whether or not Crompton’s main categories were applicable in this new context.

Induction refers to the observation and interpretation or reconstruction of empirical materials that lead to the meaningful formulation of theories or models (Jennings, 2010). Elo and Kyngas (2008) advise inductive content analysis where there are no previous studies dealing with the phenomenon, or when it is fragmented. The phenomenon in the case of this research is about the push and pull motivations of Emirati tourists, in choosing a culturally Western destination for a holiday. The process of induction
revealed empirical material that did not directly fit under Crompton’s main categories, so were coded into new sub-categories under these main categories or within totally new categories. This process enabled the researcher to extend Crompton’s push and pull categories and contribute to knowledge on the push and pull tourist motivation framework as a whole.

The following sections describe how this study used deductive and inductive processes through the three phases of data preparation, organization and reporting.

4.5.1 Deductive and inductive content analysis

According to Elo and Kyngas (2008), researchers often use deductive content analysis to retest existing theory in a new context. For example, this may involve testing categories, concepts, models or hypotheses. On the other hand, an inductive approach is used when there is not enough former knowledge about the phenomenon, or if this knowledge is fragmented. Weber (1990) and Burnard (1996) suggest that there is no systematic rule for analysing data, although the key feature of all content analysis is that the many words of the original text should be re-arranged into much smaller categories. The following section describes how this study adapted Elo and Kyngas’ (2008) deductive and inductive forms of analysis through the three phases of the analysis process (see also Figure 4.1 below).

Phase one: Preparation phase

The preparation phase involved selecting the unit of analysis and making sense of the data as a whole. In order to make sense of the data as a whole, the first step involved transcribing every in-depth interview and focus group session to record all the information the participants provided about their behaviours and thoughts (Zhang and Wildemuth, 2009). For this study, the researcher took only manifest content, and ignored latent content, such as silences, sighs, laughter, posture etc. (Catanzaro, 1988).

This was followed by selection of the unit of analysis, which involved taking one whole interview at a time of the focus groups and in-depth interviews. For every interview, the
participant’s answers to every question asked were selected individually as a unit. This unit of meaning sometimes consisted of a few words, sometimes one or more sentences. The researcher also paid attention to words or sentences containing several meanings and even hidden meanings, which involved interpretation by the researcher. When reading the data, the researcher focused on the following: Who is telling? Where is this happening? When did it happen? What is happening and why? (Dey, 1993).

In order to gain a good insight of the phenomenon, the researcher became immersed in the data, reading through the material several times. After making sense of the data, analysis was conducted using both deductive and inductive approaches.

**Phase two: Organizing phase**

This phase involved two stages. Stage one was the deductive analysis and stage two was the inductive analysis, which was further divided into two steps.

The deductive analysis and step one of the inductive analysis included open coding of the interview data and assigning and grouping this data onto coding sheets under the identified categories. Following this, step two of the inductive analysis included abstraction.

**Stage one: the deductive analysis**

Since this research used Crompton’s (1979) model to form the basis of the research questions, the researcher first grouped data under Crompton’s nine categories, which became the main categories. As data was analysed and interpreted, it was grouped under the relevant main categories onto coding sheets (see Appendix G). Every unit of analysis was reviewed carefully for the content and coded for correspondence or exemplification of the identified categories, as outlined by Polit and Beck (2004).

**Stage two: the inductive analysis - abstraction stage**

The inductive analysis process involved two steps, as described below:
Step one:
Simultaneously with the deductive process described above, the researcher employed inductive analysis. That is, while reading and analysing the data, the researcher made notes and created headings in the text for data that did not fit Crompton’s main categories. These data were collected and added to coding sheets. Dey (1993) states that, when formulating categories by inductive content analysis, the researcher has to reach a decision through interpretation as to which items to put in the same category. The researcher in this study created additional categories through careful analysis and interpretation of the data in order to develop a better understanding of the phenomenon, and to generate knowledge (Cavanagh, 1997). The result of this inductive analysis process was an extension of Crompton’s model with three additional main categories.

Step two: abstraction stage
After assigning the data to Crompton’s and the additional three main categories, the researcher followed the process of abstraction. Robson (1993) defines abstraction as the process of formulating a general description of the research topic through generating categories. Therefore, based on the meanings and themes drawn out from the units of analysis, further generic and sub-categories were developed where applicable to form a categorization matrix (Figure 4.1). This was done for all twelve main categories. Wherever possible, for each main category, the data was further classified under a generic category using content-characteristic words. In some instances, these generic categories were further divided into sub-categories that emerged wherever applicable. These included similar events, ideas, actions and incidents mentioned by the participants (Strauss and Corbin, 1998).

Throughout the organization phase, and in order to increase the trustworthiness of the analysis, the researcher adopted Guba’s (1978); and Lincoln and Guba’s (1985) strategy of examining the categories and possible relationships among the categories. Guba (1978); Lincoln and Guba (1985) (see Figure 4.1) warns that, when developing codes and categories from the data, a qualitative analyst must first deal with the challenge of convergence, basically figuring out what things fit together. Once this convergence has been achieved, the next step involves divergence, meaning that the analyst must flesh out
the patterns and categories. The current study adopted the following process for this step. Tables 4.4 and 4.5 illustrate examples of how codes and categories were developed.

a) **“Filling in”**: adding codes by reconstructing a coherent scheme as new insights emerge and new ways of looking at the data set emerge, meaning creating new codes and themes as insights occur.

b) **“Extension”**: (by building on item information already known), returning to materials earlier and interrogating them in a new way, through a new theme, construct or relationship.

c) **“Bridging”**: (making connections among different items), seeing new or previously not understood relationships within units of a given category (that relationship will itself have a name, and it may call for a new configuration of the categories).

d) **“Surfacing”**: (identifying new categories), proposing new information that ought to fit and then verifying its existence.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Open coding</th>
<th>Category</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>“What I mean is when things are very busy over here [in the UAE]”</td>
<td>Busy, hectic life in the UAE</td>
<td>Escape lifestyle</td>
<td>Escape</td>
</tr>
</tbody>
</table>

**Source:** Author

<table>
<thead>
<tr>
<th>One Respondent’s statement</th>
<th>“Nature of Australia, love the Australian people. ... Australians are more open-minded, simple, even in their sense of fashion. Nobody cares what you wear and won’t judge you based on your clothes. Here [in the UAE] we are more judged based on what we wear” –Asma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application of Guba’s (1978); Lincoln and Guba’s (1985) Strategy</td>
<td>Filling In: Escape from one’s intrapersonal and interpersonal environment</td>
</tr>
</tbody>
</table>

**Source:** Author

This process generated approximately fifty codes, including categories and sub-categories, which then needed to be sorted and grouped, with the researcher rewriting all the words and phrases from the interviews on a clean sheet of paper in order to work
through the data and eliminate duplications (Burnard, Gill, Stewart, Treasure and Chadwick, 2008). In some cases, text was relevant to more than one category. When this happened, the text was grouped under each relevant category. Table 4.5 illustrates how respondents’ statements fell into two categories, Escape motive (escape the people of the UAE) and the local host community, the Australian people (different people to home). After coding, the researcher re-examined the data under each main category, generic category and subcategory.

Finally, the researcher was able to bring closure to the process after all new sources of information had been exhausted and the sets of categories had been saturated (Patton, 2002). At this point, new sources lead to redundancy, with clear and integrated regularities ensuring that the analysis began to extend beyond the boundaries of the issues and concerns which guided the analysis (Patton, 1987).

By following this method, the researcher was able to further extend Crompton’s (1979) model of tourist motivation while demonstrating the overall utility of how push and pull factors describe motivation.

**Phase 3: Reporting the analyzing process and results**

The categorised data that emerged from the analysis were next compared to the categorizations in Crompton’s (1979) theory and other existing tourist push-pull approaches (Pearce, 1982; Pearce and Caltabiano, 1983; Lee and Pearce, 2002; 2003; Mannell and Iso-Ahola, 1987; Dann, 1977; Plog, 1974, 1987, 2001). By comparing the present data with the categories of other theories, the researcher was able to reveal similarities and contradictions and comment on or substantiate existing criticisms of previous theories (Cronholm and Goldkuhl, 2003). Reference to previous theories also assisted in data interpretation and generating further categories. By doing so, this study was able to establish whether the newly identified categories agreed or disagreed with Crompton’s and other push and pull theories (Dann, 1977; Yuan and McDonald, 1990; Jamrozy and Uysal, 1994; Uysal and Jurowski, 1994; Turnbull and Uysal, 1995; Oh, Uysal and Weaver, 1995; McGehee, Loker-Murphy and Uysal, 1996; Kim, 1997; Crompton and McKay, 1997; You and O’Leary, 2000; Kim and Lee, 2000; Lee et al., 2002; Jang and Cai, 2002; Kim, Lee and Klenosky, 2003; Yoon and Uysal, 2005; Kim
and Prideaux, 2005; Mehmetoglu, 2005; Chiang and Jogaratnam, 2006; Kim, Jogaratnam and Noh, 2006; Alghamdi, 2007). Finally, by making such comparisons with previous studies, the researcher was able to provide further evidence of the relevance of these theories to the push and pull motivating factors of the Emirati participants in this study.

The above analytical approach adopted for this study, as described in the three phases, and through theoretical comparison, led the researcher to further refine, extend and enrich Crompton’s theory and other prior theories.

**Figure 4.1 Preparation, organizing and resulting phases in the deductive and inductive content analysis process**


**4.5.2 Writing up the analysis**
According to Ezzy (2002), writing is the heart of the interpretive process in qualitative research. That is, it is not just about transferring and reporting results but rather creating results by providing the rich details and insights of the text. It is a process through which the theoretical implications of data collection and data analysis are worked out more fully, although never completely. Consequently, Richards (2005, p. 187, citing Becker and Richards 1986) states that there is no single “right way” to write up qualitative research, so the approach taken relies largely on the researcher’s preferences on how best to present the findings to ensure that the rich detail of their data is appropriately presented and clearly integrated with arguments and theory grounded in the data.

One way to conceive of the findings of a qualitative study is as a multidimensional tangled ball of wool with many threads that interweave through the complex set of interviews, reflections and observations (Ezzy, 2002), which creates a challenge of how to present them. For this study, the findings were not just stated, but rather the meaning and the context behind them were presented, by interlinking passages of data to form a “common weave” (Richards 2005, p. 196). The rich detail of the text in this research required the researcher to select relevant information to present, revolving around the study’s central theme or focus, which concerned the motivations behind Emiratis choosing Australia for a holiday vacation, and their general travel behaviour.

The researcher adopted Van Maanen’s (1988) ‘realist tales’ form of ethnographic writing, which rejects the use of “I” from the account in order to present the motivations and behaviours of the Emirati tourists through the authority and accuracy of the participants themselves. Because this form of writing completely ignores the role of the researcher in the written analysis, the researcher had to locate herself in the research by explaining her interpretation and making linkages and reflections on her preconceptions and ideas (Richards, 2005). The researcher was able to establish empathy with, and understand the Emirati participants since the researcher has lived and worked in the UAE for more than eight years and associated with Emiratis both formally on many occasions and socially also, though less frequently. As Ezzy (2002) points out, most qualitative research reports are a mixture of theoretical analysis and illustrative extracts from the primary data. The researcher was able to provide background about the participants’ motivations, experiences and behaviour in relation to their home culture.
Jamal and Hollinshead (2001, p. 73) argue that “All texts are shaped by the writer’s standpoint.” Thus, the challenge for this researcher was to use ‘exemplars’ to support the argument. Exemplars have a number of key characteristics. First, they are reports that move between the author’s voice and a variety of other voices. Second, they allow the introduction of a variety of voices and perspectives to the text. Finally, they allow participants, along with the author and the reader, to participate in the collaborative construction of the text’s meaning. The researcher also used extracts from the study’s primary data to illustrate more general theoretical propositions (Ezzy, 2002). It is important that these extracts from the primary texts in the thesis allow other researchers in this field to assess the trustworthiness of the researcher’s interpretations of the data (Ezzy, 2002). The primary data relating to the motivations and experiences of the Emirati tourist were then linked back to the literature to ensure that not only a description of what was found was listed, but also the meaning and context behind it were described, to form a common weave. To ensure the privacy of the participants, false names were used in presenting all exemplars of their motivations and experiences.

4.6 Chapter summary

This chapter presented and justified the qualitative methodology adopted for this research. The chapter then discussed the process used to identify the target sample, and the techniques adopted for data collection, along with the ways this study responded to issues of trustworthiness, credibility and dependability. The following chapter presents the findings and discussion in terms of the narrative framework outlined in Section 4.5.2.
Chapter 5: Findings and discussion: Push factors consistent with current theory

Following the process outlined in the previous chapter the research began with an inductive exploratory approach, focused on the collection of qualitative data through open-ended questions. It then moved on to a thematic content analysis approach (forming themes or codes or categories) to analyse the data inductively, followed by a directed content analysis approach as a deductive method to carefully review all transcripts. This analysed data was then used to evaluate whether Crompton’s (1979) socio-psychological and cultural motivation theory, and other existing Western-derived push-pull tourist motivation theories, needed to be further refined, extended and enriched in relation to data from a new context. This chapter describes the findings resulting from the analysis of the data described in the previous chapter.

This chapter and Chapter 6 presents the findings of the in-depth interviews and the focus groups, in terms of Crompton’s (1979) model of seven socio-psychological or push categories and two cultural or pull categories. This chapter focuses on the push factors, and Chapter 6 analyses the pull factors along with the additional factors that emerged from the analysis.

The seven push factors examined were as follows:

- Escape from a perceived mundane environment
- Exploration and evaluation of self
- Relaxation
- Prestige
- Regression
- Enhancement of kinship relationships
- Facilitation of social interaction

The two pull factors were as follows:

- Novelty
- Education
As described in the previous chapter, questions about these nine factors were developed, based on Crompton’s model. However, the three additional factors of the weather, word of mouth and the local host community emerged from the responses with the participants, which are one of the benefits of taking a qualitative, interview-based approach. Furthermore, these factors are important factors for this target group because most of the respondents felt that these motivations played an important role in their travel decision to choose Australia for a holiday. Qualitative techniques as mentioned earlier help to uncover people’s experiences, behaviour and motivations.

The aim of this chapter is to present the findings regarding what motivates Emirati travelllers to choose Australia for a holiday and test the applicability of a Western-derived model such as Crompton’s (1979) framework, in the context of an Arab/Islamic Emirati culture. The findings will further determine whether the model can be extended or revised as necessary. After presenting the findings for each motive a critical discussion is presented for each motive in relation to the utility of other push-pull theoretical approaches and tourist motivation studies, to provide an understanding and explanation of the motivation of the Emirati tourists.

Crompton’s (1979) respondents consisted of a sample of thirty-nine adults of which nineteen were female and twenty were male. He used unstructured interviews and content analysis for his study.

This study consisted of eight female and seven male adults for the in-depth interviews and three focus groups. Two focus groups consisted of one male and three female each and one group comprised of eight males. All respondents were adults above the age of twenty. In the case of this study, the semi-structured interview approach was adopted with the use of open-ended questions. The analysis began with the inductive and deductive approach then filling-in, extension, bridging and surfacing processes were completed and the respondents’ words were grouped under the relevant factors. The results are reported under the various factors in the following sections, drawn from the respective Coding Sheets and data, a sample of which is shown Appendix G. Following this, the themes derived from the respondents’ statements via the coding sheets are presented with relevant statements made by the respondents for each factor. Finally, these responses are compared to Crompton’s findings and the current study’s findings of
this research. At the end of each factor a discussion is presented in relation to Crompton’s study and other studies investigating each factor to enable further discussion in the following chapters.

In order to preserve the identity of the participants all names have been changed for the in-depth interviews and the participants in the focus groups are referred to as respondent 1, 2, and 3.

In order to understand the interviewees’ responses and to frame each push and pull motivation analysed for this study, it is important to re-visit the relevant literature. This chapter and the next are therefore structured in the following format:

- First questions are presented, followed by a table (Tables 5.1, 5.3, 5.5, 5.7, 5.9, 5.11 and 5.13) summarising each motive in terms of how it has been discussed and interpreted by previous researchers, who investigated the relevant push or pull motivations that cause people to select a particular holiday destination.
- Then each motive is represented by a figure along with the categories and sub-categories that that were drawn out from the coding sheets.
- This is followed with quotations from the participants along with an explanation relating to relevant literature.
- Next a table is presented to demonstrate similarities and differences between this study’s findings and Crompton’s model, and
- Finally each motive is discussed and compared with Crompton’s study and previous literature.

5.1 Push factor one: Escape from a perceived mundane environment

- What denotes escape?
- Why do people escape?
- What are they escaping from?
- What do they escape to or for?
- How long does the escape motive last?
Table 5.1: Escape from a perceived mundane environment

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>What does escape denote?</th>
<th>What do they escape to or for?</th>
<th>How long does the escape motive last?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton (1979)</td>
<td>● Escape from the most prized living environments</td>
<td>Escape to a physically and socially different environment</td>
<td>Escape offered by a pleasure vacation lasts much longer than the actual trip, including anticipation of the trip</td>
</tr>
<tr>
<td></td>
<td>● Escape from general residential locale</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Escape from specific home and job environments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dann (1977)</td>
<td>● Escape from an anomic society (a society whose norms governing interaction have lost their integrative force and where lawlessness and meaninglessness prevail)</td>
<td>● Escape to transcend the feeling of isolation inherent in everyday life</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Escape because of lack of social interaction in the home environment</td>
<td>● Escape to simply get away from it all</td>
<td></td>
</tr>
<tr>
<td>Iso-Ahola (1982, 1984); Mannell and Iso-Ahola (1987)</td>
<td>● Escape from routine</td>
<td>● Escape to get away from it all</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Escape from stressful environments</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Escape to avoid over stimulating life situations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Escape from under-stimulating personal and/or interpersonal environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Researchers</td>
<td>● Escape from the ordinary</td>
<td>● Getting a change from a busy job</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Escape from the pressures of daily life</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Escaping from demands of home</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Escape from everyday routine</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Author

Escape Themes

In order to improve the presentation of these findings, this motive is divided into the following two categories:

- Category 1: Escape from one’s physical environment (Figure 5.1)
Category 2: Escape from one’s intrapersonal and interpersonal environment (Figure 5.2)

Category one: Escape from one’s physical environment

As illustrated in Figure 5.1, this category was further divided into three sub-categories: escape the weather of the UAE; escape driving in the car; and change of atmosphere.

**Figure 5.1: Escape from one’s physical environment**

![Diagram showing subcategories of escape from physical environment]

*Source: Author*

**Sub category one – Escape the weather**

Many of the respondents mentioned ‘to escape the weather’ of the UAE as being an important push motivator in their choice for taking a holiday, as shown by the following comments. Saad mentioned, “When we went it was summer here, but it was very cool there.” Salama too says, “Again the number one reason was the weather” and Hind mentions, “It will be especially good to travel in the summer, if we travel rather than stay in the home.”

In particular, Australia as a destination seemed to be a major pull factor as a destination choice to satisfy this motive, because of its location and consequent weather patterns.
Being in the southern hemisphere, Australia’s seasons are opposite to the UAE’s, meaning that it is at its coolest during the long summer holidays for the UAE, which fall in the hottest months between June and August, when temperatures reach over 50 degrees centigrade almost every day. Thus, climatically, Australia is a better summer holiday destination than Europe or other destinations in the northern hemisphere. The following quotes illustrate this point. For example, Shereen says, “The weather was cold, which is very rare in Dubai. This is why most Arabs go to Australia - because of the weather.” One respondent said, “It is so hot in June... Dubai is very hot.”

*First, when I select some place to go, I look at the weather... I am escaping from the summer, and want to find some cold places and some nice weather. This is my first choice.* (Ahmed)

**Sub category two – Escape from driving in the car**

For some respondents, this sub-category ‘escape from driving in the car’ seemed to be a major form of escape, as in the UAE there are various conditions that restrict the ability to walk freely, including the heat, lack of pedestrian pathways, limited public transport and accessibility, lack of greenery, lack of places to walk and cultural restrictions for women. The following comments illustrate this.

*We could walk around a lot as opposed to driving. I think it was refreshing, and everything was within arm’s reach. You could reach places easily by walking... you can leave your accommodation and walk, you don’t have to go in a car.*

(Saad)

Saad said, “Yes weather and walking [were important] because in UAE and Dubai you are always driving.” Salama says, “Here [in the UAE] you have work, you have things to do...there [Australia] you have fresh air, you go around, walk, you do whatever you want.”

**Sub category three – Change of atmosphere**
The UAE’s atmosphere is affected both by natural sand storms and by the large amount of construction work, so respondents expressed the need to escape to a place such as Australia, where they could breathe pure air and experience a fresh atmosphere. This sub-category was expressed in many ways, such as *fresh air, breathe, walk, refreshing, convenient*. For instance, Saad mentioned, “*I think it was refreshing, everything was within arm’s reach. You could reach places easily by walking…. when you can breathe and walk freely it impacts you as a tourist.*” Salama says, “*You don’t get to do this here [in the UAE] much: experience fresh air, go around, walk, do whatever you want.*” Respondent eight said, “*We like natural places, like beaches, mountains... somewhere quiet.***

**Category two: Escape from one’s intrapersonal and interpersonal environment**

This category was divided into four sub-categories: *escape cultural restrictions and bonds; escape family; escape everything; escape normal routine* (see Figure 5.2). Some of these sub-categories can be further classified into sub-sub categories.

**Figure 5.2: Escape from one’s personal and interpersonal environment**

![Diagram](image)

*Source: Author*
**Sub category one – Escape cultural restrictions and bonds**

Within Emirati culture, individuals are bound by strict rules and regulations set by family, which are primarily derived from religious beliefs and traditions. For example, women are almost never allowed to wear western clothes in public, unless they wear over their clothes an *abhaya* (a long black outfit covering their whole body) and a head covering called the *sheyla*. Women also have strict time restrictions when out of the house, and in some instances they are only allowed to leave the house if they are with a male relative. Women being out alone or out after a certain time is considered taboo in Emirati society. Thus, for some respondents, travelling overseas, in particular to places such as Australia where there are fewer Arabs, was seen as creating the freedom to be more relaxed about culturally binding restrictions. The following quotes illustrate this view. Salama said, “The people around me create no pressure, no stress, and this is relaxing for me.” Respondent one said, “You can get away from people here [in the UAE], no one is watching you, you don’t know anyone, you take your own time, no one is watching you.” Respondent five expressed her feelings of escape by saying:

*The first thing is not wearing the abhaya at the airport, we wear training shoes, exercise shoes. It is different. No one we know is there, we are relaxed in our dressing, and which foods we like to eat ... we like to live in a different country... even the men feel relaxed... they can walk anywhere and nobody takes notice of you when you are abroad. Here [in the UAE] everyone sees you and may say I saw (Ayesha) walking here or there... [in Australia] we are free. Even the ladies feel free, no one is staring at us or looking at us.*

Respondent eight adds, “It’s like coming out of jail.”

*It’s a change because you know, in Dubai the life kind of becomes routine, although there are new things everyday it still becomes very routine. You are still tied up with family, culture, bonds and in a way you’re restricted. (Khalifa)*

*Escape yeah, because when we travel, we have some restrictions from my family. I have to wake up at like 6, at 7, we are out of the hotel and then we come back for lunch or we stay out of the home until 10-11 o’clock pm, so this is nice. We*
will never experience this anywhere here in the UAE. Because at 10 here [in the UAE] we have to stay at home, and that’s it. (Hind)

Here [in the UAE] I wear a sheyla and an abhaya but in Australia I only need to wear a sheyla and no abhaya. (Hind)

It is important to note here that female respondents made most of these remarks. Therefore they are confirming what Shallal (2011) states, that women in the UAE are lead by conservative cultural attitudes; they have restriction on their geographic mobility; other limitations in career and occupational choices and marriage. Furthermore, one can also conclude that women have more restrictions than men, and look forward to opportunities of freedom.

Sub category two – Escape family

This sub-category overlaps with the previous one, but is discussed independently since it pertains specifically to the family, and its societally influenced rules and regulations. Since Emiratis usually live together in extended families, with the oldest male being the head, and children expected to be obedient to their elders. Moreover, social activities take place in the context of the family and are kept private, often being held at home. The family enjoy meals together, celebrate births and marriages together, and simply enjoy spending time in each other’s company (Miller, 2004). Family members are required to attend these celebrations and social events with family members, and it is considered disrespectful not to comply. Thus, a holiday may allow escape from these family-bound routines and commitments. This is illustrated by the following expressions: *family pressure; family commitments; social events; the life at home:*

*What I mean is when things are very busy over here [in the UAE] the commitments with family as well as with social events … and everything in that context, so sometimes it is nice to take a break and just to go on a holiday once in a while. (Hussein)*

*Although there are new things every day, it becomes very routine; you’re still tied up with family, culture, bonds and in a way you’re restricted. (Khalifa)*
Some as explained below would like to get away from it all.

**Sub category three – Escape everything**

This sub-category emerged from a particular comment made by one respondent. Although it may not be clear what the underlying ‘everything’ is, one can propose that in a society bound by many restrictions in family and society, and lacking freedom of movement and expression, the chance to take a pleasure vacation may provide the opportunity to escape ‘everything’. The theme of ‘escape from worries and stress’ is also included in this sub-category as it has been noted in many previous motivation studies and relates to the personal environment that one lives in, whether related to work or study pressures that one faces in daily life (Dann, 1977). The respondents’ quotes in this sub-category include the following:

*And you don’t have to worry about this.* (Saad)

*Ever since I landed [in Australia] I was out of my usual environment which is excellent.*” (Nasser) “*Stay beside the beach, and all the stress goes.* (Mirza)

*I want to escape everything around me, like the minute you get down from your hotel and you go to the paradise it is different. You don’t get to do this here [in the UAE] much. I like the fresh air, the people around, having no pressure, and no stress. This is relaxing, so this is for me...there are no cars....you go around, walk, you do whatever you want, or rest.* (Salama)

*If I stay at home, I will have the same routine, going to the shopping mall, coming home from the shopping mall, that’s it. But if we travel, it’s all different there, everything will be changed so it helps you to escape.* (Hind)

El-Haddad (2006, p. 289) states that UAE nationals live by “strict cultural norms and religious values”, and based on the statements above, these people look forward to being somewhere different to home and getting away from the pressure of family, society, work and general lifestyle just to be away from normal routine.

**Sub category four – Escape normal routine**
This sub-category includes work, study and daily social and family commitments, which also relate to previous research done on the escape motive. As Crompton (1979) suggests, people seek escape not only from the general residential locale but also from the specific home and job environments, as seen in the following quotes:

*Here [in the UAE] it is hectic, here you have work, you have things to do.*
(Salama)

*I work on a very tight schedule, basically from 8 to 6, and then study from 6 to 10, and I play for the national [basketball] team. So I have to train on the days when I don’t study, so you see basically that time away helps me recuperate and get my energy back, and I can get my flow back. So I think it is very essential, I really need it. I was like I really need to go on holiday but I have been driving myself crazy with work.* (Latifa)

*What I mean is things are very busy over here [in the UAE] with the commitments with family as well as with social events or even with work.* (Hussein)

*Life ... is very filled with routine. You’re still tied up with family, culture, bonds.* (Khalifa)

*To escape from the work environment, yes.* (Ahmed)

*Change of routine. (Respondent one)*

*I do not carry my phone outside, in order to get away from it all. My dad has to because of his work. Over there we always have family time. We tend to use computers less, so we do not have to ignore the family. Mum only sometimes checks her phone, to check if family is home and are all ok.* (Asma)

In summary, the interpretation/analysis of the data has shown that this first factor is significant in terms of the sub-categories or themes that came out of the interviews. These include escape; driving in the car; and a change of atmosphere. The destination
choice is a form of escape: in this case, Australia lets them escape cultural restrictions and bonds; escape family; escape worries and stress; escape the current lifestyle; escape the people around them; escape everything; and escape routine. Table 5.2 below illustrates Crompton’s escape motive against the categories that emerged from this study. A discussion of this factor is brought together with other motives at the end of each motive.

Table 5.2: New categories escape factor – Emirati tourists

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Did Crompton’s categories emerge in this study (+ means yes and − means no)</th>
<th>New categories emerged for escape factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>− Escape from the most prized living environments</td>
<td>－</td>
<td>a) Escape from one’s physical environment</td>
</tr>
<tr>
<td>− Escape from general residential locale</td>
<td>＋</td>
<td>• Escape the Weather of the United Arab Emirates – Escape the summer heat</td>
</tr>
<tr>
<td>− Escape from specific home and job environments</td>
<td>＋</td>
<td>• Escape from driving in Car – Free to walk easily</td>
</tr>
<tr>
<td>− Escape to a physically and socially different environment</td>
<td>＋</td>
<td>• Change of atmosphere – Escape air pollution, breathe easily</td>
</tr>
<tr>
<td>− Escape offered by a pleasure vacation lasts much longer than the actual trip, including anticipation of the trip</td>
<td>－</td>
<td>• Destination choice a form of escape</td>
</tr>
<tr>
<td>− Escape cultural restrictions and bonds</td>
<td></td>
<td>b) Escape from one’s personal/interpersonal environment</td>
</tr>
<tr>
<td>− Escape family – Escape family pressure; commitments; social events; the life at home</td>
<td></td>
<td>• Escape cultural restrictions and bonds</td>
</tr>
<tr>
<td>− Escape the people around</td>
<td></td>
<td>• Escape family – Escape family pressure; commitments; social events; the life at home</td>
</tr>
<tr>
<td>− Escape everything – escape the life in the UAE; worries, stress; the current lifestyle</td>
<td></td>
<td>• Escape the people around</td>
</tr>
<tr>
<td>− Escape normal routine – escape work, study, shopping</td>
<td></td>
<td>• Escape everything – escape the life in the UAE; worries, stress; the current lifestyle</td>
</tr>
</tbody>
</table>

Source: Author
5.1.1 Discussion of push factor – Escape from a perceived mundane environment

As demonstrated earlier in Table 5.1, many researchers have investigated this motive and have given it many interpretations. In general, most agree (Yuan and McDonald, 1990; Crompton and McKay, 1997; Kim and Lee, 2000; You and O’Leary, 2000; Kim and Prideaux, 2005) that the escape motive acts as a push factor for people to get away from it all. However, most of this research (Table 2.6, Chapter 2) has focused on tourists from Western or Asian cultures. The present study is the first to investigate the responses from a new culture: Emirati tourists from an Arab/Islamic background.

In relation to this motive, this study found that ‘escape from a perceived mundane environment’ was a key-motivating factor for Emirati tourists who travel to Australia for a pleasure vacation. Within Crompton’s (1979) escape motive discussion, he points out that people take a pleasure vacation from high-quality environments, the general residential location, and specific home and job environments. This study also identifies these motives amongst the sample of Emirati tourists. For example, most of the respondents expressed a strong desire to escape their current living location of Dubai or Abu Dhabi, which are not the most prized living locations, the desire to escape home and the work environment was also strongly expressed. For example, as illustrated in the results within category two, ‘escape from one’s personal and interpersonal environment’, many respondents conveyed a strong desire to escape family, social commitments and events, and the general lifestyle.

Regarding Dann’s (1977) study of this push motive, the findings here may not directly relate to his conclusion that people take a break to escape the anomic society that they live in, which he describes as a society whose norms governing interaction have lost their integrative force, and where lawlessness and meaninglessness prevail (Dann, 1977, p. 186). According to the literature, UAE society is classified under Hofstede’s dimensions (1982, 1991) as a country that scores highly on the uncertainty avoidance dimension. This means that strict rules, laws, policies, and regulations tend to be adopted and implemented so it seems rather unlikely that the UAE is an anomic society. This study did not find any evidence to support this implication of Dann’s research. Dann also
argues that people wish to escape because of the lack of social interaction in their home environment, and to transcend the feeling of isolation inherent in everyday life. However, this was not a motive expressed by the respondents in this study. On the contrary, most Emiratis live in large families and are in frequent contact with both their immediate and extended family. On the other hand, the motive of escape to get away from it all in Dann’s research is strongly supported by the findings of this study, as seen in subcategory three – Escape Everything. This escape could refer to a massive kind of hidden problems with alcoholism, drug abuse, marital infidelity, materialist debt problems and so on.

Mannell and Iso-Ahola (1987) propose that people take a holiday to escape everyday routine and stressful environments, or to avoid over-stimulating life situations or under-stimulating intrapersonal and/or interpersonal environments. Regarding these factors, this study did not find any supporting evidence to show that Emirati tourists travel to escape over-stimulating life situations or under-stimulating intrapersonal and/or interpersonal environments. However, some of the findings do agree with those of other researchers who have investigated this motive as escape from daily life (Gilbert and Terrata 2001) and escaping from daily routine (Al-Haj Mohammad and Mat Som, 2010).

Other Findings for this motive:

Besides the above escape motives for taking a holiday, the qualitative methodological approach of this study revealed some slightly differing findings and hidden reasons that push Emirati tourist to take a pleasure vacation within the category of escape from a perceived mundane environment. Firstly, most previous studies agree that, as a very general reason, people take a holiday to escape the physical environment in which they live. However, based on the comments made by almost all the Emirati respondents, the key motivating factor was specifically to escape the scorching heat of the UAE, especially during the summer months. Secondly, the specific need to escape from car driving and have opportunities to walk gave these tourists the motivation to experience a feeling of freedom. As Respondent five said, “In Dubai we cannot walk, we go everywhere in the car.” Thirdly, the most interesting finding regarding this category of push motivation is that Emirati tourists escape to take a pleasure vacation to get away from cultural restrictions. For example, some women see it as an opportunity to escape
wearing the abhaya and sheyla. These findings have significant implications for the tourist industry because they confirm that specific factors in tourist motivation differ in across cultures and regions.

5.2 **Push factor two: Exploration and evaluation of self**

- For re-evaluating and discovering more about oneself
- For acting out self-images and in so doing refining or modifying them
- The novelty of the physical and social context is an essential ingredient in the process
- The exposure to a different milieu may sometimes cause a revision of existing perceptions of self-status and enhance the feelings of self-worth or serve as a reference point for re-evaluation of one’s own life style.

**Table 5.3: Exploration and evaluation of self**

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton (1979)</td>
<td>A pleasure vacation is a new physical and social context provided an opportunity for:</td>
</tr>
<tr>
<td></td>
<td>- Discovering more about oneself since at home or visiting friends and relatives this was not possible due to outside pressures and hence dilute the value of the experience</td>
</tr>
<tr>
<td></td>
<td>- Acting out self-images and in so doing refining or modifying them</td>
</tr>
<tr>
<td></td>
<td>- Re-evaluating one’s life style</td>
</tr>
<tr>
<td></td>
<td>- Revising existing perceptions of self-status</td>
</tr>
<tr>
<td></td>
<td>- Enhance feelings of self-worth</td>
</tr>
<tr>
<td>Fodness (1994)</td>
<td>For satisfying inner ego-defensive needs</td>
</tr>
<tr>
<td>Kim (1997)</td>
<td>To understand myself more</td>
</tr>
</tbody>
</table>

*Source: Author*

**Exploration and evaluation themes**

The themes that emerged from the respondents’ statements are grouped under the following five categories and subsequent sub-categories represented in Figure 5.3.
• Category 1: Pleasure for self-development
• Category 2: Exposure to a different milieu as an opportunity to act out self-images and refine and modify them
• Category 3: Self–discovery
• Category 4: Exploration and evaluation of self and family since this society is very family oriented
• Category 5: Novelty of the physical and social context

Figure 5.3: Push factor two – Exploration and evaluation of self

Source: Author

Category one – Pleasure for self-development

Wearing and Deane (2003) contend that the development of self involves identifying oneself and one's role through various experiences within one's social context. One such experience is travel. Craik (1991, p. 26) claims that, “a travel experience is bound up with personal discovery,” which in turn may influence one’s superego aspect of their personality. An example of one such travel experience is participation in outdoor recreation, which involves self-testing through arduous and sometimes even painful ordeals. Several studies have been written in the outdoor recreation field on the outdoors and development of self, suggesting that outdoor adventures such as rock climbing, canoeing, camping, bushwalking and scuba diving, provide emotional, physical and
psychological benefits (Beale, 1988, Kiewa, 1994, 1996; Mason-Cox 1992; Miranda and Yerks, 1985; Scherl, 1988). According to Rojek (1995, p. 144) holidays also allow people to pursue outdoor activities for their own ‘pleasure, self-development and re-skilling’. These motives are demonstrated in the following comments.

For example, Nasser suggested that a holiday provided the opportunity to try out different activities. He said, “We try out different things when we go to a country where there is snow. We ski or do cross country skiing...or we go to a beautiful country we do trekking and walking.” Salama reported that she went “horse-riding.” Respondent thirteen said, “For me Australia is doing extreme stuff like sky diving and car racing, and that is why I went there for holiday.”

Outdoor recreation described by Kaplan (1975, p. 26) “Consists of relatively self-determined activity-experience that falls into one's economically free-time roles that is seen as leisure by participants, that is psychologically pleasant (“I just went out of the usual.” – Hussein) in anticipation and recollection, that potentially covers the whole range of commitment and intensity, that contains characteristic norms and constraints, and that provides opportunities for recreation, personal growth and service to others” (Kaplan, 1975, p. 26). One such response referring to outdoor recreation that can be compared to Kaplan’s perspective is Hussein’s comment.

I did karting, I did skiing, I did rock climbing, bungee jumping, and went to theme parks. I just went out of the usual, I tried surfing. We did everything, everything... It’s a fantastic destination for people who like diving and fishing and we could just go and enjoy it. It’s just out of the norm what you can do, especially at the Great Barrier Reef. It’s just amazing ... I did diving over there, it was just an extreme, just an experience. I did sky diving as well, it was close to the destination where we were surfing and we did sky diving on the same day, we spent two days over there

Respondent eleven said, “I feel the sea in Australia is so good, the surfing the waves... it’s like the waves are welcoming.”

These responses suggest that the holiday to Australia offered these tourists self-development through many outdoor activities that they were able to participate in.
Although many of these activities are available in the UAE to a certain limited extent, the experience, the environment, the outdoor nature of Australia were more fulfilling for them. This new environment also offered some people the opportunity and freedom to act out different self-images.

**Category two - Exposure to a different milieu as an opportunity to act out self-images and refine and modify them**

As Crompton (1979) suggests, a pleasure vacation may offer the chance for tourists to act out self-images, and in so doing, refine or modify them. This exposure to a different environment may also sometimes cause a revision of existing perceptions of self-status, such as enhancing feelings of self-worth. Similarly, Dann’s (1977, p. 188) notion of the ‘alternative world’ suggests that travel may fulfil certain needs, such as the need for ego-enhancement (which fulfils one’s self-image), which could be achieved by changing one’s dress code. Dann also argues that travel has the advantage of permitting the traveller to behave in a manner normally avoided by the dictates of convention. For example indulging in behaviour which may be looked down upon in the home environment as described in the sub-category below. According to Crompton’s and Dann’s arguments, it can be expected that the tourist feels free to overstep the bounds of their home country’s conventions, such as by wearing flashy clothes, eating exotic food, getting drunk or indulging in other behavior and activities that are disapproved of in their home environment. That is, the holiday is a fantasy that allows tourists to step away from their role expectations because the setting is different.

**Sub-category - Opportunity to explore a different dress code**

An example of one such role expectation, namely the rules pertaining to the way one dresses, were supported by this study’s findings. As Alia said, “[In Australia] I don’t wear an abhaya. I remember I didn’t wear my shyela…you know we are not allowed to wear swimsuits and things like that.” Hind confirms this too: “Here [in the UAE] I wear shyela and abhaya but outside only shyela without abhaya. Even for male Emiratis the Australian dress code was more relaxing, as Khalifa noted: “dressing is very casual there.” Thus, being in a Western country with a different culture to the UAE gave these
tourists the chance to explore a different role and feel less restricted, since they were away from the pressures of their society.

**Category three - Self-discovery**

According to Pudliner (2007) tourism is not just about travelling to places, but is an opportunity to explore one’s own self. Galani-Moutafi (2000, p. 205) relates travel to “notions of boundary, inside and outside, distance and difference, all of which enter into the consideration and renegotiation of the self”. Implying that exposure to a totally different environment for a period of time provides a reference point for re-evaluating one’s own self (Crompton, 1979). The very nature of the experience provides physical and mental rewards that contribute to the human need of self-discovery (Pudliner, 2007). Furthermore Fussell (1982) (cited in Craik, 1991) adds that the experience of travel is interconnected with self-discovery, suggesting that through travel, one’s development of self may be profound, and may also be reflected in one’s other aspects of their life.

The most direct reference came from Nasser, who stated, “If you dive in the Great Barrier Reef it is a trip of self-discovery.” Ahmed, also found time for exploration and self-evaluation, even though his holiday was hectic, and he was travelling with family and friends: “Although there are a lot of activities to do over there, such as fishing, you are going with the friends and family. You will find some time to have moments to be by yourself.” For Mirza, the first holiday to Australia by himself was a time to “discover oneself” (Pearce, 2005, p. 103). He mentioned how it was “relaxing” for him because, as he put it, “I have many times to think about it to think about myself more.” Thus, being alone and far from home in a different social and cultural setting may have helped him to think about himself and his life in general. For Respondent, being in Australia made her feel “younger, happier.”

**Category four - Exploration and evaluation of self and family**

According to Crompton (1979) a pleasure vacation provides the time for re-evaluating one’s life style and understanding one’s self. The Emirati society being a collective society (Hofstede, 1984) with family at the forefront, Latifa’s holiday provided the
opportunity for her entire family to explore, discuss and evaluate each member’s lifestyle:

>You know basically whenever you travel ... especially with the family, you tend to assess where is not only your life but where is everybody’s life as well...because my parents are business people so basically they are constantly travelling, and they are constantly busy, and so is my sister... So basically you just don’t really get together. So basically, that holiday tells me to assess where I am at that point in my life. I think about what is more important, what are the priorities I should to set, and I take a look at whatever you know. I tend to assess my family’s life, if they are feeling okay, because basically I believe you know in our country we don’t get the chance to actually do that. Not like when you travel, you get to know a lot of stuff that you didn’t really find out when you are back home.

A holiday provides an opportunity not only for being together as a family and doing things together but also a time for self-evaluation and a time to reflect together as a family and learn more about how each one is doing in their daily life. For some every holiday provides the opportunity for self-evaluation of one’s job and other issues in normal routine.

Khalifa feels every holiday is an opportunity for escape and evaluation of self:

>I mean that happens every time I go away because once you are away you are away from your routine work on your daily chores and what you have to do ... I kind of start thinking, putting, plans. I mean recently I am thinking of starting my own business, even putting plans for business along with my wife. We do it only when we are away and when you come back, implementing these. To do this is a challenge because you are again back to work long hours and all of that, but I would say not just Australia but anytime you go out, like when you are in a relaxed mood, you come to think about what I am going to do or what are my next steps.

Since a holiday is relaxing some find it the ideal chance to reflect on their future career and other plans.
For Salama, Australia’s geographically distant from the UAE helped her to think and re-evaluate herself; that is it gave her the time to ‘escape’ (Iso-Ahola, 1982) by taking her far away from home to provide the time to think about her future ‘seeking’ (Iso-Ahola, 1982). As Salama stated, “I can find relaxation and evaluation of myself. It gave me opportunity for thinking about studying there because it is far.” For some Emirati tourists, however, a holiday is not for exploration and evaluation of one’s self. For example, Hussein felt that a holiday was mainly for relaxation:

*I don’t associate myself with exploration itself. I think it more of a time I would actually relax and shut down ... clear all my worries away, ... it is a new re-boot.*

Fatima and Reem also felt that exploration and evaluation can be done anywhere depending on the individual’s mood. Moreover, they felt it was too hectic to allocate time in Australia specifically towards exploration and self-evaluation: “You can do this anywhere - evaluate yourself. It depends like if you are in the mood to think and evaluate yourself. In Australia we didn’t find time for that.”

**Category five: Novelty of the physical and social context**

According to Crompton (1979), novelty refers to what is new and different in terms of the physical and social context. In this regard, Fatima and Reem enjoyed the experience of singing karaoke in the park because it was novel and different for them. “*Karaoke in Movie World; they record you and you can be heard in the whole park.*” This new context was a relaxing experience free from the societal and cultural pressures of home. Respondent six said, “*We look for something new and different every year.*”

**Opportunity to explore a different dress code**

Dress can provide novelty for Emirati tourists as part of the physical and social context that is far from the social pressures of home and family. For instance, Fatima and Reem mentioned that Australia gave them the chance to dress outside in ways that were not done at home:
From the way we dress, the way we like actually do some things. Yeah it’s so different…. we don’t wear abhaya or anything there [in Australia] we can be extreme, we can just wear whatever we want. The way we act like here [in the UAE] we have to be a bit conservative. There like it’s ok you can be open.

Asma reiterates that her parents too are more relaxed on holiday:

On holiday, we wear western clothes, but no wearing swimsuits when we are out. I like it because it gives us the time to wear winter clothes, scarves, hat. That’s why I like to travel in the winter to Australia. No shyela or abhaya on holiday...My mum loves fashion as long as she is covered... My parents are relaxed.

Respondent eight said, “I can wear sport clothes. You cannot do things you want to do in Dubai, people are judgemental here, but in Australia you do when and what you want. We are free in Australia, no abhaya.”

However, it is important to note that the specific location of the holiday destination plays an important role in terms of freedom of dress. At certain holiday destinations, the dress code is no longer free from the normal Emirati rules because of the large number of other Emirati tourists present at the same destination. For example, Latifa states:

When we were in Australia you know I wasn’t forced to wear my scarf ... But for example, if you take me to London or Germany or something like that, I have to have my scarf on, I have to have it.

Opportunity to explore different foods and drinks

In terms of food, a couple of the respondents mentioned trying foods that were forbidden by their religious beliefs. For example, Nasser stated:

Yes, we had kangaroo at Rialto Tower, at the bottom there is a restaurant. We had kangaroo steak, but then being Muslim also there are certain things we
cannot eat of course. The obvious is pork, but for example crocodile, we cannot eat it, but I must admit it, I tried it. I think emu also.

Khalifa made similar comments:

*I mean I wanted to try koala meat but again that is not possible, but kangaroo you can. Kangaroo, yes we tried, I mean again not the very local, but things that are not available here. That’s different but we have gone to a lot of the steak houses.*

Drinking alcohol and gambling are considered ‘haram’ (sinful) in the Muslim religion but Kalifa added, “*For me it doesn’t matter, so we did even try the wines.*” Respondent one said, “*my father likes to do gambling, we are open-minded.*”

A number of the findings of this study seem to agree with Crompton’s conclusions about this factor, exploration and evaluation of self. However, there are also some differences. As Figure 5.3 shows, it was necessary to develop some new themes within the existing categories. First, exposure to a different milieu gave these Emirati tourists the opportunity to dress differently. Second, a different land also provided the freedom for them to be more relaxed in terms of indulging in food or drink that is not allowed by their strict religious rules. Third, while Crompton’s respondents also found a holiday provided the chance for self-discovery, the Emirati tourists’ self-discovery for them related to specific activities liking diving on the Great Barrier Reef or cross-country skiing, activities not done at home. Table 5.4 below summarises Crompton’s findings and this study.

Table 5.4: New categories exploration and evaluation factor – Emirati tourists

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Did Crompton’s categories emerge in this study (+ means yes, – means no)</th>
<th>New categories which emerged for exploration and evaluation of self factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>A pleasure vacation being a new physical and social context provided an opportunity for:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Discovering more about oneself, since at home or visiting friends and</td>
<td>+</td>
<td>• Pleasure for self-development through participation in outdoor recreation</td>
</tr>
<tr>
<td></td>
<td>+</td>
<td>• Exposure to a different milieu as an opportunity to act out</td>
</tr>
</tbody>
</table>
relatives this was not possible due to outside pressures and hence they dilute the value of the experience

- Acting out self-images and in so doing refining or modifying them
- Re-evaluating one’s life style
- Revising existing perceptions of self-status
- Enhance feelings of self-worth

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<tr>
<th></th>
<th>+</th>
<th>−</th>
</tr>
</thead>
</table>

- Self-images and refine and modify them through an opportunity to dress differently
- Self-discovery through various travel experiences
- Exploration and evaluation of self and family since this society is very family oriented
- Novelty of the physical and social context – opportunity to explore a different dress code, food and drink

Source: Author

5.2.1 Discussion of push factor - Exploration and evaluation of self

Based on the above conclusions this discussion explains the findings that emerged in relation to Emirati tourists. Australia as a destination in different ways satisfied this motive that was a strongly evident in some aspects and less revealing in others. Very few studies have explored this factor with tourists from other nationalities. See Table 2.7 (Chapter 2).

Australia as a destination for a couple of respondents was not the best place for fulfilling such a motive as time just flew past because there was so much to do. For some Emirati tourists, having time to think about and evaluate themselves was not the main focus of their visit to Australia. They stated that this could be done anywhere. However, for some others, indulging in outdoor activities like diving, fishing or horse riding did help them to think more about themselves. This confirms what tourism theorists, such as Wearing and Deane (2003, p, 5), argue, that outdoor recreation activities like rock climbing, canoeing, camping, bushwalking, scuba diving and other such activities are traditionally seen as an opportunity for an individual to ‘find oneself’, and in fact one of the respondents mentioned that scuba diving was a point of self-discovery. For another respondent, being alone far away from home was a good time for reflection, while for another, being with family members was the best opportunity to evaluate how the other family members were faring in their usual busy lives.
Crompton (1979, p. 416) suggests that a pleasure vacation may offer the chance for “acting out self-images and in so doing refining or modifying them,” suggesting that a change of environment offers one the chance to “be whomsoever they want” (Cohen 2010, p. 128) and an opportunity to be multiple selves or act out performances (Edensor, 2001). These effects were very much evident in the findings of this study, which could be related to the Emirati culture with its strict cultural norms. For example, most female respondents reported that a holiday in Australia provided the opportunity for acting out self-images like not wearing their abhaya, and in most cases not even the shyela. One respondent revealed that her family only wore western clothes while on holiday. It is also important to note that one of findings that emerged was that the destination made a difference as to whether to wear the abhaya and shyela, depending on how many other Emiratis and Arabs were in that destination.

Although these tourists may strongly desire periodic escapes, they retain a strict code of behaviour, imposed by the family unit and wider social pressures. A holiday is an opportunity to act out self-images, refine and modify them. As Latifa stated, “in Australia it is different…you are not in a Muslim country. You feel you are in a western country; all the western beliefs apply; you do not feel restricted.”

### 5.3 Push factor three: Relaxation

This section considers:

- Whether a holiday in Australia provides the relaxation Emiratis look for in a vacation
- What the key factors are that contribute to making Australia a relaxing destination in terms of physical and mental relaxation
- What forms of physical and mental relaxation are provided by holidays in Australia for Emirati tourists

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton (1979)</td>
<td>Differentiated relaxation into physical and mental motivations for travel</td>
</tr>
<tr>
<td></td>
<td>Relaxation on holiday referred to mostly a mental state than a physical state</td>
</tr>
</tbody>
</table>
Relaxation meant taking time to pursue activities of interests – since more time available on vacation

Fatigued on return home

Nice to go on vacation but also glad to return back

<table>
<thead>
<tr>
<th>Source</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iso-Ahola, (1982)</td>
<td>Relaxation an intrinsic reward</td>
</tr>
<tr>
<td>Pearce (1988)</td>
<td>Relaxation is the lowest or most basic level of motivation in an individual’s travel career ladder</td>
</tr>
</tbody>
</table>

Other Researchers

<table>
<thead>
<tr>
<th>Holiday is a time</th>
<th>For resting and relaxing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Giving the mind a rest</td>
</tr>
<tr>
<td></td>
<td>Not worrying about time</td>
</tr>
<tr>
<td></td>
<td>Getting away from normal psychological stresses and pressures</td>
</tr>
</tbody>
</table>

**Source:** Author

**Relaxation themes**

The themes that emerged from the respondents’ statements are grouped under the following five categories and subsequent sub-categories represented in Figure 5.4.

Category 1: Preference to base oneself at one destination

Category 2: Preference for mental relaxation over physical relaxation

Category 3: Relaxing choice of destination

Category 4: Relaxation from the pressures of home and society

Category 5: Relaxation as a time to be lazy.
Figure 5.4: Relaxation factor

Relaxation Preference to base oneself at one destination

Preference for mental relaxation over physical relaxation

Relaxing choice of destination Australia being more relaxing than Europe

Relaxation from the pressures of home and society Fewer Emiratis and other Arabs in Australia

Relaxation as a time to be lazy Being able to let your hair down

Relaxation from family or work commitments Good infrastructure, easy access to transport, attractions, restaurants, activities

Being more physically relaxing, laid-back Being able to stay at one place - no packing and unpacking

Opportunity to stay for a longer duration Feeling safe

Western environment No need to wear shyela, abhaya

Source: Author
Category one - Preference to base oneself at one destination

For some respondents, relaxation came from holidaying at one destination, rather than going from one place to another:

*The holiday was relaxing because we used to go out one day and the next day we would rest, because we stayed there for a month, so we had time. I like to stay in a place... It's better to stay in a place and not go around in the car and then pack and unpack our bags.* (Alia)

*Stay beside the beach – all the stresses go. Our apartment was beside the beach. The first thing we did when I woke up, is stand in the balcony beside the beach, see the beach and see the sunrise. This really takes away all stress, and makes us.* (Mirza)

Being in one place compared to travelling from one holiday destination to the other is a form of relaxation and also the location of the holiday like the beach reduces their stress (Lin, Morais, Kerstetter, Hou, 2007).

Category two - Preference for mental relaxation over physical relaxation

Some respondents looked for mental relaxation more than physical relaxation, which is consistent with Crompton’s (1979) study, which found that tourists from the USA sought mental relaxation more than physical relaxation. For example, Asma stated that “holidays are for both, mental relaxation and physical relaxation”, while Hussein mentioned that:

*I think a holiday is more of a time I would actually relax and shut down ... just clear all my worries away, and just say, it is a new re–boot, that's it. Anyone would say that on most holidays I guess, yeah.*

Sub-category – Relaxation from Family and work commitments
In this study, within this category of mental and physical relaxation, another sub-category emerged in that some respondents felt more mentally relaxed on holidays because they were away from family and work commitments, as can be seen in the following two responses:

*It was relaxing. It was a change. Whenever you go out of the country basically it is a change for everyone. Here [in the UAE] it is hectic. Here you have work, you have things to do, you have cars. There [in Australia], there are no cars, fresh air. You go around, walk, you do whatever you want, rest.* (Salama)

*So Australia was like a relaxing place. It's just like we don't have university. We don't have work. We don't have anywhere to be at. We just sit and plan like what to do just to have fun, yeah.* (Fatima and Reem)

It is also worth noting that this factor being away from family contradicts the factor that a holiday is a time for family to get together. This freedom/relaxation may relate to the entire family who has travelled together for a vacation an escape from the pressures of other family members and social circle pressure.

**Category three - Relaxing choice of destination**

For many Emirati travellers’ relaxation depended on the choice of destination, with Australia seeming to be a destination that was relaxing for most respondents. That is, the destinations that the respondents had experienced were physically relaxing, laid-back and luxury locations, with good infrastructure and easy access to transport. Moreover, unlike Europe, being based at one destination like the Gold Coast for a long period (two weeks and more) offered the tourists a lot to do in terms of attractions, entertainment, restaurants and activities. This they found very relaxing because they did not have to go from place to place, packing and unpacking, as they might do on a holiday in Europe. They even found the driving was relaxing.

These were some of their comments. According to Hassan, Australia “*can be a place for relaxation.*” For Nasser too: “*Yes, I say it can be a place for relaxation*”, and for Salama: “*Yes I can find relaxation and evaluation of myself.*” For Shereen, “*in Australia it is a combination of everything: you can relax, you can shop*”, while Latifa commented
on the convenience and luxury: “Australia, the ease of having everything, really people are very helpful, taxis are available like 24/7. It’s laid-back luxury, which is a place where you can kick back and relax.” Respondent eight said, “we like to relax… relaxing not [is possible in] busy places.” Alia, Khalifa and Fatima and Reem also supported these views:

It’s better to stay in a place and not go around in the car and then pack our bags and then unpack again. (Alia)

It’s very relaxing because we go in their winter, so the days are shorter and the nights is long, so you do the tour and you come back, relax, go out for dinner, watch a movie, or to even like go to a lounge, and still the day is stretched kind of. (Khalifa)

My father, he rented a car. The driving wasn’t hard. He told us that it was easy, like although the opposite side of the road. It wasn’t crowded a lot that you had to wait in the car, like sit in the car for hours. It was easy because you could find parking easily. (Fatima and Reem)

In terms of Australia being a destination choice for relaxation, the sub-category that emerged was Australia was compared to Europe.

**Sub-Category one - Australia being more relaxing than Europe**

On this point, Mirza stated compared it to London: “It’s laid-back luxury, which is a place where you can kick back and relax. It’s a place not like London”, while Alia and Khalifa compared it to Germany.

For example, this year...we went around Europe...we took a car to places around, and this was really tiring. I like to stay in a place. I hate to pack myself and I was doing it all by myself... The holiday [in Australia] was relaxing because...we used to go out one day and one day we rest, so we don’t go every single day. Because we stayed there for a month, so we had time. I like to stay in a place. ... And I hate to pack myself. (Alia)
I think also with Australia because with all the tours they have the facilities. I mean if you go to the theme parks, the bus takes you from the hotel directly there. If you go to a bit farther areas, you have the trains or you can even take flights, so the travelling time is short. Whereas places like Europe, if you go in the mountains, the queues are very long, the travelling time takes long, so even if the tour is two hours, the travelling time by itself might take another two hours. (Khalifa)

As noted above and earlier Australia offered these tourist relaxation in terms of being based at one location with many things to do unlike Europe where one has to travel from destination to destination to do different things. In general, based on these comments, several further sub-categories emerged within this sub-category for Australia as a preferred destination to Europe (see Figure 5.4). These sub-categories were good infrastructure, easy access to transport, attractions, restaurants, activities; being more physically relaxing, laid-back; being able to stay at one place – so no packing and unpacking; opportunity to stay for a longer duration; feeling safe; Western environment.

Category four - Relaxation from the pressures of home and society

Several interesting forms of relaxation that are very specific to this market emerged from this study, which were assigned to the following categories: letting one’s hair down, relaxation in terms of dressing, and fewer Emiratis or other Arabs in Australia than other destinations. These forms of relaxation were very important for the respondents because of the strong cultural and religious restrictions and expectations imposed on Emiratis at home that have already been discussed earlier. The following respondents’ comments illustrate this:

Going away, you do things differently. You are more relaxed in a relaxed environment. Like here [in the UAE] for example, I would never go and ride horses with my dad or I would never go and challenge him in bowling. If we are travelling, these things we do more and more things, do more activities. You get to be more relaxed, you get to like go out at night and sleep in the morning. (Khalifa)
It’s laid back luxury, which is a place where you can kick back and relax. It’s a place not like London for example...it was totally different from when you were in London. For example, Australia, the of Arabs that go there is not as much the number of Arabs you find in London. In London, you have to dress a specific way, you have to act in a specific way, because everybody knows you there and Australia was actually a place where you could kick back... You can experience something new. You feel that you are in a different country. (Salama)

When we were in Australia, you know I wasn’t forced to wear my scarf, but as long as I wear long...conservative garments that was fine with my dad. But, for example, if you take me to London or Germany...I have to have my scarf on, I have to have it... it differs from region to region, and the amount of Arabs that are actually there. And it depends on the type of family. Some family are quite conservative and some are a bit more open-minded, and they can accept a few things. (Latifa)

Relaxation in Australia offered these tourists’ different forms of relaxation. For example, this environment gave them a sense of freedom from home to dress how they desired, or even do things with the father, which was not possible back home, and the freedom from the pressure of their own fellow Arabs.

Emiratis tourists also felt relaxed in Australia because they considered it safe and comfortable in relation to their traditional and religious beliefs of eating and drinking. For example, one of the respondents stated that his parents benefitted from the range of restaurants and coffee shops to eat and drink from because there were many that did not serve alcohol and non-halal food. As Khalifa put it:

I think that is in general, you know with a lot of Emiratis, and generally Muslims, they don’t go to clubs, they don’t go to places where they serve alcohol. So the high-end restaurants where they serve alcohol, they try to stay away from them. So for them, coffee shops, the small restaurants is like where they hang out, they feel more relaxed...my parents...they end up going to very selective restaurants, whether it is in the country or outside, because for them it shouldn’t have alcohol served, they shouldn’t have loud music...they’re very restricted, so usually coffee
shops restaurants and malls and food courts are always a more easier solution for them.

This kind of statement demonstrates how some Emiratis especially in the case of this respondent’s parents prefer to maintain their cultural and social restrictions while away on holiday, and therefore choose restaurants which meet their requirements.

**Category five - Relaxation as a time to be lazy**

In general, the Emirati travellers considered relaxation on holiday as a time to be lazy, although one respondent thought rest was more for the older than the younger generation, whilst another felt a holiday was more for fun than relaxation. For Shereen, “holidays are a time to be lazy”, while Latifa said, “I couldn’t say relaxing, I would say more fun than relaxing. I think the older people want it but the younger people definitely not.” Hussein also mentioned a generational difference:

> With my parents, I prefer to have a relaxing and quieter holiday, whereas when I am with my friends and all, we don’t mind going to a bit of an extreme environment to something, or just have fun amongst one another. Yeah, that’s cool.

Based on the above findings, this study revealed that relaxation is one of the factors that drive Emirati tourists to travel abroad. The relaxation categories and sub-categories that emerged from this study are seen in Figure 5.4. In relation to Crompton’s (1979) findings, this study agrees with what he established in that Emirati respondents also see a holiday as providing more mental than physical relaxation, although this concept of mental relaxation was expressed in different ways, in contrast to Crompton’s respondents. These differences will be considered in more detail in the discussion section of this chapter. A second difference is that Crompton found that relaxation meant taking time to pursue activities and ameliorating tension, whereas this was not expressed by the Emirati tourists, although they reported participating in many outdoor activities. See Table 5.6 illustrating the comparisons between Crompton’s findings and this study.

**Table 5.6: New categories relaxation factor – Emirati tourists**
Crompton’s categories | Did Crompton’s categories emerge in this study (+ means yes, − means no) | New categories/sub-categories emerged for relaxation factor
---|---|---
| Other regression findings for this study | Preference to base oneself at one destination | Preference to base oneself at one destination
Relaxation on holiday referred to mostly a mental state than a physical state | + | Relaxation more mental than physical − relaxation from family and work commitments
Relaxation meant taking time to pursue activities of interests – since more time available on vacation | + | Relaxing choice of destination
Fatigued on return home | − | Australia more relaxing than Europe (Good infrastructure, easy access to transport, attractions, restaurants, activities; being more physically relaxing, laid-back; being able to stay at one place – so no packing and unpacking; opportunity to stay for a longer duration; feeling safe; Western environment)
Nice to go on vacation but also glad to return back | − | Relaxation from the pressures of home and society

Source: Author

### 5.3.1 Discussion of push factor – Relaxation

Overall, the findings of this study regarding this factor are consistent with previous research investigating tourist motivation, suggesting that the prospect that a vacation can provide time for relaxation is a push factor for tourists from many countries, including the UAE, as previously discussed in the literature review chapter of the thesis. Table 2.8 (Chapter 2) shows the range of nationalities of tourists examined by previous studies in relation motives. The present study adds the UAE to this extensive list.
The findings of this study thus agree with Crompton (1979) and these other researchers that tourists seek a holiday for mental relaxation. However, this research drew out some additional interesting sub-categories, which expands our knowledge in terms of relaxation as a tourist-motivating factor. The new sub-categories that emerged from this study are as follows:

- Choosing a holiday that is based in a single location.
- Visiting a different environment, away from the time limits, and social and cultural pressures and restrictions of home life, like dress codes, and having opportunities to indulge in activities like alcohol consumption, eating crocodile meat or pork, which are not possible to do at home.
- Getting away from the physical pressure of the home environment.

Australia, especially the Gold Coast, apparently offers these tourists the opportunity to enjoy many of the interests and activities that they wish to do. In particular, it was very relaxing for them as they did not have to travel too far, or pack and unpack from one hotel to another, compared to a European holiday. Furthermore, they reported that an Australian holiday provided laid-back luxury because of the country’s good infrastructure, easy access to transport, attractions, restaurants and activities, and a feeling of security.

For these tourists, getting away from the mental and social pressures of home, work and study also provided an important form of relaxation. For instance, some of the respondents, especially the females, felt more relaxed in Australia because it was not as popular with Arabs as European destinations like the UK and Germany. Being away from other Arabic nationals brought them a feeling of freedom and relaxation, since there was less likely to be other Arabic people scrutinising their dress and behaviour. This was important because, in Arabic society, not conforming to such traditions is highly disapproved of, as one of the respondents explained:

*When we see something like that, we are still shocked a lot... We don’t respect them anymore. ... When we talk to them, they say, “no, my father said ‘I like you to stay without sheyla and abhaya. You look prettier’. ... They just ignore the Islamic regulation and what Islam says. So this is shameful of them. (Hind)*
To summarise, even though their holidays may have been busy with activities, simply being in a different, non-Arabic environment was a major relaxing factor for them. Since no previous research has identified this specific form of mental relaxation, these findings further extend our understanding of the push factor of relaxation.

### 5.4 Push factor four: Prestige

- Whether Emirati tourists considered Australia a fashionable or luxurious destination
- Whether they indulged in particular actions, such as dining at luxurious restaurants, staying in luxurious accommodation and participating in luxurious and expensive activities, that they could boast about to their friends
- Whether this sense of luxury was a major motive for Emiratis to travel to Australia, especially for repeat visitors

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton (1979)</td>
<td>Prestige in travel: Primary motivating factor for other people’s trips more than their own. No longer prestigious because more frequent nowadays</td>
</tr>
<tr>
<td>Fodness (1994)</td>
<td>Travel to fashionable and luxurious destinations: Opportunity to boast to others</td>
</tr>
<tr>
<td>Other Researchers</td>
<td>Prestige examined: Talking about the trip on returning home, Visiting a destination valued and appreciated by others, Dream fulfilment, Going places my friends want to go, Visiting destinations that would impress family and friends</td>
</tr>
</tbody>
</table>

*Source: Author*

**Prestige themes**

The themes that emerged from the respondents’ statements are grouped under the following five categories represented in Figure 5.5.

Category 1: Australia as a prestigious destination
Category 2: Accommodation used prestigious or not
Category 3: Shopping in Australia prestigious or not
Category 4: Activities in Australia prestigious or not
Category 5: Food in Australia prestigious or not

Figure 5.5: Prestige as a push factor for motivation for Emirati tourists to Australia

Source: Author

Category one - Australia as a destination of Prestige

Swarbrooke, Beard, Leckie and Pomfret (2003) state that cost is a major factor that distinguishes prestige in that exclusivity can reside in the price of the product. In this study, for example, Khalifa’s stay at the Palazzo Versace and fine dining at top restaurants gave him the feeling of luxury and boosted his ego from time to time. Both Hussein and Khalifa indicated that Australia is a destination, which offers both elements of luxury and budget experiences. However, they both liked to enjoy a bit of luxury when they travel:

_The great thing about Australia is it has a mix of both. It gives you the aspect that if you want to get a luxurious experiences, yes there are places that you can really go and have a splendid time. However, if you also want to go for a budget experience, there are areas and there are places that you will even have that kind_
of the choices as well. On the three times I went, well mixing and matching on all my experiences. You see when you go to the main CBD [central business district] areas of the cities...you will find a mix of everything. You find something that are budgeted and you find some things that are expensive, sometimes going out to reef areas, or...other areas you find that. You could find something that you have value for it...You come out and everyone is just so less commercial, and if you do want something to experience luxurious...you could really go to areas such as the Palazzo Versace, the Gold Coast. You could go to...Victoria...and Melbourne...you have got so many different areas that can offer you that enriched experiences, and Sydney has a lot to offer. You have the Darling Harbour...There are quite more...the casinos, basically the emphasis that Australia has towards the luxurious events...Basically, you get all these boulevards and all the experiences...and of course there are lot of people who like fine dining and social events and...going to the theatre...You can consider this as luxurious. Yes I of course, you know we do sometimes occasionally give it a try as well. Like we tried fine dining at some of the top restaurants that they have over there, as well as...going to the theatre...and the experiences were nice, especially with the parents and it is quite involved. (Hussein)

For Hussein, he found Australia offered him luxury and the choice for less luxurious things to do, when he so desired. However when travelling with his parents luxury was an important aspect for choice:

See if you go to a place like Surfer’s Paradise, to Sydney, you have the brands; you have the extravaganza hotels, like we stayed once in the Versace hotel. That’s an experience by itself. Even the harbour area around in Sydney for example, the restaurants, the steak houses...you can still enjoy and feel luxurious going to the Opera House.

Khalifa considered prestige in terms of showing off to family and friends:

For me it’s an experience...more of prestige. I mean, even within Dubai, whenever a new hotel opens, I tend to be one of the first to go and try it, and then talk about it and then tell the family. Talk about it in social media. Blog about it and stuff like this, so I do have this interest.
When Khalifa was asked if this can be described as a ‘been there done that thing’, he replied, “Exactly”. He also likes to consider himself as a role model and ensures that he blogs about his experiences. Moreover, for Khalifa, it was something to talk about because he and his family were one of the first few Emiratis to visit Australia:

Yes, especially the first few times we went where a lot of people haven’t been… It was a lot to talk. We took so many pictures and the smallest, smallest thing like going to the bird sanctuary and taking a picture with the bird, the Koala was like something amazing: how it feels, how it smells. Talking about Australian experiences was nice … so taking pictures, and especially now with having things like Twitter, like Blackberry messenger, I always keep on telling my friends, posting pictures, so I don’t have to talk about it anymore because by the time I am here, they know my entire journey, itinerary what did I do, what did I say, what did I eat. (Khalifa)

Khalifa experiences of food and activities could also have a role in ego-enhancement, which indirectly provides the recognition by others thus satisfying the need to impress others by talking about ones holiday indulgences and experiences (Dann, 1977).

Hussein, on the other hand, was not motivated by boastfulness, but rather through the holiday being a topic of discussion of one’s experiences, and most importantly for providing information:

Of course. It would always be the first topic over dinner with one of your friends…You would always talk about what did…about the place. Then you would go on to talk and everything about your experience and all … No, it is a prime factor. I mean people ask you questions…we give them answers to it…more like branding. It’s more of our informative because they say “I must really try this next time I go also”… It’s more like just to share your experience. Share, share your experience and talk about with others.

For Hind and her family, the luxury of having a butler or taking a maid on holiday can be expensive, but also exclusive. As Swarbrooke et al., (2003) suggest, exclusivity carries a cost, which in turn brings prestige with it. For instance, Mirza and Alia’s families took a
couple of maids each with them to Australia on holiday, while Hind’s family chose an apartment offering the services of a butler. Hind said:

It was like an apartment but with butler service…a big apartment with a kitchen and everything. The view was amazing because there was a swimming pool and it was near to the Australian houses…It was amazing. It was in the suburb area and it was near the lake, a local restaurant, it was not the famous one but it was nice.

**Category two - Prestige in accommodation:**

Unlike Khalifa and Hussein’s experience at the Palazzo Versace, most of the other Emirati respondents stayed in four to five star hotels or apartments while in Australia. For the rest of them, prestige did not seem to be a major criteria as long as the accommodation was suitably located, clean and convenient for getting to the tourist attractions, restaurants and shopping. While he was studying in Australia, Hassan stayed in an inexpensive house, and during his holiday breaks within Australia, he usually chose 3-star or 4-star accommodation in the cities he stayed in:

My family visited Australia – had a house, two bedrooms and living room. It wasn’t that expensive. It depends, not 3-star but sometimes in 4-star hotels. In Melbourne mainly, we used to stay most of the times, with my friend…But sometimes when we are big groups, we don’t want to bother him that much so we go to the 4-star hotel. We are student…Gold Coast and Sydney, you know hotel in the main city. We were in the surfer’s paradise itself, where the main activities are.

Saad and his family generally preferred apartments and flats, Mirza too stayed in an “apartment”, while Fatima and Reem preferred the “five star” style of accommodation. Asma and her family normally selected “an apartment as we stay for a month.” Nasser remarked that her holiday trips to Australia were mostly budget-style:

Again, all sorts of accommodation is there of course. Being a student, you did not have enough money, so we stayed in hostels, and lucky we landed in the good ones. I have heard some horrible stories but you have to be extremely unlucky to
land in such places. But generally the youth hostels, motels are generally in good shape so this where we stayed, and we stayed here at friends’ houses. (Nasser)

For Salama too, it was mainly apartments during her three visits to Australia: “I went to Australia like three times, 1996, 1998 and 2001, so each time it was different ... the first time an apartment, then an apartment and then a hotel.”

Shereen and her family also stayed in an apartment: “We needed an apartment that had three bedrooms. We were waiting for a family to check out so that we can check in.” Khalifa, who has been many times to Australia with his family, mostly stays in apartments. Alia and her family also tended to choose between hotels and apartments. Alia said:

The Sydney one was really nice. We stayed in an apartment but the apartment was more like a hotel. It was something called ‘Star something. Four’... In the Gold Coast, an apartment, because we stayed there for two weeks so we were more comfortable with apartment, and were near the Gold Coast...near the beach, but I don’t remember the name of the hotel.

Ahmed’s family “booked three very nice accommodation apartments, very good, very good apartment, yeah, self-serviced apartment, it was very good.”

Category three - Prestige in choice of activities

According to McIntosh, Goeldner and Ritchie (1995), status and prestige offer tourists the opportunity to fulfil a desire for recognition and attention from others and boost their ego. However, it also includes opportunities for personal development through pursuing hobbies or education. For example, Saad regarded visiting the different parks in Australia as a form of education because this was new for him:

It has a unique animal population.... So we had been there and at that time they had a lot of theme parks ... Visited the theme parks, water parks, Warner Bros. We visited also, animals parks as well, you know wild life conservation. I mean that was our main purpose for going there. It was for the koalas, the kangaroos,
the other wildlife that was there, the spiders as well, the big ones. These things were something, I think it contributed to the development factor for us as kids. We saw that these were new things we were seeing.

It was a learning experience for Salama too: “There was this farm where you can experience the sheep and when they shear them. There were the kangaroos, the koalas we saw the cowboys in Australia when they take the milk from the cows.”

According to Weed and Bull (2009), prestige and status motivators are also related to the wish fulfilment motive of sporting tourists through indulging in sporting activities that fulfil their fantasies in this area. They suggest that, just as sports people achieve status through winning and achieving high levels of performance, so do sporty tourists acquire status through conspicuous consumption in the form of exotic and expensive sporting holidays. Thus, for Nasser, going off the beaten track, doing activities not necessarily done by regular tourists, such as walking in the jungle, visiting the canyons and cross-country skiing, were all prestigious tourist activities. As he put it:

Besides the shopping to site see, to have look to see different things, not always what the tourist does, not necessarily the things the tourist does. See something different...sometimes go off the beaten path and see something else ... Favourite thing I discovered is cross-country skiing in Victoria. There is an area called Lake Mountain area. I enjoyed that a lot. ... Visiting zoos, theme parks, as kids we enjoyed that. I still do it nowadays. Also visiting, looking at the natural aspects, like walking quite a bit in the jungle, we visited some caverns here and there. We went with friends. We went to visit canyons in Melbourne, the 12 apostles...some people like to stay in the city because they enjoy doing that.

Saad’s desire and the freedom to walk, hike and trek can also be interpreted as a kind of wish fulfillment (Weed and Bull, 2009). For example, he stated, “I like to walk around and discover the place, as opposed to driving around the place. I like to walk, take long hikes, trekking. It beats travelling around in a car.” For Fatima and Reem, trying out new sports was also exciting: “parasailing, we tried it outside, water sports.”

Category four - Prestige in food
Fields (2002) suggested that motivations regarding local food and beverages could be conceptualized within the category of prestige and status motivators. Even though the Emirati respondents seemed to be personally interested in tasting local food, they found that there was nothing authentic in Australian food, as Ahmed stated: “Mostly they have European’s culture, no different in Australian food. I don’t know if they have anything special”. Another respondent, Latifa, did note the mix of international cuisine: “I like to eat, I like to try a lot of different foods you know. It had a multi, diverse, you know in terms of foods, it was just everything, everything was available.” Fatima and Reem recalled that there were plenty of fast food restaurants: “We remember Hungry Jacks. We don’t have it anywhere else. It’s just in Australia, and Red Rooster. It was nice, the typical”. Hassan and his family enjoyed the general Australian BBQ in the parks, and sometimes with the Australian family he lived with: “mashed potato, steak, vegetarian, BBQ. BBQ with the Australian family, monthly basis there is a family gathering. We used to do BBQ and all that”. Khalifa ate at various restaurants: “We tried, I mean again, not the very local but things that are very much there, like the large shawarmas which are not available here, but they are available there. That’s different but we have gone to a lot of the steak houses.” Despite their interest in tasting local foods, most of the respondents limited themselves to selecting halal food in accordance with their Islamic religious beliefs. As Salama noted, “as Muslims we prefer the halal food, but to be honest there was… nothing unique you felt of Australian food.” Mirza too stated:

We prefer first looking for halal, but we just try the junk food like McDonald, something very fast, and because we rent an apartment for one month and we cooked inside, we bought from the supermarket chicken, rice and something, and we cooked in the apartment.

Kim, Eves and Scarles (2009) suggest that, for some tourists, consumption of local food has a role in ego-enhancement or self-satisfaction. In this study, although Asma and her family desired to eat something unique recommended by the chef of the restaurant they ate in, there was no apparent feeling of ego-enhancement but rather an impression of self-satisfaction was more obvious. As Asma recalled:
We try like new sort of food, which never tried before, never thought you would eat that before. We do not eat things that we normally eat. We ask the chef what is unique or different and local to the place, but tend to stick to food containing vegetables or fish.

For Nasser and Khalifa too, eating crocodile meat, which is more of a delicacy, was more related to experiential motives than ego-enhancement because this was not something that they could talk about freely at home. This is because, as mentioned previously, eating food like crocodile (animals that walk on their stomachs) or drinking alcohol is considered sinful in Arabic Islamic culture. Khalifa pointed out some of these restrictions:

_I think that is general because you know, with a lot of Emiratis and generally Muslims, they don’t go to clubs, they don’t go to places where they serve alcohol. So the high-end restaurants where they serve alcohol, they try to stay away from it ... they shouldn’t have loud music, so they’re very restricted, so usually coffee shops, restaurants, and malls’ food courts are always an easier solution for them._

However, Khalifa and Nasser also admitted that they themselves do not keep to these norms when they travel on holiday. Khalifa mentioned that he “tried only kangaroos, although the following statement is mentioned previously it is important in terms of complementing Kalifa’s comment:

_Yes, we had kangaroo ... at Rialto Tower, at the bottom, there is a restaurant. We had kangaroo steak, but then being Muslim also there are certain things we cannot eat of course. The obvious is pork, but for example crocodile, we cannot eat it, but I must admit it I tried it. I think emu also, I cannot recall, but I think I did._

**Category five - Prestige in shopping**

El-Omari (2008) conducted a survey of 1,003 Emiratis to understand their shopping behavior. The study found that they consider shopping as a real joy, and like to wander through the various trade centers, complexes and markets to shop for the latest products
of international manufacturers of products like electronics, watches, jewellery, garments and furniture. The study revealed that they try to pay reasonable prices, below those found in European or Asian markets. In the UAE, Emirati shoppers favour foreign-made products, having an optimistic view of the quality of most imported goods, leading them to judge the quality of a product based on where it was made. This was expressed by Hind, who said, “yah, anything different. We don’t really buy anything that will be similar to the UAE or any other country.”

This interest in, and love for shopping was expressed by most of the respondents who travelled to Australia. Fatima and Reem said, “We like shopping.” Hassan said, “I took my family every week to the shopping centre.” Alia stated, “We will end with shopping tour ... less shopping and more adventure ... shopping also was very good.” Mirza said, “My wife she liked shopping ... the shopping ... there [in Australia] not closing early as Europe. They make many festivals there besides the beach, or shopping in the night.” Salama also expressed her interest in night shopping:

My mum just went crazy for the night time shopping, night time bazaar outside. ... The shopping, it was nice. You had a lot of interesting stuff ... There was like a mini section, which my dad got fascinated with these kinds of puzzles, which you combine. And my mum got like tiny artefacts, which she used as displays at our home. Also all of us found something. I found accessories that I could wear. My sister was so into hats at that time, so she found a lot of stuff.

For Alia, it was “bags, shoes. I love shoes, I love bags, what else, that’s the most two things I like”. Outside night bazaars offered a unique appeal (Vigneron and Johnson, 1999) for these tourists because of the scarcity of these types of markets in the UAE.

Prestige in shopping for Emiratis is important in terms of showing off and being the first to buy some new collection. This reflects Vigneron and Johnson’s (1999) model relating to prestige motivation carrying with it a social, unique and conspicuous value attachment. Social value refers to snobbish appeal, unique value refers to rarity, and conspicuous refers to price. Hind, talking about her family’s shopping in Australia, said that:
Paris, ... even the Arabs will say this of Paris, it is only about fashion, about going and show off what you’ve got, and what you are wearing...My mother has fun when shopping. That’s it because like here [in the UAE], we don’t get the first collection because they get the first in Paris, and then we have it here. To get something like new is interesting for her, but it was really boring. We just stayed 3 days, and yeah we didn’t enjoy it. ... I’ll say the shopping, it was somehow the same. You know, women like shopping and it was somehow the same. But I’ll say, like Australia, we’re like more elegant. I’d say, especially my mother, she liked their furniture, and you know this stuff that is really vintage, they have a lot in there. ... Or if there is like an exclusive perfume, or a perfume that is only for Australians, we’ll buy it. ... [Chanel perfume], ...[we looked for] something unique, yeah.

For Hussein, visiting art shows also offered conspicuousness and quality appeal (Vigeneron and Johnson 1999) in terms of price and exclusivity: “We go for art shows, or we would also go to, maybe with my mum, I would occasionally take her to shopping.”

For Alia, shopping carries an emotional value in terms of the scarcity and quality value of the characteristics of particular products (Vigneron and Johnson (1999). However, she also found Australia lacked the quantity of shopping that Europe offered, a view which Shereen and Khalifa agreed with:

The second reason for travelling is we want ...shopping, and you know shopping in other countries, they have more products there than here [in the UAE]. ... When it comes to shopping, we leave the children, because they don’t like. ... Ok, something about Australia about the shopping, they do not have a lot of shopping. In Europe, there is much more. ... I didn’t find much shopping there [in Australia]. I don’t know if there is now, but they told me Melbourne. (Alia)

You would go to Melbourne, good shopping, you would go to Sydney, so it has like a huge variety where you can enjoy a lot of stuff over there. What I noticed about the Gold Coast, it does not have like a very good shopping malls or shopping places unlike Dubai or Sydney. (Shereen)
Crompton (1979) found that some respondents suggested prestige was a primary motivating factor in other people’s trips, but not their own. However, in this study the Emirati respondents made no such distinction. Crompton also found that only a few of his respondents accepted that there was any prestige involved in their own pleasure vacation decisions. Similarly, there was no direct indication by the Emirati respondents either that one of the push factors for travelling to Australia was prestige in terms of the destination or the destination’s tourism products or elements. However, as described above, a few respondents did define certain tourism products or elements of their holiday as prestigious. Therefore, to provide a better understanding of this factor, prestige was analysed in relation to the different elements of a vacation, such as the destination itself, accommodation, activities, food and shopping. Generally, in these terms, the Emirati tourists did not consider Australia to be a prestigious destination. This may have been because they approached it as a family holiday destination. As one respondent commented, travelling with children took out the luxury element from the holiday. For example he said “...when you go with kids, it is not prestige.” When Hussein was asked if luxury was an important motivating factor for travel, he replied:

*Not necessary. No. The most important thing you would say are like necessities, like the weather is really important factor. Weather as well as culture as well as cleanliness, and you know we all have these different aspects, sorts and if it is an healthy environment with people who are to brace you with this experience it would be ideal of course.*

See Table 5.8 below indicating the findings of this study in comparison to Crompton’s and further extending Crompton’s factors in the context of the Emirati tourist market.

In terms of accommodation, only the couple that stayed at the Palazzo Versace rated this element of their holiday as prestigious. In fact, one of them mentioned that they boasted about their accommodation through social media, where he discussed and uploaded pictures of his holiday in Australia, especially the luxurious elements.
Researchers such as McIntosh, Goeldner and Ritchie (1995) claim that choices of activities offer the tourist opportunities for the fulfilment of a desire for recognition and attention from others, which may boost their ego. Although such hidden intrinsic motives were not revealed in the responses of the Emirati responses, some of them reported participating in prestigious outdoor activities like cross-country skiing, horse riding and parasailing, as well as eating exotic and rare foods, which can be expensive and hence classified as luxury activities. Similarly, shopping for rare or unique items, like perfumes and artefacts, or going to night bazaars, can also be considered as luxurious. These differences will be further discussed in the discussion section of this chapter in relation to the previous literature.

Table 5.8: New categories prestige factor – Emirati tourists

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Did Crompton’s categories emerge in this study (+ means yes or − means no)</th>
<th>Prestige findings for this study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige was a primary motivating factor in other people’s trips, but not their own</td>
<td>−</td>
<td>Australia as a prestigious destination itself and the accommodation, shopping, activities and food of the country was generally not perceived as prestigious but a place for fun and enjoyment</td>
</tr>
<tr>
<td>No longer prestigious because - more frequent nowadays</td>
<td>−</td>
<td></td>
</tr>
</tbody>
</table>

Source: Author

5.4.1 Discussion of push factor – Prestige

A number of the findings from the present study concerning this factor are consistent with prior research investigating prestige with tourists of different nationalities (see Table 2.9, Chapter 2).

Crompton (1979, p. 417) claims “prestige has become more a part of the indigenous life style rather than a symbolic of a higher standard life style,” and something that disappeared with frequent travel. Similarly, Riley (1995) argues that, when many people from the same community visit a particular tourism attraction or destination, such behaviour is less likely to be considered prestigious because its rarity has been lost. That is, repeated visits make an attraction or destination less prestigious (see also Urry, 1990).
Given that a few respondents in this study mentioned that they had already been to Australia more than once, one might predict that prestige is likely to lose what motivating effect it currently has.

As discussed earlier, this study also examined the prestige factor in relation to various tourism products or elements: accommodation, food, activities and shopping. With reference to accommodation, apart from Khalifa’s and Hussein’s experiences at the Palazzo Versace, most of the other Emirati respondents stayed at four to five-star hotels or apartments. For the rest of them, therefore, the prestige of their accommodation did not seem to be a major motivator; rather, they gave more attention to whether it was suitably located, clean and convenient for getting to tourist attractions, restaurants and shopping. Furthermore, because many of them travelled to Australia with large families and so, it was preferable for them to choose apartment style accommodation, where they could all be together and also have access to their own kitchen.

The prestige attached to the choice of activities not only offers tourists the chance to fulfil a desire for recognition and attention from others, to boost their ego, but also includes opportunities for personal development by choosing hobbies or activities that are educative (McIntosh, Goeldner and Ritchie, 1995). Some leisure activities are worthy of prestige because tourists use rare or specialized skills and knowledge for their benefit. The possession of such knowledge and skills presents the tourist with a differential advantage over other people (Riley, 1995). Hence, one can also conclude that participation in hobbies or activities that provide knowledge has emotional value attached to it in terms of arousing certain positive feelings and affective states (Vigneron and Johnson 1999). A few Emirati tourists chose activities that increased their knowledge, like visiting farms, or taking part in adventure activities like cross-country skiing, water sports, hiking and trekking. Indulging in such type of actions can also provide unique value in terms of scarcity and conspicuous value in terms of price (Vigneron and Johnson 1999). In the context of the UAE, such activities can be classified as prestigious because they are unavailable or even non-existent in the home country, while tending to be expensive in general terms.

Regarding the local food and beverage of a destination, Fields (2002) suggested that motivations can also be conceptualized within the category of seeking prestige and
status. Even though the Emirati respondents seemed to be personally interested in tasting local food, they found that, overall, there was nothing authentic about Australian food. Most respondents preferred to eat readily available fast food, or stick to familiar international cuisine. Thus, for the majority of respondents, one can conclude that the food in Australia was generally not something that they would boast about to others. Only one respondent, Khalifa, mentioned that he did some fine dining in Australia, which was definitely prestigious for him because he made sure he blogged and uploaded pictures about it for his friends to view.

Two of the more adventuresome Emiratis, Khalifa and Nasser, reported eating kangaroo and crocodile meat dishes. Since this food is a delicacy not available in the UAE, this indulgence can be considered an experience offering unique value (Vigneron and Johnson 1999). It is also interesting to note that both of them also disclosed that they consumed alcohol, which is considered sinful in Islam, so something that they cannot do in their home country. This gives the action has the element of scarcity and thus the value of uniqueness (Vigneron and Johnson 1999).

Prestige in shopping is generally considered to include conspicuous value because of cost, and quality value because of superiority in the product characteristics and performance (Vigneron and Johnson, 1999). Some respondents in this study reported that they looked for exclusive shopping in cities like Sydney and Melbourne, however most of the respondents, if not all, did express a desire for shopping, but did not consider Australia to be a prestigious destination for shopping. A few of them even remarked that Australia was not as good as Europe because the variety and quantity of products were limited. The only novel aspects of shopping for them were the night markets and the availability of certain rare items and artefacts.

Hence, Emiratis did not classify Australia as a prestigious destination. As Hussein stated, “Australia would be considered one of the top destinations to travel to around the world I mean. I don’t want to really say that we would stick to the term that it is fashionable.” Visiting a fashionable destination could mean something to boast to others about (Fodness, 1994). In conclusion prestige was not the main push motivator for Emirati tourists to Australia. Instead, they mostly participated in activities like visiting theme
parks, enjoying regular fast food restaurants, and sitting in coffee shops, which are also a regular feature of their culture, back home in the UAE.

5.5 **Push factor five: Regression**

- Whether the respondents indulged in puerile, irrational, adolescent or childlike behavior while holidaying in Australia.
- Whether the respondents were searching for nostalgia, the lifestyle of a previous era or wishing to regress to a less complex, less changeable, less technologically advanced environment.
- Whether the respondents considered a pleasure vacation as an opportunity to do things that were inconceivable within the context of their usual life styles.

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton (1979)</td>
<td>Regressive behaviour of Crompton’s respondents took the form of</td>
</tr>
<tr>
<td></td>
<td>a) Puerile, irrational, adolescent and childlike behavior</td>
</tr>
<tr>
<td></td>
<td>An opportunity to withdraw from usual role obligations</td>
</tr>
<tr>
<td></td>
<td>Freed of the mores, values and expectations of reference groups that inhibit capacity for this type of enjoyment at home</td>
</tr>
<tr>
<td></td>
<td>b) Nostalgia – a search for the lifestyle of a previous era</td>
</tr>
<tr>
<td></td>
<td>A desire to regress to a less complex, less changeable, less technological advanced environment</td>
</tr>
<tr>
<td></td>
<td>Both forms were transitory and ephemeral Such behaviour indulgence is also destination dependent.</td>
</tr>
<tr>
<td>Fodness (1994)</td>
<td>Live life to the fullest by indulging recreational activities</td>
</tr>
<tr>
<td>Other Researchers</td>
<td>Some studies discuss this factor as a push and some as a pull factor of motivation</td>
</tr>
<tr>
<td></td>
<td>Influenced by the desire to experience a simpler (push factor) or rural and inexpensive (pull factor) life style</td>
</tr>
</tbody>
</table>

*Source: Author*

**Regression themes**

The themes that emerged from the respondents’ statements are grouped under the following five categories and subsequent sub-categories represented in Figure 5.6.

- Category 1: Engage in child-like behaviour
- Category 2: Seeking Nostalgia
Category 3: Less complex, less changeable, less technologically advanced environment
Category 4: Breaking normal behavioural constraints
Figure 5.6: Regression as a push factor for motivation for Emirati tourists to Australia

- Engaging in puerile, adolescent, childlike behaviour
- Seeking nostalgia
- Less complex, less changeable, less technological advanced environment
- Breaking normal behavioural constraints

- Bungee jumping
- Water Activities
- Going to the Beach
- Theme parks, parades
- Horse riding
- Taking photos resembling a past era; participating in karaoke
- Not having to use phones

Source: Author
Category one - Engage in puerile, adolescent and child-like behaviour

According to Fodness (1994, p. 732), people look for recreational, fun activities or other basically down-to-earth type fun when they travel. As Selwyn (1994) puts it, “most people revert to a childlike state when they travel’, with some being ‘driven by childlike and hedonistic motives”. Similar findings were made in this study in that all the Emirati respondents reported that they liked to indulge in recreational and fun activities, and many had the strong desire to get back to nature. For example, Salama looked for self-indulgent, pleasure-seeking activities when she visited Australia. It gave her a child-like feeling of excitement and an experience she could not indulge in back home. She said, “to experience everything there [in Australia] we don’t get to do that here [in the UAE], we don’t have that high quality of parks and themes and parades, so it is different … here we don’t get to experience that. … I went horse riding.” For Ahmed, it is “looking for pure nature places”, while for Saad it was enjoyment and nature; something that was missing at home:

We visited the theme parks, water parks, Warner Bros. We visited, also visited animals parks, as well you know wild life conservation. I mean that was our main purpose for going there. It was for the koalas, the kangaroos, the other wildlife that were there, the spiders as well, the big ones… these were new things we were seeing. (Saad)

Hassan, Latifa, Salama and Mirza all enjoyed the theme parks. Hassan mentioned “going to the zoo parks, Disneyland, water parks.” Latifa said, “We are just going to hit the attractions: Dream World, Movie World, it was Sea World, it was you know, it was the beach, the national park. We are like we are just going to go to the attractions.”

We went to the theme parks that Australia has, like movie world, Dream World, Sea World. We went to the aqua: that is the bus that goes over the water, and when you go to the Movie world, it takes the whole day to experience everything there. We don’t get to do that here [in the UAE]. We don’t have that high quality of parks and themes, and parades, so it is different. Whenever we chose a day and go on a trip, it takes us from
the morning till the evening. Getting back to the hotel it takes all of our energy. I went horse riding. (Salama)

Look for places, which have a beach, parks for the garden, playing ground. Yeah, the first day we went to Movie World and they liked it, and we want to do it again because all kids liked it, and we bought something of the Spiderman, the Superman. There it is all alive. You see Spiderman in the cars and everything, and they enjoyed, very enjoyed like a Disney, and we enjoyed specifically in this park Movie World. (Mirza)

Emirati tourists’ enjoyed visiting the theme parks with so much to see and do which provided them the perfect atmosphere for enjoyment thereby contributing to the affective image of Australia, “affective refers to the appraisal of the affective quality of environments” (Hanyu, 1993, p. 161). Affective also refers to the emotional characteristics of the destination (Echtner and Ritchie 1993; Tapachai and Waryszak 2000) these emotional characteristics relate to sleepy/arousing, pleasant/unpleasant, exciting/gloomy and relaxing/distressing (Lin et al., 2007). The Gold Coast theme parks no doubt offered these tourist an arousing, pleasant, exciting and relaxing (more mental) experience. This experience for some emotionally offered a feeling of another era, which is explained below.

Category two – Seeking nostalgia

For Hind and her family, taking out photos and collecting them was nostalgic:

Gathering the pictures and photos there, not from our camera but the place camera. Like for example, if you went to like a water park, while you are playing with your games and electronic games or anything, there are some places where they can take photo for you, and they can put it in a very nice way with water, like this stuff and they sell it for you. … and my mother was really interested in Australia because they have a studio there where you can wear dresses like vintage, like something from old, from 60’s. They will dress you, even the hair. They will like dress you with everything and
they close the studio for you because you are Muslim. This is why and everything and we took a lot of pictures.

For Fatima and Reem, taking photos, and the excitement of video recording, all contributed to their feeling of nostalgia:

*We even took pictures, you know the old time photos. We had those photos there. Yah, we recorded a video. You have like a place where you could record a video of you singing. Yah, we did that. It was the first time. We don’t have it here in Dubai. Then they put you on a loudspeaker for the whole like park at Movie World, so they can also hear you.*

**Category three - Less complex, less changeable, less technologically advanced environment**

Crompton (1979) suggests that people are sometimes motivated to travel because they have a strong urge to regress to a less complex, less changeable, less technologically advanced environment. Although Australia is a modern country with the latest technology and infrastructure, for Saad it was also a perfect pedestrian-friendly destination where he could walk freely and not have to drive a car. Thus, the holiday freed him of the chores of driving, which he has to do when at home in the UAE, since Dubai and Abu Dhabi are not pedestrian-friendly, and lack a good public transport network. Saad said:

*So if it is very cool and pedestrian friendly, I like to walk around and discover the place as opposed to driving around the place. ... There was not a lot of driving. I think it was refreshing. Everything was within arm’s reach. You could reach places easily by walking. ... In UAE, Dubai you are always driving.*

For Nasser, the change from the complexities of the modern world to the simple life of the rural world was a unique experience: “If you go to these small townships, you visit the people, you see how the farmer fly around by plane, as the car is too far and wide. That is unique experience in itself.” He also found it to be a chance for self-discovery: “The Great Barrier Reef, if you dive there, it is a trip of self-discovery.
Category four – Breaking normal behavioural constraints

Crompton (1979) found that, for some of his respondents, a vacation offered a feeling of freedom from the mores, values, and expectations of reference groups that inhibited the types of enjoyment they would have liked to indulge in at home. This was implied by one of his respondents who stated, “My life style is free and more relaxed when I go away from home. I let my guard down more than I would at home” (p. 418). Such behaviour was also transitory and ephemeral.

Similarly, Dann’s (1977, p. 188) notion of the ‘alternative world’ suggests that travel may fulfil certain basic needs of the tourist. He argues that travel has the advantage of permitting the traveller to behave in a manner normally avoided by the dictates of convention. That is, when on holiday, the tourist feels free to overstep the bounds of fashion, or wear flashy clothes, eat exotic food, get drunk and indulge in other behavior and activities that are frowned upon or disapproved of in his home environment. This, he claims is a fantasy that allows tourists to step away from their normal role expectations because the setting is different. These issues also emerged in the findings of this study, for example in terms of dressing: “I don’t wear an abhaya. I remember I didn’t wear my sheyla.” (Alia). “Here [in the UAE] I wear sheyla and abhaya, but outside [in Australia] only sheyla without abhaya.” (Hind).

On holiday, we wear western clothes, but no wearing swimsuits when we are out. I like it because it gives us the time to wear winter clothes, scarves, hat. No Sheyla or abhaya on holiday (Asma).

Thus, for these Emirati females, on holiday most feel free to change their dress code. However, in certain destinations, even if on holiday the dress code is no longer relaxed from the normal rules because of the high number of compatriots present in the destination. Such behaviour indulgence is also destination dependent (Crompton, 1979). For example, Latifa reported that:

When we were in Australia you know I wasn’t forced to wear my scarf, but as long as I wear long conservative garments, that was fine with my dad. But for example, if you
take me to London or Germany, or something like that, I have to have my scarf on, I have to have it.

These fantasies were also displayed like:

_Taking out old time photos; karaoke in Movie world; they record you and you can be heard in the whole park. From the way we dress, the way we like actually do some things. Yah, it’s so different. Like here [in the UAE] we don’t have many activities. But there we have many things to do. Like the way we dress, we don’t wear abhaya or anything there like extreme. We just wear whatever we want, and unlike here [UAE], we have to be a bit conservative. There like it’s ok, you can be open (Fatima and Reem)_

Indulging in food not permitted at home can also be a form of regression. For example, a couple of the tourists admitted to trying foods that were against their religious beliefs:

_Yes, we had kangaroo. At the Rialto tower, at Rialto Tower at the bottom, there is a restaurant. We had kangaroo steak, but being Muslim also there are certain things we cannot eat of course. The obvious is pork, but for example crocodile, we cannot eat it. But I must admit it, I tried it. I think emu also, I cannot recall, but I think I did._ (Nasser)

Khalifa also admitted to drinking alcohol, which is considered sinful in his religion: “_For me it doesn’t matter, so we did even try the wines._”

Based on the above findings, this study also confirmed Crompton’s conclusions that regression is an important motivating factor for taking a holiday (see Table 5.10). The analysis demonstrates the different types of regressive behaviours Emirati tourists’ indulged in while on holiday in Australia. These categories are further discussed in the discussion section of this chapter, along with the other motives.
Table 5.10: New categories regression factor – Emirati tourists

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Did Crompton’s categories emerge in this study (+ means yes or − means no)</th>
<th>Other regression findings for this study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regressive behaviour of Crompton’s respondents took the form of</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>b) Puerile, irrational, adolescent and childlike behavior</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>• An opportunity to withdraw from usual role obligations</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>• Freed of the mores, values and expectations of reference groups that inhibit capacity for this type of enjoyment at home</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>c) Nostalgia – a search for the life style of a previous era</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>• A desire to regress to a less complex, less changeable, less technologically advanced environment</td>
<td>+</td>
<td></td>
</tr>
</tbody>
</table>

Both forms were transitory and ephemeral

Such behaviour indulgence is also destination dependent.

Source: Author

5.5.1 Discussion of push factor - Regression

The findings for this factor supported prior research, as listed in Table 2.10 in Chapter 2 with the different nationalities of the tourists investigated.

The most prominent type of regression that was demonstrated by Emirati tourists’ was the opportunity to engage in adolescent or childlike behavior. This adolescent and childlike behavior was demonstrated through their visits to theme parks in Australia. Furthermore Selwyn (1994, p. 732) says, “most people revert to a childlike state when they travel”.

For some respondents, regression to a less complex, less changeable and less technologically advanced environment was important, and Australia gave them the opportunity to visit places where they could experience nature, visit farms, mountains,
green places, waterfalls and rivers. This desire to participate in such activities could be the result of these tourists living in cities like Dubai and Abu Dhabi, characterized by modern buildings, hotels and shopping malls. The terrain of the UAE is mainly desert, and most entertainment takes place indoors. Therefore, these tourists are pushed to choose destinations where they can engage in activities and entertainment that are not available at home.

Australia as a destination, in particular the frequently visited Gold Coast, is a perfect choice for these tourists. The Gold Coast’s theme parks and countryside were considered valuable, as one respondent mentioned: “To experience everything there we don’t get to do here. We don’t have that high quality of parks and themes [in the UAE], and parades so it is different” For another, the attraction was “to see the nature of the country, the natural, the greenery.”

As well as being motivated by these factors, Emirati respondents are also affected by a strict and binding code of behaviour. Thus, a holiday provided a window of opportunity to indulge in behaviour that was normally constrained at home. As Latifa put it, “In Australia, it is different you are not in a Muslim country. You feel you are in a western country. All the western beliefs apply. You do not feel restricted”. Therefore, the respondents felt freer to indulge in behaviour that is frowned upon or disapproved in the home environment.

5.6 Push factor six: Enhancement of kinship relationships

- Whether the Emirati tourist perceived a pleasure vacation as a time when family members were brought close together.
- Whether the pleasure vacation helped to enhance and enrich family relationships.

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton (1979)</td>
<td>Holiday vacation A time when family members were brought together</td>
</tr>
<tr>
<td></td>
<td>Long drives on vacation Family relationships enhanced and enriched</td>
</tr>
<tr>
<td></td>
<td>Daily life everybody busy with their routines so</td>
</tr>
</tbody>
</table>
no time for each other
Time to put aside everything and spend quality time with the family

<table>
<thead>
<tr>
<th>Source</th>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fodness (1994)</td>
<td>A yearly holiday vacation</td>
<td>Involves all the family together</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Family gets to know each other</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Family vacation is a new adventure</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Family holidays a tool for social interaction</td>
</tr>
<tr>
<td>Other Researchers</td>
<td>Holidays a time for</td>
<td>Family togetherness</td>
</tr>
<tr>
<td>Source: Author</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Kinship themes**

The themes that emerged from the respondents’ statements are grouped under the following nine main categories represented in Figure 5.7:

Category 1: Family involved in holiday planning
Category 2: Choice of destination promoting family togetherness
Category 3: Spending quality time together, experiencing things together, and create strong bonds
Category 4: Family bonding through acting out different roles
Category 5: Gaining a feeling of safety and security through holidaying with family
Category 6: Holiday as an opportunity to connect with extended family and close friends
The importance of family in Emirati culture

As already explained in previous chapters, the family is the most important element and influential factor shaping the political, social and cultural aspects of Emirati society. Strong kinship values (through extended family, clan or tribe) and family bonds continue to remain a backbone of this society (Miller, 2004). From the responses in this study, kinship and family bonding seemed to be major push factor for many Emirati tourists. For example, Saad stressed that travelling with the family creates a bond among members: “strong in the Emirati culture is family ... family is first before anything in the Emirati culture, travelling together signifies the strong bond of travelling to a new land together. Travelling together strengthens a lot of things.” This was reiterated by Latifa: “In the UAE, family ties are very important, you can see that everybody is basically for family, even with holidays. It is just a time to bring the family closer together.”

Category one – Family and holiday planning

Putnam and Davidson (1987) confirm that the involvement of family members in purchase decisions varies with the type of product purchased, with family holidays falling under the joint decision-making category, involving husbands, wives and children (Koc,
2004). The current study also found that one of the motivations to travel started with joint family decision-making, as Hussein mentioned: “Family also plan the holiday together.”

**Category two – Choice of destination promoting family togetherness**

The choice of destination in this case Australia itself acts as a key-motivating factor for families to take a holiday. These key motivating factors include the theme parks in the Gold Coast, the beaches around the coast of Australia, visits to farms, zoos, national parks and so on. For example, Mirza remarked, “Yes I found many things for the family and for the kids. It is a place to take the family to enjoy with them, nice beach, nice parks everything is attractive in Australia.” Respondent one said, “Australia has zoos, for the children … and something for the whole family.” Respondent three said, “Australia is a family destination, not like Las Vegas.”

**Category three – Spending quality time together, experiencing things together and create strong bonds**

According to Hilbrecht, Shaw, Delamere and Havitz (2008, p. 543), the idealized version for a family vacation is “family time” or “quality time”, which reflects a hegemonic view of family leisure and family time that is highly beneficial to family functioning. Hegemonic in the Emirati tourist context refers to family time and leisure dominating the holiday. For one respondent, Salama, the contrast to the regular routines of everyday life made her feel that a holiday gave an opportunity to “spend time and mingle” with the family. Latifa agreed with Salama, adding that travelling as a family allows her family to spend quality time, experience things together and do things, which helps create a strong family bond:

*You know when you are in the country [the UAE] and you know there is a lot of things on your mind… Sheer amount of family members are present at one gathering so it is pretty difficult actually just settle on each member individually, but when you're out there (in Australia), you know when you're travelling, like especially to different countries, all you have is your family over there and basically going through experiences together. Put them together and that brings you closer. (Latifa)*
Hilbrecht et al., study (2008), exploring the role that family vacations played in the social construction of the family, revealed that they were viewed as an escape from the pressures of everyday life that offered opportunities for family togetherness. A number of respondents in this study also mentioned that daily life is hectic, so holiday time with family is very valuable. As Ahmed put it:

Yeah true, because you know when you are at home, I will be busy with my work and my working place is two hours from my home, yeah so it is very good chance to be very close with the family. And you know the wife she’s busy with the kids. (Ahmed)

Similarly holiday time was valuable for Shereen and her siblings.

Yes, because I have some siblings in school and I am in university so I don’t have time. So when I go on holiday we can catch up because we are not working and not studying. When we travel we can have lunch and dinner together, which is not very common nowadays because timings are different, so we can experience a lot of quality time together. (Shereen)

Kay (2006) suggests that, during vacations, fathers are more likely to engage in play activities with children in comparison to other type of activities; thus leisure time provides an important setting to explore contemporary fatherhood practices. One father, Mirza, reported this value of a vacation in allowing him time to spend with his children:

Over there [in Australia], I am with the kids all the time to stay with them. I have all the time to give them. Here [in the UAE] I am working all the time in the night. When I am back, they are sleeping already. But there, all the time they wake with me and they sleep with me. (Mirza)

Hind, referred to the more relaxing atmosphere during vacations:

Of course, because my father works in the army in Abu Dhabi and we are in Sharjah, so we only see my father in the weekends, and for me I am in the college. I come home at 5 and there is no time to sit with my family, but when we go all together in the
vacation and we do the same activities, we go to the same places, we sit in the same table and eat the same food, it is like a good opportunity to bring us together and as a relationship. (Hind)

Various previous studies have argued that vacations are important shared family experiences, and the responses of the participants in this study confirm this. In the case of Fatima and Reem, for example, the sharing, experiencing and doing things together with the family was very important in satisfying everyone’s needs and desires.

*Like my father: he likes sightseeing, nature and everything; we like shopping and everything. Like if we travel for a week, we make like three days sightseeing, the rest is shopping and like having fun. We split the thing we want to do. We do it together. Plus we do everything together ... shopping together, eating together, we can go together. (Fatima and Reem)*

Researchers have also theorized that shared leisure activities enhance family unity and promote collective interests among family members (Shaw and Dawson 2001). This was supported by Hassan, who noted how spending time with the family also meant doing leisure activities together and looking for activities to do with his children.

*I took my family every week out: we go in the shopping centre, we go, the desert we go, we go near the sea, doing BBQ...search for places where the kids can play. (Hassan)*

According to Lehto, Choi, Lin and MacDermid (2009), leisure and recreation activities encourage many opportunities for togetherness and bonding between family members. For Emiratis too, doing things together with the family on holiday also encourages togetherness, which fosters family bonding. As Hussein stated:

*Like here [in the UAE] for example, I would never go and ride horses with my dad or I would never go and challenge him in bowling. If we are travelling, these things we do more, and more things, kind of things, do more activities. (Hussein)*

Australia was special for Hussein with is dad and as previous research has reported on the fun experienced on holiday through companionship with family (Kelly, 1983) and
extended family (Lehto et al., 2009), it also reduces the likelihood of boredom creeping into the holiday (Kelly, 1983). Respondent one said “a vacation is good for all members in the family to get together as throughout the year everyone is busy with school and all.” Khalifa explained how this worked for her:

So there is not much to do, so if you have an extended family, so even going and sitting at the coffee shop or restaurant, time just passes, or just walking by the beach, because all the ladies will gather together, all the men they will gather together, all the teenagers will go and play together. So it’s more fun. (Khalifa)

Category four – Holidays and family bonding through acting out different roles

According to both Mayo and Jarvis (1981), family leisure travel can transport family members to unique settings far away from home that provide the opportunity, ease and flexibility to act out roles, thus intensifying better interaction among all family members travelling together. Khalifa reported, for example, how getting away for a holiday provided a more relaxing atmosphere and the occasion to take on different roles not performed at home in the UAE:

Coming back to like the bonding part, my father used to study in the United States and he always claims that he is a very good cook, and he never does and he never like every time we challenge him, and like he says no he is not going to do it. But when we go to Australia he does, he cooks, he helps my mum with cooking, with doing dishes, cleaning the pans and all of that stuff. So this is something what I tell you they do stuff differently. (Khalifa)

For Emaan, family bonding on holiday was much deeper because it provided the chance to explore and evaluate how family members were doing in their life: “Basically, whenever you travel, each time you travel, especially with the family, ok you tend to assess where is, not only your life, but where is everybody’s life as well.” As Saad put it, experiencing things together on holiday, especially new things, “adds a lot of value to the family structure.”

Category five – A feeling of safety and security by holidaying with family
Leisure travel is supposed to provide companionship for all family members (Kelly, 1983), which was supported in this study by Emaan’s sense that family companionship on holidays creates a feeling of security and removes the apprehension of loneliness. This was critical for her:

*It is very important and essential to have your family there with you, gives a feeling of safety, secure. If you feel homesick, you know your family is with you ... so family being there, it just helps and lightens up you know the holidays.* (Emaan)

**Category six – Holiday as an opportunity to connect with extended family and close friends**

As discussed previously, travelling in large groups is common in Emirati culture, both with immediate family or meeting up with the extended family and/or close friends (Michael et al., 2011). Emaan commented on this point as follows:

*Yes, definitely, especially, especially for me because my mom’s Bahraini’s, so when we go to these overseas trips to various countries, it’s usually my mom’s side of the family which meets us there. So that’s like another way where we connect.* (Emaan)

Khalifa corroborates this:

*There are times when we went and we had planned it that my cousins would be there or my aunt would be there [in Australia]. We go separately, but we meet up there (you’ll meet up there), and there are times when I went and I found my school friends there (that you found by chance), but sometimes we used to like arrange it from here [in the UAE] and go. So we go out different places and then we end up meeting at the Gold Coast for example.* (Khalifa)

For Alia too, it is fun and a chance to also get to know the extended family better:

*Like to travel with family in big groups so can do things together, go to theme parks, have more fun ... travelling with cousins and bigger family groups, more fun together*
than just travelling with brothers and sisters. Like this holiday to Australia, I went with my other cousins. I never used to know them before, and in this trip it was just a month and I got, I got closer to them, and even though you see them a lot in my house [in the UAE], I never used to be close. (Alia)

For Hussein, travelling with close friends was more relaxing, giving him the flexibility and the opportunity to participate in different activities to he and his friends could not do back home:

"It’s totally different, I would say it’s more, it’s like more adventurous (scary). It’s like you get to do different stuff, you get to be more relaxed, you get to like go out at night and sleep in the morning. Like your whole schedule changes and everything changes, and then it depends on your friends. When you go with very close friends, you are very free to say anything or do anything you know ... but it’s different. Plus a lot of friends, you really know them well when you’re travelling with them.

Based on the findings of this study, this factor is a strong push motivating factor for Emirati tourists. All the interviewees travelled to Australia with immediate family or, in some instances, even extended family, while a few repeat visitors travelled with close friends. The results of this study confirm Crompton’s (1979) findings, while also further extending his model through the emergence of new categories, which are included in Figure 5.7 and Table 5.12 below. These categories will be further considered along with the other motives in the discussion section of this chapter.

Table 5.12: New categories kinship factor – Emirati tourists

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Did Crompton’s categories emerge in this study (+ means yes, − means no)</th>
<th>New categories emerged for kinship factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>A time when family members were brought together</td>
<td>+</td>
<td>Family involved in holiday decision-making</td>
</tr>
<tr>
<td>Family relationships enhanced and enriched</td>
<td>+</td>
<td>Choice of destination promoting family togetherness</td>
</tr>
<tr>
<td>Daily life everybody busy with their routines so no time for each other</td>
<td></td>
<td>Shared family experiences</td>
</tr>
<tr>
<td>Time to put aside everything and spend quality time with the family</td>
<td>+</td>
<td>Family bonding through acting out different roles</td>
</tr>
</tbody>
</table>
Gaining a feeling of safety and security through holidaying with family
Holiday as an opportunity to connect with extended family and close friends

**Source:** Author

### 5.6.1 Discussion of push factor – Enhancement of kinship relationships

The study investigated whether enhancement of kinship relationships is a factor pushing Emirati tourists to take a family holiday. The results of this research strongly suggest that kinship is a push motivating factor for these tourists, confirming previous push and pull motivation studies that showed how holidays are strongly pushed by tourists’ desires to enhance family bonds and relationships (see Table 2.11, Chapter 2).

The categories, which emerged from this study, presented in Figure 5.7, confirm prior research. For instance, West and Merriam (1970) stated that taking a holiday with the family creates a unique environment, which isolates the family from its normal social world, thus intensifying interaction and family bonding, and inducing a strong “we” feeling in the group. The findings of this study strongly support this argument, since many of the Emirati respondents reported how they enjoy quality family and bonding time while in Australia.

A few respondents this study also agreed with Lehto et al., (2009) point that a holiday offers family members exclusive companionship with minimal interference from the usual daily routine and social network. A holiday offers more chances for a much greater exchange and understanding of family members than is likely in the normal routine situation, when family members are often drawn in different directions, so interacting only spasmodically (Crompton, 1979). For Emirati respondents too, normal work, study and other commitments at home reduced the possibilities for them to spend quality time with each other, as opposed to their experiences while on holiday.

Respondents also reported that their holidays also gave them the opportunity to not only spend time with each other, but also to evaluate and explore how other family members were coping and performing in their daily lives. Confirming Lehto et al., (2009) findings
concerning American tourists, this study also established that a holiday allows Emirati tourists, who holiday mostly with family, to enhance family bonding and interaction through shared enjoyable experiences.

### 5.7 Push factor seven: Facilitation of social interaction

- Whether the respondents liked to socially interact whilst on holiday with the local (Australian) people or other tourists, or whether they preferred to interact with people they already know.
- Whether, if the purpose of the vacation was to make new friends, then was it for developing permanent relationships that would serve to extend the respondents’ range of social contacts.

**Table 5.13: Facilitation of social interaction**

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>What does facilitation to social interaction denote?</th>
<th>Types of social interaction dimensions</th>
<th>Findings</th>
</tr>
</thead>
</table>
| Crompton (1979) | People oriented trip through meeting new people   | Whether meeting new people is to establish | • Difficult to make friendships  
• Casual interaction happened mostly with other tourists and hosts  
• Travelling with known people |
|               | • Make friends with local people and/or other tourists  
• Travel with known people | Travelling with known people  
• Take home environment along to a new location  
• Common interest | Travelling with known people  
• Denied the opportunity to make new friends  
• Provided a good foundation upon which to establish new social relationships  
Sources of making friends  
• Organised tours  
• Children |
| Fodness (1994)  | Satisfying social needs  
• By travelling with family and good friends  
• Visiting friends and relatives | Travelling with known people  
• Can make or break a vacation  
• Very enjoyable  
• Get to know each other better  
• More fun than travelling alone  
• Shared family experiences  
• Powerful motivator for travel | Travelling with known people |
<p>| Mannell and Iso- | Social interaction | • Arises from interpersonal | |</p>
<table>
<thead>
<tr>
<th>Ahola (1987)</th>
<th>rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dann (1977)</td>
<td>Anomic home environment triggers the need for socialization</td>
</tr>
<tr>
<td>Jamrozy and Uysal (1994)</td>
<td>Social interaction satisfies various needs</td>
</tr>
<tr>
<td></td>
<td>Social interaction at different levels</td>
</tr>
<tr>
<td></td>
<td>• Affiliation need</td>
</tr>
<tr>
<td></td>
<td>• Need to escape</td>
</tr>
<tr>
<td></td>
<td>• Safety need</td>
</tr>
<tr>
<td></td>
<td>• Family level – to develop togetherness, fulfillment of affiliation need</td>
</tr>
<tr>
<td></td>
<td>• Other tourists/hosts/locals – to make new friendships, exchange views from outside familiar reference groups and/or fulfillment of educational goals and needs or to know about the culture and hence the desire to interact with the destination hosts and locals.</td>
</tr>
<tr>
<td>Other Researchers</td>
<td>Enhancement of human relationship</td>
</tr>
<tr>
<td></td>
<td>People interaction</td>
</tr>
<tr>
<td></td>
<td>Facilitation of family and kinship ties</td>
</tr>
<tr>
<td></td>
<td>Meeting new people</td>
</tr>
<tr>
<td></td>
<td>Having fun with known people</td>
</tr>
<tr>
<td></td>
<td>People interactive activities promotes social interaction</td>
</tr>
<tr>
<td></td>
<td>Meeting people with similar interest</td>
</tr>
<tr>
<td></td>
<td>Socialization by visiting places where my family came from</td>
</tr>
<tr>
<td></td>
<td>Developing close friendships</td>
</tr>
</tbody>
</table>

**Source:** Author

**Social interaction themes**

The themes that emerged from the respondents’ statements are grouped under the following four main categories. Under these four main categories, various sub-categories emerged (see Figure 5.8).

Category 1: Facilitation of social interaction with family and friends

Category 2: Facilitation of social interaction with local hosts

Category 3: Facilitation of social interaction to make friends for developing long-term relationships

Category 4: Facilitation of social interaction for mainly short-term relationships
Facilitation of social interaction for Emirati tourists to Australia

Facilitation of social interaction with family and friends

Feeling secure, with no homesickness

Family travel for socialization, interaction and relaxation

Sense of freedom from travelling with friends

Facilitation of social interaction with locals and hosts

Keen interest to interact with hosts and locals to experience the culture

Lack of interest in interacting with locals to experience the culture

Social interaction to make friends for developing long-term relationships

Social interaction mainly short term relationships

Difficulty in making friendships

Source: Author
Category one: Facilitation of social interaction with family and friends

The need for social interaction while away on holiday can be fulfilled at different levels for different purposes. For example, socialization with family and friends can help to develop togetherness. Figure 5.8 shows the different sub-categories.

Sub-category one – Feeling secure, with no homesickness

Family travel also satisfied the respondents’ needs for feelings of safety or security, and to prevent loneliness. This was clearly expressed by Emaan: “it is very important and essential to have your family there with you. Gives feeling of safety, secure. If you feel homesick, you know your family is with you.” Respondent one “we like to travel in large groups because we are ladies we want to be safe.”

For Salama and Khalifa, a holiday is a chance to socialize, interact with each other, and just relax with the immediate and extended family, and close friends:

   We did not get a chance to meet new people, but our friends from here we met over there. ... Basically, when we went it was not just my family. It was my family and four of my aunts and their children and husbands, and also there were some of our friends there. So we were a very big group at the beginning. (Salama)

Sub-category two – Family travel for socialization, interaction and relaxation

Although it may not have been essential for Khalifa to travel with his family on his many visits to Australia, it was very important for his family to meet with other relatives as they looked forward to just relaxing together:

   Yes, usually when we go we have to, we always we see people. There are times when we went, and we had planned it that my cousins would be there or my aunt would be there. We go separately but we meet up there...So we go out different places, and then we end up meeting at the Gold Coast, for example. See, the thing is again for me, it is not something essential, but for my family, especially because they been to Australia many times, and for them the last destination is always the Gold Coast, they spend at
least ten days there. So there is not much to do, so if you have an extended family, so even going and sitting at the coffee shop or restaurant, time just passes, or just walking by the beach, because all the ladies will gather together, all the men they will gather together, all the teenagers will go and play together. So it’s more fun.

Sub-category three – Sense of freedom from traveling with friends

Travelling with friends was more common among the male respondents in this study. Khalifa said, “I used to travel with my family and then my friends. Now I am married, so now with my wife.” Another respondent, Nasser, said:

Eventually, when I am graced by a holiday, sometimes it is family and some instances with close friends. Made quite a few friends in Australia. ...The local Emiratis I mixed with at the time, August 1999, in Australia we were basically, you could count us on two hands, ten people. (Nasser)

Hussein would like to re-visit Australia with a few friends.

My overall experience in Australia was amazing. I planned to go there again, but after a while, because actually my last visit was just this year. So I said, I just wait for about 4 years and then gather a few friends, and then let’s try to do it again of course. It was amazing.

For men, travelling with friends possibly satisfies a need to escape (Jamrozy and Uysal, 1994). For example, Nasser travelled around quite a bit with friends he made in Australia while studying there. Being with friends, and with no family pressure, may have given him the freedom to try out different foods, which are against his religious beliefs and considered sinful. This can be interpreted as a form of escape or freedom to indulge:

We had kangaroo steak, but then being Muslim, also there are certain things we cannot eat. Of course, the obvious is pork, but for example, crocodile, we cannot eat it, but I must admit it I tried it. I think emu also. (Nasser)

For Hussein, escape was implied by his use of words like ‘adventurous’, ‘relaxed’ and ‘free:
It’s totally different, I would say it’s like more adventurous (scary)... do different stuff, you get to be more relaxed...your whole schedule changes and everything changes, and then it depends on your friends. When you go with very close friends you are very free to say anything or do anything you know. If you go with a bigger group, you still have to be a little political and conservative and all. But it’s different. Plus a lot of friends you really know them well when you are travelling with them because you are like 24/7 with them.

Khalifa too enjoyed relative freedom to try out different foods while being with friends:

My family, yes my parents they kind of stick to what they know. For me, no, I would go and try different stuff. Plus, my family are bit more on the religious side, so for them they look for the Muslim restaurants, the halal food. For me, it’s ok.

In contrast to the males, none of the female respondents travelled with female friends, although they would like to for example Respondent one said, “I would like to travel alone but family will not allow.” This is due to family pressure and cultural restrictions imposed more on Arab women than men. In general, Arab women are permitted to holiday only with family, husband, male relatives, or a chaperone (Henderson, 1988). For example, Respondent two said “I have to travel as my mum wants me to travel with her,” Respondent three continued “he is the only male member in the family so he has to travel with the mother.” Furthermore she added, “male member travel companion has to go with his mum and sisters when they travel... mum should travel with the daughters, girls don’t travel alone.”

To summarise, Emirati women must always travel with other family female companions and must be accompanied by at least one male family member. However the Emirati men are allowed to travel with other male friends.

Category two: Facilitation of social interaction with locals and hosts

Reisinger and Turner (2003) state that the main purpose of social interaction is to associate with other people in specific contexts, engage in conversation, exchange views and experiences, learn about each other, find social connections, develop relationships,
and so forth. The nature of such social interaction can be a friendly greeting, a brief meeting, just a conversation, or a long-term relationship and friendship. In the tourism context, social interaction occurs with hosts when tourists interact with local transport, hotels, restaurants, tourist attractions, shopping or nightclubs, or talk with tour guides, watch local street life or observe local dances.

Sub–category one – Keen interest to interact with hosts and locals to experience the culture

A few respondents generally seemed to be more ‘people oriented’ (Plog, 1987). That is, they liked to socialize with the locals on holidays in order to experience the cultures of the world. Respondent six said, “my mum keeps friends with her gym instructor from Australia, she came for my sister’s wedding too.” For example, Saad felt that he learns more about a place by talking to the local people:

“There is nothing for me if there is no culture. I like to experience something new: ... the interaction with the people, the infrastructure... You interact with people. Interaction with the people is very important. So by this aspect, this is what I mean by experience when you and interact with the people.”

Social interactions are facilitated by cultural familiarity because it reduces uncertainty and anxiety (Reisinger, Mavaondo and Crotts, 2009). This was Asma’s experience with the local Australian hosts:

Local guide at the tropical fruit farm was very good. He tried to use Arabic words, which made it interesting. For example, he would say the Arabic word for an orange. This is give and take with culture. Someone wanting to learn your culture breaks the ice between you and them.

Salama, who was also a people-oriented person in general, viewed a holiday as a chance to “meet other people, go to restaurants.” Nasser “made quite a few friends, from all different backgrounds, quite interesting for me.” Similarly, Hassan who lived in Australia during his studies, made sure that, when they visited Australia, he took his family to places where his children could interact with the local community: “You can see a good
community there. You can see everybody around there having their kids there in the same place. ... Even the kids can mix with the other families, ... can play with others.”

**Sub-category two - Lack of interest in interacting with locals and hosts**

In contrast to the respondents above, a couple of Emirati respondents were not interested in making friendships, especially with locals and hosts, so their experiences were different. This may relate to the argument of Reisinger, Mavondo and Crotts (2009), that social interaction is influenced significantly by cultural values, in that they determine motivations for interactions, participants’ interests, perceptions of status, the importance of personal goals, activities, willingness to cooperate or compete, personal attractiveness, and communication style. For example, Alia preferred to keep to herself, and was not interested in interacting socially with other tourists or locals, but only with the hotels and tourist site attendants. “No. I am not that kind of person. Do not go out of my way to make friends with the local people ... I socialize mainly with attendants” that is the waitresses, hotel and tourist attraction staff.

**Sub-category three: Difficulty in making friendships**

For Ahmed, it was the opposite situation. Although he found the host community very helpful, he failed to make friends with them. He said:

\[I am always trying to make friendship with the local people, but you know their culture is different. ...Even though Australian, they are more like European style. ...They avoid having friendship with the strangers. Difficult to have friends with [people in] those type of countries.\]

Hind’s opinion of the host community was somewhat similar:

\[I don’t know. I felt that the Australians, like they are more conservative. I don’t know why. They are not open very much to others... Yeah, we tried just by talking and chatting, but we didn’t go deep inside.\]
Asma felt the same too, and said “No friendship with local people. It is sad, because I like to meet new people outside my culture.”

Category three: Social interaction to make friends for developing long-term relationships

A few Emirati respondents did make an effort to establish deeper friendships. For example, Hassan made long-term friendships with local Australians, other Emirati students, and students from other cultures. However, these long-term relationships may have been the result of studying rather than holidaying in Australia:

“I have too many friends still, also from the college till now plus. In the first year, I went to an Australian family house. I lived with them to improve my language and all that. ...We are still in contact via email. They treated me like family. ... I lived like them. They treat me like their own kid you know. ... I made friends with Australian citizens, even Malaysian who were studying with me. We used to have even one guy from Greece also. So we made friends and we are still in contact. (Hassan)

Shereen made friends with other tourists:

“I made friends with people in Australia, but they were not Australian. One was Brazilian and the other was from Switzerland, and I made friends with some girls from the Khaleej [Gulf region]: one Saudi and one Kuwaiti, where I met they were on holiday too.

In contrast, Hussein still has continuing relationships with local Australians:

“Yes I did meet up with a lot of friends and friend’s friends over there, and also they are coming here to Dubai as well. ... I have made a lot of friends over there, and friends I could keep for life as well, which is interesting. ... I keep in touch with them through Facebook and through phone. ... We do share text messages and all. ... They are all Aussie locals, yeah.

Nasser said he “made quite a few friends, from all different backgrounds, quite interesting for me.” In general Emiratis do not make friendships easily with people
outside their community. They prefer to keep friendships amongst their own and sometimes with other Arabs and other nationalities if they have known them for a long time.

**Category four: Social interaction mainly short term relationships**

For a number of respondents, social interaction in Australian tourism contexts with host, locals and other tourists was mainly ‘friendly’ and ‘brief’, to use the terminology of Reisinger, Mavondo and Crotts (2009). As Khalifa commented about his experience, “not kind of friends that I kept in touch with, but yeah, we tend to know people and they would recommend places to go out, but not like friends.”

Overall, these findings indicate that the respondents preferred to socially interact mainly with family and friends, with the motivation to enhance family bonds and relationships. A couple of Emiratis did make friends with locals, but this was because they had lived for a few years in Australia due to their studies. A few also commented that they would have liked to make friends with the locals but found it hard to make any long-term relationships. However, some were quite satisfied to interact briefly with the locals and hosts and found that the host community to be friendly and welcoming. Table 5.13 summarises the comparisons between Crompton’s findings and this study’s results.

**Table 5.14: New categories social interaction factor – Emirati tourists**

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Did Crompton’s categories emerge in this study (+ means yes or − means no)</th>
<th>New categories emerged for kinship factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Difficult to make friendships with locals and hosts</td>
<td>+</td>
<td>a) Facilitation of social interaction with family and friends</td>
</tr>
<tr>
<td>• Casual interaction happened mostly with other tourists and hosts</td>
<td>+</td>
<td>• Strengthening family bonds</td>
</tr>
<tr>
<td>Travelling with known people</td>
<td></td>
<td>• Feeling secure, with no homesickness</td>
</tr>
<tr>
<td>• Denied the opportunity to make new friends</td>
<td>+</td>
<td>• Family travel for socialization, interaction and relaxation</td>
</tr>
<tr>
<td>• Provided a good foundation upon which to establish new social relationships</td>
<td>−</td>
<td>• Sense of freedom from traveling with friends</td>
</tr>
</tbody>
</table>
Sources of making friends

- Organised tours
- Children

b) Facilitation of social interaction with locals and hosts

- Keen interest to interact with hosts and locals to experience the culture
- Lack of interest in interacting with locals and hosts
- Difficulty in making friendships

c) Social interaction to make friends for developing long-term relationships

d) Social interaction mainly short term relationships

Source: Author

5.7.1 Discussion of push factor – Facilitation of social interaction

As shown in Table 5.13, a number of previous studies have investigated this motivational factor, although some classify it as a push factor, some as a pull factor, and others as a general reason for travel (see Table 2.12, Chapter 2). These previous studies have also included tourists from various countries.

In terms of Crompton’s (1979) description of social interaction, it was not evident in this study that Emiratis were motivated to visit Australia to meet new people in different locations. The exception to this was the respondents who had studied there, as they had involuntarily made friends with both locals and people from other nationalities.

Several of the subcategories that emerged from the data were similar to Crompton’s (1979) results. For example, Crompton’s respondents also expressed a desire to interact with local people in the destination area, while reporting that this was frequently difficult to achieve. Some of the Emirati respondents also felt the same, for example as expressed by Ahmed, Hind and Asma.

Casual interaction with local Australians mainly involved hosts in restaurants, hotels, attractions and so on. Some Emirati respondents also looked for other opportunities, for transitory meetings with others from outside familiar reference groups to exchange views. One example was Saad’s although he gave an example of his visit in London, he finds...
that chatting with the local taxi drivers is interesting because he feels they always have a story to tell. As with Crompton’s respondents, some Emirati respondents, such as Nasser and Hassan, developed more permanent relationships with local Australians because, although they may do this, their circumstances of being students there created this opportunity. Shereen also made friends with people from other nationalities that she still was in touch with. In contrast, although Ahmed, Hind and Asma would have liked to make long-term lasting friendships with the local Australians, they failed to do so. This could have been because of the culture of the host community, who are exclusive in their personal and interpersonal relationships (Reisinger, Mavondo and Crotts, 2009), as might be expected of a more individualistic culture (Hofstede 1980, 1984, 1991) such as theirs.

Several respondents in Crompton’s (1979) research observed that interaction with non-familiar people was more likely to occur on a pleasure vacation than in the normal course of their life. Often children initiate this social contact, while the physical planning of accommodation can also be a contributory factor to increased social interaction. However, these two dimensions encouraging social interaction were not at all evident with the Emirati respondents. Although a few of the respondents reported that they liked to converse with hosts and local Australians, and a few made friends with the locals because of studying in Australia, the findings showed more that Emiratis in general preferred to keep close and long-term relationships within their own family and close friend circles. In this study, Emiratis showed little common identification with other tourists. The only exception to this was Shereen, who made friends with a Brazilian, a Swiss and a Greek tourist, and is also still in touch with them.

This characteristic could be related to their having a collectivist culture (Hofstede 1980, 1984, 1991), in that in such societies people belong to ‘in groups’ that take care of their group members and impose constraints concerning interaction with out-groups. In particular, they tend to be more cautious about strangers and have many formal rules for social relationships. For the in-group, however, they spend lots of time cultivating social relationships and reciprocating social information.

One possible reason for the relative lack of the respondents’ interactions with others could be that traveling with others, for example as a family, might inhibit opportunities for interacting with local people at the destination (Crompton, 1979). Although many
respondents in this study reportedly wished to chat with locals and hosts, it was difficult for them. The only exceptions were Asma’s experience with the local guide, and Salama’s interest in talking with the host staff at restaurants and tourist.

Crompton’s (1979) respondents also revealed that if tourists travelled with companions then they provided ‘built-in’ entertainment that removed the urge to interact with others outside of the group. This was clearly the case with the Emirati respondents, most of who spent their holidays with family and close friends.

Some of Crompton’s respondents stated that they preferred organised tours because they facilitated social intercourse, as well as being financially expedient. However, none of the Emirati respondents expressed any interest in such holidays.

For Crompton’s respondents who took organised tours, the prime stimulant of the camaraderie that they reported from their tour experiences appeared to be the sharing of many dimensions of the experience and close physical juxtaposition with others. Some respondents reported participating regularly in group tours, which were arranged locally and comprised people who knew others in the group from the outset. Thus, in essence, these people were taking some of their home social environment with them to a different location. The existence of a nucleus of known people provided a good foundation upon which to establish new social relationships through introductions. In addition, the group often had a common profession or interest, which facilitated social interaction, for example lawyers, teachers, doctors, rose growers or home-builders (Crompton, 1979). In contrast, for the Emirati tourists in this study, the in-group consisted of just the immediate or extended family, or close friends. This nucleus of known people did not establish new social relationships as they already knew each other because of blood-relationships or friendships made back home in the UAE. This in-group form of group travel was motivated mainly by the need for support, safety, security and having fun with familiar people.

The findings of this study show that social interaction is a strong push motivator for Emirati tourists, since they like to travel in family and/or friendship groups, and this nucleus provides in-built entertainment, safety, security and entertainment during the vacation. To summarise, tourists who travel for social interaction are more people-
oriented than place-oriented. Australia as a destination and in particular the Gold Coast was a unique destination for the Emirati tourists. Besides being an attractive destination in terms of activities and other touristic attractions, it provided a meeting place for fellow Emiratis, whether extended family and/or friends to socially interact with each other and strengthen ties.

Finally through the deductive and inductive analytical process adopted for this study this chapter presented and discussed the findings of this study in relation to Crompton’s seven push factors. The next chapter discusses Crompton’s two pull factors and the three additional factors of this study’s findings, concluding with a final summary for both chapters.
Chapter 6: Findings and discussion- pull factors and additional push factors

The previous chapter looked at the push factors as they relate to the current theory, while this chapter focuses on the findings and discussion of Crompton’s two pull factors from the deductive and inductive analytical process conducted for this study, namely novelty and education. This is followed by a discussion of three additional factors that emerged as a result of the inductive analytical approach used to draw out further themes from the interview transcripts.

6.1 Pull factor one: Novelty

The researcher examined to specific questions:
- Whether Australia is perceived by Emiratis as a novel destination that attracts them for a pleasure vacation.
- What the key factors are which contribute to making Australia a novel destination in terms of curiosity, adventure and comfort with the unfamiliar.

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>What does novelty denote</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton (1979)</td>
<td>Examined as a pull motivator</td>
<td>Novelty defined by respondents as</td>
</tr>
<tr>
<td></td>
<td>Novelty means new experience but not entirely new knowledge</td>
<td>• Curiosity, adventure, newness, different</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Novelty arising from:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Actually seeing something rather than knowing about it</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Going to an unvisited destination</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Experiencing new stimuli rather than re-experiencing known cultural</td>
</tr>
<tr>
<td>Pearce and Lee (2005)</td>
<td>Examined as a motivator for travel</td>
<td>• Re-visitation novelty could be more a socio-psychological motivation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• or restricted knowledge of other destination attributes; or unfamiliar</td>
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<td></td>
<td></td>
<td>• alternatives may not be satisfying; or fear and anxiety of the</td>
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<tr>
<td></td>
<td></td>
<td>• unknown</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Removal of fear of the unknown by starting with the known</td>
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<tr>
<td></td>
<td></td>
<td>Novelty motivation is one of the most important psychological forces for</td>
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<td></td>
<td></td>
<td>travel, hence can be classified as a push rather than pull motivator</td>
</tr>
</tbody>
</table>
Novelty expressed as:
- Having fun
- Experiencing something different
- Feeling the special atmosphere of the vacation destination
- Visiting places related to personal interests

| Fodness (1994) | Novelty in travel classified as a function of knowledge |

Source: Author

**Novelty themes**

In order to clarify the presentation of these findings, this factor is divided into five categories listed below and as seen in Figure 6.1 along with the subcategories that emerged.

Category 1: Desire for novel pleasure vacations
Category 2: Novelty linked to interest in gaining knowledge
Category 3: Novelty linked to re-visitation and re-visit intention
Category 4: Novelty linked to the destination in terms of a different culture, the local people and the variety of activities
Category 5: Novelty linked to something lacking in the home environment

**Figure 6.1: Novelty**

Source: Author
Hutt (1970) proposed that novelty differed according to its source, hence a tourist’s perception of the extent to which novelty is present at a destination is a function of the perceived novelty of objects in the destination, such as historical landmarks, and the environment, including the cultural atmosphere and other people, such as residents and visitors. The following sections discuss novelty in Australia, as perceived by the Emirati respondents, in comparison to the claims of previous researchers.

**Category One: A desire for novel pleasure vacations**

Emirati respondents clearly expressed a strong desire for novel experiences when they travelled, as evidenced by the following statements. Latifa said, “Basically, trying out new adventures. If there something new that we haven’t tried like a journey, or like a cruise, or you know just grasping this new concept in this new country, then we would try it.”

*In Australia, there a tribe, this aboriginal tribe where you get to sit with them. You get to see them dance. You know you get to know about their culture and their history ok, so we like to actually grasp these new concepts and these new cultures of countries, and their amazing arts. (Latifa)*

Alia, Shereen, Saad, Fatima and Reem, and Salama, respectively, all expressed similar views: Alia said, “If it’s like a new place, we just like to go and look at the new places.” Shereen said, “We like to go to new places.” Saad commented, “I like to experience something new.” Fatima and Reem said, “I do, this is the main purpose of travelling: to try something out of the box.” Salama said, “Yeah, we like to try out new things. Yes, like to experience new things not just go there, all that they have.” Respondent one said, “Fun in a different environment.” Respondent four said, “We go to see new places, new things, the famous places.”

**Category Two: Novelty linked to a tourist’s interest in gaining knowledge**

Bello and Etzel (1985) found that holiday travellers seeking novelty look for greater educational experiences, which was also seen in this study, as shown by the following statements.
I like to experience something new because this helps the mind grow... There was this farm where you can experience the sheep, and when they take out their shearing, the kangaroos, the koalas, the cowboys in Australia, when they take the milk (Salama).

My parents like educational things there also, ... in Australia, I found some parks like a bee park. They show you how they get out the honey from the bees and what they do with it after that, and you can taste all kinds of honey with a nice colour. ... When you go to Australia, we want to know more about them and, as we lived in here [the UAE], we get used to know more about people, their culture, their religion, and we even respect everything and everyone, and it was interesting to know more about Australians and what is their culture, what they are like: are they sly like, and their behaviours and their lifestyles. It was interesting, even their food. I like to know the culture’s food a lot, and it was interesting to know about them more (Hind).

For the family, we go to the honey farms, they are nice places. We stayed there about two hours or three hours... We see the honey, how they take it in tablets, how they make it, what the benefits of honey are, and this is unique. We saw it there for the honey (Mirza).

Australia offered these tourists new and novel type of learning, things, which they do not know about in the UAE.

Hind got to know more about the Australian lifestyle:

I like their lifestyle. I think they are very good in time management. They don’t waste their time just in having fun. Like for example, we went to the shopping mall. We didn’t see a lot of Australians there, I think because it was the working hour... They are more like staying at home raising children ... I found that they like animals a lot, dogs and cats especially... they take their animals for a walk, and it was interesting. Even old people, they do the same. She can’t walk but she will walk for her dog. We found that interesting to know (Hind).
Latifa reported that, for her father, it was interesting to know about aboriginal culture: “My dad is into history and culture and stuff like that, and so he had a very interesting time learning about the aboriginal history of Australia.” Ahmed also mentioned this aspect: “Go to historical places. I like history, art places also, art museums, and I like art. These are the things I would like to do there, to see places.”

The Emirati tourist learnt a lot of the Australian culture and lifestyle in terms of farming, agriculture, lifestyle and history. This is a very important aspect of their holiday.

Category Three: Novelty linked to re-visitation and re-visit intention

Bello and Etzel (1985) found that high novelty-experiencers were more predisposed to take another similar vacation, but not to re-visit the same destination. However, Jang and Feng (2008) suggest that people may re-visit or show interest in re-visitng a destination because of a specific novelty, such as a different culture, interesting and friendly local people, or the variety of activities to do. A few of the respondents in this study had travelled to Australia more than once because of their previous experiences, and a few also expressed a keen desire to re-visit. For example, Khalifa said, “I have been to Australia a lot of times.” Saad said, “I would like to go back. It was an experience. It was a different place. It is a very unique place, a place I would like to visit again.” Hussein said, “On the three visits I went, I was well mixing and matching on all my experiences.”

Category Four: Novelty linked to different culture and the variety of activities

As mentioned in the previous section, novelty can be related to a specific kind of novelty, such as a different culture, interesting and friendly local people, or the variety of new activities to do (Jang and Feng, 2008). Figure 6.1 above shows how most of the Emirati respondents’ holidays in Australia were filled with such experiences.

Sub- Category One: Novelty linked to different culture

Novelty seeking is obtained through new experiences (Crompton, 1979), including experiencing a different culture (Jang and Feng 2008). The following are responses of the Emirati respondents’ experiences with Australian culture.
Saad stated that he would rather go to sleep if a holiday did not provide the opportunity to experience the culture of the place.

_There would be nothing to do if there was no cultural aspect where I was going. I like to go in-depth into somebody else’s culture. I like to experience something new because this helps the mind grow. So if I go to a place, which does not have a lot of cultural impact, [it’s] useless for me to go there, so I might as well sleep (Saad)._

Mirza and Salama wanted to experience the Australian lifestyle, as their comments show:

_Very important: when I choose a place, I like to see the place itself, their lifestyle, what they are good at, what they are famous for. Because choosing it is very important to me because I would like to see, not just go there (Mirza)._

_We like to see new places, meet other people and experience what they have there, like what they eat, see everything they have there, like the work, countryside. The local people, basically what they do, and what they are good at. Experience their lifestyle (Salama)._

Shereen was keen to know more about the Australian lifestyle in terms of daily activities, such as food habits:

_I loved how everyone was just friendly and everyone would just enjoy their time and walk by the ocean early in the morning. The day started very early, like 6.00 a.m. Everyone was out on the street jogging or walking everywhere. I like that. There wasn’t a lot of traffic over there. People were mainly dependent on bicycles or walking, which was just healthy and their lifestyle seem to be very happy, even their food. I noticed most of the restaurants, they were grilled or roasted something like that, not very much of fried or oily food, spice, like some of the Arabic food can be very oily, like the rice. And the way they do the sweets and stuff over there, they cared a lot about calories and diets, but they had a lot of stuff for diabetic people, and people on diets._

_Latifia was interested in the culture of the Aborigines:
In Australia, there is the aboriginal tribe where you get to sit with them. You get to see them dance, you know you get to know about their culture and their history, ok. So we like to actually grasp these new concepts and these new cultures of countries, amazing arts.

As Hind reported, her family even took an apartment in the suburbs to be closer to the Australians to experience their culture more deeply.

We went basically for the Gold Coast, and we didn’t stay in the city itself. It was near the city, specifically where Australians’ homes were... It’s because we want to live with them... When you go to Australia, we want to know more about them, and as we lived here, we got to know more about these people, their culture, their religion, and ... it was interesting to know more about Australians and what is their culture, what they are like, are they sly, their behaviours and their lifestyles. It was interesting, even their food... We lived also there near a lake... like at 4.00 clock ... or 5.00 clock in the morning, you can see the Australians are doing some sports there ... It was nice to see all of that. ... My mum, she likes to see something that’s part of their culture, like the museums, and anything that’s traditional to them, anything they regard as precious (Hind).

Another new experience at a destination can be provided by interaction with the local people (Jang and Feng, 2008). A destination may have the finest attractions and amenities, but if the tourist does not feel welcomed by the host population, or the quality of service received from the ground crew at an airport, the myriad of hotel staff, waiters and waitresses in restaurants, cashiers in shops, tour guides and couriers, and local residents is poor, this creates negative appeal or a negative impression for the tourist (French, Craig-Smith and Collier, 1995). This makes the tourist’s experience unpleasant, thereby affecting their overall satisfaction (Kozak and Rimmington, 2000) and their future behaviour in terms of intention to stay or re-visit (Pearce & John, 1980). The following are Emirati respondents’ accounts of their experiences with the host community.
Hussein’s experiences, his interactions with Australians, and their friendliness made him to re-visit:

*About Australia: the friendliness of the people. It is very much different as compared to other parts of the world. You see that social interaction where you get such friendly people from within Australia. They come out of their way sometimes to do things for you, and you find that surprising, that you know being Western cultures, we always get that, we always have that intimidation that maybe they like things kept to themselves. It's very different from Europe. And I think that is a welcoming and warm gesture from the people of Australia that encourages actually to go over again.*

Salama was very keen to “meet the local people”, While Saad liked to “interact with the local people”. Shereen loved how “they were just friendly”. One of the reasons that Ahmed’s family enjoyed visiting was that “The people are very helpful and they are very nice over there.”

*The Australian people... are very nice friendly people. That’s the first thing, ... very nice people... Australia is a mix of cultures: Asians, Indians, Australians, native Australians. That mix of cultures that makes them be more friendly, to accept the others. ... Wherever you go, they were smiling at you, they are very helpful. I like the people over there (Ahmed).*

For Hussein, Latifa and Khalifa, being accepted by another culture is very important and they this with the host community. For example, Hussein said, “It’s very important that I could actually understand you know the acceptance of others towards my culture and other cultures as well.”

*You know the citizens of Australia; you know they weren’t prejudiced when they saw Arabs. That’s a really good thing because when you go to a country and you feel you are accepted, and you know the citizens they like you and they treat you really well, ok so I would say yes (Latifa).*

Besides their acceptance of other cultures, Khalifa found them very respectful of, and interested to know about his culture too:
Plus the people there are very respectful. They don’t look at you all differently, even if the women are covered, even if she has the face veil. A lot of Saudis feel comfortable there because no one looks at them differently. They still go to theme parks. They still participate in the games. They still enjoy the rides. The Hijab [woman’s full head covering] is not a barrier, so like for my mom and the other women I think that is really a plus thing. Plus the kind of way the people respect you. They want to know about your culture because I think they are isolated. They would like to know more. ... I remember, even when my sister went for a honeymoon and she was having her henna on her hands [The name henna refers to the dye prepared from the henna plant. Henna paste can be used to make Arabic henna designs on the hands and legs], so everyone is stopping her: What is it? Why do you do it? Stuff like this, so they kind of interact with you, help you, and so it’s mainly the weather, the people and the respect kind of.

Nasser concludes that the people and their acceptance of other cultures makes the place unique:

What make a place unique is the people: they are hospitable and welcoming. This is something I found in Australia. Being an Arab and a Muslim, I did not find any animosity to who I was. I found in Australia, because of its multicultural aspect, you feel whoever you are you are welcomed, as long as you abide by the law. Being in Australia, you are accepted for who you are... That is the main thing of a country, is the people: if they are rude in the way that they treat you, and you feel you are not welcomed. [In Australia] you have mountains everywhere, rivers everywhere, but how they treat you is important.

The friendliness of the host community made Hassan feel at home: “I love Australia, really. The people are friendly, and all that. You feel like you are at home.” Saad also found the host community friendly and open. “Friendly, yeah very friendly, very friendly. They are very open. If they have anything, they will tell you, as opposed to the people in the UK: they are very reserved.” Asma said that she “loves the Australian people.”

Sub-Category Three: Novelty linked to variety of activities available in Australia (see Figure 6.2 and Table 6.2 below)
The variety of activities at a destination (Jang and Feng, 2008) can provide opportunities for new experiences. The Emirati respondents in this study participated in a range of types of activities, such as visiting theme parks in the Gold Coast, seeing the fauna and wildlife parks, and participating in various outdoor adventure activities. More specifically, almost every Emirati respondent had visited the theme parks in the Gold Coast. Some had also enjoyed the thrills of skydiving, deep sea diving, diving in the Great Barrier Reef, fishing, bungee jumping, cross country skiing, hiking, trekking, rock climbing, parasailing, walking in the jungle and going off the beaten track. Others chose more relaxing outdoor activities like swimming, walking, night time shopping bazaars and donkey rides. Some respondents also found the wildlife parks very unique. Respondent four said, “we go to places to do things that we do not do here in Dubai, like bungee jumping, horse riding, boat trips, fishing trips, visiting the zoos/Koalas, searching for the Koalas.”

Another specific novelty for Emirati respondents was walking. For Saad, being able to walk was novel because the home environment in the UAE is not pedestrian-friendly and the hot weather anyway makes it difficult to walk outside for much of the year, hence people mostly travel around by car:

Depending on the environment factors and the weather: ... so if it is very cool and pedestrian-friendly, I like to walk around and discover the place as opposed to driving around the place. I like to walk, take long hikes, trekking. It beats travelling around in a car, because in the UAE we are always travelling a lot in the car, and this is not very pedestrian-friendly.

Nasser also liked to go off the beaten track to experience the landscape, besides shopping and regular sightseeing. He also still enjoyed the zoos and theme parks, which he liked as a child:

Besides the shopping, to sightsee, to have a look, to see different things, not always what the tourist does ... not necessarily the tourist bits. Sometimes go off the beaten path and see something else. Experience the country, the landscape the atmosphere... visiting zoos, and theme parks.
Respondent one loved “the sea breeze, sea and the sun looks bigger in the Gold Coast.”

For the ladies, a chance to participate in activities freely on holidays as in Dubai it is not possible. Respondent four said, “In the UAE girls don’t ride bikes as everyone stares, there are no safe places in Dubai for girls to ride bikes. It is hard on girls, so I look for opportunities overseas... my mum was free to jog on the beach... she had a personal trainer” Ahmed liked to go hiking and surfing, while Hussein did a lot more outdoor activities:

I did karting, I did skiing, and I did rock climbing, bungee jumping, and went to theme parks. I just went out of the usual... tried surfing. We did everything. I just woke up every day as early as possible and said, ‘mate you know what, let’s go do this’. Yeah, in fact we did do fishing. It’s a fantastic destination for people who like diving and fishing, and we could just go and enjoy it. It’s just out of the norm what you can do, especially with the Great Barrier Reef. It’s just amazing. Did diving over there. It was just an extreme, just an experience. I did sky diving as well.

Nasser discovered something new in cross-country skiing, which he learnt in Australia:

The favourite thing I discovered is cross-country skiing. In Victoria, there is an area called Lake Mountain. I enjoyed that a lot. In Victoria, you have a place called Mt Buller. That’s where I learnt to ski. I had some background but I learnt to ski there. Fishing... my friends they rented the boat and it was an excellent experience. We ate the fish when they got back. I cannot pinpoint one thing. There are several things, depends on each one what you like to do. My favourite was the country by far, I like to go long distances.

Latifa would have loved to swim but there were no segregated beaches in Australia so, due to cultural restrictions imposed on Emirati women, she was not able to swim freely. “Yeah, we had these long walks on the beach. We tanned, but with our clothes on.” For Fatima and Reem, even a donkey ride was something new and novel:
We like to try out new things like donkey rides. It was a new experience. Parasailing, we tried it outside, water sports. We fed the kangaroos and we did surfing there. Gold Coast, you know the beach, yeah you know we went surfing there. It was our first time to surf (Fatima and Reem).

Saad also visited the theme parks and the wildlife parks:

Visited the theme parks, water parks, Warner Bros. We visited also animal parks... wild life conservation. I mean that was our main purpose for going there. It was for the koalas, the kangaroos, the other wildlife that were there, the spiders as well, the big ones. These things were something, I think it contributed to the development factor for us as kids. These were new things we were seeing.

Mirza, like many other respondents, enjoyed the theme parks and the shows:

Yeah, the first day we went to Movie World, and the kids liked it, and we want to do it again because they liked it, and we bought something of Spiderman and Superman. There it is, all alive: you see Spiderman in the cars and everything. They enjoyed, like Disney, and we specifically enjoyed Movie World.

For Hind, the theme parks in Australia were better than Disneyland in Paris. They were more frightening and adventurous:

In Australia, we went to Movie World... It’s better than even the Disneyland in Paris. We liked it a lot. We had a lot of fun there, especially when we see the characters, like the real characters, and for example Batman was climbing like coming out of the building, and jumping. It was amazing. We liked it because what I found in Australia, the Movie World suits everyone, all the ages, but in the Paris, it is just for the young people... It’s not like the Movie World in Australia... The Dream World, compared to Disneyland [Paris]. ... I’d say the games in Dream World are more exciting. The rides, we didn’t even like take a rest… But at Disney in Paris we didn’t because it was only for kids. For example, for the speed ride in Australia, it’s fantastic, but in Disney Paris... it’s not very good. And even the safety: I like it a lot in Australia, more than Disneyland. I like the frightening ones, it’s a bit of adventure.
Salama enjoyed her days going to the different parks, although it was hectic, because it was something different that she could not experience back home:

_We went to the theme parks that Australia has, like Movie World, Dream World, Sea World. We went to the aqua bus that goes over the water, and when you go to the Movie World it takes the whole day to experience everything there. We don’t get to do that here. We don’t have that high quality of parks and themes and parades, so it is different. You go for the whole day. ... Here we don’t get to experience that because you go for an hour and you come back. It is the same lifestyle._

Latifa too recalled busy days in the Gold Coast:

_Me and my sisters were into attractions and the beach because we went to the Gold Coast. So we were like ok, we are just going to hit the attractions: Dream World, Movie World. It was Sea World; it was the beach, the national park... My mum just went crazy for the night-time shopping, night-time bazaar outside. Since day one, we had some stuff to do. Even next to our hotel there was an amusement park...there was the attractions, the rides, something like the Global Village._

Shereen and her family also thoroughly enjoyed all the activities they participated in while in Australia. Shereen also found Australia unique in comparison to Europe:

_We like to go to new places and we like to have long trips because my family are fond of trips, like entertainment trips, like water sports. In the case of Australia, my family liked Dream World, Movie World... What was unique about Australia is that it is different from Europe. ... They [the Australians] have the theme parks, the trips; they have the aqua bus... and the farms we went to... a farm for all fruit trees... It was just nature, basically nature, and of course the entertainment: themes parks with games and stuff. This was special about Australia, and what else: the ocean, like in the morning you can go on a jog so it was very nice too._

McClung (1991) suggests that individuals seek novel experiences through benefits obtained by theme park attractions since people lead more active lifestyles. Furthermore
they state that people also look for family entertainment, which provides a learning environment with enjoyment. Similarly, the theme parks and the visits to the conservation parks and other educational-related activities in Australia offered the Emirati tourists the perfect opportunity to indulge in a number of family type activities with plenty of challenge and excitement; and something new and novel and missing in their home environment.

**Figure 6.2: Novelty linked to the destination**

![Diagram showing Novelty linked to the destination]

**Source:** Author

**Table 6.2: Novelty linked to activities**

<table>
<thead>
<tr>
<th>Sources of a Pleasure Vacation</th>
<th>Activities, Attractions and other sources</th>
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</thead>
<tbody>
<tr>
<td>Theme Parks, Attractions</td>
<td>Movie World, Dream World, Sea World, High Quality Parks, Aqua Bus</td>
</tr>
<tr>
<td>Fauna and Wildlife Parks</td>
<td>Kangaroos, Koalas, Parks, Bee Farms, Animals In Australia</td>
</tr>
<tr>
<td>Nature</td>
<td>Mountains, Caverns, Beaches, Parks, Greenery, Countryside, Rivers, Fountains, Landscape, Great Ocean Road, Canyons, Ocean</td>
</tr>
<tr>
<td>Weather Conditions</td>
<td>Cold, Different To The UAE, Hot in the UAE, Like the weather number One Fresh air, The Atmosphere</td>
</tr>
<tr>
<td>New Place, Learning Experience</td>
<td>History, Aboriginal History, Culture, Museums, Art Places</td>
</tr>
<tr>
<td>Experiencing the Culture</td>
<td>Experience What They Have, Learn What They Are Good At, Experience What They Eat, to see how they work, the people, interaction with the people</td>
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</tbody>
</table>

**Source:** Author
Lee and Crompton (1992) suggest that the search for novelty in travel may reflect a lack of something in the tourists’ home environment. For example, the UAE is a hot, arid desert land, while Australia, in particular the East Coast, where most of the Emirati tourists went, is green, with a wide variety of landscapes, beautiful beaches, rainforests, mountain ranges, and cool weather for most of the year, except for the three months of summer. This physical beauty seemed new and different for the Emirati respondents. For example, Nasser, who had travelled all over Australia except for the Northern territory, offered the following judgment about Australia’s physical beauty:

*With Australia, it is unique. You have a little bit of everything in more or less one huge place: you’ve got the desert, the snowy mountains, nature wherever you go, into the valleys, the huge gullies, the cities. You have everything: it is a one-stop shop. I say in Europe you have to travel from one country to another to see different things. The people are the same but you see different things, like for example in Perth it is totally different. It is a city. You come back to Victoria. You think, where are you. Variety is there. A lot of things could be covered, there are a lot of things to see. My favourite was the country by far, I like to go long distances.*

Saad stated that her choice of holiday destination depends “on the environmental factors and weather” because he prefers to explore a destination on foot as opposed to driving a car as he always has to use a car back. Salama liked the “countryside” of Australia, as did Nasser, who liked to “experience the country, the landscape, the atmosphere”. As did Ahmed:

*Generally, would like to see the nature, the beautiful nature. You know that’s me. Anywhere, the first thing I am visiting that the mountains, the green places, the fountains [waterfalls], and those rivers, and those kind of things. I would go there and I am looking for cold weather. That’s my preference.*

Shereen commented on “the ocean. Like in the morning, you can go on a jog, so it was very nice too”. Hussein mentioned the “Great Barrier Reef”, and the weather: “first of all the weather, because it is very hot here [in the UAE] because we like to go to places
where the weather is good, not like here. Nicer weather than here”. Salama felt that Australia was different because “I like walking. It’s different: the fresh air, the atmosphere; it is most comfortable walking there”. Since the UAE summer falls during the months of July to August, Khalifa likes to visit Australia during that time:

We go out for summer and usually you go for a place that’s cold, so that’s the main attraction. The weather is totally different. We used to go before to Europe, but with the climate change Europe is still very hot in summer. It’s summer, and they kind of don’t have the facilities.

Shereen noted the choices available between nature and climate:

Australia is a unique destination because, first of all, it is like a huge continent. Like I say, if you were more into nature, you would go to the Gold Coast. If you really love cool weather, you would go to Melbourne.

Emirati respondents choose to travel to places which offer something different to home. This is how Salama describe it, “Here [in the UAE] we don’t get to experience that because you go for an hour and you come back. It is the same lifestyle [the regular routine].” For Latifa, Australia offered “something not found in the UAE, and I just wanted to try it but really couldn’t.” Mirza preferred to select places opposite to his home traditions: “I like to see places not close to our tradition. I like to see other stuff, new stuff, not Arab traditions; I like to see European style, American style, Australian style.” Although Dubai and Abu Dhabi have beaches, due to cultural restrictions, Emiratis do not participate in beach activity at home. As Mirza said, “The first thing we enjoyed there [in Australia] compared with here [in Dubai], it is big the beach, the ocean, and we tried to swim in the ocean.” Alia reported, “This was the first time I go a beach. The beach is very amazing; it’s a very calm place. The sand is clean.” For respondent one, the novelty of learning a new dance is something that is not possible for her to indulge in back home. She said she “enjoyed Salsa classes in Australia.” Respondent four said, “The ladies go with the men to the casino but only for the shows.”

In the UAE, men and women do not sit together, but Respondent four said, “however in Australia it is ok for the men and women to be together as no one is watching you. If
someone sees you in Dubai they will call your parents but over there the parents don’t mind if you sit with boys and girls.”

Overall, these findings indicate that the Emirati respondents found their vacation in Australia to be novel in a variety of ways. Firstly, the physical and social environment of the parts of Australia they visited were very different to the UAE. The weather was cooler. These conditions allowed the respondents to spend long hours outside and indulge in a lot of outdoor activities that are not available back home. Secondly, the available activities, the nature and the landscape were all novel for these tourists, which helped to broaden their knowledge of Australia. Finally, the experience of the different culture, and the friendliness, helpfulness and welcoming nature of host community compared to other destinations around the world, made the holiday novel for these tourists. All these factors led to a few having already re-visited Australia, and others expressing a strong urge to go again. The section below provides more detailed discussion/explanation of the novelty factor. Table 6.3 illustrates the comparisons between this study’s results and Crompton’s.

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Did Crompton’s categories emerge in this study (+ means evident or − means not evident)</th>
<th>New categories emerged for kinship factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novelty defined by respondents as</td>
<td>+</td>
<td>Novelty linked to desire for new, different destinations</td>
</tr>
<tr>
<td>• Curiosity, adventure, newness, different</td>
<td>+</td>
<td>Novelty linked to knowledge</td>
</tr>
<tr>
<td>Novelty arising from:</td>
<td>+</td>
<td>Novelty linked re-visitiation and re-visit intention as had previously satisfying experiences more than knowledge of other destinations as these tourists appear to have travelled extensively. Fear and anxiety in fact was more of the known in relation to a few of them pointing out about bad experiences in the U.S. and Europe</td>
</tr>
<tr>
<td>• Actually seeing something rather than knowing about it</td>
<td>+</td>
<td>Novelty linked to different culture, people, activities</td>
</tr>
<tr>
<td>• Going to an unvisited destination</td>
<td>−</td>
<td></td>
</tr>
<tr>
<td>• Experiencing new stimuli rather than re-experiencing known cultural stimuli</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>• Re-visitation novelty could be more a socio-psychological motivation than cultural or restricted knowledge of other destination attributes; or unfamiliar alternatives may not be satisfying; or fear and anxiety of the unknown</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Removal of fear of the unknown by starting with the known</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6.1.1 Discussion of pull factor: Novelty

The findings of this study support prior research concerning the factor of novelty, as examined with tourists from different parts of the world (see Table 2.13, Chapter 2). Lee and Crompton (1992) state that novel pleasure travel involves an altered routine and experiencing different things, people, and environment. Crompton’s (1979) respondents defined novelty as curiosity and adventure, and experiencing something new and different. A number of factors made Australia novel for the Emirati tourists interviewed in this study. Primarily, the uniqueness of Australia and its difference from many other places around the world made it a novel destination for these tourists to visit. Australia’s novelty value can be related in particular to its unique animal population. A number of the respondents described how they loved their exposure to kangaroos, koalas and other fauna. Furthermore, the opportunity to touch and feel these animals made a big difference to their experience, and for some of them it was a great learning experience.

Australia as a destination itself, or example, the nature, the greenery, the landscape, the mountains, the atmosphere and weather of Australia were all novel for the Emirati tourists. Secondly, the UAE’s cities, especially Dubai and Abu Dhabi, are dominated by tall buildings and residential houses. There is little greenery, except for man-made landscaped areas, such as the handful of parks. The beaches in the UAE are not as attractive to Emiratis as, firstly, they are not as clean as in Australia, and secondly, due to cultural and family restrictions and social pressure, they mostly avoid going there in the UAE, except for a few who might just use them for walking or jogging occasionally. In terms of the atmosphere, being mostly desert, the UAE has many sandstorms, so the air is often not pure. In addition, the construction work happening in both Dubai and Abu Dhabi adds to the air pollution. Therefore the clean, pure air and the beautiful landscape of Australia was novel for the Emirati tourists.
In terms of entertainment, Australia offered the perfect choice for those respondents who like the thrills of the theme parks or outdoor activities, ranging from soft to hard adventure, such as swimming, fishing, walking, parasailing, bungee jumping, surfing, hiking, rock climbing, trekking, deep sea diving, cross-country skiing and more. Since the opportunity to participate in such activities in the UAE is extremely limited or impossible, Australia provides the novelty and uniqueness that these tourists seek.

Emirati tourists in general are well travelled, having visited many parts of the world. Safety is very important for them, above all for the women, who are normally not allowed to be on their own, especially after dark. Australia felt so safe for them that the women and children could be out late, as they felt that the country was well patrolled by police. For instance Shereen said, “you can let your kids just walk around the paradise without worrying about them. It was a safe country and the police were all around past 10.30pm.” This allowed both women and children to experience a novel sense of freedom in Australia.

As Jang and Feng (2008) found, local people also contribute to the novelty of a destination. For the respondents in this study, the hospitality of the local people was a very important factor motivating them to visit a destination, and they all reported very positive experiences with Australian hospitality. They seemed to contrast this hospitality favourably to their experiences in other parts of the world, particularly Europe.

As Crompton (1979) noted, re-experiencing known cultural stimuli is no longer novel; hence, when a pleasure vacation product was purchased, his respondents chose a different destination. However, in the present study, this was not the case with the Emirati tourists. Many of them found Australia continued to offer difference and novelty, even if they had re-visited once or more. Those who had visited before expressed a desire to go back again, while those who had been only once also expressed a keen urge to re-visit. This can be linked to what Jang and Feng (2008) term ‘specific novelty’. Specific novelty, in the context of the Emirati tourist, can be associated with the destination culture, the local people and the range of activities offered at the destination sharply contrasting with that of the tourist’s own country.
Lee and Crompton (1992) found that novelty also includes different dimensions, such as thrill, change from routine, adventure and surprise. Taking each of these in turn, we can see that they are evident factors in this study as well. Hornby (1974) describes thrill as an experience in which excitement is the essential element. For example, the excitement for the Emirati respondents came from their experiences at the theme parks in the Gold Coast, and some outdoor activities like walking freely or swimming.

Thomas (1964) explained adventure as some activity involving some risk. Some of the Emirati tourists also indulged in adventurous activities that were novel to them, such as bungee jumping, cross-country skiing, sky-diving or deep sea diving. For example, Hussein described his diving experience as something “out of the norm, just an extreme experience.”

Mayo and Jarvis (1981) described change from routine as an altered or different condition of environment, psychological outcomes, and/or lifestyle. For Emirati tourists, Australia was definitely a different environment in many ways. It offered a very different lifestyle, as they felt freer and safer than at home. In Australia, they also felt freer to participate in activities that they cannot indulge in in their home environment.

According to Smock and Holt (1962) surprise is a feeling caused by unexpected features resulting from discrepancy between what an individual believes and the reality of environmental stimuli. Australia for the Emirati tourist was a wonderful experience in many ways. However, it appears that the main surprise was the welcoming hospitality of the host community, especially because, as a few respondents mentioned, ‘being Muslim’ meant they were not sure how they would be received. As Nasser reported,

*It [Australia] does present the visitor with options that are generally not available anywhere else, but I would say it is not unique, but different to most places I have visited. It is the people. What make a place unique are the people. They are hospitable and welcoming. This is something I found in Australia. Being an Arab and a Muslim, I did not find any animosity to who I was. ... Being in Australia, you are accepted for who you are. In the US, I found it extremely unwelcoming, and that is just at the border, so if you are not welcomed at the door of the house, why should you continue to go through it?*
Thus, in many ways, Australia was the perfect destination in which Emirati tourists could experience the novelty of a pleasure vacation. This study’s findings are also similar to previous research (Yuan and McDonald, 1990; Jamrozy and Uysal, 1994; Kim and Lee, 2000; Mehmetoglu, 2005), which also found tourists generally look for new and different experiences while on holiday.

6.2 Pull factor two: Education

There are two important issues here:

- To what extent self-education or the desire for knowledge about Australia, in terms of getting to know the place, people, culture, history, attractions, lifestyle, cuisine, and shopping, act as strong pull factors in choosing the country as holiday destination.
- Whether they learned anything new about Australian culture or people, and how do they perceived them as being similar or different to their own Emirati culture.

Table 6.4: Education

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>What does education denote?</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crompton (1979)</td>
<td>Education perceived as:</td>
<td>For most respondents, education was the trigger in the selection of the destination focusing mainly on children’s education. Those who travelled were most interesting to talk to – therefore demonstrating that travel with a focus on education led to developing a more rounded individual.</td>
</tr>
<tr>
<td></td>
<td>• Positive influence on children’s education</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A means for developing a rounded individual</td>
<td></td>
</tr>
<tr>
<td>Fodness (1994)</td>
<td>Education under the knowledge function</td>
<td>Knowledge through seeing how others live, experiencing different cultures and visiting sites of current and historical importance An interest in gaining an understanding of the broader aspects of life</td>
</tr>
<tr>
<td>Other Researchers</td>
<td>Investigated mainly as a push and a pull factor of motivation</td>
<td>Seeing and experiencing a foreign destination Seeing as much as possible Learning new things or increasing knowledge Travelling to historical places Experiencing new and different lifestyle Opportunity to increase knowledge</td>
</tr>
<tr>
<td></td>
<td>Push factor – to fulfil an intrinsic urge for knowledge</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pull factor – destination considered in terms of educational attractions available for tourists to explore, including attractions like museums, historical sites and features.</td>
<td></td>
</tr>
</tbody>
</table>

Source: Author
**Education themes**

In order to improve the presentation of these findings, this factor is analysed in terms of the following categories along with the sub-categories see Figure 6.3 below.

Category 1: Learning about the traditions, history, ancestors, famous sites, flora and fauna, shows, exhibitions about Australia.

Category 2: Learning about cultural differences between people.
Travel a form of education

Travel can be a form of education and learning. As Kuhn (2002, p. 118) stated, “people’s ways of understanding and being in the world can be challenged and even dramatically changed through experiencing other modes of existence”. The analysis of the interviews for this study revealed that the main educational or knowledge motivators for travel to
Australia were exploration of the history of Australia and its aboriginal culture, its flora and fauna, and the general culture, by analysing their nature and observing the similarities and differences between them and other cultures. For example, regarding learning about different cultures, Mirza stated, “When you visit a new place you try to learn from the culture of the people, from the place, from the history of the place.” He also liked to read about the place before he travelled there so that he could learn more about it before his visit.

Yes sure, we want to know if there are any programs, or there is a brochure when you arrive at the airport. Also in the flight, you know 14 or 15 hours we take [any brochures they give us]. They give us a brochure or some magazines for Australia. This is good get to know before you arrive.

Latifa’s view agreed with Mirza’s: “You get to experience new cultures, you get to know new facts and information, and it is definitely a learning experience whenever you go to a new country.” Similarly, Hussein stated:

Of course you learn more about cultures and language, food, acceptance, differences. It is a very important; it’s a very steep learning curve I would say, going to a new culture and going to a new place, going to see a new city. It’s a different experience.

Ahmed commented that:

You learn from holidays about the culture over there, what are the new things over there, learn about their way of living, even the technology they are using, whether they are sporty, chic, how are their working hours, find out about their animals over there, their new cuisines and themes over there. And how they are advertising about their tourist places and all. What good things over there.

According to Leiper (2004), tourism is an excellent medium for satisfying the need for education since it gives the tourist the opportunity to learn something about the world away from home. Consequently, all tourists on all trips probably learn something not only about other cultures, but also experience a kind of self-learning. For instance, although
Shereen’s motivation for travel to Australia was specifically for fun and leisure, she admitted that when you travel you also learn:

*Usually it is for leisure purposes, but then you can always learn when you are on a vacation. I mean, it doesn’t necessarily mean that you have to read a book or just to read about the country; just observing the people and being in the country itself teaches you a lot about how they think or about what they wear or how they talk.*

Khalifa’s and Asma’s holiday interest in Australia was somewhat similar to Shereen’s. As Khalifa said, “*in terms of learning I would say there is a lot to learn there because they have different cultures, they have different things to do and learn from.*” Depending on the individual, a tourist may learn some common words and spoken slang. Khalifa commented that:

*When you go to other places, like Paris, you will eventually learn some words, some phrases, some kind of food, meals and things like that, because you get to know them. So (yes), also knowing the culture, knowing the language, knowing the people, knowing the food, so you can definitely learn and things.*

Asma reported that “*the people are lovely, they have a lovely nature, what more can you want? Visiting sanctuaries is a form of learning; we learnt about the outback – we went to visit, we had fun learning, but not as formal learning.*” Saad expressed a deep interest in knowing about different cultures of the world when he travels, even stating that it would be useless to visit a country if there were no cultural aspect to the trip. Saad said:

*There would be nothing to do if there was no cultural aspect where I was going. I like to go in-depth into somebody else’s culture. I like to experience something new because this helps the mind grow.*

Most of Crompton’s (1979) respondents also claimed that pleasure vacations have a positive influence on children’s education, and in some cases it was their primary consideration in the selection of a destination. Likewise, in this study, Alia’s parents were also keen to choose destinations that offered educational opportunities for the family, for
example to stay in the hotels near the homes of local people in order to experience their culture and lifestyle. As Alia reported,

My parents like educational things there. ... We didn’t stay like in the city itself. It’s somehow near the city, specifically ... [we stayed in a suburb] around Australians’ homes. It’s because you want to live with them, to know more about them. ... As we lived in here, we got to know more about people, their culture, their religion, and we even respect everything and everyone, and it was interesting to know more about Australians, and what their culture, what they are like, are they sly like, and their behaviours, and their lifestyles. It was interesting, even their food. I like to know the culture’s food a lot, and it was interesting to know about them more ... see something that’s part of their culture, like the museums, and anything that’s traditional to them, anything they regard as precious.

Nasser adds:

Because we move around in all these learning circles, like museums, we did learn about Australia. Some [information about its] background, its inception, we knew before we got here. From a tourism aspect, I always see travelling as a learning experience.

Alia offered a similar view: “In the museums, you learn more about the people, their lifestyle, the restrictions that are in the country. You want to know more about their cooking style, their food, spices what they use, these things.”

Category One: Learn about the traditions, history, ancestors, famous sites, flora and fauna, shows, exhibitions

Pizam and Mansfeld (1999) found that education seekers participate in a wide variety of activities while on holiday, such as visiting museums, art galleries, national parks, farm shows, natural attractions, local craft shops, or cultural and historic sites. Most of the respondents in this study commented about Australia’s beautiful natural attractions and landscape.
With Australia, it is unique. You have a little bit of everything. In more or less one huge place, you’ve got the desert, the snowy mountains, nature wherever you go, into the valleys, you can experience the country, the landscape, the atmosphere. My favourite was the country by far, like to go long distances (Nasser).

For Hussein, it was exploring “the Great Barrier Reef.” Some of the Emirati tourists who visited Australia showed an interest in visiting museums and national parks, learning about the Aborigines and other aspects of Australian history, as is evidenced in the following comments:

*I do see Australia as place where you can go and see things and learn things. You can learn about the original inhabitants of the place, the aboriginals. Many people don’t know the natural history of Australia. It is a vast encyclopedia. There is a lot of things, quite a bit you want to know about: the history, how someone got here, how did they find this place, Captain Cook and his adventures, how did he get here (Nasser).*

*I didn’t really know they had aboriginals. Yeah, that was something to learn. I didn’t really know it had that history. I just thought it was like a settlement, and then people just came and colonised this area, but it turned out there were the native aboriginals first, and you know they focus a lot on the outback and basically living like a hunter’s life. I didn’t really know that. That’s something new (Latifa).*

*Of course we learn about the culture, about the history, about Australia, what they had conducted earlier. Whatever they had gone through earlier, especially with the ANZACs. I was there during ANZAC day once, and learning about what Australia has committed to the world as well at the time, because I never thought that Australia, you know so far out, you never thought that they would be in embedded with so much culture and so much history across the world, and that was a show case to show the world that we were part of it. And that was a very good message I think (Hussein).*

*Alia said, “You learn about the museums,” while Hassan mentioned that “We do the shopping, and if there is any like event there, exhibition, usually we pick an exhibition or something, or children’s show … all that.”*
We also visited animal parks, as well you know, wild life conservation. I mean that was our main purpose for going there. It was for the koalas, the kangaroos, the other wildlife that was there, the spiders as well, the big ones. These things were something. I think it contributed to the development factor for us as kids (Saad).

Like for example, in Australia we got to see their traditions, like going to the farm. I got to see how they feed the koalas, the sheep and the kangaroos, and the lifestyle there with all the cowboys. Yes we got to know a lot (Salama).

Although Mirza did not want to go deeply into the culture, the farms they visited were a form of learning. He said:

We didn’t go so deeply for the culture. We just went for the tropical fruit, the honey, we just didn’t go so deeply to see the culture or the history of Australia. The honey farms were nice places, you saw how they make it in the tablets and many things (Mirza).

My little sister ... we showed her a real kangaroo and a big part of Australia. I found a bee park. They show you how they get out the honey from the bees and what they do with it after that, and you can taste all kinds of honey with a nice colour It was also nice” (Alia).

Indulging in these activities provided the Emirati tourists with knowledge about Australia’s unique fauna, its aboriginal culture and history, which many of them did not know much about.

Category Two: Cultural differences

According to Fodness (1994), travel increases a vacationer’s knowledge if they search for it through seeing how others live and experiencing a different culture (Fodness, 1994). Similarly, Hassan’s experience in Australia helped him to better understand the life of the people in Australia. He said, “I think the way they live, they are simple, they are nice you know, they have a nice life, it’s good, they are friendly the way I see it.”
Sub Category One: Learning about cultural differences between people in the same country living in a different area

Reisinger (2009) suggests that, within a country, cultural differences exist among the local people based on geography. For example, each area or region develops its own culture, values and lifestyle, outdoor entertainment and sports activities. One of the respondent’s (Hassan) statements supports Reisinger’s claim. Based on his travel to many Australian cities, he stated:

When you travel, you meet different people… You can see how these people are living, what their main point of focus, what Melbourne people focus on, what Gold Coast focus on. You know everybody has his own life and its own living, and you’re learning from people… You see different cultures, … once you go to different city. You see, different behaviour you know.

Hussein shared the same opinion:

I would say going to a new culture and going to a new place, going to see a new city, it’s a different experience. You cannot associate two cities with the same thing.

Sub-Category Two: Learning and comparing own culture with host culture and host culture with other cultures

According to Reisinger (2009), cultures differ along major value dimensions, which provide ways to understand how people behave and communicate across different cultures, how they develop social relationships and what perceptions they develop of others. Many of the respondents in this study shared their perceptions of the host community and their observations in relation to similarities and differences between themselves and Australians, and between Australians and other cultures, mainly countries that they had visited as tourists prior to their holiday in Australia. For example, Latifa reported that:

There was a lot of stuff, which I believe that the Australians have learned about us as well. You know, when you go there and you are sitting somewhere and then somebody
just comes “hello,” “good day,” “hi,” and they learn some stuff about you and you learn some stuff about them, and it’s a learning experience.

Mirza said, “They are very friendly, not like European people.” Respondent four said he was “Happy in Australia would like to go alone ...nice people in Australia... I feel at home in Australia.”

Asma commented, “Cultures have good things to learn from.” Thus, such interaction can also be a learning experience for the tourists’ and the host culture.

- Observing similarities and differences between Australian culture and other cultures

The respondents’ comments below demonstrate how they noticed similarities and differences between Australian and other cultures, thereby enhancing their knowledge.

*I like the simplicity of the Australian people. They are friendly compared to Europe, but cannot compare it to America or Canada because I have not been there. Europeans are not so friendly, Aussies more friendly, like they say hello. There is a language barrier in Europe (Asma).*

About Australia, the friendliness of the people: it is very much different as compared to other parts of the world. You see that social interaction where you get such friendly people from within Australia to come out of their way sometimes to do things for you, and you find that surprising... It’s very different from Europe. And I think that is a welcoming and warm gesture from the people of Australia. That encourages actually to go over again (Hussein).

*The Australian people, you know they are very nice friendly people. ... That’s the first thing. Asians are more focused on their job, focused on their work and their business. The Australians are more friendly. They’re smiling every time. That’s what I remember about the people of Australia. They were nicer than Europeans. When you don’t find in any culture any mix in the culture. You know, Australia mix with cultures: Asians, Indians, Australians, native Australians. That mix of cultures that makes them more friendly, to accept the others. The people were very nice. Wherever you go, they*
were smiling at you... I like the people over there in comparison to other parts of the world. I guess, compared to Europe they are much nicer than Europeans (Ahmed).

Australians:[they are] friendly, yeah. They interact with you, smiled. ... they are open minded, not closed. Like for example, Germany: you can’t talk to German people because they will refuse to talk in English... Maybe I’ll say that Americans are used to dealing with foreigners because half of the population are foreigners. ... Like in Australia, they are more conservative in dealing with others. They will not be like more friendly with you because they don’t know you, but for Americans they don’t care; they will just talk and do whatever they want (Hind).

When you go to France, they are very rude to you. They don’t talk to you. Even in Germany, they don’t like if you don’t understand the German language. Kallas, [means ‘that’s it’] they don’t talk to you. What’s nice in Australia, they understand English, the main language. Like when we went to Thailand, they don’t know English. It was hard to talk to them (Fatima and Reem).

Alia said this about the Australians: “They were good, they were friendly, yeah. Australians are friendly people generally compared to Germans. Germans are rude, really rude, most, not all.”

Thus, in general, the respondents found the host community to be friendly, helpful and interested in knowing who they were. Most importantly, they felt comfortable in Australia, unlike some of the negative experiences they had encountered in the USA at immigration, which was not welcoming. In Europe, it was mainly the language barrier that discomfited them. The above findings therefore confirm that destination image is influenced by the attitude of the local people towards visitors. Furthermore, the friendliness of the people can add to the uniqueness of a destination. In this study, both of these factors were found to be strong motivators for the respondents’ decisions to visit Australia.

- Learning about the culture of the people of Australia

According to Shereen:
Observing the people and being in the country itself teaches you a lot about how they think or about what they wear or how they talk. Their accent is probably different from the American or British, so you learn new words; you eat their food; you ask about their traditions...we have a lot of foreigners in Dubai, so we are already familiar with Christianity, or familiar with English-speaking foreigners, so we were mingling with them a lot. Just talking with people or just observing them on the road, it gives you an idea of how they live.

Alia said:

I like their lifestyle. I think they are very good in time management. They don’t waste their time just in having fun. Like for example, we went to the shopping mall. We didn’t see a lot of Australians there, I think because it was the working hour. I don’t know, it was just foreigners, tourist groups, not that many Australians. ... They are more like staying at home raising children and all, other stuff. ... Australians, I found that they like animals a lot, dogs and cats especially. When we go to the lake, I told you that, they take their animals for a walk and it was interesting, even old people, they do the same. We found that interesting to know all of that.

According to Asma, “The Australian people: lovely, nature, what more do you want?”

They were very friendly, very open minded, and not judgemental at all. They just welcome new cultures and they were interested in knowing new stuff, so that was what made us feel more welcome: that someone cares about who we are and what are our urges, or someone will just come say, I like the way you, the Arabs, put their makeup or something like that, because it is very different from the foreigners. Then they would have like a nice chat or laugh or something (Shereen).

The Australians, they enjoy things, they’re proud of their people. Whether it is education, whether it is the system, or whether it is everything of that sorts, they’re always proud of their people, their people are their forefront. It’s always in the Aussie culture. I mean whatever their achievements and everything, it’s all about people-
based rather than any other base, and the most important resource within Australia would be its people. That’s it (Hussein).

The local guide at the tropical fruit farm was very good. He tried to use Arabic words. For example, he would say the Arabic word for an orange. This is give and take with culture: someone wanting to learn your culture breaks the ice between you and them (Asma).

Australians were also perceived as helpful. For example, as Khalifa stated:

As I told you, the people are very kind, very friendly and willing to help you. The first time we took the car, and first of all, the lane is different because we are driving on the other side... So the minute you stand at a petrol station, or even if someone sees you kind of running around yourself, they offer to help and tell you where are you going... So that’s what I mean: it’s very different. It’s something that you can really feel it.

- Discovering similarities between Emiratis and Australians:

Hassan found some interesting similarities between Emiratis and Australians:

I feel like I am like one of them. I don’t see any problem, and also if you came here to the Emirates, also if you see the people, they don’t look at you, where are you from, or what you are doing and all that. It’s like you are enjoying your life normally the same as everybody, but if you need help they will help you out. The same what I see there, the same how we treat people, we see also Australia treating us the same you know. That’s the good thing (Hassan).

For Saad, it was the friendliness: “the similarities are the Emiratis are friendly and they are also friendly,” while for Salama, “we have similarities like kindness and we treat people in a good way.”

Emirati and Australia, as I told you from the beginning, we like the people of Australia because they like Arabs... You see, if you are in any problem they come and help you, and ask if you need any help. They are similar to Arabs. ... Yes, Australia’s original
people are similar. But the mixed Australians, I think I don’t like them, but the original Australian [referring to non-immigrants] are very kind, very good people (Mirza).

According to Latifa, “in terms of hospitality I would say it’s the same. They were courteous and hospitable as we can be in the UAE. Hussein commented, “What is so different about Australia, it’s so far away from here, yet there are so many similarities. I mean like … is the acceptance of other people, cultures.” For Ahmed too “they are similar; they accept others... and they are very helpful.”

They have large families, they eat, they enjoy life. So people are like us. You see people roaming around with kids. They have their kids, they have their grandkids with them, so it is a bit similar in that respect. They still have the family respect, they are still kind of family oriented. They still go to work, come back for lunch at home, a lot of them do that and go back to work. They are kind of bulky like our families here. So even finding clothes to shop for is very easy there you know (Khalifa).

• Noticing differences between Emiratis and Australians:

Alia’s opinion was that

Australians are more free than us. Like for example, once ...we were in the Gold Coast, ... there were these Lipton ladies like wearing bikinis walking around. I’ve never, never seen them in the UAE. I don’t know, that was something different, and you know even the statue: it was like this naked guy; that was something weird. ... they have more freedom than us. ... Maybe there are restrictions in our culture more than their culture.

Asma said, “Australians are more open-minded, simple, even in their sense of fashion. Nobody cares what you wear and won’t judge you based on your clothes. Here we are more judged based on what we wear.” Nasser also commented on the way of life in general being different:

Australia is quite different to the Arabic and Emirati culture. The religion does factor quite a bit in our social life, as Islam is not just a belief but a way of life: how we lead
our lives, how we communicate, interact: there are certain rules, interactions and so on. In Australia, it is different. You abide by understanding you are not in a Muslim country. You feel you are in a western country and all the western beliefs apply. ... When you come here as a westerner or non-Muslim believer, you do not feel restricted but two different understandings.

Saad noted:

They are very open people, Australians. I think life does not revolve around the family; it’s more individual. Over here, it revolves around the family. The family is the first and life support. I’d say those are the differences between here and there. ... I’d say there are a lot of differences between these societies. The social aspect over here, like people like to stick to the friends they made when they were kids. You’ll always see them with the same people. It is very difficult to make new friends in the UAE. You can, but it is like he knew someone, and you know someone and he knows someone. In Australia, people are friends with everyone. In Australia, what I observed, they will be friends with anyone, anywhere, anytime with everyone. Over here, it’s more like who you know, which circle you are in... So it’s a bit more structured as opposed to over there, which I really like about the Australian culture (Saad).

There are a lot of differences. First of all, ours is an Arab country. Australians experience different lifestyle from what we experience. For example, they are more free. We are open but we are more conservative. They are different in their food and their manners, and how they treat people in a good way, but the people have a different lifestyle (Salama).

I believe they are a bit more open-minded, you know, to new concepts and stuff like that, which we really aren’t. I remember in one of the theme parks... there were these clowns. Then one of the clowns actually tried to hug me... Oh my God! No! ... But that’s part of their culture you know. We try to be more conservative (Latifa).

Something that I do realise about Australian people that are different from the Emirati culture is that they tend to have a more independent culture, a more independent lifestyle, whereas in Emirati culture we are mostly attached to family (Hussein).
For example, let’s start with older people. Here, they just stay at home, especially for women, I think because of our weather. It doesn’t give you the chance to go and discover and to have fun. But for them... I found them like going a lot outside, mostly only on the lake, not so much in the shopping malls. You won’t see a lot unless they want to do some shopping, and even their clothes: the older people, ... their style in general is different than here. In Australia, the specific fabric the old people wear all loose, and they must do their hairstyle. ... like very stylish. I like them, with a nice small bag, with the small sun glasses and little make-up. But for here it is really different: here the older women wear the sheyla and abhaya... For us, women like to stay at home because, even if she is old, she will wait for her daughters and her family to gather. ... The women don’t wear any like sandals because we think it will hurt them because they are old, you know with asthma and all of these things, but for them in Australia, no, they like these things (Hind).

These findings confirm that, for the Emirati respondents, education was an important pull motivator for travel. Although travel to Australia was not primarily educationally driven, most of the respondents did see their travel as an opportunity to learn about the place, the people and the culture. What is most interesting is their learning from the perspective of comparing Australians with other cultures, and with themselves, in terms of lifestyle, food habits, communication, social interaction, and so on. Table 6.5 illustrates this factor in terms of Crompton’s (1979) findings and the findings of this study.

Table 6.5: New categories education factor – Emirati tourists

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Did Crompton’s categories emerge in this study (+ means yes or − means no)</th>
<th>New categories emerged for kinship factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>For most respondents, education was the trigger in the selection of the destination focusing mainly on children’s education</td>
<td>−</td>
<td>Education was not the push motivator for choosing Australia. However, most of the respondents commented that they learnt more about the place, the culture of the people of Australia in terms of their behaviour, lifestyle and nature. They also talked about the people in relation to other cultures mainly Europe and the U.S.</td>
</tr>
<tr>
<td>Those who travelled were most interesting to talk to – therefore demonstrating that travel with a focus on education led to developing a more rounded individual</td>
<td>−</td>
<td></td>
</tr>
</tbody>
</table>

Source: Author
6.2.1 Discussion of pull factor: Education

Crompton (1979) reported that most of his respondents found that a pleasure vacation had a positive influence on their children’s education, and that this was the primary consideration in the selection of a destination. In this study, although many Emirati tourists expressed an interest in exploring Australian history, aboriginal culture, the general culture of the host community, their traditions and the flora and the fauna, education was not given as a motive for travelling to Australia. A few of the respondents in the study mentioned that they chose Australia mainly because their family and friends who had been there before told them about their enjoyable experience and that the people were very nice and friendly. However, some respondents stressed that education and the cultural aspects of the destination were prime factors motivating them to visit, although for one of them this educational push was more from the respondent’s parents than the respondent. The other respondent felt that a destination was not even worth visiting if there were no educational and cultural aspects available. Table 2.14 (Chapter 2) illustrates previous studies, which have investigated this factor amongst tourists from other cultures.

Thus, in this study, many of the respondents reported that visiting Australia had been a learning experience for them. For example, they learnt more about the history of Australia including aboriginal history, host community, food habits, lifestyle, nature and traditions. The respondents observed various cultural similarities and differences between Australians and themselves, and between Australians and other cultures. They also showed a keen interest in knowing more about the uniqueness of the flora and fauna, the natural landscapes, the ocean, and built up tourist attractions.

The educational experiences of these tourists in general, especially in terms of getting to know the host community, in terms of their friendliness, helpfulness, and English being the main language spoken, led many of them to express a strong desire to re-visit Australia, and many had already visited Australia more than once. This finding is in accordance to Pizam and Mansfeld’s (1999) argument that education seekers’ main motivation for travel appears to be for learning and knowledge. Education seekers enjoy a holiday that includes any sort of learning experience, and they are looking forward to meeting the people, learning the history, experiencing cultural differences, having an
authentic experience, seeing natural attractions, going to out of the way places to see something unique, and, most importantly, seeing the most that they can in the time available while away on holiday. Most education seekers get their information through word-of-mouth, such as from family, friends, and travel agents. They are big spenders on holiday activities, and generally their choice of accommodation is based on price, quality and location. They like to buy their own food, eat with friends and family, and dine out at cafes.

As already shown here, one learns more about other cultures through travel. Culture, according to Triandis (1972), consists of various elements, such as values, perceptions, attitudes, stereotypes, beliefs, categorizations, evaluations, expectations, memories and opinions. Besides the above educational motives for travel, the respondents in this study offered some interesting views of the culture of the host community. Through additional probing, the researcher was able to gather the information presented earlier in this section on their opinions and thoughts about the cultural similarities and differences between themselves and the host community, and between Australians and countries in Europe, Asia and the United States of America. For example, overall, the respondents had very positive feelings about the host community.

Thus, this study is valuable in that it confirms the findings of other studies (see Table 6.4) that tourism can be an excellent means for satisfying tourists’ need for education, as it allows them to learn something about the world by having direct experiences with places and people away from their home country. Furthermore, it extends our knowledge about this particular factor by providing a number of new insights into the observations and views of the culture and people of Australia by Emirati tourists from an Arabic and Islamic background.

### 6.3 Additional push factor one: Weather

Weather emerged as an important factor from the respondents’ responses in this study. Therefore, in order to understand these responses and to frame this section, it is important to discuss the relevant literature. Table 6.6 summarises the weather factor. Figure 6.4 also
shows the categories that were drawn out from the coding sheets. Finally, these are compared to other studies that investigated weather as a push factor for travel.

### Table 6.6: Weather

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>Findings</th>
</tr>
</thead>
</table>
| Lohmann and Kaim (1999)       | Weather is an important factor influencing the attractiveness and choice of the destination.  
                                | Weather helps to plan and decide leisure activities.  
                                | Preferable weather conditions are sunny, blue sky and light breeze.  
                                | Bad weather affects the image of a destination. |
| Clawson (1966)                | Leisure activities depend on certain weather conditions such as temperature, duration of sunshine, wind and rain. |
| Yoon and Uysal (2005)         | Reliable weather is an important destination factor.                      |

*Source: Author*

**Figure 6.4: Weather**

*Source: Author*

**Category One: Australia’s weather: Amazing, nice and opposite to the UAE**

The analysis of the findings revealed that Australia’s weather was a strong push-motivating factor for majority of respondents. For some, it was considered as ‘amazing’ or ‘nice’. For example, Latifa stated, “The weather was amazing because it was cool during the day, and in the evening it was just drizzling, and in comparison to our weather it was like heaven.” For Ahmed “the Australian weather was nice”, while Hind “chose Australia because of the weather”.
Especially the weather is just amazing over there. It’s a very good aspect of the weather. You can walk a lot outdoors whereas in the UAE you really can’t do that so often. … The nice weather over there, it was winter then, so winter at night was quite chilly, and we had a nice experience with barbequing and all (Hussein).

Respondent seven said, “The best thing about Australia is the weather.”

The main reason that Australia’s weather was a push factor for these tourists may be attributed to the fact that it has opposing climatic seasons to the UAE. That is, the main summer vacation for the UAE is in the months of June, July and August, when the UAE gets extremely hot, with temperatures reaching over 50 degrees centigrade. Travelling during the summer months the northern hemisphere, such as to countries in Europe or North America, is not the best option too because of the heat during their summer. Thus, Australia’s winter becomes a viable option for these tourists, as can be seen from the following responses. As Respondent six said, “the weather is the best thing.”

First of all, the weather, because it is very hot here, we like to go to places where the weather is good, not like here. Nicer weather than here. … At the beginning, first of all, it was the weather. This is number one because when it is summer here it is winter there (Salama).

I mean the weather is good. We don’t want to go somewhere that is hot as Dubai in summer. … My family chose Australia because of the cold weather. It wasn’t very cold and it wasn’t like a summer hot so it was suitable for us. … The weather, it was cold and which is very rare in Dubai. This is why most Arabs go to Australia: because of the weather (Shereen).

Mirza likes to go “for places to enjoy, for the weather also. The weather is hot in the Europe; Australia is very nice.”

For me it’s the weather, and the ease of having everything. … The reason is, when we go out for summer, you usually you go for a place that’s cold, so that’s the main attraction. The weather is totally different. … We used to go before to Europe, but with
the climate change, Europe is still very hot in summer, and they kind of don’t have the facilities. So summer going to Australia, it’s really a change of climate (Khalifa).

I am looking for cold weather. That’s my preference. ... First thing, I select some place to go, the weather, yes. I am hesitating to go, you know, to warm places because I am escaping from the summer to find some cold places. Yes, cold, some nice weather. This is my first choice: ... where the nice kind of weather. Australia, the weather was nice (Ahmed).

Chose Australia because of the weather. Because I think our weather doesn’t give you the chance to go and discover and to have fun. But for them in Australia, it’s good: they can like go a lot outside, either on the lake, not in the shopping malls. You won’t see a lot there unless they want to do some shopping (Hind).

As mentioned before, the summer in the UAE is very hot so many like to escape, as shown by the following comments. Alia said she travelled abroad, “mostly because of the weather here, the hot weather.” For Fatima and Reem, “the main purpose is to get rid of this, I don’t know, this bad weather here. We travel because the bad weather here.” Hussein said, “Like the weather is really important factor of choosing a destination as well”, and for Saad: “Well it is also depending on the environment factors and the weather.”

Almost every respondent reported that the weather in Australia was a major motivating factor making it a suitable destination for escaping the summer heat of the UAE, particularly because it is in the southern hemisphere in contrast to other possible destinations in the northern hemisphere. Based on the above findings, it can be concluded that weather was a major push factor for the Emirati tourists.

6.3.1 Discussion of push factor – Weather

Tourists have been attracted to particular types of climates since ancient times. For instance, those from hot countries have always looked for cooler climates, whereas those from cooler countries have looked for destinations with warmer climates (Boniface and
Weather conditions are considered very significant in holiday destination selection, so many researchers (Yoon and Uysal, 2005; Kozak, 2002; You et al., 2000; Pyo, Mihalik and Uysal, 1989) have investigated this factor as a push motivator for travel. In the context of the Emirati traveller, Australia’s cooler weather was seen to be a major motivating push factor by almost all of the respondents.

Weather is one of the most important factors influencing the attractiveness of a destination itself and the willingness of people to visit that destination. Tourists tend to avoid places that are too hot or cold, or have too much rain, snow etc. (Lohmann and Kaim, 1999). For example, as reported in earlier findings, this study found that Emirati respondents enjoyed a lot of outdoor activities in Australia, like the beach, water sports, hiking, trekking, walking and theme parks in the Gold Coast. Participation in such outdoor entertainment in the UAE is limited because of the hot weather conditions of the UAE, making it all the more important for Emiratis that a tourist destination offers suitable weather. De Freitas’ (1990) study also showed that weather components, such as wind, rain, and clouds, are crucial determinants of activities like visits to the beach or even being outdoors. Thus, Emirati tourists in this study travelled mainly to the Gold Coast in Australia, which has a much milder winter compared to southern Australia, allowing them to enjoy the beautiful beaches and indulge in many desired outdoor activities.

The results of this study are thus consistent with previous research, which found that weather is one of the factors that attract tourists from different countries to specific destinations. It attracts Japanese tourists (You et al., 2000), American tourists (Kim, Jogaratnam and Noh, 2006; Pyo, Mihalik and Uysal, 1989), British tourists (Kozak, 2002; Jang and Cai 2002; You et al., 2000), German tourists (Jamorozy and Uysal, 1994; Lohmann and Kaim (1999); Kozak, 2002; Lee et al., 2002) and Australian tourists (Oh, Uysal and Weaver 1995).

Based on the findings of this research, one can conclude that weather was one of the factors that made Australia a very attractive destination for these tourists, as if offers them the perfect destination to escape to for the UAE’s hot summer months because of its contrasting weather conditions.
6.4 Additional push factor two: Word of mouth

This factor of word of mouth emerged from various responses in the study. In order to understand these responses and to frame this section, it is important to discuss the relevant literature. Table 6.7 summarises the word of mouth factor. Following this, themes that were derived from the respondents via the coding sheets. Finally, these are compared to other studies that investigated word of mouth as a push factor for travel.

Table 6.7: Word of mouth

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beeho and Prentice (1997)</td>
<td>Word-of-mouth recommendation found to be a factor in influencing tourists' decisions to visit.</td>
</tr>
<tr>
<td>Engel, Blackwell and Miniard (1995)</td>
<td>Word of mouth is a powerful tool:</td>
</tr>
<tr>
<td></td>
<td>- In the purchase of complex products</td>
</tr>
<tr>
<td></td>
<td>- When there are strong social ties between information transmitters and receivers</td>
</tr>
<tr>
<td></td>
<td>- When other sources are perceived as lacking credibility</td>
</tr>
<tr>
<td>Di Marino (2007)</td>
<td>Word of mouth is positive when communicated through friends and family.</td>
</tr>
<tr>
<td></td>
<td>Word of mouth was found to be a strong factor in motivation to travel and destination image formation.</td>
</tr>
<tr>
<td>Hallab (1999)</td>
<td>Word of mouth information sources are family and friends.</td>
</tr>
<tr>
<td>Prebensen, Skallerud and Chen (2010)</td>
<td>Overall satisfaction influences positive word of mouth.</td>
</tr>
</tbody>
</table>

Source: Author

Previous studies have found that word of mouth, when communicated through friends and family is considered positive (Di Marino, 2007; Hallab, 1999). This study also found that word-of-mouth communication through friends and relatives had an impact on some respondents’ decision to select Australia as a holiday destination. For example, Asma stated, “word of mouth made Australia popular.” For some respondents, the decision to visit Australia was made after family and relatives told them about the wonderful experiences they had had in Australia. For instance, Latifa said,

My uncle from my dad’s side, his family had visited Australia, and he highly recommended it. My dad too is part of this toast master’s group, so basically the
people that he talked to over there, they strongly encouraged him by saying that Australia is a great place to be, and it has like an amazing blend of culture, history attractions, and so we were like, ok we are going to check it out, so we spent around twelve days there (Latifa).

The main thing was because my family visited Australia, they talked a lot about Australia, and yeah they had a very interesting time there. They visited all the beautiful places; they said the weather was nice, and they were very nice over there, and they had very good time over there. Then they encouraged me to go to Australia (Ahmed).

Respondent one said “Word of mouth and television is very important ... people went to Australia, and word goes around... if they had a good experience ... also if they had a bad experience.” Respondent eleven said, “also people who been there come back and tell us Australia is a friendly place.” Asma thinks that “a lot of people from the UAE, GCC countries and Arab countries visited Australia, and they talked a lot about it. ... Most Arabs go to the Gold Coast.” Respondent twelve said, “the people who have been there we listen to where they say to go we generally go to those places.” Respondent fifteen said, “family and friends tell us how they felt and that is how we make our decisions.”

Based on the above findings, this factor played an important role in the destination selection process of the Emirati respondents in this study. Moreover, being a small, close-knit community, word tends to get around very quickly; hence word-of-mouth recommendations about Australia being a good holiday destination spread, so it became a popular destination amongst these tourists. In fact, a few remarked on the lack of mass media promotion of Australia, such as print or television advertising. This is what Shereen had to say:

I think Australia should do a bit more job of product placement or tourism marketing because, a lot of people do go to Australia. ... My experience, I heard about Australia from a lot from people, just by word of mouth. I haven’t seen advertisements about Australia.
6.4.1 Discussion of Push Factor: Word of mouth

Previous research findings demonstrated that there is a significant relationship among tourist satisfaction, intention to return and positive word-of-mouth communication (Beeho and Prentice 1997; Hallowell 1996; Pizam 1994; Ross 1993). In this study too, many respondents had visited Australia more than once. As Saad said, “Australia, you need to travel and stay there, and stay there for a longer period. That’s what so great about Australia. You keep on wanting to visit again and again. It’s that sort of a place.” Some of them, like Alia, expressed a keen desire to return: “I wanted to go back again.” The various reports of the respondents about having already revisited Australia on one or more occasions, or intending to go there again after their first visit, or recommending others to go, can all be related to the good experience they had while on holiday there.

As the study conducted by Kozak and Rimmington (2000) found, there is a strong relationship between tourists’ overall satisfaction and their intention to re-visit, and also between their overall satisfaction and intention to recommend to others. As shown above, this was also the case with the Emirati respondents. Some of them mentioned that they had decided to visit Australia for the first time mainly because family relative or friend had recommended the destination. Because Emirati society is a close-knit society, consisting of large families, word goes around very quickly about holiday experiences in different parts of the world. Thus, word-of-mouth communication acted as a strong push-motivating factor for some respondents in this study.

6.5 Additional push factor three: The host community (the Australian people)

The factor of the local host community (Australian people) emerged from the responses made by the respondents in this study. Although this factor has been mentioned in several places already in established factors, the researcher discusses this factor separately, because every respondent reiterated it as a major factor that drew them to Australia. In order to understand these responses and to frame this section, it is important to discuss the relevant literature. Table 6.8 summarises this factor. Following this, themes were drawn out from the interview with the respondents via the coding sheets. Figure 6.5 also shows
the categories that were drawn out from the coding sheets. Finally, these are compared to other studies that investigated local people as a pull factor for travel.

Table 6.8: The local host community - Australians

<table>
<thead>
<tr>
<th>Author/Date</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>French, Craig-Smith and Collier (1995)</td>
<td>Local residents’ attitudes towards tourists is poor</td>
</tr>
<tr>
<td></td>
<td>- Negative appeal or impression for the tourist</td>
</tr>
<tr>
<td>Pearce &amp; John (1980)</td>
<td>Tourist-host contact has an effect on tourists’ perceptions of locals</td>
</tr>
<tr>
<td>Hu and Ritchie (1993)</td>
<td>Attractiveness of a destination is influenced by:</td>
</tr>
<tr>
<td></td>
<td>- Attitude of the local people to tourists</td>
</tr>
<tr>
<td></td>
<td>- Uniqueness of the local people’s way of life</td>
</tr>
<tr>
<td>Kozak and Rimmington (2000)</td>
<td>Friendliness of the local people</td>
</tr>
<tr>
<td></td>
<td>- Major concerns relating to tourists’ holidays in different countries</td>
</tr>
<tr>
<td>Tapachai and Waryszak (2000)</td>
<td>Destination image influenced by attitude and friendliness of the local people</td>
</tr>
</tbody>
</table>

Source: Author

Figure 6.5: The local host community – Australians

Source: Author

The Emirati respondents’ perceptions of the host community, derived from both face-to-face encounters and observation, emerged as an important motivating factor. Cross-cultural interaction involves a comparison of interactions among people from the one culture to those from other cultures (Reisinger, 2009). The categories that emerged under the theme the local host community are shown in Figure 6.5 above.

Category One: The Host Community – friendly, welcoming, helpful
According to Nasser, tourist destinations are made unique because of the people in them:

*I visited a lot of places. It is the people. I can go to mountains in Europe; I can go to mountains in the US; here [in the UAE] there are mountains. What make a place unique is the people, the hospitable and welcoming. This is something I found in Australia. ... That is the main thing of a country, is the people. If they are rude, how they treat, you feel you are not welcomed.*

Respondent fourteen said, “*Australian people are friendly, polite and helpful.*” Hassan had both lived in and travelled around Australia, and expressed his happiness in general about having spent many years there. This happiness, he claimed, was because of the people of Australia

*In general, the culture and all that: I can’t say no because I am really happy you know, that I lived there for many years. ... I think the way they live, they are simple, they are nice, you know [they have a] nice life. It’s good. They are friendly, that’s the way I see it, yeah (Hassan).*

Respondent ten said, “*The people in Australia are friendly.*” Respondent eleven said, “*They welcome people from the GCC in Melbourne, Sydney and the Gold Coast.*” Saad also found them “friendly, yeah very friendly,” while Salam reported, “*Australian people treat people in a good way.*” Shereen felt very comfortable in Australia because of the locals’ friendliness and welcoming attitude: the effort they made to use some Arabic words, the interest of Australians in learning more about Arabic culture, all made her holiday experience better.

*It is different that probably the people are friendlier, and they are more welcoming, and some of the Australians even speak Arabic, because of the large amount of the Arabic tourism... like to greet you or to thank you, which shows that they are interested. I mean being friendly or just their hospitality is very high, so this is what I noticed about them... They just welcome new cultures and they were interested in knowing new stuff, so that was what made us feel more welcome: that someone cares about who we are and what are our urges, or someone will just come say, I like the
way you, the Arabs, put their makeup or something like that…Then they would have like a nice chat or laugh (Shereen).

Khalifa reported that his sister had also had a positive encounter with local people:

When my sister went for her honeymoon and she was having her henna on her hands, so everyone was stopping her and asking what is it, why do you do it, stuff like this. So they kind of interact with you, help you (Khalifa).

Mirza said, “They are very friendly, not like European people.”

Australians were also perceived as helpful. For example, as Khalifa stated:

As I told you, the people are very kind, very friendly, willing to share with you, help you. The first time we took the car, first of all, the lane is different because we are driving on the other side... So the minute you stand at a petrol station, or even if someone sees you kind of running around yourself, they offer to help and tell you where are you going and stuff like this, so that’s what I mean: very different. Something that you can really feel it.

Nature of Australia, love the Australian people. ... Australians are more open-minded, simple, even in their sense of fashion. Nobody cares what you wear and won’t judge you based on your clothes. Here [in the UAE] we are more judged based on what we wear (Asma).

6.5.1 Discussion of (Push or Pull or Both) Factor – The host community

Previous research, such as Tapachai and Waryszak’s (2000) study of British tourists, and Hu and Ritchie’s (1993) study of Canadian tourists, found that the friendliness and attitude of the local people (their hospitality) at tourist destinations was a very important attribute for attracting them to that destination. Likewise, Kozak and Rimmington’s (2000) study found that the attitudes of the local staff working in tourism organisations are critical elements affecting the overall satisfaction of tourists and their future
behaviour. Furthermore, the friendliness and attitudes of the local people also serve as benchmarks for evaluating how a country performs in relation to tourists visiting different countries (Kozak and Rimmington, 2000). Based on the findings of this research, the Emirati respondents found the Australian host population to be friendly, welcoming, helpful, kind and polite.

The respondents in this study also found the host community to be more relaxed and helpful than those from Germany, France or European countries. They generally found the local people in European countries and, for a couple of respondents, the USA, to be rude and unwelcoming. They also felt that, since English was not the preferred language in many countries in Europe, it was even more difficult for Emiratis to communicate with local people.

Since many respondents appear to be first time visitors and have commented in retrospect on the friendliness of the resident community, one might ask whether this can be described as a motivator? The answer would be yes, because Emiratis are a close-knit community in general and, as mentioned earlier, they rely on word of mouth about travel destinations. For instance, one of the respondents stated that “if you are not welcomed at the front door,” in reference to his experience at the immigration in the United States of America then “why would you want to go there”. This kind of information passes through the community very quickly. In the case of this study many if not all of the respondents mentioned that the hospitality of the local population was a major motivating factor for travel to Australia and, as pointed out by Ahmed (1991), tourists’ perceptions influence the choice of a destination.

The implications of these findings are that, since tourists may be attracted by the culture and hospitality of the resident population, tourism managers and local hospitality staff must make every effort to make tourists comfortable in their destination. This is critical to the overall success of the tourist destination (French, Craig-Smith, and Collier 1995). From the results of this research, one can conclude that the host community successfully contributed to the comfort of the respondents of this study. The findings of this study also suggest the behaviour of Australian local people in comparison to other countries that the respondents had visited was a strong motivating factor for these tourists.
Earlier studies have found that the behaviour of local people is a pull motivating factor. Some of these studies were You et al., (2000) which found that interesting and friendly local people were an important pull factor for British tourists, while Jamrozy and Uysal (1994) and Kozak (2002) found that local people were an important pull factor for German tourists. In relation to the comments made by the respondents stating that they had heard from other Emirati tourists who had travelled to Australia before that the host community were nice, this was one of the major push factors that made them choose Australia for a holiday. Also when they travelled there they found their interaction with the locals to be positive and therefore many of them wanted to re-visit. Based on these findings, it is not clear whether this factor of the ‘Australian local people’ can be specifically classified as a push or pull motivating factor or both for these tourists.

6.6 Conclusion

Chapters 5 and 6 represented the findings and the discussion of the findings of this study. The aims of this chapter were to establish whether Crompton’s (1979) model was applicable in a new context, and to validate and extend his model. The study also critically discussed the findings of this study in terms of the utility of the push and pull models and other tourist motivation studies through the discussion of the findings. The main findings of this chapter are as follows:

The study identified a number of new categories in the series of tables as seen in Tables 5.2, 5.4, 5.6, 5.8, 5.10, 5.12, 5.14, 6.3 and 6.5 comparing this study’s findings with Crompton’s (1979) model. These tables confirm that tourist motivations vary from culture to culture. To further demonstrate this finding Table 6.9 below provides a summary table showing this study’s findings against Crompton’s findings.

The analysis of the interviews indicates we should accept Crompton’s nine motives as push and pull factors that draw Emiratis to Australia. However, the research established that these motives could be further extended and validated through the substantial empirical materials supporting each extended category. In fact in some instances sub-categories emerged and these were classified accordingly.
From a contextual perspective three additional motives emerged which were added to Crompton’s model. These consisted of the Australian climate, word of mouth and the local host community. These motivators were strong and common among all respondents. The Australian climate and word of mouth factors emerged as push motivators, however the local host community could be either a push or pull motive.

In terms of the utility of the push and pull models it is important to note that there were overlaps between the categories and sub-categories. These are as follows:

- The theme of escaping social and cultural boundaries and mores and family pressures overlapped with relaxation from the pressures of family and society and regression by breaking normal behavioural constraints. This was manifest through the expression of freedom to indulge in food and drink considered haram (sinful) by Islam and also the fact that they felt less restricted in terms of dressing.
- The data on social interaction also reinforces enhancement of kinship relationships, since most Emiratis travel mainly with close and extended family. Therefore social interaction occurs mainly with only the people they travel with and interact with. Interaction with the host community and other tourists is not their motivation to take a holiday. However it would be interesting to further explore whether social interaction with family and friends acts as a strong push motivator for taking a holiday.
- The opportunity to explore a different dress code appeared under the exploration and evaluation of self, novelty and relaxation motives. Furthermore this was more evident among the female Emiratis who enjoyed the freedom of not wearing the abhaya or shyela.
- The novelty of Australia in terms of being different or something lacking in the home environment such as the weather of Australia, different people, the beautiful landscape and natural environment seemed to overlap with the regression motive of different experience to home.
- Education in terms of getting to know about the culture of Australia overlapped with novelty of a different culture. Novelty and education motives were expressed by the respondents in relation to their experiences and knowledge of other cultures such as the German, French and the U.S.A cultures through their different holiday travels to these countries.
- The welcoming and friendly attitude of the host community seemed to emerge as a
push and pull motivator for travel. However, this factor overlapped in other motives such as novelty of a different culture and knowledge of the people of Australia.

- Weather was key motivating factor for taking a holiday for every respondent, and therefore the researcher discussed it as a separate push motivator, although it emerged under the escape motive.

To summarise, the findings of this study confirm that motivation is one of the variables explaining travel behaviour and contributes to the literature of tourist motivation, the extension and validation of Crompton’s push and pull model and the wider tourist motivation push and pull studies. The study found many overlaps among the factors as summarised above. Such findings confirm that some motives can be classified under one or more factor. The study also found an overlap between Crompton’s push and pull factors for instance novelty overlapped with regression. Furthermore the study also confirms that some factors may also be not clear whether they should be classified as push or pull factors. For example, the local people of Australia, which appeared in many push factors, was found to be a pull factor to travel to Australia, because many respondents stated that because they heard about the friendliness and welcoming nature of the host community they were motivated to go there. The following chapter concludes by demonstrating how these findings and the study’s main objectives and theoretical aims were met and the implications for future research.

Table 6.9: Comparing Crompton’s Model With Categories That Emerged In This Study

<table>
<thead>
<tr>
<th>Crompton’s categories</th>
<th>Categories found in this study which were similar to Crompton’s</th>
<th>Crompton’s categories not found in this study</th>
<th>New categories that emerged from this study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Escape from a perceived mundane environment</td>
<td>Escape from general residential locale</td>
<td>Escape from the most prized living environments</td>
<td>Escape from the most prized living environments</td>
</tr>
<tr>
<td>Escape from specific home and job environments</td>
<td>Escape normal routine – escape work, study, shopping</td>
<td>Escape offered by a pleasure vacation lasts much longer than the actual trip, including anticipation of the trip</td>
<td>Escape everything – escape the life in the UAE; worries, stress; the current lifestyle</td>
</tr>
<tr>
<td>Escape to a physically and socially different environment</td>
<td>Escape the Weather of the United Arab Emirates – Escape the summer heat</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 264
<table>
<thead>
<tr>
<th>Escape from Driving in Car – Free to walk easily</th>
<th>Change of Atmosphere – Escape air pollution, breathe easily</th>
<th>Destination choice a form of escape</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Escape cultural restrictions and bonds</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Escape family -Escape family pressure; commitments; social events; the life at home</td>
</tr>
</tbody>
</table>

### Exploration and Evaluation Factor

<table>
<thead>
<tr>
<th>A pleasure vacation being a new physical and social context provided an opportunity for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Discovering more about oneself since at home or visiting friends and relatives this was not possible due to outside pressures and hence dilute the value of the experience</td>
</tr>
<tr>
<td>Self–discovery through various travel experiences</td>
</tr>
<tr>
<td>Revising existing perceptions of self-status</td>
</tr>
<tr>
<td>Enhance feelings of self-worth</td>
</tr>
<tr>
<td>Novelty of the physical and social context – opportunity to explore a different dress code, food and drink</td>
</tr>
<tr>
<td>Pleasure for self-development through participation in outdoor recreation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Acting out self-images and in so doing refining or modifying them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure to a different milieu as an opportunity to act out self- images and refine and modify them through an opportunity to dress differently</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Re-evaluating one’s life style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exploration and evaluation of self and family since this society is very family oriented</td>
</tr>
</tbody>
</table>

### Relaxation

<table>
<thead>
<tr>
<th>Relaxation on holiday referred to mostly a mental state than a physical state</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxation more mental than physical – relaxation from family and work commitments</td>
</tr>
<tr>
<td>• Relaxation from the pressures of home and society</td>
</tr>
<tr>
<td>• Relaxation in terms of dress (no need to wear shyela and abhaya)</td>
</tr>
<tr>
<td>• Fewer Emiratis and other Arabs in</td>
</tr>
<tr>
<td>Fatigued on return home</td>
</tr>
<tr>
<td>Nice to go on vacation but also glad to return back</td>
</tr>
<tr>
<td>Preference to base oneself at one destination</td>
</tr>
<tr>
<td>Relaxation as a time to be lazy.</td>
</tr>
<tr>
<td>relaxation</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Australia (being able to let your hair down)</td>
</tr>
</tbody>
</table>

### Regression

<table>
<thead>
<tr>
<th>Regression</th>
<th>Engaging in puerile, adolescent, childlike behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regressive behaviour of Crompton’s respondents took the form of</td>
<td></td>
</tr>
<tr>
<td>• Puerile, irrational, adolescent and childlike behavior</td>
<td></td>
</tr>
<tr>
<td>An opportunity to withdraw from usual role obligations</td>
<td></td>
</tr>
<tr>
<td>Freed of the mores, values and expectations of reference groups that inhibit capacity for this type of enjoyment at home</td>
<td></td>
</tr>
<tr>
<td>Seeking Nostalgia</td>
<td></td>
</tr>
<tr>
<td>• Taking photos resembling a past era; participating in karaoke</td>
<td></td>
</tr>
<tr>
<td>A desire to regress to a less complex, less changeable, less technological advanced environment</td>
<td></td>
</tr>
<tr>
<td>Less complex, less changeable, less technological advanced environment</td>
<td></td>
</tr>
<tr>
<td>• Not having to use phones</td>
<td></td>
</tr>
<tr>
<td>An opportunity to withdraw from usual role obligations</td>
<td></td>
</tr>
<tr>
<td>Breaking normal behavioural constraints</td>
<td></td>
</tr>
<tr>
<td>Freed of the mores, values and expectations of reference groups that</td>
<td></td>
</tr>
</tbody>
</table>
inhibit capacity for enjoyment at home

<table>
<thead>
<tr>
<th>Enhancement of kinship relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>A time when family members were brought together</td>
</tr>
<tr>
<td>Daily life everybody busy with their routines so no time for each other</td>
</tr>
<tr>
<td>Time to put aside everything and spend quality time with the family</td>
</tr>
<tr>
<td><strong>Family relationships enhanced and enriched</strong></td>
</tr>
<tr>
<td><em>Prestige</em></td>
</tr>
<tr>
<td>Prestige was a primary motivating factor in other people’s trips, but not their own</td>
</tr>
<tr>
<td>No longer prestigious because - more frequent nowadays</td>
</tr>
<tr>
<td><strong>Australia as a prestigious destination itself and the accommodation, shopping, activities and food of the country was generally not perceived as prestigious but a place for fun and enjoyment</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difficult to make friendships with locals and hosts</td>
</tr>
<tr>
<td>Casual interaction happened mostly with other tourists and hosts</td>
</tr>
<tr>
<td><em>Social Interaction mainly short term relationships with locals and hosts</em></td>
</tr>
<tr>
<td>Sources of making friends</td>
</tr>
<tr>
<td><em>Organised tours</em></td>
</tr>
<tr>
<td>Facilitation of social interaction with family and friends</td>
</tr>
<tr>
<td>Travelling with known people</td>
</tr>
<tr>
<td><em>Provided a good foundation upon which to establish new social relationships</em></td>
</tr>
<tr>
<td><em>Lack of interest in interacting with locals and hosts</em></td>
</tr>
<tr>
<td>Facilitation of social interaction with locals and hosts</td>
</tr>
<tr>
<td><em>Strengthening family bonds</em></td>
</tr>
<tr>
<td><em>Family travel for socialization, interaction and relaxation</em></td>
</tr>
<tr>
<td><strong>Novelty</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Novelty defined by respondents as:</td>
</tr>
<tr>
<td>- Curiosity, adventure, newness, different</td>
</tr>
<tr>
<td>- Going to an unvisited destination</td>
</tr>
<tr>
<td>Novelty arising from:</td>
</tr>
<tr>
<td>- Actually seeing something rather than knowing about it</td>
</tr>
<tr>
<td>- Re-visitiation novelty could be more a socio-psychological motivation than cultural or restricted knowledge of other destination attributes; or unfamiliar alternatives may not be satisfying; or fear and anxiety of the unknown</td>
</tr>
<tr>
<td>- Removal of fear of the unknown by starting with the known</td>
</tr>
<tr>
<td>Novelty linked to desire for new, different destinations</td>
</tr>
<tr>
<td>Novelty linked to knowledge</td>
</tr>
<tr>
<td>Experiencing new stimuli rather than re-experiencing known cultural stimuli</td>
</tr>
<tr>
<td>Novelty linked to something lacking in the home environment</td>
</tr>
</tbody>
</table>

**Source:** Author
Chapter 7: Conclusion

Following on from the previous findings and discussion chapter, which presented a range of push, and pull motivations that influence Emirati tourists to holiday in Australia, this chapter summarises the overall findings of this study in relation to the research aims.

The primary aim of this study was to find out how accurately the push-pull tourist motivation models describe the motivation of tourists. The base theory applied to this study was Crompton’s (1979) socio-psychological or ‘push’ and cultural or ‘pull’ model (see Figure 7.1). It was used to develop the questions for the research, to analyse and critically discuss the utility of push-pull theoretical approaches for understanding and explaining tourist motivation in a new context. Crompton’s model being Western-derived, it was also considered in relation to its applicability in an Arab/Islamic context, by conducting the research with Emirati tourists from Dubai and Abu Dhabi from the UAE.

By adopting the in-depth and focus group interviews for this study, the feelings and opinions that motivated the respondents to travel could be uncovered. In order to develop richer data, the analysis used deductive content analysis to investigate whether Crompton’s (1979) Western-derived model is applicable to Arab Islamic culture, and consider whether the model needs to be extended or revised. Along with the deductive analysis, an inductive analysis was conducted to sift through the data to look for new push and pull categories that applied to this study through a process of abstraction, as discussed in Chapter 3. To increase the trustworthiness of the analysis, Guba’s (1978) and Lincoln and Guba’s (1985) strategies of filling-in, extension, bridging and surfacing processes, outlined in Chapter 3, were adopted to draw out the rich information provided by the respondents.

By following this procedure, it was possible to, firstly, re-examine and extend Crompton’s (1979) categories which included seven socio-psychological push factors and two cultural pull factors. The former are escape from a perceived mundane environment, exploration and evaluation of the self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction, while the two cultural or pull
Figure 7.1: Push/socio-psychological and pull/cultural motivations for a pleasure vacation

Source: Crompton (1979)
factors are novelty and education. Secondly, throughout the analysis of the findings, this study's results were compared with the categorisations of existing theories. This enabled the analysis to draw out similarities and contradictions with, comment on, or substantiate existing theories. The analysis utilised key responses of the participants to support these findings.

The major findings of this study were that, in order to apply the model in an Arab Islamic context:

- There is a need to refine Crompton’s (1979) nine categories by adding further generic categories and sub-categories.
- Crompton’s model should be extended with three additional push factors.
- Pull factors influence the travel behaviour of Emirati tourists.
- Push and pull factors overlap.

Finally, it was found that the use of qualitative methods including a dual deductive-inductive content analysis approach is beneficial. These findings are outlined in detail in the sections below, followed by a discussion of their implications for the tourism industry and theory. The chapter concludes with specific recommendations for future research.

### 7.1 Major findings

The major findings of this study relate not only to the research aims, but also to the results achieved due to the qualitative method approach taken. In particular, an important contribution to the literature is made by successfully using this methodology in contrast to the quantitative approach of most previous research in this area. The qualitative responses raise a number of interesting points for theories of push and pull motivations. This section therefore focuses on summarising the results as they contribute to both industry and tourist motivation theory, in particular the push and pull framework. The specific findings regarding each factor were discussed in detail in the previous chapter.
7.1.1 The need to refine Crompton’s (1979) nine categories

As discussed in the methodology chapter, a deductive and inductive content analysis approach was applied in order to reveal several generic or broader categories from which sub-categories emerged for all the nine or main categories in Crompton’s model. These categories are seen below in Figure 7.2 and were fully presented in Figures 5.1 to 5.8 in Chapter 5 and Figures 6.1 to 6.3 in Chapter 6 and discussed in detail, along with comments made by the respondents to illustrate the findings regarding each generic category and sub-category. The research also established that relationships exist within push and pull motives, for example escape from a perceived mundane environment (main category) was divided into two (generic categories) escape from one’s physical environment and escape from one’s personal and interpersonal environment which was further sub-categorised (see Figure 4.1, and Tables 4.4 and 4.5 in Chapter 4). This type of analysis helped to uncover the complex relationships within the motives, and enhance the meanings of the categories in order to create a better understanding of tourist motivation.

7.1.2 Extending Crompton’s model with three additional push factors

Three additional push factors emerged from this study: weather, the friendly host community (Australian people) and word of mouth (see Figure 7.3). Regarding the first two new factors, all respondents mentioned that weather was a key factor for choosing Australia as a tourist destination, and that the local people of Australia were very friendly and hospitable. These two factors were strong push motivators to visit Australia compared to holiday destinations in the Northern hemisphere, so a positive image of the host community or culture is crucial.

Regarding the third factor, most respondents mentioned that they liked to visit places where other Emiratis have had good holiday experiences. Since the Emirati community is small and close-knit, word-of-mouth recommendations spread quickly, which influences tourists’ decision-making. Since the mid 1990’s, Australia has become a popular destination for Emirati tourists, and most respondents mentioned that its popularity has increased due to reports of the previous good experiences of their friends and relatives.
Figure 7.2: Auxiliary push/ socio-psychological and pull/cultural motivations for a pleasure vacation

Source: Author
Figure 7.3: Extending push/ socio-psychological motivations for a pleasure vacation

Source: Author
7.1.3 Utility of push and pull factors and their influence on the travel behaviour of Emirati tourists

The push and pull conceptual framework has been widely applied to in travel motivation studies, establishing that the push and pull motives affect travel behavior (Bogari, Crowther and Marr, 2003). This concept has mostly been employed to classify and identify various motivational forces. Similarly, this study also confirmed that twelve motivational forces drew Emirati tourists to Australia. Some push and pull studies have focused on the interrelationship between these two motives (Uysal and Jurowski, 1994; Baloglu and Uysal, 1996; Kim and Lee, 2002; Klenosky, 2002) and some have claimed that push motives are antecedent of pull motives (Dann, 1977; Crompton, 1979). The results of this study confirm that an interrelationship exists between the push and pull motives that influence Emirati tourists’ travel behaviour. In other words, they decide to go on a holiday, because they are pushed to fulfil intrinsic desires. For example, the Emirati tourists showed a strong desire to escape their normal environment in terms of the weather, the people around them or their or their work routine. At the same time, their decision to visit Australia can also be related to corresponding pull factors, such as the weather of Australia being the opposite to the UAE’s, the freedom to escape from the pressures of society to an environment where they have the opportunity to be relaxed in their dress, while also experiencing the friendly hospitality of the local host community.

A number of researchers have differentiated between the push and pull concepts, accepting that the push motives are the internal forces or motives that cause tourists to seek leisure activities that meet their underlying needs (Crompton, 1979), while pull motives are classified as being destination generated forces or related to the destination attributes and are also influenced by the knowledge that tourists hold about a destination (Gnoth, 1997). For example, every Emirati tourist interviewed for this study visited the Gold Coast. The main destination attribute that drew them there were the theme parks. The results indicated that the underlying personal needs satisfied by this attribute were regression and exploration and evaluation of self. Also the coffee-drinking culture of the Emiratis and the coffee shops in Australia offered these tourists the satisfaction and opportunity to get together and socialize. These results also indicate that there is a “relationship between push and pull factors and vacation activity pursuit in a chosen
destination once travellers visited the place in a multiple activity–multiple destination context” (Lee et al., 2002, p. 102).

Shopping is another important activity for the women of this society, and a number of respondents mentioned that they liked to look for places to shop, although for some, Australia was not the best destination for shopping in terms of variety of products and shopping hours. These findings support suggestions that different push and pull motives are evidently tied to different destinations (Lee et al., 2002).

Mannell and Iso-Ahola’s (1987) model refers to two types of push and pull factors: personal and interpersonal. Through their model, they present the argument that individuals are motivated to participate in leisure activities in order to escape from personal and/or interpersonal problems of their daily lives. For example, one of the Emirati respondents stated that Australia gave him the chance to walk freely which is something lacking back home due to the hot weather, the lack of greenery, nature and pedestrian walks. In addition, Mannell and Iso-Ahola (1987) add that individuals participating in such activities seek to acquire personal rewards such as self-determination, a sense of competence or mastery, challenge, learning, exploration, and relaxation and/or interpersonal rewards generated from their social interaction. This same respondent added that when touring by walking you are able to explore and learn more about the place and the people, and also it gives you a chance to interact with the locals. Also some Emiratis respondents indulged in activities like diving in the Great Barrier Reef, skiing, bungee jumping and so on. These activities gave them a sense of fulfillment and achievement.

A tourism systems approach (Mill and Morrison, 1985; Gunn, 1988; and Leiper, 1990) can be applied to the push and pull travel motivation perspective. In its simplest form the tourism system approach consists of an origin representing the demand-side of tourism or the region or country generating tourists (Dubai and Abu-Dhabi) and, the supply-side of tourism representing the destination or the country receiving the tourists (Australia). Within this system, the main elements of motivation that is push and pull attributes represent two major components of the tourism market place respectively, demand and supply. According to Uysal and Hagan (1993), in order for the supply component/s, which include the transportation at the destination, its attractions, the facilities and
services, as well as the information and promotion material, to meaningfully respond to demand or reinforce affective factors, they must be perceived and valued by the tourists. This leads on to the examination of the market responses, in terms of their preferences, needs and wants and understanding the overall behavior of consumers. As a result, Oh and Pizam (2008) claim that there is a significant relationship between destination attributes (pull forces) and tourist motives (push forces). As described in the findings, this study clearly indicates the push and pull factors such as the theme parks, the friendliness of the locals, the weather, the novelty of participating in new types of activities that drew Emirati tourists to Australia. Oh and Pizam (2008) further state that demand and supply motives collectively and simultaneously influence not only the production and development of tourism goods and services but also the decision-making process of tourists. Therefore, it is the combined elements of demand and supply - push and pull motives of motivation influence the level of demand for a given destination and produce the ultimate experience.

Baloglu and Uysal (1996) also suggest that examining push and pull motivation is useful in segmenting markets. Analysing the different market segments’ demands can be implemented through a “socio-economic approach” or by a “psychological approach” (Thenus, 1984, cited in Hallab, 1999). The socio-economic approach is based on variables such as income, level of education, age, marital status, and residence. The psychological approach refers to the true or psychological stimuli that motivate individuals to travel for leisure. This study leaned more towards the psychological approach. French, Craig-Smith and Collier (1995) suggest that leisure travel includes a wide range of emotions and motivation and for some people the purpose may just be relaxing, and doing nothing; watching television, or lying on the beach, or for others it may be for shopping, gambling, sightseeing and nightlife. While the purpose of travel is overt, the motivation or the underlying reasons to travel are covert in that they reflect the individual’s needs and wants. This study was able to uncover numerous covert needs and wants of the Emirati tourist, such as Australia providing them the freedom to dress in a more relaxed fashion or, for some, the chance to drink alcohol and the freedom from the pressures of family and society.
7.1.4 Overlap of push and pull factors

The multitude of explanations as to why people are pushed and/or pulled to certain destinations is complex and at times difficult to understand and analyse. Motivations are sometimes closely related, and in some cases overlap each other for example, people may need to escape from a present environment (push factors) or may have the desire to escape to another (pull factors), or a combination of both (Ottevanger, 2007). The analysis of this study’s data revealed various overlaps and relationships between categories, as presented in Table 7.1. In particular, based on the respondents’ comments, there seem to be overlaps between the following motives:

- Escape and relaxation (overlap between push factors)
- Social interaction overlaps with enhancement of kinship relationships (overlap between push factors)
- Novelty overlaps with regression (overlap between push factors)
- Novelty overlaps with education (overlap between pull factors)
- Escape and weather (overlap between push factors)
- Relaxation and exploration and evaluation of self (overlap between push factors)
- Exploration and evaluation of self, novelty and regression (overlap between push and pull factors)

The findings of this study therefore confirm that overlaps exist between push factors, between pull factors, and between push and pull factors as summarised on the next page in Table 7.1 (Overlap of push and pull factors). These overlaps help to further confirm that by using a push and pull framework with a qualitative approach it is possible to analyse hidden agendas. Furthermore, these overlaps confirm that push and pull forces are interrelated, confirming that underlying needs and destination attributes are related to each other, and that they can satisfy more than one need. This result indicates that future research should include further analysis of such potential overlaps. A qualitative approach may help to provide a deeper understanding of the more important motivations, and similar overlaps in motivations to those identified in this study. This study provides a useful starting point from which to examine the overlaps between push and pull
motivations. By understanding these overlaps one can further explain tourist behaviour in terms of why people choose to travel, how decisions are made and why they choose particular destinations for travel.
Table 7.1: Overlap of push and pull factors

<table>
<thead>
<tr>
<th>Escape from a perceived mundane environment</th>
<th>Relaxation</th>
<th>Exploration and evaluation self</th>
<th>Novelty</th>
<th>Regression</th>
<th>Weather</th>
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<tbody>
<tr>
<td>Escape cultural restrictions and bonds</td>
<td>Preference for mental over physical relaxation</td>
<td>Fewer Emiratis and other Arabs in Australia</td>
<td>Being able to let your hair down</td>
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<td>Escape family pressure</td>
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<td>Relaxation from the pressures of home and society</td>
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<tr>
<td>Escape family commitments</td>
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<td>Relaxation in terms of dress</td>
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<tr>
<td>Escape social events</td>
<td></td>
<td>No need to wear shyela, abhaya</td>
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<tr>
<td>Escape the life at home</td>
<td></td>
<td>Relaxation in terms of dress</td>
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<tr>
<td>Escape Everything</td>
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<td>No need to wear shyela, abhaya</td>
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<td>Relaxation in terms of dress</td>
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<tr>
<td>Escape worries and stress</td>
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<td>Opportunity to explore a different dress code</td>
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<tr>
<td>Escape the current lifestyle</td>
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<tr>
<td>Escape Normal Routine</td>
<td>Preference for mental over physical relaxation</td>
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<tr>
<td>Escape work, study, shopping</td>
<td>Relaxation from family or work commitments</td>
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</table>
Escape the weather of the UAE
Escape the summer heat

<table>
<thead>
<tr>
<th>Weather a major reason to get away from the UAE</th>
<th>Australia’s weather contrasting to the UAE’s, and other countries in the Northern Hemisphere</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiencing novel physical and social context</td>
<td>Novelty linked to desire for new destinations</td>
</tr>
<tr>
<td>Exposure to a different milieu as an opportunity to act out self-images and refine and modify them</td>
<td>Novelty linked to something lacking in the home environment</td>
</tr>
<tr>
<td>Opportunity to explore different foods and drinks</td>
<td>Seeking Nostalgia</td>
</tr>
<tr>
<td></td>
<td>Taking photos resembling a past era; participating in karaoke</td>
</tr>
</tbody>
</table>

*Source:* Author
7.1.5 The use of qualitative methods including a dual deductive-inductive content analysis approach is beneficial

Prior research has tended to focus on categorising push and pull motivational factors, such as escape, facilitation of social interaction and novelty, but has rarely drawn out the deeper understanding or meaning behind these push and pull motivations. By adopting Guba’s (1978) and Lincoln and Guba’s (1985) strategy, it was possible to analyse the qualitative data to offer rich, detailed information about factors that pushed and pulled the Emirati tourists towards visiting Australia.

This study has extended the understanding of push and pull motives developed in previous studies by identifying the themes behind these motives, confirming the depth of the intrinsic and extrinsic motivations of the Emirati respondents. This approach proved to be better able to capture data about the respondents’ perspectives, real-life experiences and behaviours during their holidays. The semi-structured interviews, the open-ended questions, the narrative transcripts which were coded under Crompton’s categories and the additional three categories that emerged through the deductive and inductive content analysis approach, drew out insightful information in order to gain a deeper understanding of the push and pull motivation of the Emirati tourists. Moreover, this market in general has barely been researched in relation to tourist motivations, so a qualitative approach (being exploratory in nature) helped to gain a deeper understanding of these tourists’ motivations to visit a country opposite to their culture. Qualitative research is useful for theory generation (Dann and Phillips, 2000), and for filling gaps in existing theory (Dooley, 1984), which was one of the aims of this research, to test whether Crompton’s (1979) model, and other push and pull models, apply in a new context.

7.1.6 The unexplored context - an Arab Islamic cultural setting

This study is the first of its kind to examine the strengths and limitations of a conceptual approach by using a Western-derived model such as Crompton’s (1979) in a previously unexplored context - an Arab Islamic cultural setting, in this case the Emirati tourist.
As pointed out in the literature review, which discussed gaps in knowledge, and in Appendix D, most of the previous studies conducted in this region concentrated on the motivations of Saudi Arabian domestic tourism, Omani students attitudes to vacations and UAE nationals and expatriates perceptions. This study makes an important contribution to knowledge because it provides a deep insight into the motivations of the target market by using a Western model used mainly in Western and Asian contexts.

The motivations revealed by this study demonstrated that Emiratis showed a strong motivation to escape social and cultural boundaries and mores, and family pressures, the find fulfilment by way of relaxation from the pressures of family and society and by breaking normal behavioural constraints. Furthermore, the holiday offered the opportunity for social interaction with family and friends and therefore enhancing kinship relationships. Some other the hidden motives revealed were, the holiday providing the opportunity to explore and evaluate one’s self, lifestyle and freedom of being away from home and therefore relaxed from the rules and norms of their country like not wearing the abhaya or shyela. The education motive was also an important factor because it provided new insights about the Australian culture and how different or similar their culture was to the Emiratis own way of life and traditions. Finally, the study revealed three additional motives. These were word of mouth, since this community relies a lot on family and friend recommendations, the welcoming and friendly attitude of the Australians, and the weather were seen as strong push motivators.

7.2 Contribution to knowledge by addressing the gaps in knowledge

This section addresses the gaps in literature in relation to push and pull tourist motivation and how this study contributed to a better understanding of these gaps.

Gap 1:

The literature review confirms that it is important to understand push and pull motivation across cultures because significant differences exist between them in patterns of motivation. Furthermore, the review found that there is a lack of research in the Arab/Islamic context (Albughuli, 2011; Michael et al., 2011; Bogari, Crowther and Marr,
2003), since most studies have looked at mainly Western and Asian tourists. After considering the various models of tourist motivation in Chapter 2 and a review of the push and pull motivational studies of tourists from Western, Asian and the Middle East countries in Chapter 3, it might be more informative in this research to consider Emirati tourists as an example of a tourist segment or niche, previously under researched, and to therefore conduct a deeper study into this very close-knit and conservative group of people by examining their behaviours and their push and pull motivations to travel to a Western country opposite to their own culture.

How this study contributed to gap 1:

The findings of the study uncovered the rich, hidden push and pull motivations of the Emirati tourist. Furthermore, the strengths and limitations of Crompton’s (1979) conceptual framework are considered in a previously unexplored context - an Arab Islamic cultural setting. Please refer to Chapter 7, Section 7.1.6 and the findings revealed for each motivation in Chapters 5 and 6 of this thesis.

**Gap 2:**

The literature shows that people from the same country travelling to different destinations have different patterns of motivations. This study contributes to this gap by understanding this cross-cultural phenomenon demonstrating how motivations differ amongst Emirati tourists and how Australia as a destination itself is perceived differently amongst them.

How this study contributed to gap 2:

This is explained throughout the findings in Chapters 5 and 6. Some examples that showed that tourists from the same country travel for different reasons are, for example, that some want to have the freedom to not wear the abhaya or even the shyela, yet a few still wear at least their shyela and do not see it as a form of escape. Some travel to experience childlike, yet others want nature, mountains and adventurous trips. Some like to stay in luxury accommodation while on holiday yet others are not into luxury as long as the accommodation is clean, in good condition and close to amenities.
To further highlight this gap, Chapter 7, section 7.1.4 elaborates the study’s findings, which revealed that overlaps exist between the push and pull factors. These overlaps also confirm that what is perceived for one Emirati as being a motivator may not necessarily be a motivation for another.

**GAP 3:**

The literature review exposed that many studies have examined push and pull motivations from Dann (1977, 1980); Crompton (1979); Pearce and Caltabiano (1983); Iso-Ahola (1982), Mannell and Iso-Ahola (1987) and others. This study chose Crompton’s (1979) model to form the bases for developing the study’s interview questions and to determine if a Western-derived motivation model like Crompton’s (1979) is applicable to another culture, in this case an Arab/Islamic culture, and extend or revise the model as necessary.

How this study contributed to gap 3:

- First it extends Crompton’s (1979) model with three additional push factors: It adds new empirically-derived categories to Crompton’s push and pull model of tourist motivation, one of the most commonly used models of its type in tourism research. These factors were weather, word of mouth and the host community. (See Chapter 6, Sections 6.3, 6.4 and 6.5 and Chapter 7, Figure 7.3 and Section 7.1.2).

- The Need to Refine Crompton’s (1979) Nine Categories. As well as adding the categories noted above, in this study each factor was further defined and described, enhancing the effectiveness of the model in this particular cultural domain (See Figure 7.2; Chapter 7 and section 7.1.1).

In some instances sub-categories emerged which were classified accordingly. (Please see Figure 5.1; Figure 5.2; Figure 5.3; Figure 5.4; Figure 5.5; Figure 5.6; Figure 5.7; Figure 5.8; Figure 6.1; Figure 6.2; Figure 6.3 and Section 6.6).
Gap 4:

Another gap in the literature shows that only a few studies have adopted a qualitative approach, and most studies to date have used a quantitative approach. Since the Emirati people are a small, close-knit community rooted in a Bedouin culture, a qualitative approach is more suitable because it is exploratory in nature and provides a more richer and deeper understanding of the participants’ perspectives, real-life experiences and behaviours during their holiday. As De Ruyter and Scholl (1998, p. 8) argue, “a qualitative methodology provides an in-depth insight; it is flexible, small-scale and exploratory, and the results obtained are concrete, real-life and full of ideas”. Furthermore by adopting a qualitative approach the researcher is able to gain a better understanding of the abstract nature (Klenosky, 2002) and underlying reasons (Crompton, 1979) of push motives for leisure travel.

How this study contributed to gap 4:

The use of qualitative methods including a dual deductive-inductive Content Analysis Approach is beneficial (see Chapter 7, Section 7.1.5) and the discussion on overlap of push and pull factors was revealed by use of a qualitative approach (see Chapter 7, Section 7.1.2).

Gap 5:

This study builds on the whole genre of the push and pull theory as a way of understanding tourist motivation and the relationship between the two factors.

How this study contributed to gap 5:

- Crucially, the thesis critically interrogates the utility and influence of a push-pull approach to understanding tourist motivation, in this case the travel behaviour of Emirati Tourists (see Chapter 7, Section 7.1.3 and Chapter 6, Section 6.6)

For example, the push and pull conceptual framework has been widely adopted in travel
motivation studies (Bogari, Crowther and Marr, 2003). This concept has mostly been employed to classify and identify various motivational forces as discussed in the thesis in Chapter three.

While some push and pull studies have focused on the interrelationship between these two motives (Uysal and Jurowski, 1994; Baloglu and Uysal, 1996; Kim and Lee, 2002; Klenosky, 2002) others have claimed that push motives are the antecedents of pull motives (Dann, 1977; Crompton, 1979). A number of researchers have differentiated between the push and pull concepts, accepting that the push motives are the internal forces or motives that cause tourists to seek leisure activities that meet their underlying needs (Crompton, 1979), while pull motives are classified as being destination-generated forces or related to the destination attributes, and are also influenced by the knowledge that tourists hold about a destination (Gnoth, 1997). Furthermore, Mannell and Iso-Ahola’s (1987) model refers to two types of push and pull factors: personal and interpersonal.

In spite of the efficacy of Crompton’s model, it became evident through the analysis of the data that there are problems in assigning some themes to either a push or pull factor. In terms of contributing to knowledge, such outcomes illustrate some of the limitations associated with the nature of this model. This is a contribution to knowledge in that it reminds researchers of the utility of the push and pull model (see section 7.1.3), confirming that push and pull motives affect travel behavior (Bogari, Crowther and Marr, 2003), and that there is an important interrelationship between the two sets of motives (Uysal and Jurowski, 1994; Baloglu and Uysal, 1996; Kim and Lee, 2002; Klenosky, 2002). At times, push motives are sometimes antecedent of pull motives (Dann, 1977; Crompton, 1979). Push motives are the internal forces or motives that cause tourists to seek leisure activities that satisfy underlying needs while pull motives are destination generated forces (Crompton, 1979). Push and pull factors can be classified as personal and interpersonal (Mannell and Iso-Ahola’s, 1987). According to the tourism systems approach (Mill and Morrison, 1985; Gunn, 1988; and Leiper, 1990) push and pull attributes represent two major components of the tourism market place respectively, demand and supply. Furthermore, Baloglu and Uysal (1996) suggest that examining push and pull motivation is useful in segmenting markets. The study's data also revealed various overlaps and relationships between categories, these are discussed in Chapters 6
and 7, Sections 6.6, 7.1.3 and 7.1.4 and presented in Figures 7.2 and 7.3 and Table 7.1 of the thesis. This is clearly noted in the thesis (Sections 7.1.3 and 7.1.4) and will be further stressed as a limitation of reliance on such models. Furthermore, the strengths and limitations of such a conceptual approach are considered in a previously unexplored context - an Arab Islamic cultural setting.

- Overlap of Push and Pull Factors (see Chapter 7, Section 7.1.2)

### 7.3 Recommendations for future research

A number of areas of future research have been identified that would extend this study by building on some of its findings. This includes undertaking a comparative analysis using a similar methodology. Since this study is the first to investigate the push and pull factors that influence Emirati tourists’ motivations it would be beneficial to conduct an analysis to compare and contrast the motivations of these tourists with other Arab or Middle Eastern tourists or even tourists from Western and Asian countries. Another area for exploration is to investigate whether particular national cultural characteristics of Emiratis influence their tourist behaviour. This can also be further extended to examine how culture may influence the different push and pull factors. As pointed out earlier, further studies can explore the overlaps that this study’s findings suggest exist between push factors and push and pull factors. A quantitative approach and/or a qualitative approach may be used to develop further understanding of the overlaps between push and pull factors. Finally, further research into tourist motivation and its significance for the development of successful marketing and tourism management strategies for Australia as a country would also be worthwhile in order to appropriately meet the needs of this market.

Based on the above discussion, this study makes a significant contribution to the knowledge of push and pull studies of tourist motivation by firstly, identifying that a Western-derived model such as Crompton’s, while valuable, requires the addition of three additional motives, extending this model. Secondly, the study contributes to the utility of push and pull framework. Thirdly, a qualitative approach helps to uncover hidden relationships between factors and draw out the respondents’ underlying needs and wants.
Lastly, the overlaps found between the push and pull factors confirm the usefulness of this model. Based on these findings this study strongly supports the use of the push and pull framework to understand people’s motivations and hidden feelings. Furthermore, it helps to explain tourist behaviour in terms of why people choose to travel, how decisions are made and why they choose particular destinations for travel.

By understanding the push and pull factors of a destination, destination planners and managers would be able to develop the right kind of amenities and maintain them at the level of performance expected. Also, tourism and hospitality managers would be able to differentiate the products and amenities by knowing the degree to which they meet the needs and expectations of visitors, increasing their market share (Oh and Pizam, 2008). Furthermore, Oh and Pizam (2008) argue that empirical studies on the push-pull model of motivation to different destinations and amenities within the destination help to understand the complexity of motivation as one of the elements of visitation behavior.

Understanding what motivates an individual to select a specific product or amenity and the nature and commonality that exists between push and pull motives can help destination marketers and planners to better match a destination’s pull attributes and physical amenities to the tourists’ diverse push or psychological needs. Moreover, marketers and planners can also develop appropriate communication materials and tailor-make products to emphasize the relative importance of the destination features and meet the benefit sought by the tourist.

To summarize, one of the psychologically oriented tourism marketing research concerns is to understand consumer types, motives, expectations, and experiences. Such understanding aids in revealing information related to various segments’ decision making process and the travellers’ destination and leisure activities choice. Consequently, understanding people's motivation and its association with their destination selection is critical to predict their future travel patterns. Among other implications, the findings can be used for destination product development and formation of marketing strategies. Finally, Hanqin and Lam (1999) suggest that marketers and planners should realize that tourists’ perception towards a destination is a measure of that destination’s (in this case Australia’s) ability to pull or attract tourists, consequently identifying actual destination
choice. The Emiratis reasons for choosing Australia for a holiday are presented through the findings in Chapters 5 and 6.

7.4 Limitations of the research

All research contains limitations, as does this study. Although the obtained sample size of the three focus groups and fifteen in-depth interviews may represent a limitation of the study, it is important to note that the researcher achieved theoretical saturation, in that no new data appeared and all concepts in the theory relating to the push and pull motivational themes being investigated reached saturation. The last few interviews and much of the data collected contained repetitions on themes previously uncovered.

This was essentially a study of Emirati (Arab/Islamic) tourists, and as the literature review revealed that tourism research in this region is limited, if the researcher for this study had funding and resources to interview tourists from the other GCC countries such as Saudi Arabia, Bahrain, Oman, Qatar and Kuwait, this study would have had the potential to consider cross-examination implications, similarities and differences between the motivations of Arab Islamic tourists from all these countries. As a result, a much richer and more wide-ranging scope of information.

This research only focused on international Emirati tourists to only one Western country (Australia) and no other Western country. The study was therefore not able to establish whether the motivations to travel to Australia would be the same if they travelled to other Western destinations such as the United Kingdom or the United States of America.

While this research used Crompton’s tourist motivations mainly to frame the questionnaire there is scope to look at a vast number of other motivations such as fulfilling one’s dream of visiting a place (Hanqin and Lam, 1999), to gain others respect, to influence others, to gain a feeling of belonging (Kim and Lee, 2000) and so on.

Another limitation of this study could be the adoption of a snowball technique to recruit participants, which could pose a danger that respondents are similar in background. However, as mentioned earlier, this society being conservative makes it difficult to
Conduct research publicly, and talking to strangers is not common (Albughuli, 2011), therefore the snowballing technique had to be used to assist in recruiting participants.

7.5 Practical implications

This study examined a Western derived model such as Crompton’s (1979) in an Arab/Islamic setting and provided findings on how his push and pull motivations pertain to these tourists. The findings of this study provided a theoretical extension and refinement to his model. These findings were also compared to other theories of motivations, and other related literature like culture and religion. Based on the findings that uncovered the key motivations, behaviour and experiences of the Emirati tourist, this information could be used as a reference for marketing to this tourist segment in terms of developing new products and promotional material.

Understanding tourist motivation is a pre-requisite for developing effective tourism marketing strategies (Iso-Ahola, 1982; Fodness, 1994). As a result of this investigation into the motivations of Emirati tourists, this study can be used to assist relevant destination organisers and marketers to understanding the characteristics of the target market and thereby improve the quality of these tourists’ experiences (Snepenger and Moore, 1989). Moreover, understanding the push and pull motivations of tourists is important because the fulfillment or non-fulfillment of these motives ultimately results in satisfactory or non-satisfactory vacation experiences (Ryan, 2002) which will determine the success of that destination in attracting further tourists.

In today’s highly competitive tourism and hospitality market, approaching tourist motivation by simultaneously examining push and pull factors allows the researcher to provide information that tourism and hospitality practitioners, destination managers, and planners can use to understand the relative importance of destination attributes as motives that attract visitors, and the degree to which they might have control over some motives. Destination marketers, researchers and promoters of destinations also need to understand the implications of matching push and pull factors, because such an understanding improves tourism marketing and development, as well as ensuring tourist satisfaction with the leisure experience.
There are three main advantages for the tourism industry in conducting studies based on a push-pull model. First, by understanding these factors, destination planners and managers can develop the right kind of amenities and maintain them at the level of performance expected. Tourism and hospitality managers can also differentiate their products and amenities by knowing the degree to which they meet the needs and expectations of visitors, thus allowing the hospitality and tourism industry to increase its market (Oh and Pizam, 2008). Second, marketers and planners can also develop appropriate communication materials and tailor-make products to emphasise the relative importance of the destination features to meet the benefits sought by particular tourists. Third, as pointed out by Oh and Pizam (2008), empirical studies based on the push-pull model in different destinations, and amenities within a destination, can help in understanding the complexity of motivation as one of the key elements determining visitor behaviour. Fourth, one of the key concerns of psychologically-oriented tourism marketing research is to understand consumer types, motivations, expectations and experiences. This helps the industry by revealing information related to tourists’ decision-making processes, and the destination and leisure activity choices of travellers within different market segments.

In short, such knowledge of tourists’ motivations, and their relation to destination selection, is critical for predicting and influencing future travel patterns as well as product development. Thus, among other applications, the findings of this study can be used for destination development and the formation of marketing strategies. Furthermore, the study and understanding of why people from different cultural contexts travel, for pleasure in terms of what pushes them internally and what destination factors pull or draw them externally to make that destination choice continues to remain central to travel motivation studies thereby, contributing to the vast body of literature of tourist motivation.
## Appendices

### Appendix A: Visitors by country of residence

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<td>591.2</td>
<td>-0.4</td>
<td>1,032.8</td>
<td>1,286.6</td>
<td>-26.6</td>
<td>58.9</td>
<td>58.8</td>
<td>-0.1</td>
<td>568.</td>
<td>567.</td>
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<td>-3.0</td>
<td>1.4</td>
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<td>56.2</td>
<td>56.7</td>
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<td>60.7</td>
<td>-2.7</td>
<td>110.7</td>
<td>111.3</td>
<td>-0.5</td>
<td>5.4</td>
<td>5.6</td>
<td>-3.5</td>
<td>54.6</td>
<td>56.0</td>
<td>-2.0</td>
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<td>235.2</td>
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<td>465.7</td>
<td>464.3</td>
<td>-0.3</td>
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<td>-99.4</td>
<td>540.</td>
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<td><strong>Australia</strong></td>
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<td><strong>Malaysia</strong></td>
<td>115.8</td>
<td>117.7</td>
<td>-1.7</td>
<td>243.7</td>
<td>243.1</td>
<td>-0.2</td>
<td>17.2</td>
<td>18.5</td>
<td>-7.2</td>
<td>133.5</td>
<td>133.5</td>
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</tr>
<tr>
<td><strong>Philippines</strong></td>
<td>38.8</td>
<td>39.1</td>
<td>-0.7</td>
<td>85.6</td>
<td>85.1</td>
<td>-0.6</td>
<td>4.3</td>
<td>4.3</td>
<td>0.0</td>
<td>39.4</td>
<td>39.7</td>
<td>0.8</td>
</tr>
<tr>
<td><strong>Singapore</strong></td>
<td>148.8</td>
<td>148.9</td>
<td>-0.1</td>
<td>315.4</td>
<td>319.5</td>
<td>-1.3</td>
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<td>41.7</td>
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<tr>
<td><strong>Thailand</strong></td>
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<td>41.5</td>
<td>-10.6</td>
<td>87.6</td>
<td>80.9</td>
<td>-7.8</td>
<td>6.3</td>
<td>5.7</td>
<td>12.2</td>
<td>51.7</td>
<td>51.7</td>
<td>-0.0</td>
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<tr>
<td><strong>Vietnam</strong></td>
<td>18.8</td>
<td>18.1</td>
<td>4.4</td>
<td>34.6</td>
<td>35.6</td>
<td>-2.8</td>
<td>2.1</td>
<td>2.7</td>
<td>-26.9</td>
<td>40.3</td>
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</tr>
<tr>
<td><strong>Other</strong></td>
<td>6.0</td>
<td>6.4</td>
<td>6.7</td>
<td>12.8</td>
<td>13.3</td>
<td>-3.5</td>
<td>0.7</td>
<td>1.2</td>
<td>71.4</td>
<td>7.8</td>
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<tr>
<td><strong>Total</strong></td>
<td>428.6</td>
<td>430.4</td>
<td>-0.4</td>
<td>898.4</td>
<td>898.7</td>
<td>-0.3</td>
<td>76.2</td>
<td>76.2</td>
<td>0.0</td>
<td>568.</td>
<td>567.</td>
<td>-0.2</td>
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<tr>
<td><strong>North Asia</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>China</strong></td>
<td>273.1</td>
<td>314.3</td>
<td>15.1</td>
<td>499.7</td>
<td>593.2</td>
<td>16.1</td>
<td>28.3</td>
<td>33.9</td>
<td>16.4</td>
<td>541.8</td>
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<tr>
<td><strong>Hong Kong SAR(China)</strong></td>
<td>82.9</td>
<td>85.4</td>
<td>3.0</td>
<td>169.5</td>
<td>166.8</td>
<td>-1.6</td>
<td>10.6</td>
<td>11.6</td>
<td>-8.6</td>
<td>92.5</td>
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<tr>
<td><strong>Japan</strong></td>
<td>146.3</td>
<td>151.8</td>
<td>3.1</td>
<td>354.2</td>
<td>344.5</td>
<td>2.9</td>
<td>16.1</td>
<td>16.7</td>
<td>3.7</td>
<td>168.4</td>
<td>168.4</td>
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<tr>
<td><strong>Korea</strong></td>
<td>96.2</td>
<td>97.5</td>
<td>1.4</td>
<td>204.7</td>
<td>189.3</td>
<td>7.6</td>
<td>13.1</td>
<td>13.2</td>
<td>0.8</td>
<td>109.7</td>
<td>109.7</td>
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</tr>
<tr>
<td><strong>Taiwan</strong></td>
<td>38.5</td>
<td>44.5</td>
<td>15.6</td>
<td>81.9</td>
<td>90.4</td>
<td>10.4</td>
<td>8.2</td>
<td>7.6</td>
<td>7.9</td>
<td>56.7</td>
<td>56.7</td>
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<tr>
<td><strong>Total</strong></td>
<td>639.7</td>
<td>702.1</td>
<td>9.8</td>
<td>1,325.2</td>
<td>1,391.3</td>
<td>-5.0</td>
<td>76.5</td>
<td>66.4</td>
<td>15.5</td>
<td>568.</td>
<td>567.</td>
<td>-0.2</td>
</tr>
<tr>
<td><strong>Southern Asia</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>India</strong></td>
<td>76.2</td>
<td>80.3</td>
<td>5.4</td>
<td>144.5</td>
<td>152.3</td>
<td>5.4</td>
<td>11.3</td>
<td>12.0</td>
<td>-6.1</td>
<td>69.3</td>
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</tr>
<tr>
<td><strong>Others</strong></td>
<td>19.3</td>
<td>21.0</td>
<td>8.8</td>
<td>39.8</td>
<td>42.3</td>
<td>5.6</td>
<td>2.6</td>
<td>2.9</td>
<td>10.7</td>
<td>22.6</td>
<td>22.6</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>95.5</td>
<td>101.3</td>
<td>6.1</td>
<td>184.3</td>
<td>194.6</td>
<td>5.8</td>
<td>13.9</td>
<td>15.1</td>
<td>8.9</td>
<td>92.0</td>
<td>92.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>World</strong></td>
<td>2,276.6</td>
<td>2,829.0</td>
<td>23.0</td>
<td>5,097.0</td>
<td>5,988.9</td>
<td>15.9</td>
<td>299.1</td>
<td>308.5</td>
<td>3.0</td>
<td>438.0</td>
<td>438.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Source: Australian Bureau of Statistics, Overseas Arrivals and DI departures, 3411.0. ABS data used with permission from the Australian Bureau of Statistics.
## Appendix B: Studies examining motives similar to Crompton’s (1979) motives in Western and Asian cultures

<table>
<thead>
<tr>
<th>Year and Author</th>
<th>Nationality of tourist Investigated/ Context/Target Sample Used</th>
<th>Crompton (1979) model used</th>
</tr>
</thead>
</table>
| (1983) Beard and Ragheb | US High School and College Students | To learn about myself (exploration and evaluation of self)  
Knowledge (education)  
To be and interact with others (facilitation of social interaction)  
Relaxation (physically and mentally)  
Escape (to get away from the responsibilities of my everyday life)  
Novelty (to discover new things)  
So others would think well of me (prestige) |
| (1989) Pyo, Mihalik and Uysal | United States of America | Relaxation  
Being together as a family (enhancement of kinship relationship)  
Going places many people haven’t seen /talking about the trip after I return home (prestige)  
Getting away from pressures and responsibilities (escape) |
| (1990) Yuan and McDonald | Japan, France, West Germany and United Kingdom | Escape  
Novelty  
Prestige  
Enhancement of kinship relationships  
Relaxation |
| (1991) Fisher and Price | USA residents | Education  
Escape  
Kinship |
| (1994) Fodness | USA residents | Exploration and evaluation of self  
Relaxation  
Prestige  
Regression  
Enhancement of kinship relationships  
Facilitation of social interaction  
Education |
| (1994) Jamrozy and Uysal | Germany | Experiencing new and different lifestyles/seeing and experiencing a foreign destination (novelty)  
Being free to act the way I feel (regression)  
Getting a change from a busy job (escape) |
| (1994) Uysal and Jurowski | Canadian Tourism Attribute and Motivation Survey (CTAMS) | Escape from a perceived mundane environment  
Regression  
Enhancement of kinship relationships  
Education |
| (1995) Oh, Uysal and Weaver | Australia (outbound travellers) | Escape from a perceived mundane environment  
Prestige  
Regression  
Novelty  
Education |
| (1995) Turnbull and Uysal | Germany | Escape from a perceived mundane environment  
Prestige  
Enhancement of kinship relationships  
Education |
<table>
<thead>
<tr>
<th>Year and Author</th>
<th>Nationality of tourist</th>
<th>Crompton (1979) model used</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1996) Baloglu and Uysal</td>
<td>German (overseas travellers)</td>
<td>Novelty</td>
</tr>
<tr>
<td>(1997) Kim</td>
<td>South Korean visitors interest to travel to Australia</td>
<td>Escape from a perceived mundane environment, Exploration and evaluation of self, Relaxation</td>
</tr>
<tr>
<td>(1997) Crompton and McKay</td>
<td>Residents from San Antonio</td>
<td>Escape from a perceived mundane environment, Exploration and evaluation of self, Relaxation, Regression, Prestige, Enhancement of kinship relationships, Facilitation of social interaction</td>
</tr>
<tr>
<td>(1999) Hanqin and Lam</td>
<td>China (outbound travel)</td>
<td>Knowledge, Prestige, Enhancement of family relationships, Relaxation, Novelty</td>
</tr>
<tr>
<td>(2000) You et al.,</td>
<td>United Kingdom; Japan</td>
<td>Prestige, Novelty, Knowledge, Escape, Family togetherness, Regression, Relaxation</td>
</tr>
<tr>
<td>(2001) Gilbert and Terrata</td>
<td>Japanese travellers to the United Kingdom</td>
<td>Relaxation, Knowledge, Education</td>
</tr>
<tr>
<td>(2002) Kim and Lee</td>
<td>Visitors to six National parks in South Korea</td>
<td>Family togetherness, Escape from everyday routine, Building friendship (social interaction)</td>
</tr>
<tr>
<td>Year and Author</td>
<td>Nationality of tourist Investigated/Context/Target Sample Used</td>
<td>Crompton (1979) model used</td>
</tr>
<tr>
<td>----------------</td>
<td>---------------------------------------------------------------</td>
<td>----------------------------</td>
</tr>
</tbody>
</table>
Education  
Escape  
Family togetherness  
Relaxation |
| (2002) Kozak | Britain and Germany | Relaxation |
| (2002) Lee et al., | Germans (outbound) | Escape  
Novelty  
Relaxation  
Family togetherness (enhancement of kinship relationship) |
Relaxation  
Family togetherness  
Travel bragging (prestige – been there done that) |
| (2003) Kim, Lee and Klenosky | South Korea (visitors to six national parks in South Korea) Nationality not known – assume all were South Koreans | Escape  
Family Togetherness (Enhancement of Kinship Relationship) |
| (2004) Lee, Lee and Wicks | 205 Visitors From South Korea and Americans, 22 Europeans, 36 Japanese, 18 Chinese, 14 Other Asians, And 12 Other Countries. | Cultural exploration  
Family togetherness (enhancement of kinship relationship)  
Novelty  
Escape (recover equilibrium)  
Socialisation |
Relaxation  
Novelty as part of adventure  
Personal Reasons as follows:  
Prestige  
Nostalgia/Regression  
Enhancement of Kinship Relations  
Exploration and Facilitation Of Social Interaction  
Education |
| (2004) Bogari, Crowther and Marr | Saudi Arabia (visitors to two tourist cities in Saudi Arabia: Jeddah and Abha) | Relaxation  
Social (Facilitation of Social Interaction)  
Family Togetherness (Enhancement of Kinship Relationship)  
Knowledge (Education) |
| (2004) Kim and Chalip | Soccer Clubs in the US Motivation to attend World Cup | Escape  
Socialisation |
<table>
<thead>
<tr>
<th>Year and Author</th>
<th>Nationality of tourist Investigated/ Context/Target Sample Used</th>
<th>Crompton (1979) model used</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2005) Kim and Prideaux</td>
<td>American, Australian, Japanese, Chinese (Mainland), Chinese (Hong Kong SAR) to South Korea</td>
<td>Enhance knowledge (education), Escape from everyday routine, Socialisation</td>
</tr>
<tr>
<td>(2005) Yoon and Uysal</td>
<td>Visitors to Northern Cyprus</td>
<td>Education, Relaxation, Family Togetherness (Enhancement of Kinship Relationship), Escape</td>
</tr>
<tr>
<td>(2005) Yuan et al.</td>
<td>Midwestern State in the USA</td>
<td>Escape, Socialisation, Family Togetherness</td>
</tr>
<tr>
<td>(2006) Jang and Wu</td>
<td>Taiwanese Senior Travellers</td>
<td>Knowledge Seeking (Education), Relaxation, Socialization (Facilitation of Social Interaction)</td>
</tr>
<tr>
<td>(2006) Swanson and Horridge</td>
<td>Travel Motivations for Souvenir Shopping</td>
<td>-</td>
</tr>
<tr>
<td>(2006) Kim, Oh and Jogaratnam</td>
<td>US students</td>
<td>Knowledge (Education), Relaxation, Family</td>
</tr>
<tr>
<td>(2007) Correia, Valle and Moço</td>
<td>Portuguese</td>
<td>Knowledge (Education), Socialisation (Facilitation of Social Interaction)</td>
</tr>
<tr>
<td>(2007) Alghamdi</td>
<td>Saudi Arabia (outbound tourists)</td>
<td>Escape, Relaxation, Prestige, Family and Friend Togetherness (Enhancement of Kinship Relationship), Knowledge (Education)</td>
</tr>
<tr>
<td>(2007) Beh and Bruyere</td>
<td>Visitors to three Kenyan National Reserves</td>
<td>Escape, Learning</td>
</tr>
<tr>
<td>(2007) Hsu, Cai and Wong</td>
<td>Senior Tourism In China</td>
<td>Escaping routines, Seeking Knowledge, Socialisation</td>
</tr>
<tr>
<td>(2007) Kim, Noh and Jogaratnam</td>
<td>US Domestic students (80%) of the participants</td>
<td>Escape, Learning (Education), Family</td>
</tr>
<tr>
<td>Year and Author</td>
<td>Nationality of tourist/ Investigated/ Context/Target Sample Used</td>
<td>Crompton (1979) model used</td>
</tr>
<tr>
<td>----------------</td>
<td>---------------------------------------------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>(2007) Funk and Brunn</td>
<td>Sport tourists (from 34 different countries)</td>
<td>Knowledge Learning</td>
</tr>
<tr>
<td>(2008) Correia and Pimpao</td>
<td>Portuguese tourists travelling to South America and Africa</td>
<td>Knowledge Socialisation</td>
</tr>
<tr>
<td>(2008) Sangpikul</td>
<td>US Senior Travellers to Thailand</td>
<td>Novelty Knowledge Seeking (Education) Rest and Relaxation</td>
</tr>
<tr>
<td>(2010) Al-Haj Mohammad and Mat Som</td>
<td>Foreign Tourists To Jordan</td>
<td>Fulfilling prestige Enhancing relations Seeking relaxation Enhancing social circle Escaping from daily routine Gaining knowledge</td>
</tr>
<tr>
<td>(2010) Huang</td>
<td></td>
<td>Prestige Novelty</td>
</tr>
</tbody>
</table>

**Source:** Author

**Note:** Motives tested were examined as Push or Pull Motives (though not necessarily exactly within Crompton’s Structure of Push and Pull Motives)
Appendix C: Studies investigating push and pull factors of travellers from Western, Asian, and Middle Eastern countries: push and pull motives examined and methodological approach

<table>
<thead>
<tr>
<th>Year and Author</th>
<th>Nationality of tourist Investigated/Context/Target Sample Used</th>
<th>Push Motives examined</th>
<th>Pull Motives examined</th>
<th>Methodological Approach</th>
<th>Research Approach Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1977) Dann</td>
<td>Global visitors to Barbados</td>
<td>Anomie</td>
<td>Ego enhancement</td>
<td>Quantitative</td>
<td>Scale/survey development and analysis</td>
</tr>
<tr>
<td>(1979) Crompton</td>
<td></td>
<td>Escape</td>
<td>Self-exploration and evaluation</td>
<td>Qualitative</td>
<td>Unstructured in-depth interviews</td>
</tr>
<tr>
<td>(1989) Pyo, Mihalik and Uysal</td>
<td>U.S. touring trip market</td>
<td>Novelty need</td>
<td>Being pampered Intellectual needs Social and stimulation motives Kinship and relaxation motives</td>
<td>Quantitative</td>
<td>Canonical correlation analysis between push and pull items (four product bundles are identified based on significant variates with their associated push and pull items)</td>
</tr>
<tr>
<td>(1990) Yuan and McDonald</td>
<td>Japan, France W Germany and United Kingdom</td>
<td>Escape</td>
<td>Novelty</td>
<td>Prestige</td>
<td>Enhancement of kinship relationships Relaxation/hobbies</td>
</tr>
<tr>
<td>(1994) Jamrozy and Uysal</td>
<td>Germany</td>
<td>Escape</td>
<td>Novelty</td>
<td>Family/friends togetherness Sports Adventure and excitement Familiar environment Luxury/doing nothing Prestige</td>
<td>Active sports environment Unique natural environment Safety</td>
</tr>
<tr>
<td>(1994) Uysal and Jurkowski</td>
<td>Family togetherness Sports Cultural experience Escape</td>
<td>Entertainment/ resorts Rural/inexpensive</td>
<td>Quantitative</td>
<td>Pearson bivariate correlations between push and pull factors; A series of multiple regressions of push factors against the pull factors</td>
<td></td>
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<tr>
<td>Reference</td>
<td>Country (outbound travellers)</td>
<td>Push Factors</td>
<td>Pull Factors</td>
<td>Methodology</td>
<td>Analysis</td>
</tr>
<tr>
<td>-----------</td>
<td>------------------------------</td>
<td>--------------</td>
<td>--------------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>(1995) Oh, Uysal and Weaver</td>
<td>Australia</td>
<td>Safety/comfort seekers, Knowledge/intellectual experience, Novelty/Adventure, Luxury</td>
<td>Safety, Cleanliness, Welcoming locals, Quality of hotels, Weather, Shopping, Historical and cultural, Nature/Outdoor, High quality accommodation</td>
<td>Quantitative</td>
<td>Canonical correlation analysis between push and pull items and the study developed an assignment scheme to create overlapping segments based on the significant and meaningful variates.</td>
</tr>
<tr>
<td>(1995) Turnbull and Uysal</td>
<td>Germany</td>
<td>Cultural experiences, Escape, Re-experiencing, Family, Sports, Prestige</td>
<td>Heritage/culture, Beach resort, Comfort/relaxation, Rural area/inexpensiveness</td>
<td>Quantitative</td>
<td>ANOVA on the resulting factors to see whether variation in push and pull factors existed between three destination types.</td>
</tr>
<tr>
<td>(1995) Cha, McCleary and Uysal</td>
<td>Japanese (outbound travellers)</td>
<td>Relax, Knowledge, Adventure, Travel bragging, Family, Sport</td>
<td>Knowledge/intellectual experience, Educational motivation, Increase knowledge, Experience new culture, different life style, Safe, secure, comfortable</td>
<td>Quantitative</td>
<td>Used factor-cluster market segmentation approach, to identify similar respondents based on their motivation.</td>
</tr>
<tr>
<td>(1996) Baloglu and Uysal</td>
<td>German travellers</td>
<td>Active, competent and participate in sports</td>
<td>Facilities for water and outdoor sports, Cruises, Night life and entertainment, Educational and cultural, Culture different from my own, Visit historical, military or archaeological sites, Opportunities to increase knowledge, Museums/art galleries, Personal safety even if travelling alone, Cleanliness, High quality restaurants, Warm hospitality, Variety of urban activities at the destination site, Reliable weather, Exotic environment</td>
<td>Quantitative</td>
<td>Canonical analysis.</td>
</tr>
<tr>
<td>Year</td>
<td>Authors</td>
<td>Location</td>
<td>Factors</td>
<td>Method</td>
<td>Statistical Analysis</td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------</td>
<td>-------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>-----------------------------</td>
<td>-----------------------------------------------------------</td>
</tr>
<tr>
<td>1997</td>
<td>Sirakaya, Sheppard and McLellan</td>
<td>-</td>
<td>Local hospitality and services, Trip cost and convenience, Perceptions of a safe/secure environment Change in daily life environment, Recreation and sporting activities, Entertainment and drinking opportunities, Personal and historical link, Cultural and shopping services, Unusual and distant vacation spot</td>
<td>Quantitative</td>
<td>Factor analysis of 56 destination pull items</td>
</tr>
<tr>
<td>1999</td>
<td>Hanqin and Lam</td>
<td>China (outbound travel)</td>
<td>Knowledge, Prestige, Enhancement of human relationship, Relaxation, Novelty</td>
<td>Quantitative</td>
<td>ANOVA to examine whether significant differences between push or pull factors and demographic factors</td>
</tr>
<tr>
<td>2000</td>
<td>You et al.,</td>
<td>United Kingdom; Japan</td>
<td>Visiting a place I can talk about when I get home, Going places I have not visited before, Going places my friends have not visited before, Increase one’s knowledge about places, people and things, Getting a change from a busy job, Getting away from demands of home, Escaping from the ordinary, Finding thrills and excitement, Having fun, being entertained, Indulging in luxury, Being together as a family VFR, Experiencing a simpler life, Experiencing a new and different lifestyle, Meeting new and different people, Meeting people with similar interests, Just relaxing</td>
<td>Quantitative</td>
<td>ANOVA to see whether significant difference existed between Japanese and UK travellers in terms of their push items and pull factors. Discriminant analyses to determine which push item and pull factors discriminate Japanese and UK tourists better</td>
</tr>
<tr>
<td>2001</td>
<td>Gilbert and Terrata</td>
<td>Japanese travellers to the United Kingdom</td>
<td>Luxury, New and unusual experience, Different culture, Refresh/escape from daily life, Novelty, Relaxation or rest, Shopping</td>
<td>Quantitative</td>
<td>SPSS Statistical processing was used</td>
</tr>
<tr>
<td>Year</td>
<td>Authors</td>
<td>Country (visitors)</td>
<td>Factors</td>
<td>Research Method</td>
<td>Analysis</td>
</tr>
<tr>
<td>------</td>
<td>---------</td>
<td>-------------------</td>
<td>---------</td>
<td>----------------</td>
<td>----------</td>
</tr>
<tr>
<td>2002</td>
<td>Jang and Cai</td>
<td>Britain (outbound travellers)</td>
<td>Novel experience, Escape, Knowledge seeking, Fun and excitement, Rest and relaxation, Family and friend togetherness</td>
<td>Natural and historic environment, Cleanliness and safety, Easy to access and economical deal, Outdoor activities, Sunny and exotic atmosphere</td>
<td>Seven logistic regression (logit) models were estimated to identify the motivation factors that significantly affected destination choice by British travellers</td>
</tr>
<tr>
<td>2002</td>
<td>Kozak</td>
<td>Britain and Germany</td>
<td>Culture, Pleasure seeking/fantasy, Relaxation, Physical</td>
<td>Accommodation, Weather, Price/cost, Destination/resort, Sea/beaches, Family oriented nightlife/entertainment, Quiet facilities, Flight time availability, Food</td>
<td>Quantitative analysis of pull factors. A series of independent t-tests and chi-squares tests to compare push and pull motives between nationalities and place visited</td>
</tr>
<tr>
<td>2002</td>
<td>Lee et al.,</td>
<td>Germans outbound</td>
<td>Escape, Novelty, Relax, Travel bragging, Hedonism, Family</td>
<td>Environmental quality, Natural/ecology, Ease and value, Art and culture, Atmosphere and weather, Unique and different people, Outdoor activities</td>
<td>A multinominal logistic regression and OLS regression to assess the effect of each push and pull factor on destination choice and vacation activity participation</td>
</tr>
<tr>
<td>2002</td>
<td>Klenosky</td>
<td>Undergraduate students in North America</td>
<td>Excitement, Accomplishment, Self-esteem and fun, Enjoyment</td>
<td>Beaches, Historic/cultural attractions, Scenic/natural resources, New/unique location, Party atmosphere and skiing</td>
<td>Means-end theory approach; Semi-structured interview (10-20 minutes) known as laddering, is typically used to identify the elements making up consumers' means-end chains</td>
</tr>
<tr>
<td>2002</td>
<td>Kim and Lee (2003) Kim, Lee and Klenosky</td>
<td>South Korea (visitors to six national parks in South Korea)</td>
<td>Family togetherness and study, Appreciating natural resources and health, Escaping from everyday routine</td>
<td>Key tourist resources, Information and convenience of facilities, Accessibility and transportation</td>
<td>Correlation between push and pull factors; regression analysis to predict each pull factor using push factors</td>
</tr>
<tr>
<td>2004</td>
<td>Bogari, Crowther and Marr</td>
<td>Saudi Arabia (visitors to two tourist cities in Saudi Arabia: Jeddah and Abha)</td>
<td>Family togetherness and study, Appreciating natural resources and health, Escaping from everyday routine</td>
<td>Key tourist resources, Information and convenience of facilities, Accessibility and transportation</td>
<td>Correlation between push and pull factors; regression analysis</td>
</tr>
<tr>
<td>Year</td>
<td>Authors</td>
<td>Type of Traveller</td>
<td>Motivations</td>
<td>Methodology</td>
<td></td>
</tr>
<tr>
<td>------</td>
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<td></td>
</tr>
<tr>
<td>2006</td>
<td>Jang and Wu</td>
<td>Taiwanese travellers</td>
<td>Ego-enhancement, Knowledge seeking, Relaxation, Socialisation</td>
<td>Exploratory factor analysis (EFA) to reduce the number of variables in both push and pull travel motivation constructs.</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>Yoon and Uysal</td>
<td>Visitors to Northern Cyprus</td>
<td>Exciting, Knowledge/ Education, Relaxation, Achievement, Family togetherness, Escape, Safety/fun, Away from home and seeing</td>
<td>Likert type scale Exploratory factor analysis (EFA) was performed to reduce the number of variables in both push and pull travel motivation constructs.</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>Kim, Noh and Jogaratnam</td>
<td>US Domestic Students (80% of the participants)</td>
<td>Escape, Seeing and learning, Adventure and thrill, Visiting Friends and Relatives (VFR), Indulgence, Nature, Fun and entertainment</td>
<td>Web-based survey Principal Components Factor Analysis used to delineate the underlying dimensions associated with push and pull motivation. Followed by Multivariate Analysis of Variances (MANOVA) to determine any significant differences in the push and pull dimensions.</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>Correia, Valle and Moço</td>
<td>Portuguese</td>
<td>Knowledge Leisure, Socialisation</td>
<td>Principal component analysis was used to set the push and pull motives in order to reduce the data Analysis of Moment Structures (AMOS) used</td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Location</td>
<td>Demographic Details</td>
<td>Motivations</td>
<td>Methods</td>
<td></td>
</tr>
<tr>
<td>------------</td>
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<td>------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>2007</td>
<td>Saudi Arabia (outbound tourists)</td>
<td>Cultural value</td>
<td>Safety</td>
<td>Quantitative approach used to analyse the relationship between push and pull items. Windows SPSS V.13 which included the following: Reliability analysis Frequencies and percentages Mean score Factor analysis Pearson correlation One-way ANOVA Scheffe multiple range test T-test Logistic regression Multinomial logistic regression Qualitative – Interviews – a phenomenological approach</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>US Senior Travellers to Thailand</td>
<td>Novelty</td>
<td>Cultural and historical attractions</td>
<td>Quantitative approach of push and pull items with a varimax rotation approach was used.</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>Chinese tourists domestic travellers</td>
<td>Enjoyable experiences</td>
<td>Cultural/historical attraction</td>
<td>Qualitative Investigating the means-end chains of both pull and push motivational factors and by applying the motivation theory and means-end theory</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Foreign Tourists To Jordan</td>
<td>Fulfilling prestige</td>
<td>Events and activities</td>
<td>Quantitative Factor analysis and varimax rotation procedure to delineate the underlying dimensions associated with travel motivations</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>Foreign Tourists to Maldives</td>
<td>Need for escape, need for social interaction</td>
<td>Appeal of the place People of the place</td>
<td>Qualitative Thematic analysis Text analysis programme, CatPac</td>
<td></td>
</tr>
</tbody>
</table>
## Appendix D: Studies of tourist motivation conducted in GCC countries

<table>
<thead>
<tr>
<th>Year And Author</th>
<th>Country Investigated</th>
<th>Sample Of Study</th>
<th>General Objective Of The Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011, Michael et al.</td>
<td>United Arab Emirates</td>
<td>UAE nationals (Emiratis) and Expatriates from UAE as tourists to Victoria, Australia</td>
<td>Explored the perceptions of residents of Dubai in the United Arab Emirates towards the state of Victoria in Australia and assess their knowledge of Victoria’s tourism attributes.</td>
</tr>
<tr>
<td>2011, Mohsin and Alsawafi,</td>
<td>Oman</td>
<td>Omani students</td>
<td>Explored attitudes of Omani students to vacations.</td>
</tr>
<tr>
<td>2007, Alghamdi</td>
<td>Saudi Arabia</td>
<td>Saudi Arabian nationals</td>
<td>Examined the explicit and implicit motivations of Saudi tourists towards outbound travel.</td>
</tr>
<tr>
<td>2004, Bogari, Crowther and Marr</td>
<td>Saudi Arabia</td>
<td>Saudi Arabian nationals</td>
<td>Examined the push and pull motivations of Saudi tourists.</td>
</tr>
</tbody>
</table>

*Source:* Author

*Note:* Research Studies Conducted To Investigate Tourist Motivations in GCC Countries
### Appendix E: Question outline for focus groups and in-depth interviews

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What are the reasons you travel for holiday and leisure purposes?</td>
</tr>
<tr>
<td>2</td>
<td>How often do you travel in a year on holiday? What is the duration of these holidays?</td>
</tr>
<tr>
<td>3</td>
<td>Who do you travel with? Do you see your holidays as a form of opportunity for family to get together?</td>
</tr>
<tr>
<td>4</td>
<td>What are some of the things you and your family like to do while on holiday?</td>
</tr>
<tr>
<td>5</td>
<td>How important is your holiday experience when you choose a destination?</td>
</tr>
<tr>
<td>6</td>
<td>Do you like to try out new things when you travel?</td>
</tr>
<tr>
<td>7</td>
<td>What made you choose Australia as a holiday destination? What factors influenced you to choose Australia as destination?</td>
</tr>
<tr>
<td>8</td>
<td>Did you visit any friends or relatives while in Australia? Did you make friends with any of the local people or try to get to know them? Did you have to go out of your way to make friends with the local people?</td>
</tr>
<tr>
<td>9</td>
<td>How was your overall holiday experience in Australia? What were some of the highlights of your holiday?</td>
</tr>
<tr>
<td>10</td>
<td>Did you enjoy the holiday in Australia? Did you have any new experiences? Did you experience any problems?</td>
</tr>
<tr>
<td>11</td>
<td>Did you or your family try out any Australian local food or do you prefer Arabic food and ate Arabic and Halal food?</td>
</tr>
<tr>
<td>12</td>
<td>Can you share some information on the type of accommodation you use when you travel? During your last holiday to Australia what type of accommodation did you stay in?</td>
</tr>
<tr>
<td>13</td>
<td>What type of activities did you and your family enjoy doing in Australia? Are</td>
</tr>
</tbody>
</table>
these things you normally do when you travel? Can you share some of the other things you did on your holiday to Australia?

14. Which part of your holiday helped with your escape from your usual environment? How important is this as a motivating factor?

15. Do you think of Australia as a new and novel/unique destination? How similar or different is it to other places you have visited?

16. By visiting Australia have you got to know more of the destination, the people, the culture? Can you share these experiences? Did you make any new friends in Australia?

17. Do you consider travelling on a holiday as a form of learning? Did you see Australia as a destination where you learnt something in terms of knowledge and education?

18. Can you share your new holiday experiences about Australia? Have you or your family learnt anything new about its people and culture? How different is it from Arabic and Emirati culture?

19. Do you see Australia as a destination for exploration, evaluation of self and relaxation and how do you see this?

20. Do you see Australia as a destination that suits your lifestyle wants and desires and how?

21. Is there anything else that you would like to add about your trip to Australia? Anything that you would like to share and I have not asked.
APPENDIX F: Participants in In-depth Interviews

Fourteen in-depth interviews were carried out with fifteen participants. Note that one interview (Fatima and Reem) were interviewed together. All respondents were above 20 years of age and were all Emirati nationals.

<table>
<thead>
<tr>
<th>Pseudonym</th>
<th>Type of Experience in Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hassan</td>
<td>Studied in Tasmania, Australia and travelled as a tourist to other cities. He has also been back to Australia specifically for a holiday too.</td>
</tr>
<tr>
<td>Saad</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Nasser</td>
<td>Studied in Melbourne, Australia and travelled as a tourist to other cities. He has also been back to Australia specifically for a holiday too.</td>
</tr>
<tr>
<td>Salama</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Shereen</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Mirza</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Latifa</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Hussein</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Khalifa</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Fatima and Reem</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Alia</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Ahmed</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Hind</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
<tr>
<td>Asma</td>
<td>Travelled to Australia for pleasure only.</td>
</tr>
</tbody>
</table>
APPENDIX G: Overview of how the themes were drawn out from the transcripts

**Inductive and Deductive Analysis - Themes And Statements Made By The Interviewees**

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Themes drawn out from the ‘escape a perceived mundane environment’</th>
<th>Interviewee’s Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saad</td>
<td>Escape the heat of UAE</td>
<td>“When we went it was summer here but it was very cool there”</td>
</tr>
<tr>
<td></td>
<td>Escape – free to walk around not able to do it in the UAE</td>
<td>“So we could walk around a bit, we could breathe”</td>
</tr>
<tr>
<td></td>
<td>Escape driving – could walk</td>
<td>“We could walk around a lot as opposed to driving. There was not a lot of driving I think it was refreshing, everything was within arm’s reach. You could reach places easily by walking”</td>
</tr>
<tr>
<td></td>
<td>Refreshing experience – able to reach things easily; breathe; walk; not drive</td>
<td>“Yes weather and walking yes because in UAE Dubai you are always driving. This can really take it out of you. You when you can breathe and walk freely it impacts you as a tourist”</td>
</tr>
<tr>
<td></td>
<td>A feeling of freedom – because you can walk easily and you do not need to drive</td>
<td>“It is easy to walk you feel free”</td>
</tr>
<tr>
<td></td>
<td>Australia – escape; freedom; refreshing, convenient</td>
<td>“You can leave your accommodation and walk. You don’t have to go in a car”</td>
</tr>
<tr>
<td></td>
<td>Escape your worries and stress</td>
<td>“This is very important especially when things are close by”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“And you don’t have to worry about this and you don’t have to worry about this”</td>
</tr>
<tr>
<td>Nasser</td>
<td>The destination choice is a form of escape - Landing in Australia</td>
<td>“Ever since I landed it was out of my environment out of the usual which is good excellent”</td>
</tr>
<tr>
<td>Salama</td>
<td>Escape everything – it is different - we don’t get to do this much as we do when we travel it is different”</td>
<td>“Again number one the weather, and everything around, like the minute you get down from your hotel and you go to the paradise it is different. You don’t get to do this here much, just the fresh air, the people around, no pressure, no stress, relaxing this is for me”</td>
</tr>
<tr>
<td></td>
<td>Escape–number one the weather of the UAE</td>
<td>“Here it is hectic, Here you have work, you have things to do. You have cars, you have things to do. There are no cars, fresh air, you go around, walk, you do whatever you want, rest, meet other people, go to restaurants we don’t get to do this much as we do when we travel it is different”</td>
</tr>
<tr>
<td></td>
<td>The destination choice is a form of escape</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Escape everything – it is different</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fresh air</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Escape the people around</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Escape the pressure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No stress</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Escape the routine –work, everyday stuff.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No driving</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Free to walk/ Free to do whatever you want</td>
<td></td>
</tr>
<tr>
<td>Shereen</td>
<td>Escape the weather</td>
<td>“The weather it was cold and which is very rare in Dubai this is why most Arabs go to Australia because of the weather”</td>
</tr>
<tr>
<td>Mirza</td>
<td>Escape to a different physical environment</td>
<td>“Stay beside the beach, all the stress go”</td>
</tr>
<tr>
<td>Name</td>
<td>Escape stress</td>
<td>Statement</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Latifa</td>
<td>Holiday is the time to get away from work</td>
<td>“Because I work on a very tight schedule basically I work from 8 to 6 and then I study from 6 to 10 and I play for the national team so I train on the days where I don’t study so basically that time away you know help me recuperate and get my energy back and I can get my flow back so I think it is very essential, I really need it”</td>
</tr>
<tr>
<td>Hussein</td>
<td>Escape work, family commitments, social events</td>
<td>“What I mean is when things are very busy over here the commitments with family as well as with social events or even with work and everything in that context, sometimes it is nice to take a break and just to go on a holiday once in a while”</td>
</tr>
<tr>
<td>Khalifa</td>
<td>Escape for travel mainly for a change from the regular routine</td>
<td>“Mainly for a change because you know, with Dubai the life is kind of becomes routine, although there are new things everyday it becomes very routine your still tied up with family, culture, bonds and in a way your restricted”</td>
</tr>
<tr>
<td>Fatima and Reem</td>
<td>Change of routine</td>
<td>Change of routine</td>
</tr>
<tr>
<td>Alia</td>
<td>The destination choice is a form of escape</td>
<td>“It was a really calm place so nice place to think, especially when we sit at the beach, I don’t go swimming because I am scared, so we just sit on the sand and that’s it”</td>
</tr>
<tr>
<td>Ahmed</td>
<td>Escape the summer heat of the UAE</td>
<td>“First thing I select some place to go, the weather, yes. I am hesitating to go you know to go to warm places because I am escaping from the summer to find some cold places. Yes cold some nice weather. This is my first choice”</td>
</tr>
<tr>
<td>Ahmed</td>
<td>Escape the work environment</td>
<td>“Escape from the summer, the heat is you know, to escape from the work environment, yes”</td>
</tr>
<tr>
<td>Hind</td>
<td>Travel it’s all change everything there, everything will be changed</td>
<td>“It will be especially in the summer if we travel not stay in the home, if I stay at home, I will have another routine, going to the shopping mall coming from the shopping mall, that’s it. But if we travel it’s all change everything there, everything will be changed so it helps you to escape”</td>
</tr>
<tr>
<td></td>
<td>Escape the heat of the UAE</td>
<td>“Escape yah because when we travel we have some like restrictions from my family. I have to wake up like 6, At 7 we are out of the hotel and then we come at lunch or we stay out of the home until 10-11 o’clock pm, so this is nice, this we will never experience anywhere here. Because at 10 here we have to stay at home that’s it”</td>
</tr>
<tr>
<td></td>
<td>Change of routine</td>
<td>“Restrictions yah yah Anything that are different to what you normally do on a holiday in comparison to how you live over here”</td>
</tr>
<tr>
<td></td>
<td>Escape the daily routine – shopping malls</td>
<td>“Here I wear shela and abaya but out only shela without abaya”</td>
</tr>
<tr>
<td>Asma</td>
<td>Escape the summer heat</td>
<td>“Escape the summer heat, this is very important”</td>
</tr>
<tr>
<td></td>
<td>Escape from work</td>
<td>“I do not carry phone outside, so get away from it all. My dad has to coz of his work. Over there is family time. We tend to use computers less, so we do not have to ignore the family. Mum only sometimes checks her phone, to check if family is home and is all ok”</td>
</tr>
<tr>
<td>Interviewee</td>
<td>Themes drawn out from the ‘Enhancement of kinship relationships’</td>
<td>Interviewees Statements</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------------------------------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Hassan</td>
<td>spend time with my family</td>
<td>I took my family every week out we go in the shopping centre, we go, the desert we go, we go near the sea, doing <strong>BBQ</strong> we had friends depends on which area sometimes two or three families are there sometimes only one, sometimes four so we used to go together</td>
</tr>
<tr>
<td>Hassan</td>
<td>holidays are an opportunity for spending time together</td>
<td>“search for places where the kids can play”</td>
</tr>
<tr>
<td>Saad</td>
<td>Family togetherness/bonding</td>
<td>“travel with family is an experience, it does bring the family together”</td>
</tr>
<tr>
<td>Saad</td>
<td>Travelling with family adds value to family structure</td>
<td>“travel with family great experience for the family add a lot to the family structure when they travel together and they experience new things it does add a lot of value”</td>
</tr>
<tr>
<td>Saad</td>
<td>Family travel signifies a strong bond</td>
<td>“family is first before anything in the Emirati culture, travelling together signifies the strong bond of travelling to a new land together. Travelling together strengthens a lot of things.”</td>
</tr>
<tr>
<td>Salama</td>
<td>Time for family bonding</td>
<td>“time to catch up get together for a month”</td>
</tr>
</tbody>
</table>
| Shereen     | Experience more quality time together with family              | “Because lack of time during the normal working/studying life – a holiday is time to catch up”
| Shereen     | more quality time whether with friends and family              | “Have lunch and dinner together which is not very common now a days because timings are different” |
| Mirza       | Time for family to get together                                | “On holiday we are all the time together with the family” |
| Latifa      | Travelling with family a sense of security                     | “it is very important and essential to have your family there with you”
| Latifa      | family togetherness                                           | “Gives feeling of safety, secure, if you feel homesick you know your family is with you”
| Latifa      | Family – very important                                       | “family being there it just helps and lightens up you know the holidays” |
| Latifa      | family togetherness                                           | “UAE, family ties are very important you can see that everybody is basically for family even with holidays it is just a time to bring the family closer together” |
| Hussein     | Catch up with extended family whilst on holiday                | “What happens actually is that if I do travel we would actually occasionally meet up with the other part of the family over there” |
| Hussein     | Holidays opportunity for family to get together                | “everyone is all so busy with work or with commitments – thus holidays gives opportunity to get together”
| Hussein     | Holidays provide an opportunity for family to do and experience things together | “holidays a chance to once in a while be with one another”
| Hussein     |                                                              | “even experience some things which are recreational”
<p>| Hussein     |                                                              | “Do things together as a family” |</p>
<table>
<thead>
<tr>
<th>Name</th>
<th>Activity Description</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hussein</td>
<td>Family plans holiday together</td>
<td>“Holiday – opportunity for family to get together”</td>
</tr>
<tr>
<td>Fatima and Reem</td>
<td>Opportunity to enhance family bonds and do things together</td>
<td>“Also plan the holiday together”</td>
</tr>
<tr>
<td>Fatima and Reem</td>
<td><strong>Family togetherness:</strong> Do things together: split the thing we want to do we do it together. Plus we do everything together</td>
<td>“like here in Dubai we are always at university or school or work so we don’t sit together as much and when we travel we are always together, shopping together, eating together, we can go together”</td>
</tr>
<tr>
<td>Fatima and Reem</td>
<td></td>
<td>“Like my father he likes sightseeing, nature and everything we like shopping and everything”</td>
</tr>
<tr>
<td>Fatima and Reem</td>
<td></td>
<td>“Like if we travel for a week we make like three days sightseeing, the rest is shopping and like having fun. We split the thing we want to do”</td>
</tr>
<tr>
<td>Fatima and Reem</td>
<td></td>
<td>“We do it together. Plus we do everything together”</td>
</tr>
<tr>
<td>Alia</td>
<td>Do things together with the family</td>
<td>“like to travel with family in big groups so can do things together – go to theme parks, have more fun”</td>
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<tr>
<td>Alia</td>
<td>“family activities together”</td>
<td>“travelling with cousins and bigger family groups more fun together than just travelling with brothers and sisters”</td>
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<tr>
<td>Alia</td>
<td>“family – have fun together”</td>
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<tr>
<td>Alia</td>
<td>Holiday an opportunity for family/extended family to get to know each other better</td>
<td>“Like before, like this holiday I went with my other cousins, I never used to know them before and in this trip. It’s just a month I got, I got closer to them and even though you see them a lot in my house. I never used to be close”</td>
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<tr>
<td>Alia</td>
<td>shopping together, or we go in the theme parks and we play together, we go playing, and beach stuff and going to the restaurants then we go altogether</td>
<td>“On holiday, we ok might go shopping together, or we go in the theme parks and we play together and that’s it”</td>
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<tr>
<td>Alia</td>
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<td>“When it comes to shopping, we leave the children, because they don’t like. But when we go playing, and beach stuff and going to the restaurants then we go altogether. Even though it’s like a crowd, a big group”</td>
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<td>Interviewee</td>
<td>Themes drawn out from ‘Novelty’ – Synonyms included curiosity, adventure, new and different, a new environment, explore something new. Novel meant new experience but it did not necessarily mean entirely new knowledge. Often respondents knew a lot about a place. The novelty resulted from actually seeing something rather than simply knowing of it vicariously.</td>
<td>Interviewees Statements</td>
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<tr>
<td>Saad</td>
<td>Experience something new</td>
<td>“I like to experience something new because this helps the mind grow”</td>
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<td></td>
<td>To see new things</td>
<td>“These were new things we were seeing”</td>
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<td></td>
<td>See something different</td>
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<td></td>
<td>Experience a different culture</td>
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<td></td>
<td>Experience a aspect of our humanity</td>
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<td></td>
<td>Experience new adventures</td>
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<tr>
<td>Ahmed</td>
<td>Look to see diff things</td>
<td>“Sightsee to have look to see diff things not always what the tourist does not necessarily the things the tourist does. See something different. Not necessarily the tourist bits. Sometimes go off the beaten path and see something else”</td>
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<tr>
<td></td>
<td>Look to see diff things not always what the tourist does not necessarily the things the tourist does</td>
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<td>Go off the beaten path</td>
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<td></td>
<td>See something else</td>
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<tr>
<td>Salama</td>
<td>See new places</td>
<td>“We like to see new places, meet other people and experience what they have there, like what they eat, the see everything they have there like the work, countryside. The local people basically what they do and what they Are good at. Experience their lifestyle”</td>
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<td>The wildlife is unique and different</td>
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<tr>
<td>Salama</td>
<td>Like to experience new things</td>
<td>“For example, I went to Thailand I experienced their water sports what do they do. I went to their parks what they are famous like whatever their tradition is I like to experience it”</td>
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<td></td>
<td>The experience is important</td>
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<td></td>
<td>Experience the traditions of the place</td>
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<tr>
<td>Shereen</td>
<td>New</td>
<td>“We like to go to new places”</td>
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<tr>
<td>Mirza</td>
<td>Do something different</td>
<td>“I like to do something different”</td>
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<tr>
<td>Mirza</td>
<td>Looking for unique experience – like honey farms, the tropical fruit</td>
<td>“Looking for unique experience – like honey farms, the tropical fruit. A program we see the honey how they take it, what they make it what’s the benefits of honey and this is unique we saw it there for the honey”</td>
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</table>
| Latifa | Family likes to: | “Basically is trying out new adventures if there something new that we haven’t tried like a journey, or like a cruise or you know just grasping this new concept in this new country then we would try it.”  
Example: “there a tribe this aboriginal tribe where you get to sit with them you get to see them dance you know you get to know about their culture and their history ok so we like to actually grasp these new concepts and these new cultures of different countries. Amazing arts” |
<p>| | Trying out new adventures |  |
| | Try out something new |  |
| | Try something never tried before |  |
| | Like a journey, or like a cruise or you know just grasping this new concept in this new country |  |
| Fatima and Reem | Try out new things/new experiences | “Yah we like to try out knew things. Donkey rides, we did that it was a new experience. Parasailing we tried it outside. water sports. Yah we fed the kangaroos and we did surfing there, gold coast you know the beach yah you know we went surfing there. It was our first time to surf” |
| Alia | Tried something new, but had a horrible experience so reluctant to try again | “Tried the banana boat and I don’t know how to swim and so on my way back to the shore and he was like when I count to three, you jump off the banana, so it was really scared and my cousins and my sisters they all left, so the banana boat was a bit light, so it put me in the water and that was the worst day of my life” |
| | Australia a new place; see new stuff |  |</p>
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<thead>
<tr>
<th>Name</th>
<th>Novelties</th>
<th>Description</th>
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<tr>
<td>Latifa</td>
<td>Novelty in terms of treatment of Arabs by the local people of Australia.</td>
<td>When one respondent was asked Do you see Australia as a carefree environment, novel, unique? Yes I would say so because you know the citizens of Australia they thought you know they weren’t prejudiced when they saw Arabs, that’s a really good thing because when you go to a country and you feel you are accepted and you know the citizens they like you and they treat you really well ok so I would say yes. So that is novel for you for Australia in comparison to other places. Yeah you have other places where you actually get yelled at because you are not part of that country and it’s just a shame, yeah ok they were so friendly, they help you out, it’s just a friendly country they help you out when you needed something and my sister needed to go to the hospital because she had like a really bad cut and you ask people on the street and they were just like just go there and just go there, you know we got to the hospital in no time, so it was good.</td>
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<td>Australia is unique and novel compared to other countries</td>
<td>Novelty – The people of Australia I went to UK for a short course, I went to US for two weeks, US is also nice very good place even people are very friendly but I love Australia really even the people friendly and all that you feel like home. You know they are different.</td>
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<tr>
<td>Hassan</td>
<td>People are friendly</td>
<td>I went to UK for a short course, I went to US for two weeks, US is also nice very good place even people are very friendly but I love Australia really even the people friendly and all that you feel like home. You know they are different.</td>
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<td>Feel like home in Australia</td>
<td>It is Diff as in u have the European culture merged with the ethnic aboriginal culture, it really adds to the environment you are in. People are different. Although Australians they, they look like European but they are diff they are individual. So I really found this aspect interesting. Friendly, yah very friendly, very friendly. They are very open if they have anything they will tell u as opposed to the people in the UK they are very reserved. So you know there was a difference.</td>
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<td>Saad</td>
<td>People are different</td>
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<td>Fatima and Reem</td>
<td>Australia unique and different (a respondent expressed that Australia is unique and different because of its people, the beach, the weather, everything)</td>
<td>“yah it was unique. It was different than everywhere else” “the beach, the weather, the weather. Everything it was like all it was nice. Even the people there are very nice with you. They are not rude. They listen to you and everything. Yah” When you go to France, they are very rude with you the people there. They don’t talk to you. Even in Germany they don’t like if you don’t understand German language kalas they don’t talk to you</td>
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<tr>
<td>Fatima and Reem</td>
<td>Australian people compared to European people - rude</td>
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<td></td>
<td>Different in terms of its – people are hospitable/welcoming/accepted</td>
<td>I would say Australia is not unique but diff to most I visited a lot of places, it is the people, I can go to mountains in Europe, I can go to mountains in the us, here there are mountains, a mt is a mountain, a mountain it only varies in height, conditions What make a place unique is the people the hospitable and welcoming this is something I found in Australia being an Arab and a Muslim I did not find any animosity to who I was I found in Australia because of its multicultural aspect you feel whoever u are you are welcome as long as you abide by the law. Being in Australia you are accepted for who u are.</td>
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<tr>
<td>Salama</td>
<td>People in Australia are different</td>
<td>Things are the same there but the people are different Yes they are very different they are very nice. You don’t see it all over only in Australia</td>
</tr>
<tr>
<td>Name</td>
<td>Comments</td>
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<tr>
<td>Shereen</td>
<td>People friendlier/more welcoming/some also try to speak Arabic by greeting you, thanking you/they are interested in you/hospitality is very high The people are friendlier and they are more welcoming and some of the Australians even speak Arabic because of the lot of the Arab tourism that they have they speak some words of Arabic like to greet you or to thank you which shows that they are interested I mean and being friendly or just their hospitality is very high so this is what I noticed about them.</td>
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<tr>
<td>Mirza</td>
<td>Australia – new and unique It is new and unique except the destination is a long way (distance) 15 hours it is very long Big different for the people, for places to enjoy, for the weather also, the weather is hot in the Europe Australia is very nice and many things the people also Very safe place</td>
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<tr>
<td>Latifa</td>
<td>Australia is unique and novel because of its people Yes I would say so because you know the citizens of Australia they thought you know they weren’t prejudiced when they saw Arabs, that’s a really good thing because when you go to a country and you feel you are accepted and you know the citizens they like you and they treat you really well ok so I would say yes. Yeah you have other places where you actually get yelled at because you are not part of that country and it’s just a shame, yeah ok they were so friendly, they help you out, it’s just a friendly country they help you out when you needed something and my sister needed to go to the hospital because she had like a really bad cut and you ask people on the street and they were just like just go there and just go there, you know we got to the hospital in no time, so it was good.</td>
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<tr>
<td>Fatima and Reem</td>
<td>Australians speak English a big motivating factor &quot;what’s nice in Australia they understand English the main language. You know how to communicate with them. Like when we went to Thailand they don’t know English it was hard to talk to them&quot; &quot;especially for our parents, because they let us go out by ourselves because they know if like if we got lost or anything, it’s easy they know we’re gonna ask people in English and everything&quot;</td>
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<tr>
<td>Alia</td>
<td>The weather/the climate To the UAE To other parts of the world – especially Europe &quot;may be just the weather. Because it really hot this summer. UAE is really hot now” “The climate is different, like when we in the summer to Australia is colder than some parts of Europe. Like when we went to Germany it was really hot, when we left Germany it started raining. It was really terrible, yah I don’t know why”</td>
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