An Analysis of Saudis International Pleasure and Leisure Travel Behavior

Fawaz Alreshaidan
fna7497@rit.edu

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An Analysis of Saudis International Pleasure and Leisure Travel Behavior

By

Fawaz Alreshaidan

A Thesis submitted in Partial Fulfilment of the Requirements for the Degree of Master of Science in Hospitality and Tourism Management

Department of Hospitality and Tourism Management
College of Applied Science and Technology

Rochester Institute of Technology
Rochester, NY
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Committee Approval

The M.S. Degree Thesis of Fawaz Alreshaidan has been examined and approved by the thesis committee as satisfactory for the thesis requirement for the Master of Science degree.

Dr. Muhammet Kesgin
Thesis Advisor
June 30, 2016

Dr. Rick Lagiewski
Committee Member
June 30, 2016

Dr. Carol Whitlock
Department Chair
June 30, 2016
Abstract

The past decade has seen the rapid increase of tourist flows from Middle East countries (World Tourism Organization, 2015). One of these countries is the Kingdom of Saudi Arabia. According to Tourism Information and Research Center (2006-2012), the number of Saudi outbound tourists has been increasing continually in the last ten years. The Tourism Information and Research Center reported 2 million outbound trips in 2006, while 21 million trips were reported in 2015. However, little is known about Saudi tourists and it is not clear what factors motivate them to travel abroad and what activities they participate in. This research investigated the motivations and vacation activities of Saudis when they travel out of the country. The research provided a review of the literature on travel motivations and vacation activities; primary investigation data on Saudis’ travel abroad, motivations, and vacation activities; and implications for future research and destination management alike. The research utilized a quantitative strategy based on the analysis of data collected through self-administered questionnaires. The study employed a convenience sample of 400 respondents. The results showed that the most important motivational factors were personal escape, followed by personal seeking. The most important vacation activities were ‘just relaxing’, ‘shopping’, and ‘sightseeing’. The results showed that demographic profiles such as gender and age had an impact on Saudi tourist’ motivation and vacation activity.
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I would like to offer great thanks to my family. First, I would like to thank my parents who were with me since I was born; they have supported me emotionally, physically, and financially. I will never forget their passion to attend my graduation ceremony. I believe there is not enough words to describe how much appreciation I feel toward you. I wish you to be with me always. I would like also to thank my partner, my wife; she encouraged me and helped me in all my thesis development. Finally, I would thank my sisters and brothers for helping me and pushing me forward to achieve my goal.
Dedication

I dedicate this thesis to my mother, father, brothers, sisters, and my wife.
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1. CHAPTER ONE: INTRODUCTION

1.1. Background of the topic

This thesis investigates the Saudis’ international vacation behavior. Within this context, this chapter provides a brief overview of tourism forms and characteristics of tourism trips, and then goes on to introduce outbound travel in Saudi Arabia. It then establishes the research content, with background information about the problem significance, problem statement, and the purpose of the research.

1.1.1. Vacation behavior

This thesis investigates the Saudis’ international vacation behavior. The subject of vacation behavior has an important role in the tourism context. It is important to theoretical studies as well as tourism management (Snepenger, King, Marshall, & Uysal, 2006; Uysal, Li, & Sirakaya-Turk, 2008). Crompton and McKay (1997) mentioned three reasons for the importance of travel motivation studies: “(1) understanding tourist motivations would pave the way for creating better products and services, (2) satisfaction with tourism experiences is intrinsically related to initial motives of tourists, and (3) motives must be identified and prioritized first before a destination marketer can understand tourists’ decision-making processes”. In fact, travel motivation studies are extremely important for marketing plans (Fodness, 1994; Uysal et al., 2008). Therefore, there is a need to adapt the theoretical context to better comprehend tourist behavior. Within this context, this study aims to contribute to the continuing discussion regarding vacation motivation and activities.

1.1.2. Travel forms

It is necessary here to clarify the differences between travel and tourism, in order to understand this study. Travel is concerned with geographic movement. According to the United Nations World Tourism Organization (UNWTO) (2008, p.9), travel can be defined as “the movement of people between different geographic locations for any purpose and any duration”. Within this context, travel has different forms. UNWTO recommends three forms of travel: domestic, inbound, and outbound travel. Domestic travel is when a resident travels inside his/her country.
Inbound travel is when a traveler from a foreign country travels to a country. Outbound travel is when a resident travels outside the country.

While travel is concerned with movement, tourism is concerned with the activities of travelers. UNWTO explains that tourism is a subset of travel, stating that “tourism is the activities of a traveler to any destination outside his/her usual environment, for less than a year, and for business, leisure or any personal purpose other than to be employed by destination (UNWTO, 2008)”. It is important to note that travel would be considered as a tourism trip only when people travel outside their normal environment or the location where they belong. UNWTO utilizes the same travel forms (domestic, outbound, inbound) in the tourism context. That means, for example, that outbound tourism comprises the activities of a traveler who takes a trip to a destination outside their country. This research deals with Saudis’ outbound tourism.

1.1.3. Characteristics of tourism trips

Tourism trips can be characterized differently and can be classified into many segments based on their characteristics (e.g., main reason of travel, type of accommodation, etc.) Accordingly, tourist behavior may differ based on tourism trip segments. UNWTO (2008, p. 24) has classified tourism by different dimensions which include the main purpose of travel, the type of tourism product, duration of stay, origin and destination, modes of transport, and types of accommodation.

A key dimension of tourism trip characteristics is the main purpose of travel. UNWTO (2008) classifies the purpose of tourism trips into two groups: personal and business. Personal trips are made for an individual’s leisure purposes. Within the personal travel context, six subcategories are identified: holiday, leisure, and recreation; visiting friends, education and medical care; religion/pilgrimages; shopping; transit; and other. Business trip are made for work-related purpose. This category includes work and professionally relevant reasons such as attending meetings and conferences, or giving lectures.

Others classify tourism trips into three groups. Kester and Carvoa’s (2004) study reports on the purpose of Saudi outbound tourism from 2001 statistics, showing that 12% of all trips were for business while the vast majority of trips were related to personal reasons (88%). The personal trips were taken for holidays only (40%), holidays with visiting friends and relatives (27%), visiting friends (18%), and health and other private reasons (3%). Another study also confirms the importance of holiday as a trip purpose (Durand, 2007). It is apparent that the most
significant purpose here behind Saudi outbound tourism is driven by personal reasons, with a higher percentage of travelers on holiday.

Accordingly, the motivations behind these types of tourism are quite different (Foo, McGuiggen, & Yianniakis, 2004). For instance, the major motivation for business tourism is related to organizational needs, while personal tourism is obviously driven by personal desires for leisure, visiting friends, etc. Additionally, personal travel features more flexibility and freedom of choice than business travel. According to the UNWTO (2015), leisure travel represents about 53% of travel worldwide. Therefore, this thesis focuses on personal leisure tourism, as it represents the highest percentage of tourism’s categories.

1.1.4. Saudi Arabia outbound tourism market

In recent years, there has been an increasing interest in outbound travel by Saudi tourists. Table 1-1 shows the outbound travel market including the number of trips, and total night trips in the past decade. To clarify, the outbound trip means how many trips have been taken, while total night trip means how many nights the tourists have spent on the trips. There has been a significant increase in the outbound tourism market, including the number of trips and tourism expenditure, from 2006 to 2015. Saudi tourists made only 2 million outbound tourism trips in 2006, while they made about 21.5 million tourism outbound trips in 2015. Furthermore, they spent only 25.9 million nights outside Saudi Arabia in 2006, while they spent 251.7 in 2015. This increase may have occurred due to lack of entertainment in Saudis Arabia. This study provides an opportunity to understand this significant increase.

Table 1-1 Statistics on Saudi Arabian outbound tourism in the last 10 years

<table>
<thead>
<tr>
<th>Year</th>
<th>Outbound trip</th>
<th>Total Night Trip (Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>2.0</td>
<td>25.9</td>
</tr>
<tr>
<td>2007</td>
<td>4.1</td>
<td>45.4</td>
</tr>
<tr>
<td>2008</td>
<td>4.08</td>
<td>42.2</td>
</tr>
<tr>
<td>2009</td>
<td>6.03</td>
<td>54.6</td>
</tr>
<tr>
<td>2010</td>
<td>7.2</td>
<td>89.0</td>
</tr>
<tr>
<td>2011</td>
<td>15.5</td>
<td>200.0</td>
</tr>
<tr>
<td>2012</td>
<td>18.7</td>
<td>121.3</td>
</tr>
<tr>
<td>2014</td>
<td>19.8</td>
<td>147.3</td>
</tr>
<tr>
<td>2015</td>
<td>21.5</td>
<td>251.7</td>
</tr>
</tbody>
</table>

Source: (MAS).

Table 1-2 shows the tourism expenditure statistics in the Saudi travel market. The outbound expenditure has grown considerably since 2006, with expenditures on outbound tourism
demonstrating the largest rate of increase of all tourism forms. Moreover, in the years since 2011, the expenditure on outbound tourism continued to grow more than other tourism forms.

Table 1-2 Statistics on Saudi Arabian outbound, inbound, and domestic expenditure

<table>
<thead>
<tr>
<th>Year</th>
<th>Outbound “Tourism Expenditure” (Value in Billion)</th>
<th>Inbound “Tourism Receipts” (Value in Million)</th>
<th>Domestic “Tourism Receipt” (Value in Billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>6.8</td>
<td>32.3</td>
<td>18.6</td>
</tr>
<tr>
<td>2007</td>
<td>18.3</td>
<td>19.6</td>
<td>31.8</td>
</tr>
<tr>
<td>2008</td>
<td>19.6</td>
<td>36.5</td>
<td>37.6</td>
</tr>
<tr>
<td>2009</td>
<td>28.4</td>
<td>29.8</td>
<td>33.4</td>
</tr>
<tr>
<td>2010</td>
<td>22.6</td>
<td>25.9</td>
<td>31.3</td>
</tr>
<tr>
<td>2011</td>
<td>60</td>
<td>49.2</td>
<td>35.5</td>
</tr>
<tr>
<td>2012</td>
<td>62.9</td>
<td>57.8</td>
<td>32.6</td>
</tr>
<tr>
<td>2014</td>
<td>69.2</td>
<td>58.2</td>
<td>44.5</td>
</tr>
<tr>
<td>2015</td>
<td>96.3</td>
<td>88.3</td>
<td>47.1</td>
</tr>
</tbody>
</table>

Source: (MAS).

An analysis of Table 1-1 and Table 1-2 indicate a dramatic change in Saudi travel behavior regarding outbound travel. There has been a sharp rise in the number of Saudi outbound tourists recently, as well as in tourism expenditure and total night trips of outbound travel. In fact, the expenditure rate of Saudi tourists abroad is one of the highest worldwide (Alghamdie, 2007); therefore, it is important to understand what motivate Saudis to travel out of the country for tourism.

1.2. Statement of the problem

The importance of this research lies in the identification of Saudi tourists’ motives and activities. The interest in outbound tourism on the part of Saudi Arabian tourists has increased significantly. However, little is known about Saudi tourists’ motivation and travel behavior. There is limited research on Saudis’ vacation behavior, for example, and it is not clear what factors drive their motivation when they travel abroad or what type of activities they prefer.

Understanding tourist behavior helps destination managers better understand how to manage their tourism resources more professionally, achieve customer satisfaction, and provide helpful information to the marketing departments of tourism destinations (Crompton & McKay, 1997; Uysal, et al., 2008). Thus, this research attempts to provide some evidence, suggestions, and implications for future academics and practitioners. These evidences and implications could be useful to Saudi destination managers in planning successful tourist experiences.
1.3. Purpose of the study

This thesis is set to investigate the Saudis’ international vacation behavior. It has three objectives:

1. To explore and provide a review of the literature on tourist motivation and vacation activities
2. To investigate Saudis’ international vacation motivations and activities
3. To provide recommendation for future research and destination management

1.4. Research questions

Within this overall framework, the thesis has four research questions:

1. What motivational factors are most important to the Saudis when they travel abroad?
2. What are the different tourism motivators, based on demographic groups, related to the Saudis when they travel abroad?
3. What are the component tourist activities of Saudi’s trips when they travel abroad?
4. What are the different vacation activities based on demographic groups related to the Saudis when they travel abroad?

1.5. Significance of the study

The findings of this study contributes to understanding Saudi vacation behavior and the differences between demographic profiles of traveling Saudis. Moreover, this study provides resources and practical implications for destination management in their efforts to develop better marketing plans for Saudi tourists. The findings of this research provides analytical framework for tourism researchers as well. The outbound tourism market in Saudi Arabia is growing and there is a lack of research within the vacation behavior context.
1.6. Overview of the thesis

This thesis is comprised of five chapters, including this introduction. The next chapter contains the literature review. This chapter reviews previous studies regarding tourism motivation and vacation activities. The third chapter explains the research design, study setting, sample, data collection process, instrument, and data analysis. The fourth chapter presents the results and discusses them. The last chapter concludes the thesis with a summary of important findings, and provides implications and recommendations for future research.
2. CHAPTER TWO: LITERATURE REVIEW

The aim of this thesis was to explore the behavior of outbound vacation tourists from Saudi Arabia. Within this context, this chapter provides a review of the literature on tourist behavior with particular interest in Saudis’ outbound vacation motivations and activities. The key purpose of presenting tourist behavior literature is to establish a theoretical framework for Saudis’ travel motivations, preferences, and activities.

2.1. Studying tourist behavior

Many tourism scholars state that it is critical to understand tourist behavior to improve tourism management (Mo, Howard, & Havitz, 1993; Pearce, 2005). Within this context, several scholars developed models in an effort to explain tourist behavior (Moscardo et al., 1995; Pearce, 2005). In 2005, Pearce developed a conceptual map for tourist behavior. Pearce’s (2005) concept map for tourist behavior demonstrates that to manage tourists’ on-site experiences, it is important to understand tourist- and destination-related factors, as well as choice-related factors and their influence on choice. Pearce’s map states that the more we understand the tourists and the destinations, the better we will be able to manage tourists’ on-site experiences and improve the outcomes of tourists’ on-site experiences.

![Figure 2-1 Conceptual map](source: Pearce, 2005)
Pearce’s map identifies several dimensions of the tourists that need to be understood such as culture, demographics, social networks, personality, values, experience, and attitudes. For instance, tourists’ behaviors differ due to various demographic variables such as nationality, age, income, and gender. To illustrate, a survey of the literature shows that several studies have reported significant differences between tourists based on their demographic profiles (Alghamdi, 2007; Bogari, Crowther, & Marr, 2003; Kesgin, Bakir, & Wickens, 2012; Kim & Lee, 2002; Tsiotsou & Vasioti, 2006). In one such study, Alghamdi (2007) conducted a study to test the influence of demographic variables on Saudis’ vacation behavior and found evidence that the variables did influence behavior. For example, Saudi females traveling to Egypt were more motivated by prestige than males. Further, Tsiotsou and Vasioti (2006) studied the effect of demographic characteristics such as age, education, employment, and family status on tourist behavior in Greece. They also found that tourists behave differently based on their demographic characteristics, reporting that age and education have significant effects on tourist behavior while occupation and family status were not shown to have a significant effect. Understanding these dimensions provides better opportunities to manage tourists on site behavior.

Pearce’s (2005) concept map demonstrates that destination-related factors are important in managing tourism. Pearce (2005) identifies several elements within these destination-related factors, which are activities, attractions, settings, facilities, service, hosts, and other tourist management. These elements are destination attributes, and key travel motivators (Uysal et al., 2008). A core motive behind travel is to visit a certain destination in order to enjoy its nature, services, touristic activities etc. (Moscardo, Morrison, Pearce, Lang, & O’Leary, 1995). For example, Seddon and Khoja (2003) found that Saudi outbound tourists were motivated by destination attractions such as malls and green parks. Therefore, studying those destinations’ dimensions helps tourism managers to better predict and manage tourists’ on-site behavior.

Another model of tourism motivation being studied is destination choices model (Moscardo et al., 1995). A 1995 study was conducted by Moscardo et al. working with Australian tourists to establish whether motivation for travel is related to activities carried out whilst abroad. There were 1503 respondents who were asked to select from amongst 30 different items to describe the ‘benefits [they] sought’ when choosing a travel destination. Eight key motivations were found: escape/excitement, self-esteem/self-development, family relations, physical activity, safety/security, self-esteem/social status, escape, and relaxation. Using the responses, those
surveyed were divided into three groups: Those that were ‘externally orientated’ and interested in social groups, sports and with high self-esteem; the ‘internally orientated’ seeking self-development; and the final group who were looking for ‘escape/relaxation’. A strong relationship was found to exist between the motivations of the traveler and the activities available at chosen destinations. In addition, those placed in the same group concerning motivation were found to share similar attitudes about travel.

Figure 2-2 Destination choices model

Source: (Moscardo, 1995)

In order to understand tourist behavior, it is important to recognize its divergent nature (Cohen, 1972; Mo et al., 1993). Cohen (1972) states that tourists’ behaviors are not homogeneous, as tourists have different characteristics and travel preferences. Cohen furthermore (1972) clarifies that many tourists prefer traveling to a similar culture destination while others prefer traveling to quite diverse cultures. Moreover, many tourists prefer to make travel plans and decisions by themselves while others prefer dealing with tour guides or travel agencies (Heung, Qu, & Chu, 2000). This divergence in tourist behavior creates a need to adopt a theoretical framework. For that reason, in 1972, Cohen proposed a theoretical typology of international tourists in an attempt to understand their heterogeneous nature (Mo et al., 1993).

Cohen’s (1972) typology is one of the most widely cited within the tourism context (Mo et al., 1993). It differentiates tourists based on the degree to which they pursue novelty or familiarity
in their vacation travel. The primary argument in Cohen’s theory is that when choosing a
destination for a travel, tourists look for a destination which is the right balance of novelty and
familiarity, depending whether they want their vacation to be similar or different to their day-
to-day lives. The choices made regarding mode of travel, accommodation type, services
available and local people and culture all depend on where on the continuum the traveler falls,
and also determines which of four tourist roles they assume.

Cohen (1972) suggested that depending on the combination of novelty and familiarity sought
by the tourist, a tourist can be categorized into one of four roles: the organized mass tourist,
the individual mass tourist, the explorer and the drifter. The organized mass tourist leans
strongly toward familiarity, and seeks an environment abroad similar to what they experience
at home, with little flexibility over itinerary. The individual mass tourist similarly seeks a
familiar environment, but assumes more control over itinerary. The explorer seeks a more novel
experience and likes to interact with local people and starts to sample their culture, whilst
maintaining familiar routines and comforts from home, thus not completely immersing
themselves in the host environment. The most novelty-seeking tourist is the drifter who fully
embraces the host culture, and chooses destinations which are off the beaten track (Mo et al.,
1993).

In 1993, Mo et al. (1993) developed the international tourist role scale in order to test Cohen’s
theory empirically in a local tourism situation. The international tourist role scale has three
types of dimensions: destination-oriented dimensions, tourist service dimensions, and social
contact dimensions. Thus, it measures tourist travel behavior and preferences abroad based on
degrees of novelty or familiarity. The methodology involved following multiple sources at
various points in time and tracking relevant information on each of the three dimensions. Mo
et al. (1993) stated that the international tourist role scale was found to be reliable and valid,
but additional tests would be required to determine if these dimensions can be generalized to
any other country and culture.

Within this context, a review of the literature shows that several studies have replicated the
international tourist role scales to test its reliability (Doran, Larsen, & Wolff, 2014; Jiang,
Havitz, & O’Brien, 2000). Jiang et al. (2000) replicated the international tourist role scale with
American tourists traveling abroad and found it to be a reliable and effective method of tourism
motivation measurement. However, they stated that “the scale would measure the novelty-
seeking preferences of international tourists more effectively if it were supplemented by other
measures” (Jiang et al., 2000, p. 964). Additionally, Gnoth and Zins (2010) replicated the international tourist role scale in Thailand and Vietnam with international travelers from more than 50 countries. However, this study was not able to confirm the success of the scale, except through adaptations and the development of critical questions.

2.2. Empirical studies on Saudis’ tourist behavior

A survey of past studies shows that few attempts have been made to assess Saudis’ travel preferences (e.g., Alqahtani & Saba, 2014; Seddon & Koja, 2003). Algahtani and Saba (2014) conducted a study in which they investigated the preferences of the respondents between outbound tourism travel or inbound tourism travel, within Saudi Arabia, by utilizing quantitative approach. They found that 96% of Saudi tourists prefer outbound tourism. The most important reasons and preference for outbound tourism rather than inbound tourism were (in order):

1. The diversities of options and tourism bases in outbound tourism.
2. The ease of planning and booking in outbound tourism.
3. The quality of service and appropriate prices in outbound tourism.
4. Pleasure, value, and benefits in outbound tourism.
5. Simplicity and clarity of procedures in outbound tourism.

Algahtani and Saba’s (2014) study indicates that Saudis prefer outbound destinations as they are characterized by comfort, value, good service, reasonable prices, and easy accessibility.

Seddon and Khoja (2003) classified Saudi Arabian tourism patterns and attitudes. The findings of their study suggest that one of the reasons why Saudis travel abroad is because there are better recreational facilities and opportunities for them, as opposed to their home country. The tourism industry in Saudi Arabia is also not well established, which contributes to pushing the Saudis to travel abroad in order to access better experiences. This outbound tourism experience therefore offers them an environment conducive to a successful travel experience, away from work and their daily routine, and as well gives them an opportunity to have a peaceful time for themselves. Additionally, Seddon and Khoja found several dimensions were important for most of the respondents: ‘campsites’, ‘toilets’, ‘guides’, ‘children’s play-ground’, ‘restaurant’, and ‘wildlife displays’. At the same time, few respondents placed importance on ‘driving
trails’, ‘snack shop’, ‘picnic areas’, and ‘hiking trails’. This study indicates that Saudis seek comfortable attractions in their travel, a finding consistent with Algahrani’s (2014) study.

2.3. **Studying tourist motivation**

2.3.1. **Tourist motivation definition**

It is necessary here to clarify tourist motivation definitions to recognize the meanings inherent in this study. Murray (1964) defines motivation as “an internal factor that arouses, directs, and integrates a person’s behavior. “[a motive] is not observed directly but inferred from his behavior (as cited in Snepenger, King, Marshall, & Uysal, 2006, p.140)”. Fodness (1994, p.555) defines motivation as “the driving forces behind all behavior”. Additionally, Crompton and McKay (1997) define motivation as “a dynamic process of internal psychological factors (needs and wants) that generate a state of tension of disequilibrium within individuals” (p. 427). A survey of the literature shows that these definitions are supported by most tourism scholars (Snepenger et al., 2006; Uysal et al., 2008).

2.3.2. **Theoretical framework on tourist motivation**

A survey of the literature shows that tourism scholars have proposed several theoretical frameworks applicable to classify tourism motivation (Dann, 1997; Iso-Ahola, 1982). A well-reported motivational framework is the push and pull factor published by Dann in 1977 (Crompton, 1979; Dann, 1977; Iso-Ahola, 1982). The push and pull factor theory has been one of the most accepted theories used by tourism researchers to explain tourist motivation (Snepenger et al., 2006; Pearce, 2011; Uysal et al.,2008). Uysal et al. (2008) explains that the push and pull factors theory is a one of the most cited approaches within the travel motivation research, and describes it as a predominant paradigm for tourist motivation discussions. The literature on tourist motivation suggests that push and pull factors are critical determinants for tourist behavior (Snepenger et al., 2006; Uysal et al., 2008).

It is necessary here to clarify exactly what is meant by push and pull factors. The term push factor refers to “the desire to travel”, while the term pull factor refers to “the choice of destination” (Crompton, 1979, p.410). Push factors are socio-psychological concepts motivated by tourist environments. They are internal motivators for traveling (e.g., escape,
relaxation, and prestige). On the other hand, the pull factors are physical concepts. They are the tourists’ motivation toward the destination choice—either tangible resources (e.g., the attractiveness of destinations, sunshine, sea, snow, cultural events, etc.), or tourist perceptions and expectations (Dann, 1977; Uysal & Jurowski, 1994; Uysal et al., 2008). The idea of push and pull factor is that tourists travel for vacation because of push factors—that is, internal factors such as escaping from the conditions of home environment (e.g. escape from hot weather) — and then they are influenced by pull factors in their choice of a certain destination (e.g., cold weather).

The literature on push and pull factors indicates that there is debate concerning identification of the push and pull (Crompton, 1979; Dann, 1977; Snepenger et al., 2006; Uysal et al., 2008). Tourism scholars have identified many push and pull factors. Dann (1977) using word-based scale development approaches acknowledges two push factors—anomie and ego-enhancement—as the main forces of travel motivation. Crompton (1979) recognize seven push (socio-psychological) and two pull (cultural) motives using unstructured in-depth interviews. The push factors include: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The pull factors are novelty and education. As can be noticed, tourism scholars have identified various push and pull.

Several attempts have been made to clarify the relationship between push and pull factors, and a strong relationship between them was identified (Bogari et al., 2003; Kim & Lee, 2002; Klenosky, 2002; Uysal & Jurowski, 1994). Klenosky (2002) interviewed students at a Midwestern university aged 18 years or older to explain the relationship between push and pull factors in general. They found that push and pull factors involve two different decisions made at different times. However, they also work together simultaneously (Uysal & Jurowski, 1994). Uysal and Jurowski (1994) found significant connections between push and pull factors: “A series of multiple regressions of push factors were regressed again onto the four pull factors and all the models were significant” (Uysal et al., 2008, p.419).

So far, this section has focused on the push and pull factors. The following section discusses another important theory of tourism motivation, which is ‘the socio-psychological model’. In 1980, Iso-Ahola introduced a motivation theory related to recreational tourism. A few years later, Iso-Ahola (1982) developed the socio-psychological model of tourism motivation, which is considered one of the core theories in tourism motivation study as it represents an important
means to advance the understanding of the socio-psychological theories of tourism motivation (as cited in Snepenger et al., 2006).

The idea behind the socio-psychological model of tourism motivation is that tourists are motivated by two forces: escaping and seeking. Iso-Ahola (1982) explains that tourists engage in vacationing because of two motivational forces: escaping, as in the desire to escape the everyday environment; and seeking, as in the desire to seek psychological rewards. In addition, Iso-Ahola proposes two dimensions for each force (personal and interpersonal), and four sub-dimensions (personal escape, personal seeking, interpersonal escape, and interpersonal seeking). Iso-Ahola’s theory asserts that tourists travel to escape personal/interpersonal environments, or to seek personal/interpersonal rewards. It is also possible to be influenced by the two forces (Iso-Ahola, 1982). Iso-Ahola (1982) explains that although there are two sets of motivational forces—escaping and seeking—tourists may engage in both forces concurrently.

The socio-psychological model of tourism motivation is relatively similar to the push and pull factors theory (MacKay & Crompton, 1997; Uysal et al., 2008). McKay and Crompton (1997) state that “Iso-Ahola’s escape-seeking dichotomy and the concept of push-pull factors are interrelated” (p. 428). Of the two forces identified by Iso-Ahola (1982) escaping represents the push factors, which are the desire to escape the everyday environment; and seeking represents the pull factors, which are the desire to obtain psychological rewards. It can be inferred from these definitions that both theories are similar.

Several studies have replicated Iso-Ahola’s model of tourism (Fodness, 1994; Ross & Iso-Ahola, 1991; Snepenger et al., 2006). Snepenger et al. (2006) examine Iso-Ahola’s model both empirically and operationally in the tourism leisure context. They developed 12 items of measurement to assess the four sub-dimensions (personal escape, interpersonal escape, personal seeking, and interpersonal seeking). The findings supported Iso-Ahola’s theory and confirmed the four dimensions. In addition, an examination of the motivational levels was applied to tourism and to recreation experiences to identify any differences. Snepenger et al. (2006) found that tourism experiences showed higher levels of motivation, especially for the personal escape and personal seeking. Their findings also suggest that the tourism experience results in elevated amounts of inspiration, especially in terms of personal escape and personal seeking. Furthermore, the authors “found no relationship between the number of recent domestic and international vacations and tourism motivations among the subjects” (Snepenger et al., 2006, p. 140).
Previous studies have stated that there is a need to carry out more research on the socio-psychological model (Iso Ahola, 1982; Snepenger et al., 2006). Iso-Ahola (1982) stated that even though these dimensions are present in recreational tourism, there is a need to determine the relationship between them, as well as the influence level for each force. Snepenger et al. (2006) stated there is a need to perform more research to test and validate Iso-Ahola’s theory in a variety of tourism contexts.

Previous studies have reported that tourists may be driven by multiple motivations (Iso-Ahola, 1982; Pearce, 2011; Snepenger et al., 2006). Although tourists travel for one primary reason (e.g., business, holiday, visiting a friend, etc.), they may be influenced by other motivations as well. To clarify, many business travelers engage in touristic activities. For instance, studying international tourism in the Middle East, Kester and Carvao (2004) found that concerning the purpose of travel for outbound tourism from Saudi Arabia in 2001, 30% of Saudis traveled for multiple reasons. It is obvious that tourism motivation is not limited to one single motive; rather, there are numerous factors involved.

A survey of the literature shows that tourism scholars have reported tourists are influenced by many tourism motivators (Pearce, 2011; Snepenger et al., 2006). Pearce (2011) reported the presence of variety in tourism motivation, as it stems from human motivation. Pearce (2011) carried out research to identify the most important tourism motives. Upon analyzing about 1600 respondents from Western and Asian countries, he found that “novelty, escape/relax, relationship strengthening, autonomy, seeking nature, self-development through involvement with hosts or the site, simulation, self-development of a personal kind, relationship security (enjoying being with a similar other), self-actualization (getting a new life perspective), isolation, nostalgia, romance and recognition (prestige of traveling)” were the most important motives (in order) (p. 64). In addition, Pearce (2011) reported three core motives for tourism: novelty, escape/relax, and to enhance relationships with family/friends.

2.3.3. Empirical studies on tourism motivation

A survey of the literature shows that tourism researchers have conducted many empirical studies on tourism motivation in several destinations, with different groups of participants (Alghamdi, 2011; Bogari et al., 2003; Kesgin et al., 2012; Kim & Lee, 2002). Most of these studies utilized the push and pull factors (e.g., Alghamdi, 2011; Bogari et al., 2003; Klenosky,
In fact, push and pull factor theory is commonly used in tourism studies. Kesgin et al. (2012) utilized the push and pull factor theory to identify the motivations of British tourists visiting Alanya in Turkey using a convenience sample containing 505 tourists. They found three facilitating factors (‘price/deal’, ‘time/children constraints’, and ‘information/recommendations’), six push factors (‘fun/enjoyment’, ‘relaxation’, ‘bring family and friend together’, ‘escape’, ‘learning/exploring’, ‘relationship’), and seven pull factors (‘nature/weather’, ‘novelty & prestige’, ‘hospitality’, ‘culture/sightseeing’, ‘activities/shopping’, ‘convenience/facilities’, and ‘popularity’). They also found that the British visit Alanya because of at least one push factor: the sun. In addition, Kesgin et al. (2012) found that the most important pull factor for British tourists was the price. Additional factors were considered important, including ‘relaxation’, 'family & friend togetherness', 'escape', 'learning & exploring', 'novelty/familiarity & prestige', and 'hospitality & accommodation'.

Kim and Lee (2002) utilized the push and pull factor approach to investigate tourism motivation for visitors to the national parks of South Korea. Using factor analysis, they identified four push factors and three pull factors. The push factors were: ‘family togetherness’, ‘appreciating natural resources’, ‘escaping from everyday routine’, and ‘adventure and building friendship’; the pull factors were: ‘various tourist resources’, ‘information and convenient facilities’, and ‘easy accessibility to national parks’ (Kim & Lee, 2002). Additional analyses were conducted to demonstrate the differences between respondents’ demographic profiles. The results demonstrated that females rated the items ‘family togetherness and study’ and ‘key tourist resources’ significantly higher than did males. Males rated the items ‘appreciating natural resources and health’ and ‘adventure and building friendship’ significantly higher than did females.

### 2.3.4. Empirical studies on tourism motivation in Saudi Arabia

A survey of literature shows that few studies have been conducted on Saudis’ tourism motivation (Albughuli, 2011; Bogari et al., 2003). One of the first studies of Saudi motivations was reported by Bogari et al. (2003), who conducted a study to discover Saudi domestic tourism motivation using the push and pull factors. This study indicated nine push factors: ‘cultural value’, ‘utilitarian’, ‘knowledge’, ‘social, economic’, ‘family togetherness’, ‘interest’, ‘relaxation’, and ‘convenience of facilities’. In addition, it indicated nine pull factors: ‘safety’,
‘activity’, ‘beach sports/activities’, ‘nature/outdoor’, ‘historical/cultural’, ‘religious’, ‘budget’, ‘leisure’, and ‘upscale’. The findings suggested that ‘religious’ was the most important pull factor, whereas ‘cultural value’ was the most important push factor. The least important factor perceived by Saudis was the ‘nature/outdoor’ factor. Other factors perceived to be less important were ‘interest factor’, ‘relaxation factor’, ‘utilitarian factor’, ‘activity factor’, and ‘beach sport/activity factors’.

In 2011, Albughuli published a paper in which she explored motivation and values for Saudi domestic tourism, utilizing push and pull factors to understand Saudi motivation. The purpose of Albughuli’s research was to determine Saudis’ travel motivation and their level of satisfaction with the services provided in their own country. The results showed that the most important motivational factors were “relaxation” and “religion”. In addition, the findings suggested that eight push factors were considered important: ‘relaxation’, ‘spirituality’, ‘family’, ‘cultural’, ‘activity’, ‘knowledge’, ‘loyalty’, and ‘economic’. Furthermore, there were five important pull factors: ‘religious’, ‘safety’, ‘entertainment’, ‘luxury’, and ‘local culture’.

Table 2-1 Major studies about tourist motivation

<table>
<thead>
<tr>
<th>Author</th>
<th>Study</th>
<th>Method</th>
<th>Push factors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>‘Various tourist resources’, ‘information and convenient facilities’, and ‘easy accessibility to national parks’</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>‘Expenditure’, ‘outdoor activities’, ‘natural and historical’, and ‘weather and environment’</td>
</tr>
</tbody>
</table>
Few studies have reported on Saudis’ outbound travel motivations (Alghamdi, 2007; Alqahtani & Saba, 2014; Mumuni & Mansour, 2014; Seddon & Khoja, 2003;). Alghamdi (2007) conducted a research study to investigate explicit and implicitSaudi outbound vacation motivations. With this aim, Alghamdi’s research utilized push and pull factors to examine the influence of Saudi culture, demographic variables, and tourist motivations on destination selection. The findings of factor analysis indicated six explicit push factors (‘escape’, ‘prestige’, ‘social and sport’, ‘experience and excitement’, ‘enjoying natural resources’, ‘knowledge and relaxation’), and four explicit pull factors (‘expenditure’, ‘outdoor activities’, ‘natural and historical’, and ‘weather and environment’). Moreover, the findings recognized two implicit push factors (‘alcohol and sexual desire’) and three implicit pull factors (‘alcohol and sex attractions’, ‘drug attractions’, and ‘fun and freedom desires’). Outbound tourism is a special phenomenon for Saudis as they are pushed by many factors and pulled by destination attributes.

2.4. Studying tourist vacation activities

Previous studies have reported that vacation activity is an important determinant of travel behavior (Brey & Lehto, 2007; Mumuni & Mansour, 2014; Uysal et al., 2008; Moscardo et al., 1995). Moscardo, et al. (1995) explains that a core motive behind travel is to participate in activities (e.g., attend concerts, festivals, etc.) and suggested that tourist activity is a critical determinant of tourist behavior. For instance, Alghamdi (2007) found that the Saudis are motivated to travel abroad to participate in outdoor activities. There are a number of explanations for why vacation activity is an important determinant.

First, tourism motivation is not stable (Mumuni & Mansour, 2014). Mumuni and Mansour (2014) stated that a major problem with tourist market segments is that tourist motivation is not stable (e.g., members of a family may be motivated by different factors although they are traveling to the same destination). On the other hand, tourist activities are stable and can be measured. Second, a survey of tourism literature shows that tourists are exceedingly dynamic and active during their vacations (Brey & Lehto, 2007). Tourism can involve expectations of opportunities for particularly pleasurable activities. In fact, one major reason for travel is to engage in such enjoyable activities as shopping, diving, visiting historical places, playing different kinds of sports, etc. Accordingly, vacation activity is an important determinant of tourism behavior, and the study of such activity based on segmentation has been suggested.
This segmentation is helpful in clearly understanding tourist behavior (Uysal et al., 2008).

It is apparent that one major reason for going on vacation is to involve oneself in activities. However, the question is do tourists participate in unusual activities or the same activities they engage in at home? While many attempts have been made to answer this question (Brey & Lehto, 2007; Smith, Pitts, & Litvin, 2012), the findings are not conclusive. Iso-Ahola (1982) reports that tourists travel to participate in unusual activities, different from their routine ones at home. He emphasized that travel is a perfect opportunity to become involved in unique vacation activities. Iso-Ahola stated that travelers seek activities to escape their routine environment, to satisfy their psychological needs. However, other studies argue that tourists’ involvement in activities on a vacation depends on those individuals’ personalities. For instance, people who are involved in an activity in a daily setting are more likely to participate in that activity while on vacation (Brey & Lehto, 2007; Smith et al., 2012).

2.4.1. Empirical studies on vacation activities

Within the activity-based segmentation context, numerous empirical studies have been conducted in various destinations and on various groups of respondents (Carmichael & Smith, 2004; Choi & Tsang, 2000; Heung et al., 2000; Mumuni & Mansour, 2014; Seddon & Khoja, 2003). Mumuni and Mansour (2014), as well as Seddon and Khoja (2003), empirically established a market-based segment for the outbound leisure travel market of outbound Saudi tourists. Heung et al. (2001) investigated the importance of vacation activities for Japanese tourists. Choi and Tsang (2000) investigated Hong Kong private housing residents, and Carmichael and Smith (2004) used market-based segmentation to test the importance of the domestic rural shopping market in Canada.

Previous literature has investigated activity-based segmentation of the outbound leisure tourism marker of Asian countries (e.g., Choi & Tsang, 2000; Heung, Qu and Chu, 2001). Heung, Qu and Chu (2001) conducted a study to identify Japanese leisure travelers’ touristic activities. They found that the most important activity was enjoying a holiday. Other activities considered important for Japanese tourists were: food, safety, exploring different cultures, seeking fun, and sightseeing. Unpredictably, visiting friends and relatives was the least important item for these Japanese participants. Choi and Tsang (2000) investigated Hong Kong private housing travelers. Four main segments were used to classify participants, which were
‘sightseeing’, ‘outdoor sport’, ‘entertainment and outdoor activities’, and ‘visiting friends and relatives’. This study found that the most important activity was sightseeing in cities. Other items considered important included ‘visit scenic landmark’ and ‘restaurant/dining out’. In addition, less important activities were ‘fishing’, ‘snow skiing’, ‘golfing’, ‘attending sport event’, and ‘hunting’. It can be inferred from these studies that tourist groups have different preferences for vacation activities.

2.4.2. Empirical studies on Saudi vacation activities

The literature shows that few studies have reported on the outbound vacation activity market of Saudi Arabia (Mumuni & Mansour, 2014; Seddon & Khoja, 2003). Mumuni and Mansour (2014) empirically established a market segment of the outbound leisure travel market of Saudi tourists on the basis of respondents’ favorite vacation activities. The aim of Mumuni et al.'s (2014) research was to determine the most important vacation activities for Saudis. They conducted a structured survey and collected 455 responses. This study identified five vacation activity dimensions: outdoor adventure, knowledge-seeking, entertainment, leisure, and relaxation (see Table 2-2, above, for more detail). The finding demonstrated three main travel segments: conservatives, fun-seekers, and variety-seekers. The most important vacation activity item was ‘just relaxing’. Other vacation activity items considered important were: ‘visiting beaches’, ‘lazing around’, ‘visiting amusement parks and so on’, ‘shopping’, ‘sleeping’, ‘visiting historical places’, and ‘visiting museums’. In contrast, ‘visiting nightclubs’ was the least important item for Saudis. Items considered less important included diving, attending sport events, and attending music concerts.

Mumuni and Mansour (2014) found several important differences in vacation activity items by respondents’ demographic profiles. For instance, conservatives (older, married, and male respondents) showed less interest in entertainment activities (‘visiting nightclubs’, ‘watching movies’, and ‘attending music concerts’), while fun-seekers (‘young’, ‘single’, and ‘female’) placed a high level of importance on leisure activities (‘shopping’, ‘visiting beaches’, and ‘visiting amusement parks, etc.’). Shopping was considered the most important item for this group. Variety seekers (middle aged, single, and female) designated high importance for all vacation activities. Mumuni and Mansour’s (2014) findings are important for this study as they provide the context for comparison.
Table 2-2 Vacation activity dimensions

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor adventure</td>
<td>1. Camping</td>
</tr>
<tr>
<td></td>
<td>2. Attending sporting event</td>
</tr>
<tr>
<td></td>
<td>3. Going on safari</td>
</tr>
<tr>
<td></td>
<td>4. Diving</td>
</tr>
<tr>
<td></td>
<td>5. Exploring the outdoors</td>
</tr>
<tr>
<td>Knowledge-seeking</td>
<td>6. Visiting museums</td>
</tr>
<tr>
<td></td>
<td>7. Visiting historical places</td>
</tr>
<tr>
<td></td>
<td>8. Attending cultural festivals</td>
</tr>
<tr>
<td>Entertainment</td>
<td>9. Visiting nightclubs</td>
</tr>
<tr>
<td></td>
<td>10. Watching movies</td>
</tr>
<tr>
<td></td>
<td>11. Attending music concerts</td>
</tr>
<tr>
<td>Leisure</td>
<td>12. Shopping</td>
</tr>
<tr>
<td></td>
<td>13. Visiting beaches</td>
</tr>
<tr>
<td></td>
<td>14. Visiting amusement parks and so on</td>
</tr>
<tr>
<td>Relaxing</td>
<td>15. Lazing around</td>
</tr>
<tr>
<td></td>
<td>16. Sleeping</td>
</tr>
<tr>
<td></td>
<td>17. Just relaxing</td>
</tr>
</tbody>
</table>

Source: (Mumuni & Mansour, 2014).

Seddon and Khoja (2003) identified Saudis’ travel patterns and attitudes in their research. They found that Saudis who traveled abroad showed high levels of interest in shopping, sightseeing, visiting friends and relatives, hunting, walking, and picnicking. Seddon and Khoja stated that those activities are associated with Saudi Arabian culture. Furthermore, Saudis are attracted to greener, wetter, and cooler regions (Seddon & Khoja, 2003).

Table 2-3 Major studies about tourist activities

<table>
<thead>
<tr>
<th>Author</th>
<th>Study</th>
<th>The most important activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumuni &amp; Mansour (2014)</td>
<td>Saudis’ outbound vacation activities</td>
<td>Relaxation</td>
</tr>
<tr>
<td>Seddon &amp; Khoja (2003)</td>
<td>Saudis’ outbound vacation activities</td>
<td>Shopping, sightseeing, visiting friends, hunting, walking, and picnicking</td>
</tr>
<tr>
<td>Heung, Qu, &amp; Chu (2001)</td>
<td>Japanese leisure travelers</td>
<td>Enjoying holidays, food, safety, exploring different cultures, seeking fun, and sightseeing.</td>
</tr>
<tr>
<td>Choi &amp; Tsang (2000)</td>
<td>Hong Kong private housing travelers</td>
<td>Sightseeing in cities, visiting scenic landmarks, restaurants/dining out.</td>
</tr>
</tbody>
</table>
3. CHAPTER THREE: METHODOLOGY

This chapter explains the overall methodology and procedures that were used in this study. The chapter addresses the following sections: research design, research sample, study setting, data collection process, instrument, and data analysis.

3.1. Research design

This thesis used a quantitative strategy to answer the research questions. A questionnaire was designed to gather data about Saudis’ travel abroad, motivation, and vacation activities. The questionnaire utilized open and closed questions. The questionnaire consisting of four sections and 33 questions. The first section contains screening questions about participants’ travel histories. The second section is comprised of general questions about international travel behavior. The third section asks specific questions about the most recent International pleasure/vacation trip. The last section documents demographic information. Three scales from previous studies were replicated, specifically:

- the International Tourists Role Scale by Mo, Howard, and Havitz (1993)
- the Abased Segmentation of the Outbound Leisure Tourism Market of Saudi Arabia by Mumuni and Mansour (2014)

The average time required to complete the survey was between 15 to 20 minutes. The questionnaires were distributed in two ways. First, self-administrated questionnaires were distributed in malls. This constituted a convenience sample, and a total of 50 respondents were recruited through this distribution method. Second, online surveys where respondents were recruited through social media including Facebook, Twitter, and WhatsApp. This constituted a snowballing sample and a total of 500 respondents were recruited through this distribution method.

Participation in the study was voluntary, and the data collected was used for research purposes only. Responses were treated as confidential and not shared with any third parties. In order to maintain anonymity for the participants, all responses were kept separate from any form of individual identification. These procedures ensured that each respondent’s privacy was respected.
3.2. Study setting

As stated above, data collection for the current study was conducted using two different distribution methods. First, participants were approached at malls in Riyadh, the capital city of Saudi Arabia. The reason for choosing Riyadh is that it has the largest population of Saudi citizens and residences, according to the Central Department of Statistics & Information (2010). Moreover, most of the government institutions and capital companies are located in Riyadh, resulting in a diversity of residents from different cities. Furthermore, Riyadh is a main destination for domestic tourism. According to the Tourism Information and Research Center (2012), 3,726,395 domestic tourists visited Riyadh during Summer 2012. Therefore, Riyadh was chosen for data collection. Three famous malls were identified as sites for collecting data: Sahara Mall, Hayat Mall, and Panorama Mall. These malls are important attractions in Riyadh according to Saudi Tourism (2013). The second method of data collection involved online distribution using social media applications. Three social networks were chosen: Facebook, Twitter, and WhatsApp. These applications were chosen because of their ease accessibility, and the fact that most Saudis have accounts on them (Al-saggaf & Simmons, 2015). The reason for using two different methods of data collection was to approach a greater number of participants.

3.3. Sample and participants

A target of 400 participants was set to ensure that the results were accurate. This study approached 550 participants; 500 participants were approached through online methods, and 50 were approached face-to-face at malls (23 female and 32 male). During the data analysis process, a total of 260 questionnaires were eliminated because they were incomplete, with more than 60% of the answers missing. Thus, out of 550 respondents, the final data set included 290 participants.

3.4. Data collection process

This research employed quantitative methodology, with data collected through questionnaires distributed from July 2015 through to August 2015 at three malls and online. Regarding the malls, the researcher went to the malls with his wife 12 times equally, four times to each mall (Sahara Mall, Hayat Mall, and Panorama Mall) at different times of the day.
The research got verbal permission from the malls before distributing the surveys. The researcher distributed the questionnaires to males, while his wife was responsible for distributing them to females to avoid social embarrassment, as most Saudi females do not speak with males who they don’t know. The researcher and his wife explained the study’s objective to face-to-face to participants before proceeding with the questionnaires. The questionnaires were given to participants to fill out. For online surveys, the study’s objective was written in the text message that contained the link for the survey. A link to the study was posted on Twitter, Facebook, and WhatsApp.

3.5. Instruments

The primary investigation employed a quantitative strategy based on the analysis of data collected through self-administered questionnaires. The study was designed to employ a convenience sample of 500 respondents. This thesis developed a questionnaire consisting of 32 questions and replicating the Tourism Motivation Scale by Snepenger et al. (2006), the International Tourists Role Scale by Mo, et al. (1993), and the Tourist Activities Scale by Mumuni and Mansour (2014).

The questionnaire was designed in English and provided in Arabic. The researcher translated the questionnaire to Arabic, which is the official language in Saudi Arabia. Additionally, the questionnaire was reviewed with the study’s advisor first, and then the researcher obtained Institutional Review Board (IRB) approval, which addresses the responsible use of human subjects, for the study.

3.6. Data analysis

This study involved the use of SPSS for data management, employing descriptive statistics, a t-test, and an ANOVA for data analysis. For the demographic profiles, descriptive analysis was conducted. To compare the main score between genders, a t-test was performed. In addition, an ANOVA was used to analyze the multi-group mean score, which was completed using post hoc procedures. This study used Tukey when equal variances were assumed and Games-Howell when equal variances were not assumed.
4. CHAPTER FOUR: RESULTS AND DISCUSSION

This chapter presents the results of the statistical analysis relating to the research questions.

4.1. Analysis of respondent profile

Table 4-1 shows the respondent profile. A slight majority of the respondents were female (55%). Over half of the respondents were younger than 34 years old (55%). In all, 82% of respondents had at least a bachelor level education. As can be seen, the majority of the respondents were married (67.6%). In addition, the majority of respondents were employees (69.3%). According to the table, the total income range of respondents was 9000 SR and above.

Table 4-1 Respondent profile

<table>
<thead>
<tr>
<th>Demographic characteristics</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>127</td>
<td>44.3</td>
</tr>
<tr>
<td>Female</td>
<td>161</td>
<td>55.5</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>49</td>
<td>16.9</td>
</tr>
<tr>
<td>25-34</td>
<td>112</td>
<td>38.6</td>
</tr>
<tr>
<td>35-44</td>
<td>80</td>
<td>27.6</td>
</tr>
<tr>
<td>45+</td>
<td>49</td>
<td>16.9</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No schooling</td>
<td>19</td>
<td>6.6</td>
</tr>
<tr>
<td>High school</td>
<td>30</td>
<td>10.4</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>180</td>
<td>62.7*</td>
</tr>
<tr>
<td>Master's degree</td>
<td>49</td>
<td>16.6</td>
</tr>
<tr>
<td>Doctorate degree</td>
<td>9</td>
<td>3.1</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>89</td>
<td>30.7</td>
</tr>
<tr>
<td>Married</td>
<td>196</td>
<td>67.6*</td>
</tr>
<tr>
<td>Divorced/ widowed/ separated</td>
<td>5</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>35</td>
<td>12.1</td>
</tr>
<tr>
<td>Employee</td>
<td>201</td>
<td>69.3*</td>
</tr>
<tr>
<td>Housewife</td>
<td>26</td>
<td>9.0</td>
</tr>
<tr>
<td>Other</td>
<td>24</td>
<td>8.3</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 2900 SR</td>
<td>37</td>
<td>12.8</td>
</tr>
<tr>
<td>3000-5999 SR</td>
<td>23</td>
<td>7.9</td>
</tr>
<tr>
<td>6000-8999 SR</td>
<td>39</td>
<td>13.4</td>
</tr>
<tr>
<td>9000-14999 SR</td>
<td>83</td>
<td>28.6</td>
</tr>
<tr>
<td>15000 SR or more</td>
<td>97</td>
<td>33.4</td>
</tr>
</tbody>
</table>
4.2. Analysis of motivational factors

Table 4-2 presents results related to the importance of motivational factors. The most important motivational factors were ‘to have a change in pace from my everyday life’ and ‘to experience new things about myself’. The items ‘to get away from my normal environment’ and ‘to feel good about myself’ were considered important by at least 60% of respondents. The least important motivational factors were ‘to avoid interactions with others’ and ‘to tell others about my experience’. The items ‘to meet new people’ and ‘to avoid people who annoy me’ were considered not important by at least 50% of the respondents.

Table 4-2 Importance of tourism motivational factors

<table>
<thead>
<tr>
<th>Motivational factors</th>
<th>Mean scores</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>To have a change in pace from my everyday life</td>
<td>8.29</td>
<td>3.7</td>
<td>4.5</td>
<td>11.8</td>
<td>16.9</td>
<td>58.7</td>
</tr>
<tr>
<td>To experience new things about myself</td>
<td>8.02</td>
<td>5.8</td>
<td>4.2</td>
<td>11.7</td>
<td>17.9</td>
<td>55.9</td>
</tr>
<tr>
<td>To get away from my normal environment</td>
<td>6.79</td>
<td>14.1</td>
<td>8.6</td>
<td>13.2</td>
<td>19.3</td>
<td>40.1</td>
</tr>
<tr>
<td>To feel good about myself</td>
<td>6.76</td>
<td>11.3</td>
<td>11.0</td>
<td>17.3</td>
<td>19.0</td>
<td>39.9</td>
</tr>
<tr>
<td>To overcome a bad mood</td>
<td>6.67</td>
<td>16.5</td>
<td>11.2</td>
<td>13.8</td>
<td>13.1</td>
<td>40.7</td>
</tr>
<tr>
<td>To be with people of similar interests</td>
<td>6.02</td>
<td>21.7</td>
<td>10.4</td>
<td>18.6</td>
<td>13.1</td>
<td>31.7</td>
</tr>
<tr>
<td>To get away from a stressful social environment</td>
<td>5.97</td>
<td>20.6</td>
<td>14.5</td>
<td>14.5</td>
<td>15.9</td>
<td>31.0</td>
</tr>
<tr>
<td>To bring friends/family closer</td>
<td>5.72</td>
<td>24.4</td>
<td>12.5</td>
<td>16.9</td>
<td>13.5</td>
<td>28.2</td>
</tr>
<tr>
<td>To meet new people</td>
<td>4.63</td>
<td>35.2</td>
<td>17.3</td>
<td>13.4</td>
<td>10.3</td>
<td>19.3</td>
</tr>
<tr>
<td>To avoid people who annoy me</td>
<td>4.11</td>
<td>43.7</td>
<td>15.8</td>
<td>16.9</td>
<td>6.9</td>
<td>15.2</td>
</tr>
<tr>
<td>To tell others about my experience</td>
<td>3.91</td>
<td>42.1</td>
<td>17.5</td>
<td>15.6</td>
<td>9.3</td>
<td>11.0</td>
</tr>
<tr>
<td>To avoid interactions with others</td>
<td>3.71</td>
<td>45.8</td>
<td>16.3</td>
<td>16.9</td>
<td>6.6</td>
<td>10.7</td>
</tr>
</tbody>
</table>

(1= Least important 5= very important)

Further analyses were conducted to examine the differences between respondents based on their gender and age.

Table 4-3 shows the importance of motivational factors by gender. The results indicate that females rated most of the motivational items higher than did males, except for 3 items: ‘to tell others about my experience’, ‘to experience new things about myself’, and ‘to meet new people’. Furthermore, a t-test analysis shows there was a significant difference in the mean score of the item ‘to bring friends/family closer’, at \( t(273) = .003, p > .015 \).
Table 4-3 Importance of tourism motivational factors by gender

<table>
<thead>
<tr>
<th>Motivational items</th>
<th>Mean scores</th>
<th>T-value</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>To get away from my normal environment</td>
<td>6.62</td>
<td>6.97</td>
<td>t(273) = 2.630</td>
</tr>
<tr>
<td>To have a change in pace from my everyday life</td>
<td>8.06</td>
<td>8.48</td>
<td>t(273) = 1.577</td>
</tr>
<tr>
<td>To overcome a bad mood</td>
<td>6.32</td>
<td>6.95</td>
<td>t(243) = 5.039</td>
</tr>
<tr>
<td>To avoid people who annoy me</td>
<td>4.06</td>
<td>4.14</td>
<td>t(273) = .455</td>
</tr>
<tr>
<td>To get away from a stressful social environment</td>
<td>5.83</td>
<td>6.03</td>
<td>t(273) = .128</td>
</tr>
<tr>
<td>To avoid interactions with others</td>
<td>3.40</td>
<td>3.99</td>
<td>t(272) = 1.870</td>
</tr>
<tr>
<td>To tell others about my experience</td>
<td>4.09</td>
<td>3.80</td>
<td>t(273) = .084</td>
</tr>
<tr>
<td>To experience new things about myself</td>
<td>8.03</td>
<td>7.99</td>
<td>t(273) = .01</td>
</tr>
<tr>
<td>To feel good about myself</td>
<td>6.55</td>
<td>6.93</td>
<td>t(273) = .347</td>
</tr>
<tr>
<td>To be with people of similar interests</td>
<td>5.74</td>
<td>6.23</td>
<td>t(273) = .287</td>
</tr>
<tr>
<td>To bring friends/family closer</td>
<td>5.19</td>
<td>6.18</td>
<td>t(273) = .003</td>
</tr>
<tr>
<td>To meet new people</td>
<td>4.77</td>
<td>4.45</td>
<td>t(273) = .089</td>
</tr>
</tbody>
</table>

Figure 4-1 Importance of tourism motivational factors by gender

Table 4-4 shows the importance of motivational factors to Saudi concerning outbound vacation trip components, by age. The results show that respondents between the ages of 18 and 25 had the highest mean scores for all items except “to get away from my normal environment”. On the other hand, respondent 45 years and over had the lowest mean scores for all items except “to be with people of similar interests”, although this item also had low mean scores.
Table 4-4 Importance of tourism motivational factors by age

<table>
<thead>
<tr>
<th>Motivational items</th>
<th>Mean scores</th>
<th>F-value</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18-24</td>
<td>25-34</td>
<td>35-44</td>
</tr>
<tr>
<td>To get away from my normal environment</td>
<td>6.50</td>
<td>7.24</td>
<td>6.83</td>
</tr>
<tr>
<td>To have a change in pace from my everyday life</td>
<td>8.52</td>
<td>8.76</td>
<td>8.29</td>
</tr>
<tr>
<td>To overcome a bad mood</td>
<td>7.63</td>
<td>7.20</td>
<td>6.38</td>
</tr>
<tr>
<td>To avoid people who annoy me</td>
<td>5.09</td>
<td>4.06</td>
<td>4.11</td>
</tr>
<tr>
<td>To get away from a stressful social environment</td>
<td>6.13</td>
<td>6.012</td>
<td>5.80</td>
</tr>
<tr>
<td>To avoid interactions with others</td>
<td>3.91</td>
<td>3.87</td>
<td>3.81</td>
</tr>
<tr>
<td>To tell others about my experience</td>
<td>5.35</td>
<td>3.92</td>
<td>3.46</td>
</tr>
<tr>
<td>To experience new things about myself</td>
<td>8.52</td>
<td>8.46</td>
<td>7.68</td>
</tr>
<tr>
<td>To feel good about myself</td>
<td>7.61</td>
<td>7.12</td>
<td>6.33</td>
</tr>
<tr>
<td>To be with people of similar interests</td>
<td>6.57</td>
<td>6.43</td>
<td>5.46</td>
</tr>
<tr>
<td>To bring friends/family closer</td>
<td>6.39</td>
<td>5.82</td>
<td>5.41</td>
</tr>
<tr>
<td>To meet new people</td>
<td>6.46</td>
<td>4.17</td>
<td>4.05</td>
</tr>
</tbody>
</table>

Figure 4-2 Importance of tourism motivational factors by age

There were significant differences in the mean scores of six items: ‘to have a change in pace from my everyday life’, $F(3, 113) = 3.520, p < .017$; ‘to overcome a bad mood’, $F(3, 273) = 6.946, p < .000$; ‘to tell others about my experience’, $F(3, 121) = 4.280, p < .007$; ‘to tell others about my experience’, $F(3, 121) = 4.280, p < .007$; ‘to experience new things about myself’, $F(3, 273) = 4.530, p < .004$; ‘to feel good about myself’, $F(3, 273) = 3.797, p < .011$; and ‘to meet new people’, $F(3, 273) = 6.448, p < .000$.

Respondents over 45 years old ($M = 7.17$) rated ‘to have a change in pace from my everyday life’ significantly lower than other groups (18-24, $M = 8.52$; 25-34, $M = 8.76$; 35-44, $M = 8.29$).
For the item ‘to overcome a bad mood’, respondents over 45 years old (M = 4.98) had significantly lower rates than the 18-24 and 25-34 year-old age groups (18-24, M = 7.63; 25-34, M = 7.20). For the item ‘to tell others about my experience’, respondents from the 18-24 year-old age group (M = 5.35) rated significantly higher mean scores than other groups (25-34, M = 3.92; 34-44, M = 3.46; 45 or over, M = 3.19). The respondents over 45 years old (M = 7.06) had a significantly lower rate for the item ‘to experience new things about myself’ than did the 18-24 and 25-34 year-old age groups (18-24, M = 8.52; 25-34, M = 8.46). For the item ‘to feel good about myself’, respondents from the 18-24 year-old age group (M = 7.61) rated significantly higher than respondents over 45 years old (M = 5.81). For the item ‘to meet new people’, respondents from the 18-24 year-old age group (M = 6.46) rated significantly higher mean scores than the other groups (25-34, M = 4.17; 34-44, M = 4.05; 45 or over, M = 4.83).

4.3. Analysis of vacation activities

Table 4-5 presents results related to the importance of vacation activities. The most important vacation activities were ‘just relaxing’, ‘going sightseeing’, and ‘shopping’. The items ‘visiting amusement parks and so on’, ‘visiting beaches’, ‘exploring the outdoors’, and ‘visiting historical places’ were considered important by at least 60% of the respondents. The least important vacation activities were ‘lazing around’, ‘visiting nightclubs’, and ‘playing golf’.

Table 4-5 Importance of vacation activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mean</th>
<th>Frequency %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Just relaxing</td>
<td>8.75</td>
<td>2.1</td>
</tr>
<tr>
<td>Going sightseeing</td>
<td>8.65</td>
<td>3.4</td>
</tr>
<tr>
<td>Shopping</td>
<td>8.04</td>
<td>3.7</td>
</tr>
<tr>
<td>Visiting amusement parks and so on</td>
<td>7.88</td>
<td>3.7</td>
</tr>
<tr>
<td>Visiting beaches</td>
<td>7.65</td>
<td>8.2</td>
</tr>
<tr>
<td>Exploring the outdoors</td>
<td>7.74</td>
<td>8.5</td>
</tr>
<tr>
<td>Visiting historical places</td>
<td>7.39</td>
<td>10.3</td>
</tr>
<tr>
<td>Visiting museums</td>
<td>6.76</td>
<td>10.6</td>
</tr>
<tr>
<td>Attending cultural festivals</td>
<td>6.31</td>
<td>14.1</td>
</tr>
<tr>
<td>Watching movies</td>
<td>6.31</td>
<td>17.5</td>
</tr>
<tr>
<td>Going on safari</td>
<td>5.73</td>
<td>23.1</td>
</tr>
<tr>
<td>Sleeping</td>
<td>4.63</td>
<td>26.2</td>
</tr>
<tr>
<td>Camping</td>
<td>4.10</td>
<td>40.7</td>
</tr>
<tr>
<td>Playing other sports</td>
<td>4.03</td>
<td>45.1</td>
</tr>
<tr>
<td>Attending music concerts</td>
<td>4.31</td>
<td>45.2</td>
</tr>
<tr>
<td>Attending sporting events</td>
<td>4.03</td>
<td>47.9</td>
</tr>
<tr>
<td>Diving</td>
<td>3.68</td>
<td>49.7</td>
</tr>
<tr>
<td>Lazing around</td>
<td>2.90</td>
<td>57.2</td>
</tr>
<tr>
<td>Visiting nightclubs</td>
<td>3.28</td>
<td>62.1</td>
</tr>
<tr>
<td>Playing golf</td>
<td>2.23</td>
<td>74.1</td>
</tr>
</tbody>
</table>

(1= Least important  5= very important)
Additional analyses were conducted to examine differences between respondents based on gender and age.

Table 4.6 shows the importance of vacation activities by gender. Men show higher interest in participating in various activities than women, except “lazing around”, “relaxing”, “shopping, and “sleeping”. The t-tests indicate significant differences in the mean scores of the following items: ‘shopping’, \( t (226) = 15.174, p < .000 \); ‘sleeping’, \( t (267) = 2.438, p < .003 \); ‘camping’, \( t (272) = 1.448, p < .000 \); ‘exploring the outdoors’, \( t (269) = 20.350, p < .036 \); ’playing other sports’, \( t (269) = 3.350, p > .020 \); ‘going on safari’, \( t (267) = 7.348, p < .007 \); ‘diving’, \( t (243) = 4.215, p < .001 \); ‘attending sporting events’, \( t (215) = 26.022, p < .000 \); and ‘visiting night clubs’, \( t (215) = 38.592, p > .000 \).

Male respondents demonstrated higher significant importance on the following items: ‘camping’ \((M = 4.92)\), ‘exploring the outdoors’ \((M = 8.16)\), ‘playing other sports’ \((M = 4.57)\), ‘going on safari’ \((M = 6.34)\), ‘diving’ \((M = 4.40)\) ‘attending sporting events’ \((M = 5.86)\) and ‘visiting nightclubs’ \((M = 4.31)\) than did female respondents \((M = 3.39, 7.44, 3.62, 5.26, 3.16, 2.63, and 2.46, respectively\). On the other hand, female respondents \((M = 8.68)\) had significantly higher scores on the following items: ‘shopping’ \((M = 8.68)\) and sleeping \((M = 5.08)\) than did male respondents \((M = 7.25 and 4.03, respectively\).

Table 4.6 Important vacation activities by gender

<table>
<thead>
<tr>
<th>Vacation activities items</th>
<th>Mean scores</th>
<th>T-value</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just relaxing</td>
<td>Male 8.62</td>
<td>Female 8.83</td>
<td>t(272)=1.656</td>
</tr>
<tr>
<td>Visiting beaches</td>
<td>Male 7.95</td>
<td>Female 7.44</td>
<td>t(267)=6.917</td>
</tr>
<tr>
<td>Lazing around</td>
<td>Male 2.62</td>
<td>Female 3.03</td>
<td>t(264)=4.783</td>
</tr>
<tr>
<td>Visiting amusement parks and so on</td>
<td>Male 7.90</td>
<td>Female 7.89</td>
<td>t(270)=.211</td>
</tr>
<tr>
<td>Going sightseeing</td>
<td>Male 8.92</td>
<td>Female 8.44</td>
<td>t(266)=5.864</td>
</tr>
<tr>
<td>Shopping</td>
<td>Male 7.25</td>
<td>Female 8.68</td>
<td>t(226)=15.174</td>
</tr>
<tr>
<td>Sleeping</td>
<td>Male 4.03</td>
<td>Female 5.08</td>
<td>t(267)=2.438</td>
</tr>
<tr>
<td>Visiting historical places</td>
<td>Male 7.56</td>
<td>Female 7.34</td>
<td>t(272)=.206</td>
</tr>
<tr>
<td>Visiting museums</td>
<td>Male 6.96</td>
<td>Female 6.68</td>
<td>t(266)=.006</td>
</tr>
<tr>
<td>Attending cultural festivals</td>
<td>Male 6.41</td>
<td>Female 6.25</td>
<td>t(270)=.738</td>
</tr>
<tr>
<td>Watching movies</td>
<td>Male 6.55</td>
<td>Female 6.11</td>
<td>t(272)=3.126</td>
</tr>
<tr>
<td>Camping</td>
<td>Male 4.92</td>
<td>Female 3.39</td>
<td>t(272)=1.448</td>
</tr>
<tr>
<td>Exploring the outdoors</td>
<td>Male 8.16</td>
<td>Female 7.44</td>
<td>t(269)=10.322</td>
</tr>
<tr>
<td>Playing golf</td>
<td>Male 2.37</td>
<td>Female 2.14</td>
<td>t(271)=2.015</td>
</tr>
<tr>
<td>Playing other sports</td>
<td>Male 4.57</td>
<td>Female 3.62</td>
<td>t(269)=3.350</td>
</tr>
<tr>
<td>Going on safari</td>
<td>Male 6.34</td>
<td>Female 5.26</td>
<td>t(267)=7.348</td>
</tr>
<tr>
<td>Diving</td>
<td>Male 4.40</td>
<td>Female 3.16</td>
<td>t(243)=4.215</td>
</tr>
<tr>
<td>Attending sporting events</td>
<td>Male 5.86</td>
<td>Female 2.63</td>
<td>t(215)=26.022</td>
</tr>
<tr>
<td>Attending music concerts</td>
<td>Male 4.61</td>
<td>Female 4.12</td>
<td>t(242)=4.106</td>
</tr>
<tr>
<td>Visiting nightclubs</td>
<td>Male 4.31</td>
<td>Female 2.46</td>
<td>t(215)=38.592</td>
</tr>
</tbody>
</table>
Table 4-7 shows the most important vacation activities for Saudi tourists, related to outbound vacation trip components by age. The results indicate that respondents between 18 and 24 years old placed more importance on dynamic activities such as ‘visiting beaches’, ‘visiting parks’, ‘attending cultural festivals’, ‘watching movies’, ‘camping’, ‘going on safaris’, ‘diving’, ‘attending sport and music events’, and ‘visiting nightclubs’. On the other hand, the oldest group of respondents, who are 45 years old or older, showed low interest in participating in these dynamic activities. They showed high interest in ‘relaxing’, ‘going sightseeing’, and ‘exploring the outdoors’.

Table 4-7 shows vacation activities by age. The results show a significant difference in the mean scores of three items: ‘watching movies’, $F (3, 272) = 1.012, p < .000$; ‘diving’, $F (3, 118) = 3.511, p < .017$; ‘attending music concerts’, $F (3, 119) = 4.346, p < .006$; and ‘visiting night clubs’, $F (3, 120) = 2.832, p < 0.20$. Respondents over 45 years old ($M = 5.00$) rated the item ‘watching movies’ significantly lower than respondents 18-24 years old ($M = 7.65$) and respondents 25-34 years old ($M = 6.78$). Respondents 18-24 years old ($M = 5.09$) rated the item ‘diving’ significantly higher than other groups (25-24, $M = 3.57$; 35-44, $M = 3.50$; 45+, $M = 2.87$). Respondents 18-24 years old ($M = 5.52$) also rated the item ‘attending music concerts’ significantly higher than 35-44 year-olds ($M = 3.64$) and 45+ year-olds ($M = 3.28$). On the item ‘visiting nightclubs’, 18-24 year-old respondents ($M = 4.63$) had the highest significant rating of all groups (25-24, $M = 3.28$; 35-44, $M = 2.92$; 45+, $M = 2.54$).
Table 4-7 Important vacation activities by age

<table>
<thead>
<tr>
<th>Vacation activities items</th>
<th>Mean scores</th>
<th>F-value</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18-24</td>
<td>25-34</td>
<td>35-44</td>
</tr>
<tr>
<td>Just relaxing</td>
<td>9.09</td>
<td>8.88</td>
<td>8.58</td>
</tr>
<tr>
<td>Visiting beaches</td>
<td>7.91</td>
<td>7.79</td>
<td>7.63</td>
</tr>
<tr>
<td>Lazing around</td>
<td>2.58</td>
<td>2.81</td>
<td>2.72</td>
</tr>
<tr>
<td>Visiting amusement parks and so on</td>
<td>8.42</td>
<td>7.96</td>
<td>7.59</td>
</tr>
<tr>
<td>Going sightseeing</td>
<td>8.13</td>
<td>8.76</td>
<td>8.74</td>
</tr>
<tr>
<td>Shopping</td>
<td>8.20</td>
<td>8.43</td>
<td>7.58</td>
</tr>
<tr>
<td>Sleeping</td>
<td>4.46</td>
<td>5.10</td>
<td>4.15</td>
</tr>
<tr>
<td>Visiting historical places</td>
<td>7.02</td>
<td>7.42</td>
<td>7.59</td>
</tr>
<tr>
<td>Visiting museums</td>
<td>6.59</td>
<td>6.59</td>
<td>6.96</td>
</tr>
<tr>
<td>Attending cultural festivals</td>
<td>6.54</td>
<td>6.09</td>
<td>6.46</td>
</tr>
<tr>
<td>Watching movies</td>
<td>7.65</td>
<td>6.78</td>
<td>5.62</td>
</tr>
<tr>
<td>Camping</td>
<td>4.85</td>
<td>3.69</td>
<td>4.29</td>
</tr>
<tr>
<td>Exploring the outdoors</td>
<td>7.15</td>
<td>7.86</td>
<td>7.66</td>
</tr>
<tr>
<td>Playing golf</td>
<td>2.78</td>
<td>2.19</td>
<td>2.18</td>
</tr>
<tr>
<td>Playing other sports</td>
<td>4.74</td>
<td>3.73</td>
<td>4.22</td>
</tr>
<tr>
<td>Going on safari</td>
<td>5.91</td>
<td>5.67</td>
<td>5.89</td>
</tr>
<tr>
<td>Diving</td>
<td>5.09</td>
<td>3.57</td>
<td>3.50</td>
</tr>
<tr>
<td>Attending sporting events</td>
<td>5.52</td>
<td>4.69</td>
<td>3.64</td>
</tr>
<tr>
<td>Attending music concerts</td>
<td>5.52</td>
<td>4.69</td>
<td>3.64</td>
</tr>
<tr>
<td>Visiting nightclubs</td>
<td>4.63</td>
<td>3.28</td>
<td>2.92</td>
</tr>
</tbody>
</table>

Figure 4-4 Important vacation activities by age


4.4. Discussion of results

This section summarizes the important findings and discusses them in the context of past research.

4.4.1. Demographic profile

A survey of the literature shows the percentage of male Saudis participating in most of the past studies on vacation behavior varies between 58% and 80% (Alghamdi, 2007, 2011; Bogari et al., 2003; Mumuni & Mansour, 2014; Seddon & Khoja, 2003). Unlike these studies, the male percentage of participants for Albughuli, (2011) was only 45%. This male percentage of this study is consistent with Albughuli (2011). This difference in gender representation could be the result of the different data sample.

In terms of age, the majority of respondents for this study were 18-34 years old (38.6%), and this is consistent with Albughuli (2011), Alghamdi’s (2007), and Mumuni and Mansour’s (2014) studies. This may be a result of the fact that the majority of Saudi Arabia’s population is within this demographic group (General Authority for Statistics, 2015).

The results show that the high majority of respondents hold a bachelor’s degree or higher (82%). This is consistent with Alghamdi’s (2007) study, which found that 66% of respondents held a bachelor’s degree or above; Mumuni and Mansour’s (2014) study, which found that 45.7% of respondents hold university degrees; and Bogari et al. (2003) who found 64.9% of respondent hold university degree. This indicates that education is an important characteristic of Saudi tourists.

The findings of this study indicate that the total income of the majority of participants was ‘15,000 SR or above’. This finding is consistent with Mumuni and Mansour’s (2014) findings, with the average wage of their respondents at 20,000.00 SR or above. However, this result contradicts with Alghamdi’s (2007) work that reported the total income of the majority of respondents at 6,000-8,999 SR total, and with Bogari et al.’s (2003) study, in which the total income of the majority of respondents was 9,000-14,000 SR. This could be because this study approached a more educated and wealthier sample than the other studies.
4.4.2. Motivational factors

The findings of this study suggest that the most important motivational factors were personal escape and personal seeking. In term of personal escape, the item ‘to have a change in pace from my everyday life’ was the most important. A major motive for Saudi outbound tourism is the fact Saudis need ‘to have a change in pace from everyday life’. Participants were most interested in just escaping their everyday environment and relaxing. Other escape factors were also important for participants, including ‘to get away from my normal environment’ and ‘to overcome a bad mood’. It is important to do this in a completely new environment rather than in the same environment in which one exists every single day. Saudis are motivated to embark on outbound vacations to escape a stressful social environment and that necessitates traveling abroad in order to keep away from such a stressful setting.

This finding is consistent with previous studies on tourism motivation. In the case of Saudi tourists, Alghamdi’s (2007) research found that Saudi outbound tourists are motivated by ‘escape’ factors. Moreover, Albughuli (2011) reported that relaxation is one of the two most important factors for Saudi tourists. Comparing this finding with international tourists, it is consistent with British tourists visiting Alanya (Kesgin et al., 2012; Kim & Lee, 2002). Kesgin et al. (2012) found that ‘learning/exploring’ and ‘escape’ are important motivations for British tourists. Kim and Lee (2002) reported that ‘escaping from everyday routine’ is an important factor for visitors to the national park of South Korea. The previous studies show the importance of personal escape for the tourists.

Despite the fact that some findings of this study are consistent with these past studies, other studies found different results. For instance, Bogari et al. (2003) reported that the most important motivational factors for Saudi inbound travelers were religious and cultural values. A possible explanation of this difference in results might be the different time of the study. Bogari et al.’s (2003) study was the first study on Saudi tourism motivation, and as such it was conducted before the number of Saudi outbound travelers had increased significantly (see Table 1-1). An additional possible explanation could be that Saudis travel domestically for different reasons and purposes.

Regarding personal seeking, the findings of the current study demonstrate that ‘to experience new things about myself’ is very important for Saudi outbound tourists. In relation to the personal seeking factor, Saudis may also find it desirable to travel abroad ‘to overcome a bad
mood’ and hence free their minds. The finding clearly demonstrates that Saudi tourists place high importance on the personal seeking dimension.

This finding is consistent with previous studies on the behavior of both Saudi and international vacation travelers. For instance, Alghamdi (2007) found pull factors were important for Saudi outbound tourists as they seek new experiences. Bogari et al. (2003) found 9 important pull factors, and Alboughli (2011) identified 5 important pull factors. Additionally, the current study’s finding is consistent with previous international studies (Kesgin et al., 2012; Kim & Lee, 2002). Kesgin, et al. (2012) and Kim and Lee (2002) found pull factors were very important for British and South Korean tourists. Thus, it can be inferred that personal seeking is important for most tourists.

The findings of this study suggest that motivational factors differed by demographic profile. Generally, in an analysis of all the demographic groups, deviating from the normal routine seemed to surface as the major motivational factor for all demographic groups. As a matter of gender, females demonstrated more motivation in general in most of the motivational factors than did males. This could be a result of the social restrictions that face women in Saudi Arabia (e.g., they are not allowed to drive in Saudi Arabia, and they are required to wear hijab). These social restrictions may motivate Saudi women to travel abroad and escape the Saudi culture.

Nevertheless, the findings of this research indicate no significant gender differences in the results, except for the item ‘to bring friends/ family closer’. Women rated this item significantly higher than did men. This finding is consistent with Kim and Lee (2002), who also showed that females rated this item significantly higher than men. However, other studies found different results. For example, Alghamdi (2007) found that male placed significantly high importance on social factors, including family togetherness, while Kesgin et al. (2012) found no gender differences on these items. It can be concluded that it is still not clear whether males and females differ in their level of interest in family togetherness.

In an analysis of the effect of age on motivational factors in general, the 18-24 age group demonstrated the highest ratings for most of the items. This could be a result of a sense of, and love for, adventure within the 18-24 age group. The young people stand to be most fascinated by trips and would want to meet new people in their lives. In addition, although contributing in only a small way to motivational factors, the desire to tell others of their experiences during the period they were on their trip would also motivate young people. In contrast, the 45+ age
group respondents seem to be more interested in factors that lean toward meeting people with similar interests rather than meeting completely new people in their lives.

Regarding significant differences by age, this study found 6 such significant differences. The results showed that the 18-24 age group placed significantly higher importance on personal escape factors ‘to have a change in pace from my everyday life’ and ‘to overcome a bad mood. This finding is consistent with the Korean national park’s visitors studied by Kim and Lee (2003). On the other hand, other studies found different results. Alghamdi (2007) found no significant difference in escape factor scores, while Kesgin et al. (2012) found that the 34-54 age group rated escape factors significantly higher than other groups. This difference in previous studies’ results shows it is still not clear whether various age groups demonstrate different levels of interest in personal escape factors.

Additionally, this study found that the 18-24 age group rated the item ‘to tell other about my experience’ significantly higher than other groups. This finding is consistent with Alghamdi (2007), who found those younger than 25 placed significantly higher importance on prestige. Other international studies found different results, however. For example, Kesgin et al. (2012) found no significant difference in this item by age.

The last analysis of motivational factors by age shows that the 18-24 age group rated the items ‘to experience new things about myself’ and ‘to meet new people’ significantly higher than did the other groups. This could be because young people have less life experience and therefore would like to experience new things about themselves. This finding is consistent with Alghamdi (2007), who found that respondents from 18 to 24 years old placed significantly higher ratings on these items than did 35-44 years old. However, other international tourist studies demonstrated different results. For instance, Kesgin et al. (2012) reported that the 34-54 age group rated ‘make new friend’ significantly higher than other groups.

4.4.3. Vacations activities

The results of this study show that Saudis prefer to participate in seven diverse activities. Apart from just traveling abroad, Saudis also have quite a number of activities that seem to come up as interesting while they are abroad. The most important vacation activity reported in the current study was ‘just relaxing’, followed by ‘sightseeing’ and ‘shopping’. Saudis are mostly
interested in having free time and relaxing. This finding is consistent with a motivational factor item finding, specifically ‘to have a change in pace from my everyday life’. Thus, time abroad proves to impact their experience of personal freedom and they would rather spend that time relaxing before they embark on traveling back to Saudi Arabia.

These results match those observed in earlier studies as well (Mumuni & Mansour, 2014; Seddon & Khoja, 2003). For instance, Mumuni and Mansour (2014) reported that “just relaxing” and ‘shopping’ are the most important vacation activities for Saudi outbound tourists. This is also consistent with Seddon and Khoja’s (2003) research, which found shopping to be one of the important vacation activities for Saudis. This finding is also consistent with other international studies (Choi & Tsang, 2002; Heung et al., 2001; Kesgin et al., 2012). Heung et al. (2001) reported that just enjoying their holiday is the most important factor for Japanese leisure travelers. Kesgin et al. (2012) found relaxation was important for British tourists visiting Turkey. Choi and Tsang (2000) found sightseeing to be one of the most important vacation activities for their study participants.

Additional items were considered important. The current study found the following items were important for the majority of participants: ‘visiting beaches’, ‘exploring the outdoors’, and ‘visiting historical places’. This finding is consistent with previous studies on vacation activity. For example, Mumuni and Mansour (2014) found ‘visiting beaches’ was an important activity. This is also consistent with Seddon and Khoja’s (2003) finding that ‘walking and picnicking’ is an important vacation activity for Saudis.

This study found numerous tourist activities appear to be unimportant, as well. Saudis showed less interest in participating in the following items: ‘visiting night clubs’, ‘diving’, ‘attending sporting events’, and ‘attending music concerts’. These findings were slightly different from those of previous studies. For instance, the findings of Alghamdi (2007) suggested that ‘visiting nightclubs’ is an important tourist activity for Saudi outbound tourists, while Mumuni and Mansour (2014) found it slightly important.

The findings of this study suggest there are significantly different ratings based on gender. Males placed higher importance on participating in most vacation activity items in general. Specifically, results for 7 items were different. On the one hand, males placed significantly higher importance on 5 items, which are: ‘camping’, ‘exploring the outdoors’, going on safari’,
‘diving’, ‘attending sport event’, and ‘visiting nightclubs’. A possible explanation for this could be the Saudis’ culture, where males tend to participate more in physical activities. On the other hand, females placed significantly higher importance on two items: ‘sleeping’ and ‘shopping’. This is understandable, as females usually are more interested in fashion and shopping.

The findings of the current study are consistent with previous vacation activity studies for some items, and differ for other items. For example, in term of outdoor adventure items (‘camping’, ‘exploring the outdoors’, going on safari’, ‘diving’, and ‘attending sport events’), the findings of this study are consistent with the work of Choi and Tsang (2011), which found that males were significantly more interested in outdoor adventure. However, other studies have reported different results in this regard. For example, Mumuni and Mansour (2014) found females placed higher importance on outdoor adventure. Furthermore, Heung et al. (2001) found no significant difference by gender regarding outdoor adventure.

Regarding ‘visiting nightclubs’, males in the current study rated this activity significantly higher than did females. This finding is consistent with findings for Hong Kong tourists (Choi & Tsang, 2011), but other previous studies have found different results. For example, Mumuni & Mansour (2014) and Alghamdi (2007) found that females placed higher importance on this item than did males, while Heung et al. (2001) found no significant difference by gender.

Additionally, this study found that females placed significantly higher importance on the items ‘shopping’ and ‘sleeping’ than did males. This finding is in agreement with previous studies on Saudi outbound vacation activity (Mumuni & Mansour, 2014). Moreover, it is consistent with other international studies. For example, it agrees with results for Japanese tourists (Heung et al., 2001). However, it is different from findings on Hong Kong tourists (Choi & Tsang, 2011) which demonstrated that male Hong Kong tourists were more interested in shopping than were females.

The findings of this study report different respondent ratings based on age. Generally, the young generation demonstrated the highest ratings while the oldest generation demonstrated the lowest ratings on most items. A possible reason for this might be the fact that the youth have more energy and passion. The results also indicate significant differences between age groups concerning vacation activity items, including: ‘watching movies’, ‘diving’, ‘attending music concerts’, and ‘visiting night clubs’. Respondents over 45 years old rated these
entertainment items (watching movies, attending music concerts, and visiting nightclubs) significantly lower than 18-24 and 25-34 year-old respondents. This finding is consistent with Mumuni and Mansour’s (2014) study, which reported the majority of 45-and-older respondents demonstrated the least interest in entertainment items.

In the case of ‘diving’, the youngest generation group rated this item significantly higher than did other groups. This finding does not agree with Mumuni and Mansour’s (2014) results which found middle-age participants were more interested in diving. Moreover, it is important to note that the other studies (Choi & Tsang, 2011; Heung et al., 2001) did not measure this item.
5. CHAPTER FIVE: CONCLUSIONS

This chapter discusses an overview of the significant findings of this study. It also provides suggestions for future academics and practitioners in Saudi Arabia. In addition, several implications of the findings and limitations of the study are discussed.

5.1. Summary of research findings

This study examined Saudi residents’ travel behavior. Particularly, it investigated the motivations of Saudi outbound tourists and their travel activities abroad. Four research questions were discussed. Responding to the four research questions in chapter one, data from this study depicted the vacation behavior of Saudi outbound tourists. For instance, in the case of the most important motivation factors, the findings suggest that personal escape was the most important motivational factor for respondents, followed by personal seeking. The items ‘to have a change in pace from my everyday life’ and ‘to experience new things about myself’ were rated the most important.

To explore the difference between demographic groups regarding motivational factors, additional analyses were conducted. The results of this study suggest that females and younger age groups were motivated by most of the motivational factors. The females placed higher importance on most of the motivational factor items than did males, and the 18-24 year-old age group demonstrated the highest ratings over all other group.

However, in terms of statistically significant differences, this study found 5 significant differences by age and only 1 by gender. Specifically, females were significantly more motivated by the item ‘to bring friends/family closer’; and 18-24 year-olds rated the items ‘to have a change in pace from my everyday life’, ‘to tell others about my experience’, ‘to experience new things about myself’, ‘to feel good about myself’, and ‘to meet new people’ significantly higher.

Additional examinations were conducted to rate the most important vacation activities according to Saudi outbound tourists. The findings of the current study suggest that the most important vacation activity was ‘just relaxing’, followed by ‘sightseeing’ and ‘shopping’. Saudis are mostly interested in having a free time and relaxing, and for Saudis, to travel is to be free from everyday life. ‘Shopping’ and ‘sightseeing’ seem to be very important activities
for them. Additional activities were found to be important such as ‘visiting beaches’, ‘exploring the outdoors’, and ‘visiting historical places’. In particular, Saudis showed high motivation for visiting beaches.

Generally, in term of differences in levels of importance demonstrated by different demographic profiles, this study suggests that generally, males and those in the 18-24 age group placed higher importance on most vacation activity items than did others. However, in term of statistically significant differences, this study found seven significant differences by gender and 4 by age. Males rated 5 significantly higher differences in the items ‘camping’, ‘exploring the outdoors’, ‘going on safari’, ‘diving’, ‘attending sport event’, and ‘visiting nightclubs’. Females placed significantly higher importance on the items ‘sleeping’ and ‘shopping’. The youngest generation rated the items ‘watching movies’, ‘diving’, ‘attending music concerts’, and ‘visiting night clubs’ significantly higher than did other groups. Some of the current findings are consistent with previous studies and some are different.

5.1.1. Limitations

A number of important limitations need to be considered concerning this study. First, the sample size was small due to limitations of time. Second, the data collection was conducted only during summer, and there is a possibility that Saudi tourists’ reports of motivation and vacation activities differ by the time of year. The weather during summer in Saudi Arabia is very hot and the importance of the escaping factor may have increased during summer, accordingly.

5.2. Implications

The evidence from this study has important implications for tourism sectors in and outside of Saudi. Destination management and tourism organizations can use this study to target the interests and needs of Saudi tourists. For example, the study found that the factors which motivate Saudi outbound tourists are ‘to have a change from my everyday life’, ‘to experience new things about myself’, and ‘to get away from my normal environment’. These findings could be used by tourism managers, both abroad and in Saudi Arabia, to make their trips appeal more to the Saudi market. Moreover, the study found that the most important vacation activity driving Saudi tourists abroad is relaxation. A reason for this could be that daily routines for a
typical Saudi national tend to be stressful, coupled with the fact that the social environment is fairly strict (Alghamdi, 2007).

Whilst Saudis in general are not discontent with their way of life, it is understandable that there is a desire to experience a more liberal environment from time to time, where they can act freely and without criticism. Managers wishing to boost their tourism industry by targeting Saudi nationals should consider this when developing their marketing campaigns. For example, they may market their quiet locations, such as small villages and rural spots which allow to the Saudi tourists to live without feeling watched, and maintain as many or as little Saudi customs as they choose. These types of locations may be identified and showcased to appeal to a typical Saudi traveler. In addition, this study is important for the academic field of tourism since, as has been explained earlier, Saudi outbound tourism has been growing and there is a need to understand the Saudi outbound travel motivations scientifically (Alghamdi, 2007; Seddon & Khoja, 2003).

5.3. Recommendations for further research

Understanding vacation behavior is an important aspect of the tourism market (Snepenger et al., 2006; Uysal, et al., 2008). Therefore, this study further investigation in the form of more research about Middle Eastern vacation behavior in general, and Saudi Arabian vacation behavior in particular, since there is a lack of research within these contexts in spite of its importance. There is a possibility that some nations have similar vacation behavior. Determining similarities and differences would provide recommendations for destination managers.

This study recommends replicating this work with a larger, random sample in order to generalize its findings. Second, additional studies within the vacation behavior context are needed during the four different seasons. The findings of this research cannot be generalized to all Saudi tourists because the data collection was conducted only during summer. It is important to conduct more research during different seasons in order to compare the results. This will also help to determine the influence of seasons on vacation behavior.

Next, this study was conducted in Saudi Arabia during the pre-trip stage. Participants were asked to rate the importance of tourism motivation factors and vacation activities. It is possible that participants did not answer questions honestly, because they did not pay attention. For
example, the low rate of ‘visiting nightclubs’ may be the result of the fact that nightclubs are prohibited by Islamic Religion, which influences Saudi culture and attitude (Bogari et al., 2003). Therefore, a qualitative research method at popular Saudi tourist destinations should be used. For example, interviews and observations of Saudis during their vacations might produce a better analysis of Saudi vacation behavior.
6. References


7. Appendices

7.1. Appendix 1: Survey (English version)

Survey of Saudi Residents International Pleasure/ Vacation Travel Behavior

This survey concerns your travel abroad experiences. Please answer all questions as accurately as possible. This survey is voluntary. Data collection is only for research purposes and will not be shared by any third parties. All information that you provide us is strictly confidential and will not be associated with you as an individual. Your cooperation is greatly appreciated.

Part I-Screening Questions

Q1-I am 18 years of age or older
   a) ( ) Yes
   b) ( ) No

Q2-In the past I have traveled internationaly?
   a) ( ) Yes
   b) ( ) No

Q3-In the past 12 months, have you taken an international pleasure/vacation trip at least three nights away from home?
   a) ( ) Yes – If your answer is ‘Yes’ proceed to Part II.
   b) ( ) No – If your answer is ‘No’ proceed to question 4.

Q4-Do you have any particular reasons for not taking an abroad pleasure/vacation trip in the past twelve months?
   a. ( ) No money/tight budget
   b. ( ) Needed money for other (urgent) matters
   c. ( ) Job-related reasons
   d. ( ) Health-related reasons
   e. ( ) Small children (restricting travel)
   f. ( ) Family related reasons
   g. ( ) Time related reasons/time scarcity
   h. ( ) Do not feel like traveling at this point
   i. ( ) Age-related reasons
   j. ( ) No interest in traveling
   k. ( ) Other reasons
   l. ( ) No reason stated

Please proceed to Part IV; you do not have to answer questions in parts II and III.
Part II-General international travel behavior

Q5-Which is the first foreign country you visited for pleasure/vacation? ________________

Q6-How old were you when you took the trip? ________________

Q7-With whom did you travel?
   ( ) Alone
   ( ) Spouse/partner
   ( ) Family members/Relatives
   ( ) Friends
   ( ) Organized group
   ( ) Other ________________

Q8-How many foreign pleasure/vacation trips did you take since your first foreign visit pleasure/vacation trip? ________________

Q9-On average, I took ________________ international pleasure trip(s) □ a year or □ every ______ years.

Q10- On average, I usually spend ________________ nights on international pleasure/vacation trips.

Q11-Each of the items below refers to your motivation to go on international pleasure/vacation trip. Please indicate to which degree you are motivated by the following factors:

<table>
<thead>
<tr>
<th>Travel motivation</th>
<th>least</th>
<th>most</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To get away from my normal environment</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To have a change in pace from my everyday life</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To overcome a bad mood</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To avoid people who annoy me</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To get away from a stressful social environment</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To avoid interactions with others</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To tell others about my experience</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To experience new things about myself</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To feel good about myself</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To be with people of similar interests</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To bring friends/family closer</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>To meet new people</td>
<td>1 2</td>
<td>3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>
Q12- Each of the items below refers to your preferences when choosing an international pleasure/vacation trip. Please indicate to which degree you agree with the following statements:

<table>
<thead>
<tr>
<th>International travel preferences</th>
<th>not at all true</th>
<th>very true</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer to travel to countries where the people are of different ethnic groups from mine</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to travel to countries where they have the same tourism infrastructure (such as highways, water supply, sewers, electric power, and communications systems) as in my country</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to travel to countries with well-developed tourism industries</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to travel to countries where there are restaurants familiar to me</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer not to stay in international hotel chains when traveling in a foreign country</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I put high priority on familiarity when thinking of destinations</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to travel to countries where they have the same transportation system as in my country</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to travel to countries that are not popular destinations</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to start a trip with no pre-planned or define routes when traveling in a foreign country.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to make no major arrangements through travel agencies when traveling in a foreign country.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to start a trip with pre-planned or define routes when traveling in a foreign country.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer not to be on a guided tour when traveling in a foreign country.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to have travel agencies take complete care of me, from beginning to end, when traveling in a foreign country.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer not to associate with local people when traveling in a foreign country</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to seek the excitement of complete novelty by engaging in direct contact with variety of new different people</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to travel to countries where the culture is different from mine</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to have little personal contact with local people when traveling in a foreign country</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>If find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur</td>
<td>1 2 3 4 5 6 7</td>
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</tr>
<tr>
<td>I prefer to make friends with the local people when traveling in a foreign country</td>
<td>1 2 3 4 5 6 7</td>
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</tbody>
</table>
Q13-Each of the items below refers to possible vacation activities. Please indicate how necessary each activity to you for a perfect vacation?

<table>
<thead>
<tr>
<th>Vacation Activities</th>
<th>not all necessary</th>
<th>very necessary</th>
</tr>
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<tbody>
<tr>
<td>Just relaxing</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Visiting beaches</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Lazing around</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Visiting amusement parks and so on</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Going sightseeing</td>
<td>1 2 3 4 5</td>
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<td>Shopping</td>
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<tr>
<td>Sleeping</td>
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<tr>
<td>Visiting historical places</td>
<td>1 2 3 4 5</td>
<td></td>
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<tr>
<td>Visiting museums</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Attending cultural festivals</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Watching movies</td>
<td>1 2 3 4 5</td>
<td></td>
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<tr>
<td>Camping</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Exploring the outdoors</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Playing golf</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Playing other sports</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Going on safari</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Diving</td>
<td>1 2 3 4 5</td>
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<td>Attending sporting events</td>
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<tr>
<td>Attending music concerts</td>
<td>1 2 3 4 5</td>
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<tr>
<td>Visiting nightclubs</td>
<td>1 2 3 4 5</td>
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</table>

Part III-Most Recent International Pleasure/Vacation Trip
These questions are about your most recent international pleasure trip in the last year.

Q14-When was the most recent abroad pleasure/vacation trip you took?
   a. Less than a month ago
   b. A month to three month ago
   c. Three month to six month ago
   d. More than a year ago
   e. Other (please specify) ____________________

Q15-Who did you travel with on your most recent abroad pleasure/vacation trip?
   a) Alone
b) Spouse/partner
c) Family members/Relatives
d) Friends
e) Organized group
f) Other ____________________

Q16-Please fill in the blank the name of main destination (country) that you have traveled to for your most recent abroad pleasure/vacation trip?
   a) Country: ____________________

Q17-Please circle which one of the following best describes your primary destination for your most recent abroad pleasure/vacation trip?

( ) Beach trip
( ) Resort Vacation
( ) Theme park(s)
( ) Festivals/special events
( ) Outdoors vacation
( ) Natural setting vacation
( ) Eco-tourism
( ) City trip
( ) Visiting friends and relatives
( ) Other

Q18- Please put a check beside each activity you participated in on your most recent pleasure trip. (Check all that apply)

( ) Just relaxing
( ) Visiting beaches
( ) Lazing around
( ) Visiting amusement parks and so on
( ) Going sightseeing
( ) Shopping
( ) Sleeping
( ) Visiting historical places
( ) Visiting museums
( ) Attending cultural festivals
( ) Watching movies
( ) Camping
( ) Exploring the outdoors
( ) Playing golf
( ) Playing other sports
( ) Going on safari
( ) Diving
( ) Attending sporting events
( ) Attending music concerts
( ) Visiting nightclubs

Q19-How many days did you spend on your trip? ____________

Q20- How many people were there in your travel party on this trip? ________
Q21-How early did you make the decision to travel prior to taking the trip? (Please circle)
   ( ) Less than a month
   ( ) 1-2 months
   ( ) 3-4 months
   ( ) 5-6 months
   ( ) more than 6 months

Q22-Which one of the following best describes how you planned the trip? Did You….
   ( ) First decide what activities you wanted to do and then select a destination
   ( ) First decide on a destination and then select what activities you would do there
   ( ) Don’t know

Q23-Did you seek outside information to help in making your decision or did you make the
decision just based on what you already know?
   ( ) Yes, sought outside information
   ( ) No, just based on what already know
   ( ) Don’t know

Q24-As you planned your most recent pleasure trip, which of the following information sources
did you use? (Check all that apply).
   ( ) Travel magazines
   ( ) General magazines
   ( ) News papers
   ( ) Nature magazines
   ( ) Friends
   ( ) Travel club
   ( ) Relatives or families
   ( ) Travel agents or AAA
   ( ) Internet
   ( ) Information received from place(s) visited
   ( ) Television
   ( ) Radio
   ( ) Travel books
   ( ) Travel guides
   ( ) Information from group tours
   ( ) Other. Please specify ____________

Q25-Who had the most influence in deciding on the final destination?
   ( ) You
   ( ) Grandparents
   ( ) Spouse (wife/husband)
   ( ) Other family members
   ( ) Friend you live with
   ( ) Close friends
   ( ) Children
   ( ) Business associate(s)
   ( ) Parent(s)
   ( ) Others. Please specify______________

Part IV- Demographic Information

Q26-Where do you live?
• City ( __________________________ )

Q27-Gender:
• ( ) Male       ( ) Female

Q28-Year of birth
• 19 ___

Q29-Marital Status
• ( ) Single     ( ) Married   ( ) Divorced/Widowed/Separated ( ) Other

Q30-Education
• __________________

Q31-What is your occupation or line of work. Please describe what you actually do. (If student, housekeeper, or retired, please say so)
• __________________

Q32-What is your approximate total income before taxes?
• __________________
7.2. **Appendix 2: survey (Arabic version).**

هل سبق لك السفر خارج المملكة في الماضي

نعم

لا

هل سبق أن سافرت خارج المملكة للسياحة لمدة لا تقل عن 3 أيام خلال السنة الماضية

نعم

لا

هل لديك سبب معين لعدم قضاء العطلة خارج المملكة العربية السعودية السنة الماضية

عدم توفر ميزانية مالية كافية للسفر

حاجة المال لتكاليف أخرى أكثر أهمية من السفر والسياحة

أسباب تنطلق بالوظيفة

أسباب تنطلق بالسماحة

عواقب محلة بالأطفال

عواقب عائلية

أسباب تنطلق بالوقت حيث لم أملك وقت كافٍ للسفر

لم يكن لدي الرغبة للسفر في ذلك الوقت

نعم

لا
أسباب تتعلق بالدين / العمر
لا يوجد لدى اهتمام للمشارك.
أسباب أخرى

ما هي أول دولة سافرت لها لقضاء العطلة بالخارج؟

كم كان عمرك؟

من رافقك في هذه الرحلة (أرجو أختيار جميع المراقبين)؟
- وحدي
- زوج / زوجة
- العائلة أو أقرباء
- سفقة
- وفد منظم

أخرى

كم من المرات سافرت للخارج لقضاء العطلة منذ ذاك الوقت؟

كم معدل سفراتك السياحية الخارجية سنوياً؟

كم هي المدة التي تقضيها للسمرة السياحية الواحدة؟ (تقريبا)؟
كل عبارة من العبارات أدناه تشير إلى دافع من نواحي السفر في رحلة ترفيهية للخارج. يرجى الإشارة إلى أي عبارة دافع مهم لك من خلال العبارات التالية. (عندما يكون "10" يشير إلى مهم جدا و "1" غير مهم إجمالا).

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كل عبارة من العبارات أدناه تشير إلى تقديراتك عند اختيار وجهة دورية للقضاء العطلات. يرجى الإشارة إلى أي مدى تتفق مع العبارات التالية. (عندما يكون "10" تشير إلى أدق ما و "1" إلى لا أدق أطلالا).

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أما إذا أصل السفر إلى بلدان حيث الناس ينتمون إلى مجموعات عرقية مختلفة،.

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أما أفضل السفر إلى البلدان التي
لديها البنية التحتية للملاحة
فسهم (مثل الطرق السريعة،
وإمدادات المياه، والصرف
المحيئ، والطاقة الكهربائية،
وأنظمة الاتصالات) كما هو
الحالة في بلدنا

أما أفضل السفر إلى الدول التي
لديها سياسة سياحية مثيرة

أما أفضل عدم الإقامة في سلسلة
الناطق العالمية عند سفر
لدول أجنبية

أما أفضل أممية كبيرة لتفاهم
دولة مأمونة لدي) عند التفكير
في اختيار وجهة سفر

أما أفضل السفر إلى الدول التي
تمتلك نظام تقل مشاعر النظام
الموجودة في بلدنا

أما أفضل السفر إلى الدول الجغرافية
جهوية للسياحة

أما أفضل أن تبدأ الرحلة مع
عدد وجود خطة محددة مسبقا أو
أحد مسار الرحلة عند السفر
إلى بلد أجنبي

أما أفضل أن لا ترتبط الترتيبات
الرسمية برأسالة وكلاء السفر
عند السفر إلى بلد أجنبي

أما أفضل أن أبدأ زفافي بخلة
محددة مسبقا أو أحد مسار
الرحلة عند سفرني إلى بلد
أجنبي

أفضل أن لا يكون مع مرتادي
سميحي عند السفر إلى بلد
أجنبي

أفضل أن استعين بوكالات سفر
وسيادة تقويم كتابة ترتيبات
السفر من الدالية إلى النهاية عند
السفر إلى بلد أجنبي

أفضل عدم الامتناع عن السكان
كل عبارة من العمليات أدناه تشير لأنشطة مختلفة. برجى الإشارة إلى أي مدى ضرورة كل نشاط لك في العطلات (علماً بأن 10 نشاط إلى مهم جداً و1 إلى غير مهم)

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</table>
منى كانت آخر رحلة سياحية قضيتها بالخارج؟

أقل من شهر
ما بين شهر إلى ثلاثة أشهر مضت
ما بين ثلاثة أشهر إلى سنة أشهر مضت
أقل من سنة
(أخرى أرجوا التحديد)

ما هي الدولة؟

من رافقك في هذه الرحلة (أرجوا اختيار جميع المرافقين)؟

رجتي
زوج / زوجة
العائلة أو أقارب
صديقة
ود منظم
أخرى

يرجى تحديد السبب الرئيسي لاختيار أو تفضيل هذه الوجهة؟

الملحق
المتحف
مدينة ملاهي
مهرجانات / المناسبات الخاصة
عناية في الهواء الطلق
المطابخ
السياسة البيئية
المدن الكبيرة
زيارة الأصدقاء والأقارب
أخرى

يرجى اختيار كل الأنشطة التي شاركت بها في آخر رحلة سياحية قضيتها بالخارج (أختر جميع الأنشطة اللتي تنطبق)؟

الاسترخاء
زيارات الشواطئ
الكابل
زيارة المتلفعات
الذهاب لمتعاهدة معالم المدينة
التسوق
الروم
زيارة السياحة التاريخية
زيارة المتحف
حضور المهرجانات الثقافية
مشاهدة الأفلام
التخييم
استكشاف العالم الخارجي
لعب التوفيق
لعب الرياضات المختلفة
النهاية في رحلات السفاري
الوصول
حضور الأحداث الرياضية
حضور الحفلات الموسيقية
زيارة الملاهي الليلية

كم ليلة قضيت في هذه الرحلة؟

كم عدد المراقبين لك بتلك الرحلة؟

متى تم حجز رحلتك؟
- قبل أقل من شهر من موعد الرحلة
- ما بين 1-2 شهر من موعد الرحلة
- ما بين 3-4 شهر من موعد الرحلة
- ما بين 5-6 شهر من موعد الرحلة
- أكثر من 6 شهر من موعد الرحلة

كيف خططت لرحلتك؟
أقررت الأنشطة التي أريد ممارستها وبعد ذلك أخترت المصمود السياحي المناسب
بختى عن المصمود السياحي المفضل وبعد ذلك أخترت الأنشطة المناسبة في رحلتي
لا أعرف

هل تسعى للبحث عن معلومات خارجية عن الوجهة السياحية قبل اتخاذ القرارات الخاصة بك أو تستند فقط على ما
نعم أسمى للحصول على معلومات خارجية
لا أفرق نداء على ما أعرفه
لا أعرف

ما هي المصادر التي تستخدمها للنعرف على المصدر السياحي؟

مجلات السفر
المجلات العامة
الصحف
مجلات الطبيعة
أصدقاء
نادي السفر
الأقارب أو المجلات
وكالات السفر
الإنترنت
المعلومات الواردة من السياح
ال>>::
الراديو
كتب السفر
دليل السفر
العلومات من جولات المجموعة
أخرى

هل وجدت تأثير من أي شخص في اتخاذ قرارك بشأن الوجهة السياحية المفضلة لأخر رحلة ترفيهية محليت بها؟

أنصح اختيار
زوج أو زوجة
صديق أعيش معه
الأطفال
الرائدين
الجد أو الجدة
أحد أفراد الأسرة
صدق مقرب
تذكرك عمل
أخرين

في أي مدينة تعيش؟

ما هو جنسك؟
ذكر
أنثى

في أي سنة ولدت بالتقسيم الميلادي؟

ما هي حالتك الاجتماعية؟
أعزب أو عزياء
متزوجة أو مترودة
مطلق أو مطلقة

ما هو مستوى التعليمي؟

ما هي مهنتك؟
طلاب
كم يبلغ دخلك الشهري (تقريبا)؟
7.3. Appendix 3: Informed consent document

Informed Consent Document

Title of Study:
Exploring Saudis Travel Abroad Motivations and Vacation Activity

Introduction:
You are invited to join this research to look at Saudis’ travel abroad motivations and vacation activity. This study is being conducted at Rochester Institute of Technology (RIT). The purpose of this study is pointing the most important motivation of Saudis tourist.

What Is Involved In The Study?
If you don’t mind to take part in this research study, you will be asked to complete a questionnaire related to this study about Saudis travel motivation. The expected time to take this questionnaire is between 10 minutes to 15 minutes.

The questionnaire contains four main parts, which are screening questions, general international travel behavior, the most recent international pleasure/vacation trip, and the demographic information

Discomfort and Risks:
All information that you provide will remain confidential and will be de-identified for all analyses. There are no risks in participating in this research. You may decide to not competing at any time.

Benefits to Take Part in the Study:
Since there is a lack of research that studied Saudis travel motivation and preferences, the benefit of participation in this research will help to provide implication for future academics and practitioners. These implications are useful to assist the Saudis destination managers for planning to a successful tourist destination as they know Saudis travel motivation and preferences.
Confidentiality:
All responses will be confidential. The researcher will insure that when presenting or publicizing results from the research, there are no personal identifiable information will be shared.

Your Rights As A Research Participation:
Participation in this study is totally voluntary. You have the right to withdraw at any time. You also have the right to not answer any questions for any reason. There are no penalties or loss of benefits if you decide to withdraw from this study.

Contacts For Questions Or Problems:
Please contact me (Fawaz Alreshaidan) at (0966) 560215115 or email at fna7497@rit.edu or my professor Dr. Muhammet kesgin at (585) 475-5238, email at mxkism@rit.edu if you have any questions, concerns about this research, have unexpected physical or psychological discomforts, or you face unusual or unexpected. Contact Heather Foti, Associate Director of the HSRO at (585) 475-7673 or hmfsrs@rit.edu if you have any questions or concerns about your rights as a research participant.
7.4. Appendix 4: The Institutional Review Board (IRB) approval

Form C
IRB Decision Form

TO: Fawaz Alreshaidan
FROM: RIT Institutional Review Board
DATE: July 14, 2015
RE: Decision of the RIT Institutional Review Board

Project Title – Survey of Saudi Residents International Pleasure/Vacation Travel Behavior

The Institutional Review Board (IRB) has taken the following action on your project named above.

☑ Exempt 46.101(b)(2)

Now that your project is approved, you may proceed as you described in the Form A.

You are required to submit to the IRB any:
- Proposed modifications and wait for approval before implementing them,
- Unanticipated risks, and
- Actual injury to human subjects.

Heather Foti, MPH
Associate Director
Office of Human Subjects Research

Revised 19-18-06