



# **Are attractions the main influencing factor for motivating tourists to travel to Dubai?**

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism and Hospitality Management

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## **Affidavit**

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

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## **Abstract**

Travel motivation and tourist attractions are topics that have been frequently studied individually however there are only a few studies that discuss the relationship of motivation to travel and tourism attractions. Therefore, this thesis focuses on investigating not just the relationship between travel motivation and tourist attractions/ activities but more specifically in the case of Dubai. This study does not only investigate what the main motive is for tourists to travel to Dubai but it tests the relationship and correlations between specific tourist attractions/ activities and travel motives/ travel characteristics. The aim of this thesis was to determine whether attractions are the main reason for tourists to travel to Dubai. The study also aimed to aid DMO's with the promotion of attractions/ activities to the correct market segmentation.

The results of this study's quantitative analysis of 153 respondents revealed that all of the respondents that travelled to Dubai have visited at least one tourist attraction. Although tourist attractions may not be the sole travel motive for tourists to travel to Dubai as some travel for purposes other than leisure such as business or visiting friends and relatives, tourist attractions still play an important role in motivating tourists to travel to Dubai to experience its many different attractions and tourist activities. Results portray that 99.34% of respondents were satisfied with the attractions they visited and perceived them as "good". The results also portray that some attractions/ activities play a more important role in attracting tourists than others. The most popular special interest motivators in the case of respondents were relaxation and discovery these motives show the importance of attractions related to relaxation and discovery/ exploration.

This thesis is also of benefit to Dubai's destination management organization (DMO) as it identifies the top tourist attractions/ activities based on popularity. It shows the relationship between different travel characteristics/ demographics and activities/ attractions. Additionally it identifies tourist's perceptions and satisfaction on different attractions/ activities. With the information from this thesis the DMO is able to improve or better market attractions/ activities to specific tourists.

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## **1. Introduction**

### **1.1 Background Information**

Tourist attractions are very important for destinations, as tourist attractions are what attract people to visit a destination. Tourist attractions also have a major influence on the experience a tourist has in the destination. The main role of a tourist attraction is to grab the attention of potential tourists so they can visit a specific location to explore the attractions at the destination. Many destinations have very important attractions that play a major part in attracting tourists to visit destinations. Some examples of these destination are: Paris which has the Eifel tower and the Louvre, Rome which has the Colosseum, Beijing which has the great wall of China, New York which has the statue of Liberty and lastly India which has the Taj Mahal. For these destinations the assumption may be that these attractions are the main factors explaining destination visits.

The research of this thesis uses Dubai as research context to investigate the relationship between attractions/ activities and visitations. Dubai has discovered its wealth in 1966 with the asset of oil and it wasn't until 1971 that the U.A.E was born and became an official country. After the discovery of oil the development of Dubai has begun. Dubai heavily relied on trading and natural resources for its wealth for many years but as these resources are limited Dubai decided to focus on growth and innovation by planning landmark projects, which would result in increased tourism and business opportunities. The ambitious building and social projects have helped contribute to Dubai's tourism success. In the 1990's Dubai didn't have much to offer for tourists as they had just a few parks, small shopping centers and the world trade center. However, they did start to act on their vision of going towards the service industry in the 1990's as the construction of the famous "7-star" hotel Burj al Arab started in 1994. Based on data obtained from the World Bank the amount of tourism dollars spent in the U.A.E in 1995 was \$632,000,000 and in 2020 this amount has increased to \$21,390,000,000. Based on data obtained from the World Bank in 1995 2,315,000 tourists visited the United Arab Emirates and in 2019 21,553,000 tourists visited the United Arab Emirates. This significant increase in both

tourism dollars spent and tourism arrivals portray how much the United Arab Emirates tourist industry has improved and grown over the past 20-25 years.

Dubai currently has a lot of tourism infrastructure, which is used to help attract tourism to Dubai. The city of Dubai currently has the worlds highest tourism spending receiving over 30 billion us dollars from overnight international travelers in the year 2018 alone (McCarthy & Ritcher, 2019). Dubai is very successful as a tourist destination and offers many different tourist attractions. Dubai has 8 major categories, which attract tourist, and they are referred to as the patterns of tourism by their ministry of economy (Ministry of Economy, 2020). The main categories are shopping, adventure, sports, cultural, education, medical, meetings, incentives, conferences, exhibitions (MICE) and marine tourism (Ministry of Economy, 2020). Some of Dubai's most unique and successful tourist attractions include: Burj Khalifa (the worlds tallest sky scraper), Burj al Arab (the worlds most luxury hotel commonly referred to as "7" stars), their desert and beaches, their incredible diversity, food attractions, Dubai Mall (worlds largest shopping mall with a massive aquarium and ice skating ring), Ski Dubai (Indoor ski slope that is open every day of the year), Gold Souq/ Dubai museum (It is located in "old Dubai" and shows Dubai's heritage and history), Attraction parks( Water parks, Theme parks and Gardens) as well as Dubai's Opera house. Although Dubai has many successful tourist attractions they still have difficulty attracting some tourists due to a few reasons such as: Dubai is very far away for some tourists, their strict laws can intimidate potential tourists, Dubai is known as an expensive destination which can prevent people with lower incomes from traveling to Dubai, Ethnic and cultural beliefs, the heat in the summer results in high seasonality as many people will not want to travel in summer and another potential factor could be the inflation rates.

This thesis investigates whether or not tourist attractions are the main influencing factor for attracting tourists to Dubai. It is important for the tourism industry to know whether travellers are travelling to Dubai for its tourism attractions or for other reasons because it can help determine where Dubai and other destinations should spend their budget. The tourism industry could determine what attractions are most successful to Dubai's tourism



success and how these attractions can be implemented in different parts around the world that are in need of a tourism boost. This thesis helps determine what current infrastructure attracts the most tourists and what tourists are looking to achieve by traveling to Dubai and how Dubai can implement strategies that fulfill both the needs and wants of Dubai's tourists.

Destinations can face difficulties when attracting tourists based on their existing attractions as their attractions are often in need of renovation, do not have something specifically unique which differentiates them or some destinations simply do not have enough tourist attractions. These difficulties can result in a destination having to implement new tourist attractions. When implementing and creating new tourism attractions a destination can face difficulties in determining the perfect location, accessibility, how to make the attraction popular in all seasons, whether it should be free and if not what price to set, choosing the target market, as well as having to spend a lot of capital on promotion/ marketing.

## **1.2 Research Question and Rationale**

The core to tourism activities is the attraction visitation. In explaining attraction visitation, several concepts have been proposed, including the theoretical concepts Composite Ideograph Tourist Attraction Typology and the Composite Organizational Tourist Attraction Typology. These two typologies have been developed by Alan Lew in 1987 in order to segment tourists, identify tourist types as well as identify and map what drives tourists to travel to specific destinations. Other very important theoretical concepts studied in this paper are the Travel Career Ladder (TCL) (Ryan, 1998) as well as the Travel Career Pattern (TCP) (Pierce & Lee, 2002). The Travel Career Ladder is a conceptual framework that is based off of Maslow's Hierarchy of Needs. The TCL states that a traveller's motivation and needs changes through out a traveller's lifetime with their travel experience. The more experience a traveler has the higher their needs will be on the TCL (Ryan, 1998). The Travel Career Pattern (TCP) is another theoretical framework, which is also based on Maslow's Hierarchy of Needs. The Travel Career Ladder focused on the internal and external motivations of travelers and categorizes the

most and least important travel motivations. The TCP was developed in order to reduce the amount of hierarchy introduced by the TCL and the TCP acknowledged the fact that a traveller's motivation is very dynamic and that travellers motivation patterns will change throughout their travel careers (Pearce & Lee, 2005). Murray's classification of human needs (Murray, 1938) is another theoretical concept, which can be adapted and applied to travel motivation and portray how different human needs can influence travel behavior (Pizam & Mansfeld, 1999). Maslow's Hierarchy of Needs is also an important theoretical framework as it is commonly used in the hospitality industry and many tourism researchers base their theoretical studies of travel motivation on it. Maslow's Hierarchy of Needs can also be adapted to focus on travel motivations in order to identify different travel motives (Brown, 2008). The Push and Pull model developed by John Crompton in 1979 is another essential theoretical concept, which specified that push factors are what motivates tourist to travel and it is where the desire derives from. The pull factors are what enable tourists to decide which destination they want to travel to (Crompton, 1979). This model can be used to determine how to motivate tourists and what attracts tourists. Another important concept is Special Interest Tourism (SIT), which attracts a niche market of tourist whose primary motivation to travel is to practice or experience a special interest. SIT identifies 8 different classifications, which motivates special interest tourism travellers. The Tourism Product Taxonomy is one of the most important theoretical concepts as it serves as the basis of how tourism products such as attractions can be paired and mapped with tourist's motivations.

There have been studies conducted on whether attractions attract tourist to destinations such as the study on the case of Singapore by (McKercher & Koh, 2017) however there have been no studies on this topic conducted for Dubai and this study determines the more specific research question whether or not attractions are the main influencing factor for attracting tourists. Although there is research that assumes relationships between motivation and attractions, not many were able to establish a relationship between them. This research attempted to measure this relationship by looking at differences of travel motivations with respect to activity participation and attraction visitation. The investigation of Dubai provides more information on the topic of whether attractions

attract tourists. There has been studies conducted which investigated a similar topic for geographical areas such as Singapore (McKercher & Koh, 2016). On the other hand, no examinations were conducted in the Middle East and specifically in Dubai, which is very different from the above-mentioned geographical area given the characteristics of the tourists and the destinations being very different from one another. Dubai is a tourist hotspot that is well known for shopping due to its extremely large and luxurious malls, entertainment attractions/ activities, theme parks/ water parks as well as its many artificial islands that have a lot to offer. Singapore is most well known for its cultural experiences as well as its nature and wildlife attractions/ activities. However, the two destinations do have some similarities as they are both known for shopping and luxury. The research conducted for this thesis contributes towards existing studies about travel motivations through out the results and findings. This paper goes into depth about how attractions attract tourists and what the other factors that motivate tourist to travel to Dubai are. This paper studies a variety of theoretical concepts on travel and tourism motivations and determines how to apply them to Dubai's tourism attractions. This paper also investigates whether a single attraction is the main motivation to travel to Dubai or if it is a collection of attractions and why people travel to Dubai in general. This paper also portrays that there are different motivational factors aside from attractions that attract travelers to a destination. Furthermore this paper incorporates the latest research of both internal and external motivators used to motivate travellers to go to Dubai. The research in this paper supports the claim that attractions have a significant part in attracting tourists though they are not the only tourism demand generator in Dubai.

This thesis studies the following question: Are attractions the main influencing factor for attracting tourists in Dubai? To answer the research question the following objectives are met in this paper:

- Determining the relationship between motivation and activities/ attraction visitation.
- Determining what attractions/ activities attract the most tourists in Dubai.
- Examining what the factors motivate travellers to visit Dubai.

Empirical research has been conducted to answer the above research question.

## **2 Literature Review**

### **2.1 Tourist attraction systems and their ability to attract tourists**

MacCanell (1976, p.3) has defined an attraction as “the empirical relationship between a tourist, a sight and a marker”. “Attractions are the main source of tourism and without tourist attractions there would be no tourism and inversely without tourist there would also be no tourist attractions” (Lew, 1987). Likewise, individual attractions have an important role when it comes to the choice of destinations as people’s needs have become more specific (McKercher, 2017). However if a tourists needs are not specific then the amount of attraction sets become more substitutable, which makes it difficult to pair a visitation to a single attraction (McKercher, 2017). The concept of tourist attractions derives from tourist wanting to explore country’s natural and cultural values, infrastructure, scenery, history or wanting to explore the leisure and amusement a destination has to offer (Lew, 1987). Pearce defines a tourist destination as “any place that fosters the feeling of being a tourist” (Pearce, 1982, p.98). Researchers agree that attractions are the core elements of which tourism is built upon (Lew, 1987). Tourist attractions contain of elements that do not feel like an at home setting. Tourist attractions drive travelers away from their homes in order to explore and observe landscapes, partake in activities and create memorable experiences (Lew, 1987). At the most basic level attractions are products that satisfy a tourist’s needs (Mckercher, 2017). The identification of tourist attractions can be difficult at times as many ordinary services such as restaurants cruise ships/ water taxis and hotels and resorts can sometimes be the attraction in and of it self (Lew, 1987). There are three major factors and components that can create a tourist attraction: “A tourist, a site to be viewed, and a marker or image which makes the site significant” (Lew, 1987). These 3 components can make it possible for almost any destination or location to become a tourist attraction, as a place does not necessarily need beautiful landscapes, history or architecture. More often than not it is not just a single attraction that acts as a demand generator but rather it is a collection of attractions that attracts tourism (McKercher, 2017). The destination is able to market their own image, which differentiates them from other places and makes their destination an attraction. From a marketing perspective image is also one of the most important aspects of tourist attractions (Lew, 1987).

Lew (1987) stated that “the typology of attractions focuses on the ideographic perspective, describing the concrete uniqueness of a site or destination, rather than the non-concrete general characteristics”. The most general classifications of ideographic attractions include: “The destination’s natural attractiveness and climate, the destinations cultural and social characteristics, The destinations leisure, sports, and educational facilities/ institutes, commercial and shopping facilities, infrastructure, price levels, attitudes towards tourists, and accessibility” (Lew, 1987). This ideology is typical of ideographic approach as it enables the possibility of creating an objective comparison between attractions in different destinations. However, with this ideographic ideology there are a few limitations in the evaluation of an attractions quality, management as well as tourist’s preference and motivations (Lew, 1987). It is important that tourism boards and destinations understand the spatial relationship between attractions as this knowledge is often lacking. Gunn (1988) stated that “attractions have had “pulling power” since classical times” (Chang & Lai, 2009). This statement refers not just to the interest of tourists but it also portrays the quality, development, operation and design of tourist attractions (Chang & Lai, 2009). Gunn’s (1998) ideology portrays that attractions are a pull factor which influence the decision making process of a tourist when deciding upon their destination which they want to travel to. Many researches have been studying methods that can be used in order to classify all types of attractions and they have attempted to develop different comprehensive typologies and they have discovered that the simplest distinction between attractions are those that are nature orientated and those which are human orientated (Lew 1987). A major challenge researchers are faced with is the categorization of infrastructure as well as service facilities (Lew, 1987). Although tourists use infrastructures and service facilities tourists are not always attracted to specific destination to visit infrastructure or service facilities (McKercher & Koh, 2017).

There are a total of nine different categories of tourist attractions based on a matrix of nature, nature-human interface, human as well as general environments, specific features and inclusive environments (Lew, 1987).

**Table 1.** Composite Ideograph Tourist Attraction Typology (sourced from [Lew, 1987])

	<b>Nature</b>	<b>Nature-Human Interface</b>	<b>Human</b>
<b>General Environments:</b>	<b>1. Panoramas</b> Mountains, Sea Coast, Plain, Arid, Island	<b>4. Observational</b> Rural/ Agricultural, Scientific Gardens: Animals (zoos), Plants, Rocks & Archeology	<b>7. Settlement Infrastructure</b> Utility types, Settlement Morphology, Settlement Functions (commerce: Retail, Finance), Institutions (Government, Education & Science, Religion), People (Way of life, Ethnicity)
<b>Specific Features:</b>	<b>2. Landmarks</b> Geological, Biological (Flora, Fauna), Hydrological	<b>5. Leisure Nature</b> Trails, Parks (Beach, Urban and Others), Resorts	<b>8. Tourist Infrastructure</b> Forms of access (To and from a Destination Tour Routes), Information & Receptivity, Basic Needs (Accommodations, Meals)
<b>Inclusive Environments:</b>	<b>3. Ecological</b> Climate, Sanctuaries (National Parks, Nature Reserves)	<b>6. Participatory</b> Mountain activities (Summer, Winter), Water Activities, Other Outdoor Activities	<b>9. Leisure Superstructure</b> Recreation Entertainment (Performances, Sporting Events, Amusements), Culture, History & Art (Museums and Monuments, Performances, Festivals, Cuisines)

In Table 1 the 3 vertical categories are the different stages of ideographic tourist attractions. The general environments require almost no touristic activity to exist. Specific features could be much smaller and are frequently linked to tourism; however tourist are not always interested in them and do not always involve themselves with these specific features. The inclusive environments are primary attractions that serve as a basis to attracting tourists to a destination. Table 1 provides an overview and understanding of how tourist attractions are categorized.

In tourism research the “ideographic approaches are the most common form of attraction typology” (Saraniemi & Kylänen, 2011). Another research approach that is quite common is the organizational perspective, which does not focus just on the attractions it focuses on examining the attractions spatial, capacity and temporal nature (Lew, 1987).

In order to categorize the spatial character of an attraction scale is the most efficient and effective method. Scale can be used to provide an understanding of the tourist attractions and their relationships to other attractions as well as the relationship between the attractions image and the actual attractions themselves.

**Table 2.** Composite Organizational Tourist Attraction Typology (Sourced from [Lew,1987]) Table 2. Portrays the listings of attraction categories that are used for organizational typologies. This table is frequently used in order to differentiate attractions based on their separation and connectivity.

	<b>Individual/ Separation</b>	<b>Collectivity/ Connection</b>
<b>Spatial Features:</b>	Unstructured , Catalytic , Unplanned infrastructure, Inaccessible, Admission/permit barrier, Isolated, Touring, Nucleus (Inviolable belt), Remote (Rural), Outside SMSA, Local scale (Regional, National), Buildings/Site (Regional/Local)	Structured, Integrated, Planned infrastructure, Accessible, Free entry, Clustered, Destination, Zone of enclosure (Inviolable belt), Urban (Suburban), Inside SMSA, International scale (Regional, National), Continents/countries
<b>Capacity Features:</b>	Craft tourism (Small Industrial), Slow growth (Transient development), Small/Low capacity (medium)	Large industrial tourism (Small Industrial), Rapid growth (Transient development), Large/High capacity (medium)
<b>Temporal Features:</b>	Event , Itinerant, Short-term, Single visitation	Site Resident, Long-term, Multiple visitation

The studying of the tourist experiences as well as the perceptions of tourist attractions is the third most important approach when studying tourist attractions. Another important method of studying tourist attractions is through cognitive orientated research typologies which studies the degree which tourist are able to take a certain risk. By determining how much of a risk tourist are willing to take researches can identify the experience which is

offered by different attractions. Risk and security elements can be found in all environments not just in tourist places, so by measuring the risk a tourist is willing to take you can determine the effectiveness of an attraction. However, most tourists aim to have as minimal risk as possible while going on vacation and therefore destination marketers often try to display the image of security and safety in their advertisements (Lew, 1987). The image that the destination portrays is often effective enough in convincing tourists as tourists often relate a destination's safety to the promoted/ advertised image rather than the site itself (Saraniemi & Kylänen, 2011). This concept is known as marker involvement, which is when the tourist is more concerned about the image/ label an attraction has than the attraction itself (Lew, 1987). However, there are attractions that do not rely on marker involvement and tourists visit those attractions purely for the attractions themselves and not the label associated to it (Chang & Lai, 2009). These attractions are referred to as sight involvement, which is when a destination has wonderful natural landscapes, or has a truly unique cultural environment (Lew, 1987). The ideographic, cognitive and organizational approach often relate to each other as is demonstrated in the example created by Alan Lew "The experience of an individual at an attraction can be highly influenced by its organization, with poor infrastructure, and low quality services causing experiences of difficulty and incomprehensibility." (Lew, 1987).

## **2.2 Tourist and Travel motivation**

The basis of needs characterization is the Maslow's Hierarchy of needs. Maslow's Hierarchy of needs consists of 5 basic needs categories from the top of the pyramid to the bottom these are: self-actualization, esteem, love and belonging, safety needs and psychological needs (McLeod 2020). McLeod states that the Maslow's Hierarchy of needs was developed because Maslow wanted to know what motivates individuals. Maslow believed that individuals are motivated by factors other than rewards or unmet desires. The earliest and best-known version of Maslow's Hierarchy of needs was created in 1943, which included five levels of needs that motivate consumers.

The Maslow's Hierarchy of needs is a theory that serves as the basis for travel motivation researchers' theoretical analysis as well as a more in-depth understanding of travel



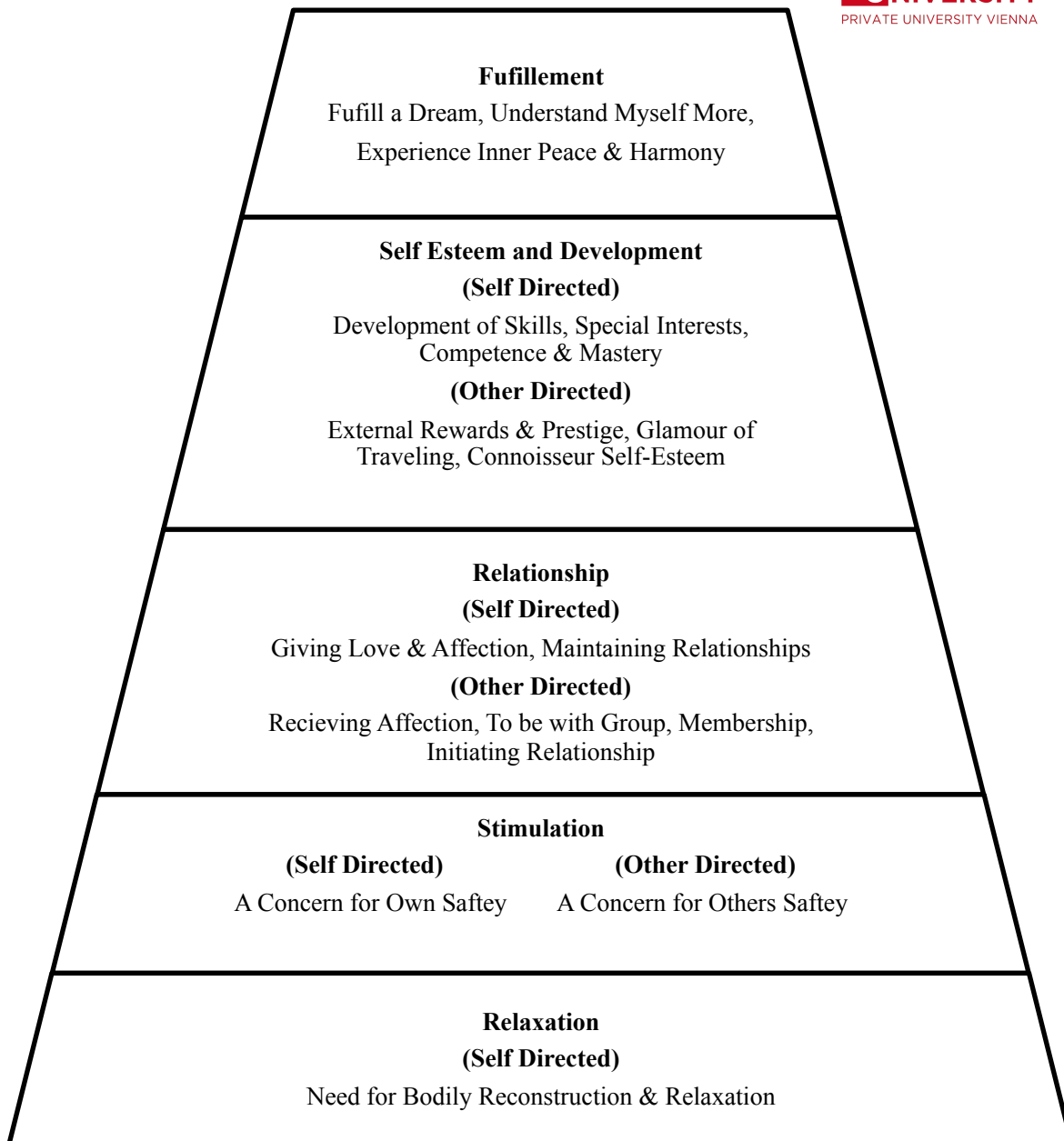
behavior (Maslow, 1970). The importance of Maslow's Hierarchy of needs is made clear by the fact that both the TCL and TCP are derived from the Maslow's Hierarchy of needs. In most cases human needs tend to follow the hierarchical order (McLeod, 2007). Although in some cases the higher level needs are of more importance to the individual than the lower level regardless of whether they have been met or not (Maslow, 1970). When it comes to travel motivation this is often the case as some individuals travel for different needs that do not match their travel experience. When Maslow's hierarchy is applied to travel motivations it can help determine the different needs that motivate travellers to fly to a destination and it can help provide insights for different traveller segmentations and what experience each traveller segment seeks while travelling (Wikiversity Book, 2015). Two of the major segments that effect the predictions of traveller motivations are age and nationality (Jönsson & Devonish, 2008). Maslow's Hierarchy of needs is also frequently used in order to determine and understand the motivations of tourists as motivations derive from needs. Maslow's hierarchy is related to the tourism industry because individuals must have their physiological and safety needs met for them to want to travel to a destination (Sally brown, 2008).

Although Maslow's Hierarchy of needs serves as the basis to many travel motivation researchers analysis it cannot be used to fully explain tourist motivation because it is not tourism specific. Maslow's Hierarchy of needs theory states that all people experience the 5 needs in the same order however in travel and tourist motivation people do not follow the same order of needs as there are many individual and cultural differences that can effect the order of which the needs are followed. Another reason why Maslow's hierarchy of needs cannot explain tourism is because the purpose of travel and tourism can be influenced by both external and internal factors that do not apply to the 5 basic needs. In order to explain tourist and travel motivation effectively the use of travel and tourism motivation frameworks are necessary.

Pearce, Morrison and Rutledge (1998) have defined tourist motivation as "the global integrating network of biological and cultural forces, which gives value and direction to travel choices, behavior and experience." The factors determining a tourist's

motivation to travel to a destination had been clearly identified by the Travel Career Ladder (Pearce, 1996) and the Travel Career Pattern (Pearce & Lee, 2002). The Travel Career Ladder and Travel Career Pattern are based on Maslow's Hierarchy of Needs Theory (1970) and have been applied to travel motivations. The Travel Career Ladder implies that traveler's needs change throughout their lifetime and with their overall travel experience. The Travel Career Approach indicates that people with high travel experience are more motivated by the goal of self-development through exploring nature (Pearce & Lee, 2005). Whereas the people with lower travel experience are more motivated by reasons such as stimulation, security, romance, personal development, nostalgia, recognition and self-actualization (Ryan, 1998). "As tourist become more experienced, they increasingly seek satisfaction of higher level needs." (Pearce, 1996).

The TCL portrays that travel motivation is both developmental as well as dynamic because some may ascend the ladder, stay at a certain level or less commonly descend the ladder. The TCL is used by the tourism industry as it emphasizes tourist's patterns or motives. There are 5 levels in the TCL used to identify travelers' needs. From the least important to most important these needs are relaxation, stimulation, relationship, self-esteem and development, and fulfillment. The Travel Career Ladder differentiates between the intrinsic (self-orientated) and extrinsic (other-orientated) motivations, which is shown in Figure 1. Pearce also portrayed that tourist's travel motivations can be self-orientated or other-orientated as people don't continually look for the same satisfaction from travel and people. The TCL puts focus on all the patterns and motives of a tourist, instead of just focusing on one travel motive (Ryan, 1998).



**Figure 1.** The Travel Career Ladder  
Source: Ryan (1998)

Figure 1 shows the conceptual framework of the travel career ladder. Figure 1 has been developed in order to portray the 6 stages on which tourist's motivations to travel derive from. The Travel Career Ladder is also commonly used to identify patterns of motives, which influence tourists to travel.

The Travel Career Pattern (TCP) also derives from Maslow’s Hierarchy of Needs and is basically an adapted version of the TCL. The Travel Career Pattern decreased the emphasis of hierarchy from the Travel Career Ladder and acknowledged that a traveler’s motivation is multi-tiered rather than the single direction of the TCL concept, which is that traveller’s progress up the ladder as they accumulate more travel experience. The TCP has 14 motivational factors for travellers with some of higher importance than others as well as some internal and external motives. The 14 motivational factors are:

**Table 3.** 14 TCP motivational factors identified in the categories Internal, External, Most Important and Less Important.

<b>Internal:</b>	Self-actualization, Self-enhancement, Romance, Belonging, Autonomy	<b>Most Important:</b>	Escape/relax, Novelty, Kinship
<b>External:</b>	Self-development, Nature	<b>Less Important:</b>	Nostalgia, Stimulation, Isolation, Recognition/social status

The most common motives among travelers are the most essential and core concepts of the TCP (Lee, 2004). The next level of the TCP is not as significant as it is where traveller’s motives transform from internal into external directed motives. At this level individuals who have accumulated more travel experience and have a higher TCL tend to be more motivated by external factors to travel and those with less travel experience and at a lower TCL are more motivated by internal factors. The last level of the TCP contains less important and more common travel motives (Lee & Pearce, 2005).

Another motivation theory used in many industries is the Murrays classification of human needs. The Murray’s classification of human needs has been developed in 1938 and is still relevant today as it provides a descriptive and clear list of the human needs (Ross,

1998). Murray had set up a team of researchers to conduct a study on psychogenic needs and which consumers are considered to have a “normal personality”. The list of psychogenic needs was developed to discover the influences of these needs and how they can be used to understand consumers. Murray identifies needs in 2 categories primary and secondary (Harris, 2015). Primary needs consist of biological demands whereas secondary needs consist of psychological demands. Murray categorized his theory in terms of motives, presses and needs. This theory is quite broad and can be used for motivation in general however tourism professionals have applied it specifically to travel motivation. Murray’s needs classification can be applied for travel motives in order to offer reasoning behind a tourists travel motivations and behavior (Harris, 2015). Murray had listed 44 needs from which 14 are physiological and 30 are psychological (Harris, 2015). From this list travel researchers have identified 8 needs, which can be used to identify the motivations of travelers (Ross, 1998). These factors and needs identified by Pizam and Manzfled (1999) offer a clear way to examine the needs and travel destination decisions of tourists. Murray’s theory states that needs change individually and the importance of one need cannot be used to determine the importance of other needs.

**Table 4** A selection of Murray’s needs applicable to travel motivation (Sourced from [Ross, 1998]).

<b>Need</b>	<b>Behavior</b>
Achievement	To accomplish difficult tasks, overcoming obstacles and becoming expert
Acquisition	Obtaining things
Autonomy	To break free from constraints. To be irresponsible and independent
Cognizance	Understanding; to be curious, ask questions and find answers
Play	To have fun, laugh, relax and enjoy oneself

Recognition	Describing accomplishments
Sentience	To seek out and enjoy sensual experiences
Succorance	To have one's needs satisfied by someone or something

The Push and Pull theory for tourism has been invented by Dann (1977) and has since been used and accepted by many tourism researchers. The push and pull theory is used by many tourism and travel researchers in order to help identify what motivates a tourist to travel and what attracts tourists to specific destinations. The push factors of the push and pull theory are internal motives which cause tourist to search for activities which help fulfill their needs and desires. The pull factors are external motives and they are the knowledge tourists have about a destination as well as the motivations, which are generated by the destination itself. The push factors are most commonly motivations that derive from a person and are intrinsic. The motivations include: The need for rest and relaxation, fitness and health, prestige, want to escape, social well-being and adventure. The pull factors are what the destination has which attracts the tourist such as the destinations attractiveness. This can include historical sights, beaches, landscapes, cultural attractions as well as recreational facilities (Crompton, 1979). Push factors are factors that initiate a tourist's desire to travel to a destination. Pull factors are what enables tourists to decide which destination they want to travel to. In 1979 John Crompton identified 9 push and pull motives for travel.

**Table 5** Push and Pull Factors identified by John Crompton 1979 (sourced from [Crompton, 1979]).

<b>Push:</b>	<ul style="list-style-type: none"> <li>• The escape from a perceived mundane environment</li> <li>• Exploration and evaluation of self</li> <li>• Relaxation</li> <li>• Prestige</li> <li>• Regression</li> <li>• Enhancement of kinship relationships</li> </ul>
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	<ul style="list-style-type: none"> <li>• Facilitation of social interaction</li> </ul>
<b>Pull:</b>	<ul style="list-style-type: none"> <li>• Novelty</li> <li>• Education</li> </ul>

### 2.3 Special interest tourism

Smith, Macleod and Robertson (2009) have defined special interest tourism (SIT) as “travelling with the primary motivation of practicing or enjoying a special interest. This can include unusual hobbies, activities, themes or destinations, which tend to attract niche markets” (Smith, Macleod & Robertson, 2010). Special Interest Tourism is constantly growing due to the development and evolution of transport, more people receiving paid holidays, increased awareness about of the impact mass tourism has on the environment and culture of destinations, cheaper travel options (Low budget carriers), market diversification, development of new attractions, increased accessibility to rural areas, increased tourism infrastructure and improved marketing of special interest tourist destinations (Douglas, Douglas & Derret, 2001). Special interest tourism (SIT) has also risen in popularity due to social media, TV, and Internet as they market it on these different platforms (Smith, Macleod & Robertson, 2010). The SIT market has been going strong as the modern day traveller strives to discover culturally authentic destinations whether it is a popular tourist destination or not. The biggest and fastest growing sectors of niche tourism are cruising, adventure travel and medical tourism (Novelli, 2005). The other niche tourist sectors that are also growing are culinary travel, shopping tourism and cultural/ heritage tourism.

The SIT’s market can be segmented by its geographic location, demographics (age, gender, religion), socio-economic segmentation (income, status, occupation), and psychographic segmentation (lifestyle and attitude)(Smith, Macleod & Robertson, 2010). Special Interest Tourism can also be segmented and classified by its environment (Smith, Macleod & Robertson, 2010). Special interest tourists are driven to travel to a destination in order satisfy their interests and fulfill their needs. SIT provides four main experiences for tourists: “Rewarding, enriching, adventuresome experiences and learning

experiences” (Weiler & Hall, 1992). Special interest tourism can also be divided and analyzed through the 8 different classifications that it has:

**Table 5.** 8 different SIT classifications explained.

<b>Classifications:</b>	<b>Examples:</b>	<b>Explanation:</b>
<b>Active:</b>	Includes sports such as: Sailing, Skiing, Running, Hiking, Biking	People take holidays in order to participate or watch certain sporting events.
<b>Challenge/ Excitement:</b>	Mountain climbing such as climbing K2 or Mount Everest, Going on long or dangerous trekking journeys such as Angel’s Landing in Utah	People travel in order to seek excitement and take on challenges that they cannot do in their home country.
<b>Discovery:</b>	Explorations or going on expeditions	Travel in order to discover destinations that are unique and often rural.
<b>Educational:</b>	Cultural or religious schooling, language schooling or traditional cooking courses	It is one of the most popular niche tourism categories as many people travel in order to gain and broaden their knowledge.
<b>Hobbies:</b>	Flower shows, Wine or beer tasting, Car & bike shows/ events	These people travel as their hobbies and interest pushes them to go to a destination that has special events catering to their hobbies which because a pull factor.
<b>Health and Therapy:</b>	Spa holiday, medical tours or exhibitions often done by doctors, meditation	Health and Therapy tourism targets consumers who are looking to improve their well-being through travel experiences. These tourists travel in order to benefit their health such as: to loose weight, improve their looks, deal with stress and relieve pain/ discomfort.
<b>Social:</b>	Partying/ Clubbing, Summer camps/ Youth tours, Singles trip	These tourist travel in order to improve their social well being often with the goal of meeting new people and finding new friends.
<b>Relaxation:</b>	Fishing trips, camping trips, boat cruises and tours, road trips	People go on relaxation trips in order to lower their stress levels and get their mind set



	on something else.
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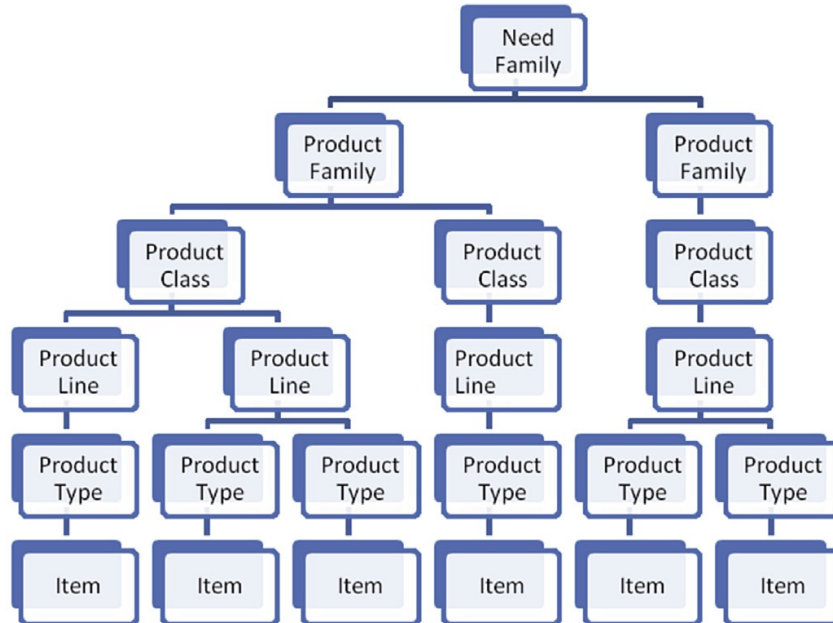
There are many sub-sectors associated with special interest tourism, which are also associated with tourism in general. The first sub sector is travel intermediaries they provide information about destinations and makes bookings for customers. Travel intermediaries aim is to sell SIT vacations/ holidays and products/ services the tourists will need during their trip. The next sub-sector is travel facilitators and they are all the services offered to a tourist in a destination. The other sub-sectors associated with SIT are tourist attractions, activity and event organizers/providers, accommodations such as hotels or hostels, and transportation providers which include airlines, bus tours, taxis, trains and etc.

Special Interest Tourism has two main motivators intrinsic and extrinsic motivation. Intrinsic motivation is the desire a person has to do specific activities or tasks because it provides the person with a sense of pleasure (Smith, Macleod & Robertson, 2010). These activities and tasks are often based on a challenge, relaxation or to improve the person's skill set. The improvement of skills relates to the educational tourism classification (tourist taking language or culinary courses in a different destination). Two of the main intrinsic motivators for individuals to travel are the need for escape from their daily routines and environment as well as the need for rest (Trauer, 2006). Extrinsic motivators are the external factors that motivate a person to travel and they are not linked to the tasks or activities an individual want to preform they are instead linked to external factors such as status, rewards, and sustainability (Novelli, 2015).

#### **2.4 Product Taxonomy**

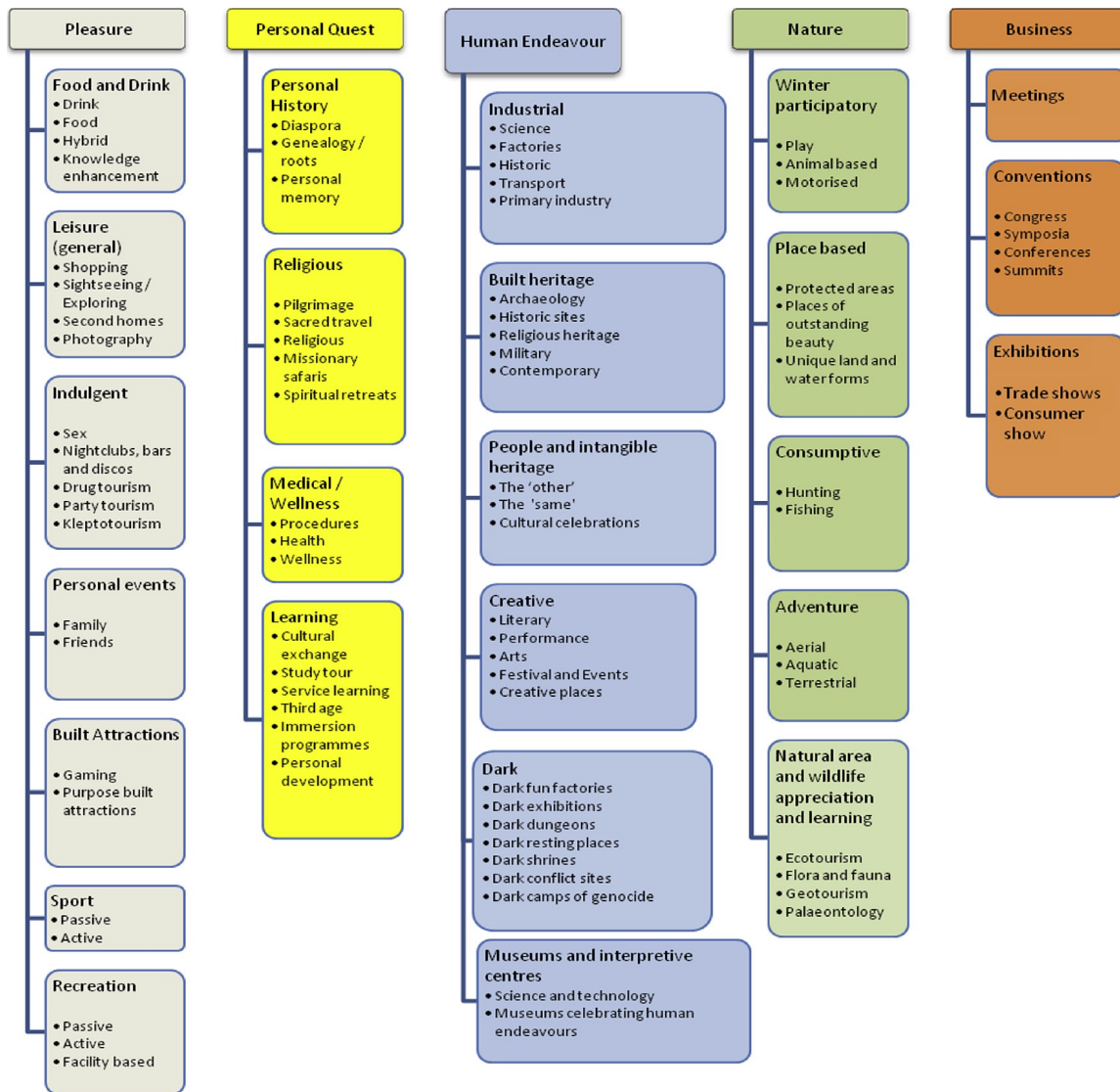
Product taxonomy can be defined as a hierarchal structure used to organize a company's products in a way that makes the products easiest to find by its customers. In a product taxonomy products are put into categories and are then grouped together. The main purpose of product taxonomy is to improve the customers experience as well as to manage and have a more organized product data structure (McKercher, 2017). Product taxonomy's help to improve the process of collecting product data such as its categories,

descriptions, images, specifications and supplier data. (Rich, 1992) defines taxonomy as “a specific classification scheme that expresses the overall similarity between organisms, entities and/or things in a hierarchical fashion”. Taxonomy is used in order to help classify items in a structured manner in order to identify natural relationships, which portrays the connection between the items (McKercher, 2017). Taxonomic systems are empirical and are classified by using both measurable and observable qualities (McKercher, 2017). The first step of taxonomy is to group items together that share characteristics. These groups are then put into a hierarchal manner, which connect to larger and broader categories (McKercher, 2017). The framework of taxonomy either advances up wards from specific to broad items or downwards from broad to specific. Product taxonomy can also be applied to tourism products such as attractions. Product taxonomy can be used to map and pair tourist’s motivations with tourism products such as attractions. In tourism context the primary goal of product taxonomy is to organize the tourism industry by implementing a hierarchal structure, as the tourist industry is otherwise often unorganized and chaotic.



**Figure 2.** Product Hierarchy  
(Source: Kolter & Keller (2012))

In the product hierarchy showed in Figure 2 the Need Family at the top of the hierarchy portrays the core need which leads to the entire product family (Kolter & Keller, 2012). The next level is the Product Family category, which contains all of the product categories that satisfy and fulfill core needs. The next level is the Product Class, which contains an array of products that have similar characteristics. Below the product class comes the product line, which includes all products that relate to each other and have the same purpose. The next level is product type and it contains items that are comparable to each other. The last level to the hierarchy is the item or product itself (Kolter & Keller, 2012). However, when creating a tourist product taxonomy the tourism product can be grouped under 5 different types of needs that need to be satisfied: Pleasure, human endeavors, nature, business and personal quest (McKercher, 2017).



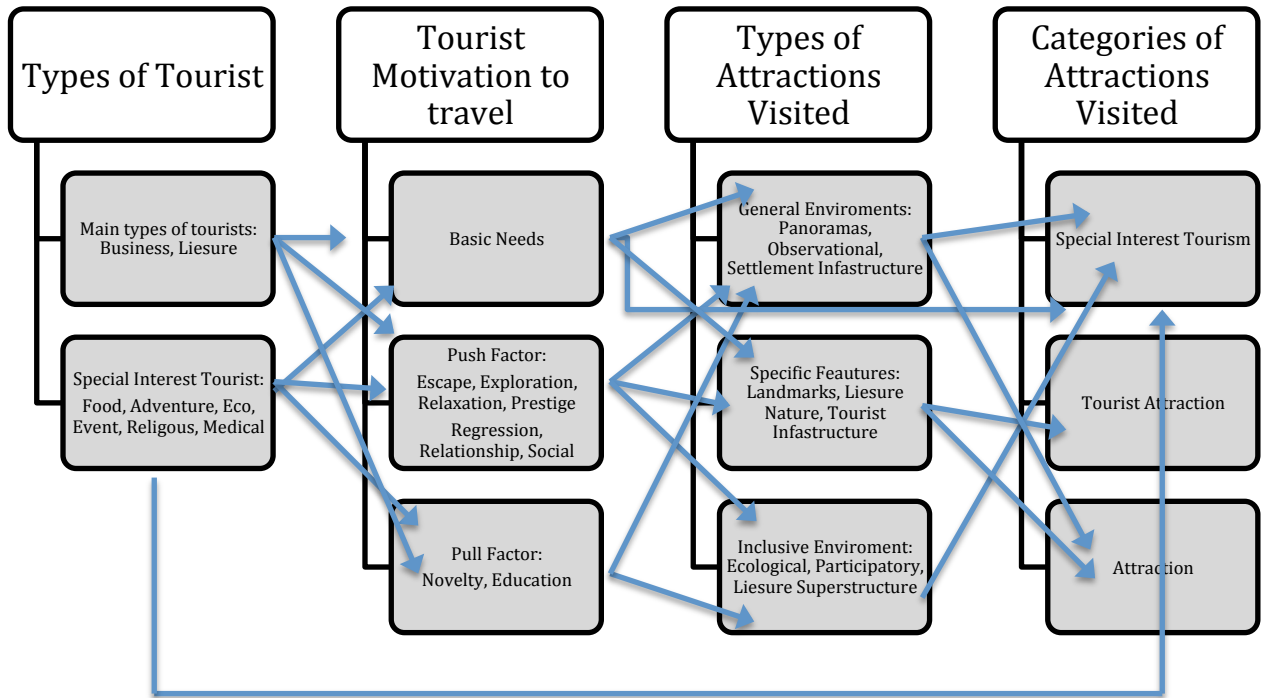
**Figure 3.** A Tourist Product Taxonomy

Source: McKercher (2017)

Figure 3 portrays McKercher’s tourist product taxonomy, which is essentially an adapted version of the product hierarchy model created by Kotler and Keller. The product hierarchy model has been adapted in order to show what attracts a tourist to travel to a destination based on 5 different needs and to identify different attractions. McKercher’s tourist product taxonomy model portrays 5 groups of needs that drive people to travel as they want to fulfill those needs and it also identifies all categories that fall under each group and provides examples. This model can be used in order to identify the reasons for

which tourist travel and the model is also useful for organizing the tourism industry.

Bob McKercher and Edward Koh (2016) applied the product taxonomy to their study of whether attractions attract tourist in the case of Singapore. An analysis of Singapore's 10 main markets reported on the Singapore Tourism Board's consumer research reports were used in order to test McKercher's (2016) proposed framework for the market of Singapore. McKercher's proposed framework was developed in order to test relationships between individual's needs as well as destinations attractions. The secondary data used to test the framework has been obtained from publicly available reports from the STB. During the study the top 10 markets for Singapore were analyzed and the study portrayed that specific attractions played an essential role for the most destination aware markets such as Malaysia, Thailand and Hong Kong as well as for the least China and Korea (McKercher & Koh, 2016). Attractions were also of high importance to the Japanese market even though it is the market that conducts the most research. However, the study showed that each market had different reasons as to why attractions were important. For the destination aware market it was new attractions and activities that were of highest importance. For the market with the least destination knowledge the study showed that they are attracted only to truly iconic sites. In the case of China the tourism motivation derives from ego based needs such as high-end shopping. The study conducted by Bob McKercher and Edward Koh (2016) led to a lot of implications that should be further researched as the studies findings challenge the popular belief that attractions represent demand generators for tourism (McKercher & Koh, 2016). Alternatively the study discovered that specific attractions are a part of destination awareness as well as motivation layers in the TCP (McKercher & Koh, 2016). In the case of Singapore the answer to the question "do attractions attract tourists?" is partially as the "study recognizes that the concept of an attraction could fit into a taxonomy from the broadest need family through more specific classifications until individual items (attractions and events) were identified" (McKercher & Koh, 2016).



**Figure 4.** Diagram that maps tourist motivations onto attractions visited.

The diagram in figure 4 has been developed in order to map tourist motivations with attractions visited. First the different types of tourist have been paired with their corresponding motivation to travel. Then the motivation has been paired to the type of attraction that is then paired to the category each attraction belongs to.

## 2.5 Hypothesis Development

Two important factors that have been examined are perceptions and satisfaction as they are directly related to the examination of the relationship between motivation and attraction visitation. The examination of perceptions and satisfaction identify how satisfied a traveller is with the attractions and activities they visited in Dubai as well as how they perceive Dubai based on the attractions they visited in Dubai. This chapter has discussed the existing literature and research on tourist attractions and travel motivations. Mckercher (2017) stated that “individual attractions play a significant role in the choice

of the destination as peoples needs have become more specific” based on this statement it can be assumed that there is a relationship between motivation to travel and tourist attractions. Lew (1987) also claimed that “attractions are the main source of tourism and without tourist attractions there would be no tourism and inversely without tourist there would also be no tourist attractions” from this ideology it can be said that there is a positive relationship between attractions and tourism. The prior sections of this chapter examines the relationship between attractions and travel motivations using McKercher’s Tourist Product Taxonomy in the case of Singapore as well as in general. The literature studied forms as the foundation of the hypotheses for this paper. Specific attractions attract tourists as they are part of the destination awareness as well as motivation layers in the Travel Career Pattern (McKercher & Koh, 2016). However, McKercher and Koh (2016) claim that it only partially motivates travellers as the study recognizes that the ideology of attractions fit into taxonomy. Based on the Tourist Product Taxonomy in the case of Singapore it may be assumed that a positive relationship exists between tourist attractions and motivation to travel because if attractions are of a high standard it will motivate travellers to visit the destination for the attractions and visa-versa. McKercher and Koh (2016) also mentioned “that attractions play a background role as needs satisfiers”. If this is true then one should expect a positive relationship between tourist attractions and satisfaction because if tourists are satisfied with their trip to Dubai they will be satisfied with the attractions and activities that they visited and visa-versa. In the case of Singapore it was also brought to attention that perception can negatively influence attractions in tourist destinations as presented using the example of Australians. Australians hold the perception that Singapore is a sterile place where all fun activities are banned. It is important that destinations overcome such negative perceptions in order to increase the popularity of the destination and its activities or attractions. If this is the case then there is a positive relationship between perceptions and attractions or activities because if there are positive perceptions then the attractions/ activities will be visited and visa-versa. This brings us to the main hypotheses that will be tested in this paper.

H1a: There is a relationship between motivation and tourist attractions.

H1a: There is a relationship between motivation and tourist attractions.

H1b: There is a relationship between tourist's perceptions and tourist attractions.

H1c: There is a relationship between tourist's satisfaction and tourist attractions.

H2a: There is a relationship between motivation and touristic activities.

H2b: There is a relationship between tourist's perceptions and touristic activities.

H2c: There is a relationship between tourist's satisfaction and touristic activities.



### **3. Methodology**

#### **3.1 Research Design**

Primary research has three types of approaches: the quantitative approach, the qualitative, and mixed methods. The quantitative research approach is primarily statistical, mathematical and can often be a numerical analysis that focuses on objective measurements. Quantitative research requires data obtained from polls, surveys and questionnaires. Quantitative research can also be done through manipulating existing statistical data with the use of computational techniques (Brinberg & Jaccard, 1986). Qualitative data is non-numerical and there are many methods of conducting this research such as observation, expert interviews, open-ended surveys, focus groups and case studies (Hammersley, 2013). The mixed method research approach involves both quantitative and qualitative research in order to go into further depth and analyze findings more efficiently. The mixed method approach utilizes both numerical and non-numerical data.

In this thesis quantitative research has been used in order to gain insights and develop further knowledge on the topic. The quantitative research has been used to test and prove the proposed relationship between attractions and a tourist's motivations to travel to Dubai. It was essential to conduct primary research, as the literature available does not directly answer the research question in the case of Dubai. The quantitative research methods conducted for this paper are descriptive and correlational research. The descriptive method has been used in order to describe the characteristics of the survey respondents and the correlational approach has been used in order to assess the statistical relationship between different variables.

#### **3.2 Survey development**

The survey questions constructed for this thesis are used to obtain a further understanding of the perceptions and motives of tourist who have travelled to Dubai and to answer the research question. In order to use the survey to answer the research question we test the

hypotheses. The survey questions will be directed towards individuals who have travelled to Dubai.

While developing the survey questions data from Dubai's 2019 annual visitor tourism report (Annual visitor report, 2020) and data from Trip Advisor was used in order to identify the top visited attractions by tourists as well as the top most common activities done by tourists in Dubai. Both of the data sources used are made available to the general public. The survey had both closed and open-ended questions. The closed-ended questions were in the form of selecting multiple-choice answers and the open ended questions has enabled respondents of the survey to provide additional information on attractions and activities visited in Dubai as well as the sources from which they obtained information on Dubai about. The survey questions are designed in order to form demographical groups and identify specific information to assist in answering the research question. The demographical questions asked for gender, age and level of education. The specific questions ask if the respondent has ever been to Dubai, how often they have been, what source they used to find travel information, what the purpose of their last visit to Dubai was, with whom they travelled, what the length of their trip was, which special interests motivate them to travel, what activities they did in Dubai as well as what attractions they visited in Dubai. The opinion-based questions which the respondents had to answer on a Likert scale asked the importance of different factors which influenced the travellers decision, how they rate Dubai based on different factors, how they rate Dubai's attractiveness, how satisfied they were with their most recent trip to Dubai, how they would rate the attractions they visited, if Dubai was value for their money as well as if they are likely to return for leisure travel or not. These questions are beneficial as they identify whether travellers are destination aware and they relate to travel motivation as well as Dubai's attractions. The time to complete the survey was about 3-5 minutes and the survey consisted of 19 questions.

### **3.3 Data collection and analysis**

Surveys are a great tool for obtaining quantitative research as it generalizes information on opinions and can transform them into numerical data (Brinberg & Jaccard, 1986). For

this study the methods used to obtain data from the surveys are online surveys. The most effective way to reach the sample size for this study of 153 individuals is through online surveys as they can be distributed easily to a large group of individuals and reduces the time it would generally take to acquire such a large volume of respondents. The sample size of 153 respondents had been used because of the difficulty in obtaining respondents to participate in the survey. The main method that was used in order to get respondents to participate in the primary research required for this study was sharing the link to the survey on social media platforms with people that have been to Dubai. The survey had an initial sample size of 188 respondents but due to incompleteness of some responses and irrelevant/ inappropriate answers, 35 responses had to be deleted during the data cleaning process. The reason the study had a sample size of 153 is because it was not feasible to obtain data from the population; therefore data from a sample was collected. The sample size of 153 respondents will however still provide an accurate mean value and provide a small margin of error of just 8% based on the amount of tourists who visited Dubai in 2019. The margin of error for the sample size was calculated using the total number of tourists who visited Dubai in 2019 (16.73 million), confidence level of 95 and the number of respondents of the survey (153). The sampling method used for the survey was to only accept respondents that have travelled to Dubai. A screening question was asked and respondents were invited to participate in the study if they had prior experience in visiting Dubai. The online survey was created on survey monkey (SurveyMonkey Inc.) which is a tool used to create and run online surveys. The link to the survey was shared on the social media platforms Facebook and Instagram. The online survey was administered in English in order to receive the most respondents, as it is the largest language in the world. The data collection was conducted between 23 February 2021 and 15 March 2021.

The quantitative survey data has been analyzed through the development of tables representing the profile of respondents, descriptive statistics, T-tests and cross tabulation. T-tests were the primary method used in order to determine whether to accept or reject the hypothesis. Results of the data are displayed on tables in order to have a clear visual representation of the data and results. The T-tests and cross tabulation have been done in SPSS.

### **3.4 Potential Ethical Issues**

To avoid and prevent potential ethical issues it is of high importance for the survey to be completely anonymously. By having an anonymous survey the respondents personal data is protected which prevents the misappropriation of data. The data will be obtained through survey monkey and the option of collecting strictly anonymous responses has been used. The purpose of the study and aim from the research is stated at the beginning of the survey so that all the respondents are aware of what the data is used for. All the data acquired from the survey is confidential and only used for the purpose of this study.

## **4 Results and Findings**

### **4.1 Profile of respondents**

For the profile of respondents' section of the thesis the results of the survey are displayed in tables to provide an overview of the surveys respondents. An analysis of each category is also provided to identify the relationships between demographics, attractions and travel motivations. In Table 6 the demographic information and basic travel information background are presented.

The first three categories of the table represent the demographic information of the respondents and the other five categories portray some basic travel information about the 153 respondents. As shown in Table 8, the female respondents outweigh the male respondents by 7.18% as 71 respondents were male and 82 were female. In regards to the age of the respondents about half were between 35-54 (50.33%) and about 1/3 were between 18-34 (33.99%), which means that the majority of respondents were over the age of 35. In regards to the educational level of the respondents the more than half had a bachelor's degree or higher (53.59%). The respondents that had lower educational levels amounted to 41.65% and the remainder of the respondents had either no education or another form of education was 4.58%. With regards to trip characteristics most of the respondents travelled to Dubai either more than 5 times (43.79%) or just once (22.88%). The respondents that have been 2-3 times make up 20.26% and the respondents that have been 4-5 times make up just 13.07%. The source which most respondents found information about their travel to Dubai from was family and friends (37.25%) followed by social media (21.57%), travel blogs (19.61%), booking platforms (12.42%), books and guides (5.88%), work (1.96%) and web search (1.31%). Based on these results it is clear that word-of-mouth plays a major role on informing travellers about destinations. The vast majority of respondents that travelled to Dubai travelled for the leisure purposes (50.33%) followed by the purpose of visiting friends and relatives (28.76%), business (18.95%) and religious purposes with just (1.96%). For the question about the respondents travel party the majority of respondents travelled with family or relatives (41.18%) and the second most popular travel party was respondents travelling with their spouse (33.99%). Respondents travelling alone made up (19.61%), respondents travelling

with their friends made up (13.73%), business associates (9.15%) and tour groups were just (1.96%). The most common length of stay between the respondents was 4-6 days (30.72%). The other respondents that stayed different lengths were, 16 or more days (30.07%), 1-3 days (15.69%), 10-12 days (10.46%), 7-9 days (9.15%) and 13-15 days (3.93%).

	Frequency	Percentage		Frequency	Percentage
<b>Gender</b>			<b>Travel Information Source</b>		
Male	71	46.41%	Family and Friends	57	37.25%
Female	82	53.59%	Travel blogs	30	19.61%
<b>Age</b>			Booking Platforms	19	12.42%
16-24	25	16.34%	Social media	33	21.57%
25-34	27	17.65%	Books and Guides	9	5.88%
35-44	38	24.84%	Work	3	1.96%
45-54	39	25.49%	Web search engines	2	1.31%
55-64	18	11.76%	<b>Purpose of Visit</b>		
65+	6	3.92%	Leisure	77	50.33%
<b>Education Level</b>			Business	29	18.95%
High School	27	17.65%	Friends and relatives	44	28.76%
Vocational Education	18	11.76%	Religious	3	1.96%
Associate Degree	19	12.42%	<b>Travel Party</b>		
Bachelor's Degree	43	28.10%	Spouse	52	33.99%
Master's Degree	31	20.26%	Family/ Relatives	63	41.18%
Ph.D.	8	5.23%	Business Associate(s)	14	9.15%
Other	7	4.58%	Tour Group	3	1.96%
<b>Frequency of Travel to Dubai</b>			Friends	21	13.73%
Once	35	22.88%	Travelling Alone	30	19.61%
2-3 Times	31	20.26%	<b>Length of Stay</b>		
4-5 Times	20	13.07%	1-3 Days	24	15.69%
5 or more Times	67	43.79%	4-6 Days	47	30.72%
			7-9 Days	14	9.15%
			10-12 Days	16	10.46%
			13-15 Days	6	3.92%
			16 or More Days	46	30.07%

**Table 6.** Demographic information and basic travel information of the 153 respondents.

The travel-related information such as special interest motivators, activities done during the respondents travel to Dubai as well as attractions visited in Dubai are presented in Table 7 for the 153 respondents. The results of the travel characteristics in Table 7 do not equate to 100% as respondents had the ability to select multiple response. Among all of the respondents relaxation was the most popular special interest motivator selected by 84 respondents, followed closely by exploration and discovery which was selected by 72 respondents and social selected by 59 respondents. The other special interest motivators ranked from most common to least were challenges and excitements (37), sports and events as well as hobbies both amounted to 25 respondents, cultural or religious education (17), and finally health and therapy with just 12 respondents that selected it. The reason why the top two special interest motivators were relaxation and exploration are because the majority of respondents travelled to Dubai for leisure and vacation purposes, which is also most likely why health and therapy is the least popular special interest motivator. The most popular activities done during the respondents visit to Dubai ranked from highest to lowest are shopping (112) swimming at the beach (97), desert safari tour (70), waterparks (57), theme parks and boat tours (41), quad biking (27), golfing (25), Skiing/ snowboarding (23), other activities (11), sky diving (10), and finally horse riding and helicopter tours were both selected by 8 respondents. Dubai is a destination full of shopping experiences such as the world's largest mall, which is definitely a contributing factor to why shopping was the most popular activity. Swimming at the beach was also highly popular as the weather is warm all year round in Dubai and most tourist tend to swim at the beach as it is a free activity which not everyone can do in their own country. The most popular attraction visited in Dubai based on the respondents of this survey was the Dubai mall fountain which was selected by 112 respondents followed by the Burj Khalifa with 98 respondents, La Mer with 84 respondents, Global Village with 58 respondents, Dubai Aquarium with 53 respondents, Atlantis water park 47 had respondents, Dubai Frame had 41 respondents, Burj al Arab also had 41 respondents, Miracle Garden had 40 respondents, Dubai Creek also had 40 respondents, Ski Dubai had 34 respondents, Dubai Museum had 30 respondents, Motion Gate Dubai was selected by 29 respondents and other attractions had been selected by 10 respondents. The Dubai mall fountain is the most popular attraction visited by the survey

respondents and it makes perfect sense that Burj Khalifa is the second most popular attraction as it located directly next to the fountain. It is likely that the Dubai mall fountain is such a popular attraction because it is located at the world’s largest shopping mall. La Mer was also a very popular attraction and this is likely due to the reason that many respondents selected swimming at the beach as an activity and La Mer is a public beach with restaurants and shops.

	Frequency	Percentage		Frequency	Percentage
<b>Special Interest Motivator</b>			<b>Attractions visited in Dubai</b>		
Sports and events	25	16.34%	Burj Khalifa	98	64.05%
Challenges and excitements	37	24.18%	Dubai Frame	41	26.80%
Exploration and discovery	72	47.06%	Ski Dubai	34	22.22%
Cultural or religious education	17	11.11%	Dubai Museum	30	19.61%
Hobbies	25	16.34%	The Dubai Mall Fountain	112	73.20%
Health and therapy	12	7.84%	Global Village	58	37.91%
Social	59	38.56%	Burj al Arab	41	26.80%
Relaxation	84	54.90%	Miracle Garden	40	26.14%
<b>Activities done during visit to Dubai</b>			Atlantis Water Park	47	30.72%
Quad Biking	27	17.65%	La Mer	84	54.90%
Desert safari tour	70	45.75%	Dubai creek	40	26.14%
Skiing/ snowboarding	23	15.03%	Dubai Aquarium	53	34.64%
Theme parks	41	26.80%	Motion Gate Dubai	29	18.95%
Waterparks	57	37.25%	Other	10	6.54%
Swimming at the beach	97	63.40%			
Sky diving	10	6.54%			
Shopping	112	73.20%			
Horse riding	8	5.23%			
Boat tours	41	26.80%			
Golfing	25	16.34%			
Helicopter tour	8	5.23%			
Other	11	7.19%			

**Table 7.** Specific information regarding motivation, activity and attractions visited.

#### 4.2 Descriptive Statistics

In this section of the thesis the descriptive statistics of travel motivations, rating of aspects of Dubai and 5 different scale questions related to Dubai’s attractiveness, experiences, attractions, accommodation and likeliness to return to Dubai are presented.



The means are calculated for all of the results in the Likert scale type questions in order to determine the average rating for each question between (1-5).

Table 8 presents the results for the different travel motivations of the survey respondents. The travel motivations in this table were rated based on importance were 1- very unimportance and 5- very important. The first motivation that respondents were asked to rate the importance of was spending time with family, friends or relatives. The result was that 80.39% of the respondents found this an important motivator and the mean rating was 4.35 out of 5. The second motivation that respondents were asked to rate the importance of was meeting different people and 59.21% of respondents found it to be important as the mean answer was 3.22. The third travel motive respondents were asked to rate the importance of was resting and relaxing the results portray that 79.74% of respondents find it an important motivator with an average rating of 4.24. The fourth travel motive respondents were asked to rate was the importance of escape which 70.05% found important and had a mean rating of 4.04. The fifth travel motive respondents were asked to rate the importance of was discovering new places/ things and 84.31% found it important and the motivator had an average rating of 4.44 which represents that it is the most important travel motive for the respondents of this survey. The sixth travel motive respondents rated was the importance of increasing their knowledge. From the 153 respondents 60.26% found this to be an important motivator and the mean rating was 3.89. The seventh travel motive that respondents had to rate was the importance of business. Only 20.39% of respondents found business to be an important travel motive and the mean rating of this travel motive was 2.35 which represents that business is the most unimportant travel motive for this group of respondents. The final travel motive which respondents were asked to rate the importance of was health and therapy. Out of the 153 respondents 69.08% found health and therapy to be unimportant and the mean rating of its importance 2.93.

	1	2	3	4	5
<b>Travel Motivations</b>	<b>Very Unimportant</b>	<b>Unimportant</b>	<b>Neither</b>	<b>Important</b>	<b>Very Important</b>
Spend time with family friends or relatives	4.58%	3.27%	11.76%	13.07%	67.32%
Meet different people	15.13%	13.83%	30.26%	15.13%	25.66%

Rest and relax	3.27%	3.92%	13.07%	25.49%	54.25%
Get away from daily routine/role obligations/stress/troubles	5.92%	5.92%	17.11%	20.39%	50.66%
Discover new places and/ or things	1.31%	2.61%	11.76%	18.95%	65.36%
Increase my knowledge	3.97%	7.95%	27.81%	15.23%	45.03%
Business	42.76%	14.47%	22.37%	5.92%	14.47%
Health and therapy	21.05%	16.45%	31.58%	9.87%	21.05%

**Table 8.** Descriptive statistics of travel motivations.

Table 9 presents the descriptive statistics of Dubai rated on different categories by the respondents. The first question asked respondents if they agree whether Dubai makes them feel welcome or not and 89.54% of respondents rated Dubai as a welcoming travel destination with a mean rating of 4.42. The second question aimed to identify whether the respondents agree if Dubai is a beautiful and clean city and the result showed that 92.77% agreed with a mean answer of 4.50. The third question was if Dubai is a place to relax and 89.48% agreed with a mean answer of 4.39. The fourth question asked respondents whether they agree or disagree that there are interesting things to do and see in Dubai. A total of 97.39% of respondents agreed that Dubai has interesting things to see and do as the mean result was 4.59. The fifth question asked respondents about the accommodations offered in Dubai and whether there are excellent places to stay at or not. The majority of respondents 95.42% agreed with a mean answer of 4.59. The last question that respondents were asked to agree or disagree on was the value for money in Dubai and the result was that 46.05% of respondents do not agree that Dubai has great value for your money which led to a mean result of 3.65.

	1	2	3	4	5
<b>Dubai rated as a place to visit on the following:</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither</b>	<b>Agree</b>	<b>Strongly Agree</b>
Makes you feel welcome	0%	0.65%	9.80%	35.95%	53.59%
Beautiful, clean city	0%	0%	7.24%	35.53%	57.24%
A place to relax	0%	1.32%	9.21%	38.16%	51.32%
A place to do and see interesting things	0%	0%	2.61%	35.95%	61.44%
Excellent places to stay	0%	0%	4.58%	31.37%	64.05%
Great value for your money	0%	15.79%	30.26%	26.97%	26.97%

**Table 9.** Descriptive statistics of Dubai rated based on 6 categories.

Table 10 presents the results of 5 different questions on a Likert scale. The first question asks the respondents how attractive they found Dubai as a travel destination and 94.12 % found Dubai to be attractive with a mean rating of 4.40 this shows that the respondents agree that Dubai is an attractive place to visit. The next question asks respondents how satisfied they were with their most recent trip to Dubai and the majority of respondents 97.38% were satisfied with their trip to Dubai, as the mean answer was 4.50. For the third question respondents were asked to rate the overall attractions they visited in Dubai. With 99.34% of respondents rating the attractions as good and a mean answer of 4.53 it is clear that respondents enjoyed the attractions they visited in Dubai. The fourth question asked respondents to agree or disagree on whether the accommodation in Dubai is good value for money. 77.77% of respondents agreed that the accommodation was good value for money and the mean answer was 3.98, which shows that the respondents agree it is good value for money. The last question asked the respondents how likely they are to return to Dubai for leisure travel and 88.98% reported that they are likely to return to Dubai for leisure travel and the mean answer was 4.33 therefore it is clear that the most of the respondents are likely to return to Dubai for leisure purposes.

	1	2	3	4	5
<b>Dubai's attractiveness as a place to visit</b>	<b>Very Unattractive</b>	<b>Unattractive</b>	<b>Neither</b>	<b>Attractive</b>	<b>Very Attractive</b>
Level of attractiveness	0%	2.61%	3.27%	45.75%	48.37%
<b>Satisfaction of most recent trip to Dubai based on experiences</b>	<b>Very Dissatisfied</b>	<b>Dissatisfied</b>	<b>Neither</b>	<b>Satisfied</b>	<b>Very Satisfied</b>
Level of satisfaction	0%	0.65%	1.96%	44.44%	52.94%
<b>Rating of overall attractions visited in Dubai</b>	<b>Very Poor</b>	<b>Poor</b>	<b>Neither</b>	<b>Good</b>	<b>Very Good</b>
Rating of attractions	0%	0%	0.65%	45.75%	53.59%
<b>Agree that accommodation in Dubai is good value for money</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither</b>	<b>Agree</b>	<b>Strongly Agree</b>
Level of agreement	0%	3.92%	18.30%	53.59%	24.18%
<b>How likely respondents are to return to Dubai for leisure travel</b>	<b>Very Unlikely</b>	<b>Unlikely</b>	<b>Neither</b>	<b>Likely</b>	<b>Very Likely</b>
Likelihood of return for leisure	0%	1.31%	19.80%	43.79%	45.10%

**Table 10.** Descriptive statistics for rating Dubai’s attractiveness, attractions, accommodations, satisfaction of respondents trip and the likeliness of respondents returning to Dubai for leisure travel.

### 4.3 T-test

The current section present the results of the T-tests conducted between travel motives to Dubai and activities/ attractions, perception and activities/ attractions, satisfaction of trip to Dubai with activities and attractions, as well as the rating of attractions paired with attractions. The values portrayed in the tables are the 2-tailed significant differences with equal variances assumed. The bolded values are significantly different at a 90% confidence level. Binary variables have been created from the activities/ attractions visited and in the t-test the differences between travel motivations/ perceptions of Dubai/ satisfaction of most recent trip/ rating of overall attractions in respect to attractions/ activities visited were examined.

Table 11 presents the results of the T-test conducted on SPSS between travel motivation and tourist activities. In the t-test the differences between travel motivations in respect to activities visited were examined. The table displays the p-values associated with the t-scores obtained for the comparison of travel motivations between groups (i.e., visited/not visited attractions, participated/not participated the activity. From the above table it can be determined that statistically significant differences exist among tourists who did or did not do the activities skiing/ snowboarding, water parks, swimming at the beach and horse riding with respect to the travel motivation of spending time with family. For the second travel motive of meeting different people, statistically significant differences exist among tourists who did or did not do the activities desert safari tour, skiing/ snowboarding, swimming at the beach, sky-diving, horse riding and golfing. For the third travel motive statistically significant difference exist among tourists who did the activity of swimming at the beach or not with respect to the travel motivation of resting and relaxing. For the next travel motive of escape, which is shown by getting away from daily routines/roles/stress/troubles, statistically significant differences exist among tourist who

did or did not do the activities quad biking, desert safari tours, theme parks and swimming at the beach in respect to the travel motive. For the travel motive of discovery there is a statistically significant difference that exists among tourist who did or did not do the activities shopping and horse riding. The travel motive of increasing knowledge has a statistically significant difference that exists among tourist who did or did not do the activities shopping and golfing. The business travel motive had a statistically significant difference that exists among tourist who did or did not do the activity of golfing. The final travel motive tested was health and therapy and there was a statistically significant difference that exists among tourist who did or did not do the activities skiing/snowboarding as well as swimming at the beach. The statistically significant differences portrayed between travel motivations to Dubai and tourist activities partially support the hypothesis H1a: “There is a relationship between motivation and tourist attractions”.

	Quad Biking	Desert safari tour	Skiing/ snowboarding	Theme parks	Waterparks	Swimming at the beach	Sky diving	Shopping	Horse riding	Boat tours	Golfing	Helicopter tour
Spend time with family, friends or relatives	0.178	0.145	<b>0.025</b>	0.159	<b>0.051</b>	<b>0.073</b>	0.595	0.461	<b>0.088</b>	0.677	0.121	0.133
Meet different people	0.620	<b>0.034</b>	<b>0.066</b>	0.580	0.125	<b>0.029</b>	<b>0.004</b>	0.299	<b>0.029</b>	0.116	<b>0.085</b>	0.806
Rest and Relax	0.628	0.256	0.929	0.445	0.799	<b>0.070</b>	0.902	0.557	0.697	0.197	0.216	0.771
Get away from daily routine/role obligations/stress/troubles	<b>0.086</b>	<b>0.006</b>	0.564	<b>0.060</b>	0.222	<b>0.023</b>	0.884	0.250	0.487	0.954	0.143	0.641
Discover new places and/or things	0.408	0.244	0.341	0.168	0.291	0.868	0.699	<b>0.007</b>	<b>0.024</b>	0.537	0.978	1.000
Increase my Knowledge	0.720	0.629	0.643	0.718	0.390	0.407	0.826	<b>0.023</b>	0.335	0.920	<b>0.047</b>	0.554
Business	0.492	0.384	0.275	0.641	0.325	0.106	0.139	0.870	0.146	0.357	<b>0.035</b>	0.497
Health and Therapy	0.095	0.788	<b>0.090</b>	0.490	0.449	<b>0.059</b>	0.201	0.458	0.522	0.825	0.947	0.404

**Table 11.** Results from t-tests on travel motives and tourist activities.

Table 12 presents the P-values obtained from running a T-test in SPSS between perceptions of Dubai and tourist activities. In the t-test the differences between perceptions of Dubai in respect to activities visited were examined. The bold values represent the results that are significantly different at a 90% confidence level. The first perception of whether Dubai makes visitors feel welcome has a strong statistically significant difference with the activities shopping and boat tours. The perception of whether Dubai is a beautiful clean city has a strong statistically significant difference with the activities theme parks, water parks, skydiving and golfing. The perception of Dubai being a place to relax has a strong statistically significant difference with the activity of boat tours. The perception of Dubai being a place where tourist can do and see interesting things has a statistically significant difference with theme parks and

swimming at the beach. The perception of whether respondents think Dubai has great places to stay has a statistically significant difference with theme parks and boat tours. The final perception that Dubai is great value for money has a statistically significant difference with the activities desert safari tours, skiing/ snowboarding, theme parks, water parks and skydiving. The statistically significant differences between perceptions and activities partially support the hypothesis H1b: “There is a relationship between tourist’s perceptions and tourist attractions”.

	Quad Biking	Desert safari tour	Skiing/ snowboarding	Theme parks	Waterparks	Swimming at the beach	Sky diving	Shopping	Horse riding	Boat tours	Golfing	Helicopter tour
Makes you feel welcome	0.570	0.462	0.691	0.913	0.441	0.849	0.296	<b>0.084</b>	0.175	<b>0.046</b>	0.906	0.562
Beautiful clean city	0.509	0.700	0.106	<b>0.059</b>	<b>0.062</b>	0.350	<b>0.082</b>	0.312	0.566	0.193	<b>0.034</b>	0.786
A place to relax	0.781	0.815	0.329	0.835	0.795	0.867	0.773	0.328	0.348	<b>0.011</b>	0.646	0.830
A place to do and see interesting things	0.857	0.821	0.543	<b>0.048</b>	0.871	<b>0.067</b>	0.762	0.969	0.390	0.336	0.605	0.283
Excellent places to stay	0.228	0.732	0.366	<b>0.016</b>	0.157	0.339	0.805	0.904	0.160	<b>0.006</b>	0.238	0.702
Great value for your money	0.398	<b>0.056</b>	<b>0.051</b>	<b>0.089</b>	<b>&lt;0.001</b>	0.609	<b>0.018</b>	0.104	0.535	0.272	0.615	0.964

**Table 12.** Results from t-tests on perceptions of Dubai and tourist activities.

Table 13 presents the 2-tailed P-values obtained from running a T-test in SPSS between satisfaction and tourist activities. From the table it is made clear that there is a strong statistically significant difference between satisfaction and the activities skiing/ snowboarding and swimming at the beach. The statistically significant differences between the satisfactions and activities partially support the hypothesis H1c: “There is a positive relationship between tourist’s satisfaction and tourist attractions”.

	Quad Biking	Desert safari tour	Skiing/ snowboarding	Theme parks	Waterparks	Swimming at the beach	Sky diving	Shopping	Horse riding	Boat tours	Golfing	Helicopter tour
Satisfaction of trip to Dubai	0.156	0.722	<b>0.032</b>	0.287	0.503	<b>0.022</b>	0.772	0.606	0.987	0.666	0.195	0.753

**Table 13.** Results from t-tests on satisfaction of trip to Dubai and tourist activities.

Table 14 presents the 2-tailed P-values obtained from running a T-test in SPSS between travel motivations and tourist attractions. In the t-test the differences between travel motivations in respect to attractions visited were examined. For the first travel motive of spending time with family, friends or relatives statistically significant differences exist among tourists who did or did not visit the attractions Burj Khalifa, Global Village, Atlantis Water Park, La Mer and Dubai Aquarium with respect to the travel motivation of spending time with family. The second travel motive of meeting different people had a statistically significant difference among tourists who did or did not visit the tourist

attraction the Dubai Mall Fountain. The third travel motive of rest and relaxation has a statistically significant difference with the attractions Dubai Frame, Dubai Museum, Global Village and La Mer. For the fourth travel motive of escape there is a statistically significant difference between the attractions Burj Khalifa, Dubai Frame, Ski Dubai, The Dubai Mall Fountain, Global Village, Miracle Garden, Atlantis Water Park and La Mer. The fifth travel motive of discovery has statistically significant difference with the attractions Ski Dubai and Global Village. The sixth travel motive of increasing knowledge had statistically significant differences with the attractions Burj Khalifa, Dubai Museum, The Dubai mall Fountain and Miracle Garden. The travel motive of business had a statistically significant difference with the attraction Dubai Frame. The last travel motive of health and therapy did not have any statistically significant differences with any attractions among tourists who did or did not visit the attractions. The statistically significant differences between the travel motivations and tourist attractions partially support the hypothesis H2a: “There is a relationship between motivation and touristic activities”.

	Burj Khalifa	Dubai Frame	Ski Dubai	Dubai Museum	The Dubai Mall Fountain	Global Village	Burj al Arab	Miracle Garden	Atlantis Water Park	La Mer	Dubai creek	Dubai Aquarium	Motion Gate Dubai
Spend time with family, friends or relatives	<b>0.081</b>	0.115	0.218	0.319	0.281	<b>0.028</b>	0.801	0.417	<b>0.022</b>	<b>&lt;0.001</b>	0.309	<b>0.027</b>	0.20
Meet different people	0.932	0.774	0.515	0.197	<b>0.032</b>	0.398	0.241	0.524	0.407	0.298	0.297	0.377	0.50
Rest and Relax	0.261	<b>0.045</b>	0.709	<b>0.075</b>	0.523	<b>0.021</b>	0.243	0.179	0.131	<b>&lt;0.001</b>	0.670	0.367	0.22
Get away from daily routine/role obligations/stress/troubles	<b>0.016</b>	<b>0.060</b>	<b>0.086</b>	0.842	<b>0.038</b>	<b>0.020</b>	0.835	<b>0.038</b>	<b>0.077</b>	<b>&lt;0.001</b>	0.706	0.789	0.62
Discover new places and/or things	<b>0.075</b>	0.718	<b>0.087</b>	0.130	0.288	<b>0.086</b>	0.168	0.649	0.165	0.227	0.285	0.303	0.79
Increase my Knowledge	<b>0.030</b>	0.574	0.212	<b>0.080</b>	<b>0.067</b>	0.256	0.149	<b>0.080</b>	0.458	0.794	0.337	0.708	0.30
Business	0.656	<b>0.010</b>	0.578	0.106	0.995	0.158	0.272	0.398	0.752	0.246	0.556	0.216	0.89
Health and Therapy	0.775	0.631	0.348	0.307	0.756	0.829	0.412	0.637	0.794	0.682	0.850	0.857	0.77

**Table 14.** Results from t-tests on travel motives and tourist attractions.

Table 15 presents the 2-tailed P-values obtained from running a T-test in SPSS between perceptions and tourist attractions. The first perception of whether Dubai makes visitors feel welcome had no existing statistically significant differences among tourists who did or did not visit the different attractions. The perception of whether Dubai is a beautiful and clean city had statistically significant differences with the attractions Global Village, Miracle Garden, La Mer and Motion Gate Dubai. The perception of Dubai being a place to relax had statistically significant differences with the attractions Dubai Frame and La Mer. The perception of Dubai being a place where tourist can do and see

interesting things had a statistically significant difference with the attractions Dubai Frame, Global Village and Miracle Garden. The perception of whether respondents think Dubai has great places to stay at had a statistically significant difference with Dubai Frame, Dubai Mall Fountain and La Mer. The final perception that Dubai is great value for money had a statistically significant difference with the attractions Ski Dubai and Atlantis Water Park. The statistically significant differences between perceptions and tourist attractions represent the tourist attractions that partially support the hypothesis H2b: “There is a relationship between tourist’s perceptions and touristic activities”.

	Burj Khalifa	Dubai Frame	Ski Dubai	Dubai Museum	The Dubai Mall Fountain	Global Village	Burj al Arab	Miracle Garden	Atlantis Water Park	La Mer	Dubai creek	Dubai Aquarium	Motion Gate Dubai
Makes you feel welcome	0.568	0.499	0.687	0.828	0.371	0.297	0.879	0.186	0.808	0.760	0.112	0.906	0.925
Beautiful clean city	0.141	0.665	0.218	0.197	0.561	<b>0.003</b>	0.665	<b>0.055</b>	0.331	<b>0.070</b>	0.883	0.687	<b>0.014</b>
A place to relax	0.522	<b>0.011</b>	0.227	0.140	0.216	0.232	0.835	0.348	0.180	<b>0.012</b>	0.498	0.620	0.654
A place to do and see interesting things	0.179	<b>0.008</b>	0.285	0.211	0.297	<b>&lt;0.001</b>	0.530	<b>0.011</b>	0.598	0.442	0.131	0.323	0.690
Excellent places to stay	0.620	<b>0.036</b>	0.683	0.685	<b>0.019</b>	0.473	0.847	0.182	0.556	<b>0.004</b>	0.702	0.656	0.534
Great value for your money	0.726	0.821	<b>0.058</b>	0.501	0.374	0.972	0.412	0.547	<b>0.074</b>	0.410	0.671	0.568	0.246

**Table 15.** Results from t-tests on perceptions of Dubai and tourist attractions.

Table 16 portrays the 2-tailed P-values obtained from running a T-test in SPSS between satisfaction and tourist attractions. It is clear from the table that there is no statistically significant difference between satisfaction and tourist attractions in Dubai. The hypothesis H2c: “There is a relationship between tourist’s satisfaction and touristic activities” is not supported.

	Burj Khalifa	Dubai Frame	Ski Dubai	Dubai Museum	The Dubai Mall Fountain	Global Village	Burj al Arab	Miracle Garden	Atlantis Water Park	La Mer	Dubai creek	Dubai Aquarium	Motion Gate Dubai
Satisfaction of trip to Dubai	0.119	0.250	0.189	0.147	0.841	0.357	0.666	0.318	0.843	0.720	0.318	0.623	0.885

**Table 16.** Results from t-tests on satisfaction of trip to Dubai and tourist activities.

Table 17 has been implemented in order to portray the significance between overall attractions rated and individual attractions. The data in the table has been obtained from running a T-test in SPSS between the overall attractions respondents visited rated and individual tourist attractions. From the above table it is clear that there is a statistically significant difference between attractions rated and the attractions Dubai Frame and Miracle Garden.

	Burj Khalifa	Dubai Frame	Ski Dubai	Dubai Museum	The Dubai Mall Fountain	Global Village	Burj al Arab	Miracle Garden	Atlantis Water Park	La Mer	Dubai creek	Dubai Aquarium	Motion Gate Dubai
Overall Attractions Rated	0.489	<b>0.009</b>	0.257	0.963	0.546	0.287	0.338	<b>0.037</b>	0.704	0.153	0.769	0.498	0.346



**Table 17.** Results from t-tests on overall attractions rated and the tourist attractions visited.

#### **4.4 Cross Tabulation**

Cross tabulation has been done to examine the relationships of data from different questions and portray the connection between them. Cross Tabs has been done for tourist activities and attractions based on three variables: Length of stay, travel purpose and frequency of travel to Dubai. The cross tabs identify how many respondents did or visited a certain activity or attraction based on the three variables.

Table 18 displays the activities and how many respondents did or did not do them based on their length of stay. For the first activity of quad biking it is clear that most of the respondents who went quad biking stayed 16 or more days. The second activity, desert safari tours have been done the most by respondents who stayed between 4-6 days and respondents who stayed 16 or more days. The third activity skiing/ snowboarding has been done the most by respondents who stayed more then 16 days. The activity of theme parks has been done the most by respondents who had a length of stay of 16 or more days. The activity of water parks has been done the most by respondents who had a length of stay of 16 or more days followed by those who stayed 4-6 days. The activity of swimming at the beach has been done the most by respondents who had a length of stay of 16 or more days followed by those who stayed 4-6 days. The activity of skydiving has been done the most by respondents who had a length of stay of 16 or more days and by those who stayed 4-6 days. The activity of shopping has been done the most by respondents who had a length of stay of 4-6 days. The activity of horse riding has been done the most by respondents who had a length of stay of 4-6 days. The activity of boat tours has been done the most by respondents who had a length of stay of 4-6 days. The activity of golfing has been done the most by respondents who had a length of stay of 16 or more days. The activity of helicopter tours has been done the most by respondents who had a length of stay of 4-6 days. From this table it can be concluded that most of the activities have been done the most by respondents who have stayed either 4-6 days or 16 or more days.

		1-3 Days	4-6 Days	7-9 Days	10-12 Days	13-15 Days	16 or more Days
Quad Biking	Not done Activity	21	45	10	14	5	30
	Done Activity	3	2	4	2	1	16
Desert Safari Tour	Not done Activity	20	26	6	9	4	17
	Done Activity	4	21	8	7	2	29
Skiing/ Snowboarding	Not done Activity	22	43	12	15	5	33
	Done Activity	2	4	2	1	1	13
Theme Parks	Not done Activity	22	40	9	15	3	23
	Done Activity	2	7	5	1	3	23
Water Parks	Not done Activity	21	36	9	10	2	18
	Done Activity	3	11	5	6	4	28
Swimming at the Beach	Not done Activity	12	21	4	4	2	13
	Done Activity	12	26	10	12	4	33
Sky Diving	Not done Activity	22	44	13	15	5	43
	Done Activity	2	3	1	1	1	3
Shopping	Not done Activity	6	12	5	5	1	12
	Done Activity	18	35	9	11	5	34
Horse Riding	Not done Activity	22	44	13	16	6	44
	Done Activity	2	3	1	0	0	2
Boat Tours	Not done Activity	19	31	10	15	4	33
	Done Activity	5	16	4	1	2	13
Golfing	Not done Activity	18	43	14	13	5	35
	Done Activity	6	4	0	3	1	11
Helicopter Tour	Not done Activity	24	43	12	16	6	43
	Done Activity	0	4	2	0	0	3

**Table 18.** Cross tabulation between activities and length of stay.

Table 19 displays the activities and how many respondents did or did not do them based on their purpose of travel. The activity quad biking has been done the most by leisure travellers. The activity desert safari tours have been done the most by leisure travellers. The activity skiing/ snowboarding has been done the most by leisure travellers. The activity theme parks have been done the most by leisure travellers followed by travellers who had the purpose of visiting friends and relatives. The activity water parks have been done the most by leisure travellers followed by travellers who had the purpose of visiting friends and relatives. The activity swimming at the beach has been done the most by leisure travellers. The activity skydiving has been done the most by leisure travellers. The activity shopping has been done the most by leisure travellers. The activity horse riding has been done the most by leisure travellers. The activity boat tours have been done the most by leisure travellers. The activity of golfing has been done the most by leisure travellers and by travellers who had the purpose of visiting friends and relatives. The

activity helicopter tours have been done the most by leisure travellers. From the above table it is clear that leisure travellers have done the most activities.

		Leisure	Business	Friends and Relatives	Religious
Quad Biking	Not done Activity	65	24	33	3
	Done Activity	12	5	11	0
Desert Safari Tour	Not done Activity	43	15	22	2
	Done Activity	34	14	22	1
Skiing/ Snowboarding	Not done Activity	67	24	36	3
	Done Activity	10	5	8	0
Theme Parks	Not done Activity	60	20	29	3
	Done Activity	17	9	15	0
Water Parks	Not done Activity	53	17	23	3
	Done Activity	24	12	21	0
Swimming at the Beach	Not done Activity	24	14	15	3
	Done Activity	53	15	29	0
Sky Diving	Not done Activity	71	28	40	3
	Done Activity	6	1	4	0
Shopping	Not done Activity	20	9	11	1
	Done Activity	57	20	33	2
Horse Riding	Not done Activity	72	29	41	3
	Done Activity	5	0	3	0
Boat Tours	Not done Activity	54	23	32	3
	Done Activity	23	6	12	0
Golfing	Not done Activity	68	22	35	3
	Done Activity	9	7	9	0
Helicopter Tour	Not done Activity	73	27	41	3
	Done Activity	4	2	3	0

**Table 19.** Cross tabulation between activities and travel purpose.

Table 20 presents the activities and how many respondents did or did not do them based on their frequency of travelling to Dubai. The activity of quad biking has been done the most by respondents who have been to Dubai 5 or more times. The activity of desert safari tours has been done the most by respondents who have been to Dubai 5 or more times. The activity of skiing/ snowboarding has been done the most by respondents who have been to Dubai 5 or more times. The activity of theme parks has been done the most by respondents who have been to Dubai 5 or more times. The activity of waterparks has been done the most by respondents who have been to Dubai 5 or more times. The activity of swimming at the beach has been done the most by respondents who have been to Dubai 5 or more times. The activity of skydiving has been done the most by respondents who have been to Dubai 5 or more times. The activity of shopping has been done the most by respondents who have been to Dubai 5 or more times. The activity of horse

riding has been done the most by respondents who have been to Dubai once. The activity of boat tours has been done the most by respondents who have been to Dubai 5 or more times. The activity of golfing has been done the most by respondents who have been to Dubai 5 or more times. The activity of helicopter tours have been done the most by respondents who have been to Dubai 2-3 times, 4-5 times and 5 or more times. From this table it is clear that the respondents who have been to Dubai 5 or more times have done the most activities.

		Once	2-3 Times	4-5 Times	5 or More Times
Quad Biking	Not done Activity	31	27	17	50
	Done Activity	4	4	3	17
Desert Safari Tour	Not done Activity	21	15	14	32
	Done Activity	14	16	6	35
Skiing/ Snowboarding	Not done Activity	32	28	19	51
	Done Activity	3	3	1	16
Theme Parks	Not done Activity	24	28	18	42
	Done Activity	11	3	2	25
Water Parks	Not done Activity	24	24	17	31
	Done Activity	11	7	3	36
Swimming at the Beach	Not done Activity	12	13	7	24
	Done Activity	23	18	13	43
Sky Diving	Not done Activity	33	30	18	61
	Done Activity	2	1	2	6
Shopping	Not done Activity	6	8	8	19
	Done Activity	29	23	12	48
Horse Riding	Not done Activity	31	31	18	65
	Done Activity	4	0	2	2
Boat Tours	Not done Activity	28	21	15	48
	Done Activity	7	10	5	19
Golfing	Not done Activity	32	26	18	52
	Done Activity	3	5	2	15
Helicopter Tour	Not done Activity	34	29	17	64
	Done Activity	1	3	3	3

**Table 20.** Cross tabulation between activities and frequency of travel to Dubai.

Table 21 displays the attractions and how many respondents did or did not visit them based on their length of stay. For the first attraction of visiting Burj Khalifa it is clear that most of the respondents who visited Burj Khalifa stayed 16 or more days followed by those which stayed 4-6 days. The second attraction Dubai Frame has been visited the most by respondents who stayed 16 or more days. The third attraction Ski Dubai has been visited the most by respondents who stayed more than 16 days. The attraction the Dubai Museum has been visited the most by respondents who had a length of stay of 16 or more

days. The activity of water parks has been done the most by respondents who had a length of stay of 16 or more days followed by those who stayed 4-6 days. The attraction the Dubai Mall fountain has been visited the most by respondents who had a length of stay of 4-6 days. The attraction Global Village has been visited the most by respondents who had a length of stay of 16 or more days. The attraction Burj al Arab has been visited the most by respondents who had a length of stay of more than 16 days. The attraction Miracle Garden has been visited the most by respondents who had a length of stay of 16 or more days. The attraction Atlantis Water Park has been visited the most by respondents who had a length of stay of 16 or more days. The attraction La Mer has been visited the most by respondents who had a length of stay of 16 or more days. The attraction of Dubai Aquarium has been done the most by respondents who had a length of stay of 16 or more days. The attraction of Motion Gate Dubai has been done the most by respondents who had a length of stay of 16 or more days. From this table it can be concluded that the majority attractions have been visited the most by respondents who have stayed 16 or more days.

		1-3 Days	4-6 Days	7-9 Days	10-12 Days	13-15 Days	16 or more Days
Burj Khalifa	Not Visited	10	19	7	4	1	14
	Visited	14	28	7	12	5	32
Dubai Frame	Not Visited	18	37	10	11	2	34
	Visited	6	10	4	5	4	12
Ski Dubai	Not Visited	22	41	11	14	5	26
	Visited	2	6	3	2	1	20
Dubai Museum	Not Visited	20	39	11	12	5	36
	Visited	4	8	3	4	1	10
The Dubai Mall Fountain	Not Visited	6	8	7	4	2	14
	Visited	18	39	7	12	4	32
Global Village	Not Visited	17	36	6	9	5	22
	Visited	7	11	8	7	1	24
Burj al Arab	Not Visited	18	37	8	12	6	31
	Visited	6	10	6	4	0	15
Miracle Garden	Not Visited	20	37	10	11	5	30
	Visited	4	10	4	5	1	16
Atlantis Water Park	Not Visited	21	36	8	10	3	28
	Visited	3	11	6	6	3	18
La Mer	Not Visited	14	23	9	4	3	16
	Visited	10	24	5	12	3	30
Dubai Creek	Not Visited	19	35	10	13	4	32
	Visited	5	12	4	3	2	14
Dubai Aquarium	Not Visited	19	31	9	10	4	27
	Visited	5	16	5	6	2	19
Motion Gate Dubai	Not Visited	22	39	11	15	4	33
	Visited	2	8	3	1	2	13

**Table 21.** Cross tabulation between attractions and length of stay in Dubai.

Table 22 presents the tourist attractions and how many respondents visited them based on their purpose of travel. The attraction Burj Khalifa has been visited the most by leisure travellers. The attraction Dubai Frame has been visited the most by leisure travellers. The attraction Ski Dubai has been visited the most by leisure travellers. The attraction the Dubai Museum has been visited the most by leisure travellers followed by travellers who had the purpose of visiting friends and relatives. The attraction the Dubai Mall Fountain has been visited the most by leisure travellers. The attraction Global Village has been visited the most by leisure travellers. The attraction Burj al Arab has been visited the most by leisure travellers. The attraction Miracle Garden has been visited the most by leisure travellers. The attraction Atlantis Water Park has been visited the most by leisure travellers. The attraction La Mer has been visited the most by leisure travellers. The attraction Dubai Creek has been visited the most by leisure travellers. The attraction Dubai Aquarium has been visited the most by leisure travellers. The attraction Motion Gate has been visited the most by leisure travellers.

		Leisure	Business	Friends and Relatives	Religious
Burj Khalifa	Not Visited	24	13	15	3
	Visited	53	16	29	0
Dubai Frame	Not Visited	53	26	30	3
	Visited	24	3	14	0
Ski Dubai	Not Visited	63	21	32	3
	Visited	14	8	12	0
Dubai Museum	Not Visited	64	25	33	1
	Visited	13	4	11	2
The Dubai Mall Fountain	Not Visited	17	7	14	3
	Visited	60	22	30	0
Global Village	Not Visited	45	21	28	1
	Visited	32	8	16	2
Burj al Arab	Not Visited	59	19	31	3
	Visited	18	10	13	0
Miracle Garden	Not Visited	56	22	32	3
	Visited	21	7	12	0
Atlantis Water Park	Not Visited	56	20	27	3
	Visited	21	9	17	0
La Mer	Not Visited	27	15	24	3
	Visited	50	14	20	0
Dubai Creek	Not Visited	59	21	32	1
	Visited	18	8	12	2
Dubai Aquarium	Not Visited	50	16	31	3
	Visited	27	13	13	0
Motion Gate Dubai	Not Visited	63	20	38	3
	Visited	14	9	6	0

**Table 22.** Cross tabulation between attractions and travel purpose.

Table 23 portrays tourist attractions and how many respondents visited them based on their frequency of travelling to Dubai. The attraction Burj Khalifa has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Dubai Frame has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Ski Dubai has been visited the most by respondents who have been to Dubai 5 or more times. The attraction the Dubai Museum has been visited the most by respondents who have been to Dubai 5 or more times. The attraction the Dubai Mall Fountain has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Global Village has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Burj al Arab has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Miracle Garden has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Atlantis Water Park has been visited the most by respondents who have been to Dubai 5 or more times. The attraction La Mer has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Dubai Creek has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Dubai Aquarium has been visited the most by respondents who have been to Dubai 5 or more times. The attraction Motion Gate has been visited the most by respondents who have been to Dubai 5 or more times. From the above table it is clear that respondents who have been to Dubai 5 or more times have visited the most attractions.

		Once	2-3 Times	4-5 Times	5 or More Times
Burj Khalifa	Not Visited	14	8	8	25
	Visited	21	23	12	42
Dubai Frame	Not Visited	21	27	15	49
	Visited	14	4	5	18
Ski Dubai	Not Visited	30	27	17	45
	Visited	5	4	3	22
Dubai Museum	Not Visited	28	22	17	56
	Visited	7	9	3	11
The Dubai Mall Fountain	Not Visited	8	3	9	21
	Visited	27	28	11	46
Global Village	Not Visited	22	22	13	38
	Visited	13	9	7	29
Burj al Arab	Not Visited	26	21	17	48
	Visited	9	10	3	19
Miracle Garden	Not Visited	25	27	15	46
	Visited	10	4	5	21
Atlantis Water Park	Not Visited	26	21	16	43
	Visited	9	10	4	24
La Mer	Not Visited	18	16	8	27
	Visited	17	15	12	40
Dubai Creek	Not Visited	30	22	15	46
	Visited	5	9	5	21
Dubai Aquarium	Not Visited	22	20	13	45
	Visited	13	11	7	22
Motion Gate Dubai	Not Visited	26	29	18	51
	Visited	9	2	2	16

**Table 23.** Cross tabulation between attractions and frequency of travel.



## **5 Discussion & Conclusion**

This thesis was aimed to determine whether or not attractions are the main influencing factor for attracting tourists to Dubai. This study also aimed to investigate what attractions attract the most tourists in Dubai as well as examine what factors motivate travellers to visit Dubai. As portrayed in the literature review of this thesis there are quite a few subtopics that discuss tourist attraction systems, tourist and travel motivations, and special interest tourism.

To begin, it can be concluded according to the results of the survey that the most popular tourist activity was shopping and the most popular special interest motivator for the respondents was relaxation and the most important travel motive for respondents to travel to Dubai was spending time with family friends and relatives followed by discovery. This portrays that based on special interest motivators' attractions could be considered as the main influencing factor as many tourists seek for relaxation in Dubai's hotels and at the beach. Based on motivators in general, attractions are not the main factor influencing tourists to travel to Dubai instead it is to spend time with their family, friends and relatives. However, all respondents have visited tourist attractions in Dubai and 99.34% rated the overall attractions as good. The research question of whether attractions are the main influencing factor has been answered and the results presented that travel motivations are different for tourists with respect to visiting some of the attraction therefore there is no conclusive cause-effect relationship. The research objectives of identifying the top tourist attractions, activities and motivators were achieved by collecting data, analyzing the data and establishing relationships. The research question of the thesis has been answered using data obtained from the survey results.

This thesis contributes to the literature on tourist motivation to travel by identifying specific motivational factors and special interest motives that tourists have to travel to Dubai in specific. This study on Dubai had some similarities and differences in its results compared to other studies such as the tourism product taxonomy study in the case of Singapore (McKercher & Koh, 2016). In the case of Singapore shopping was the most common activity among the different tourist groups, which was the same in the case of

Dubai. Escape was the most popular motive/ driver amongst the different tourist groups in Singapore however from the results of this study it is made apparent that the most popular motivator for the respondents that travelled to Dubai was visiting friends and family. The study of Singapore determined that specific attractions have a more important role in driving demand for the markets that are the most or the least destination aware (McKercher & Koh, 2016). However, this study determined that individual attractions attract tourist based on the different motives they have to travel this was identified by the t-test run for travel motives, perceptions and satisfaction of their trip to Dubai rather than the awareness of the market. In this study the activities that were most popular in respect to the different motives were identified in order to see which travel motives and activities/ attractions are the most popular. The reason why the findings of this thesis are different from other research is because Dubai attracts many of its tourists with its record-breaking attractions such as the tallest hotel, most luxurious hotel and largest shopping mall in the world. The results of this study could also contribute to the product taxonomy developed by McKercher (2016). This thesis contributes to tourism research as it identifies the top attractions, activities, motives as well as the perceptions that respondents had on Dubai. This paper also contributes to existing literature on tourist attractions and their ability to attract tourists however this paper differentiates itself as it identifies the attractions as well as activities, which contribute to the motivation of tourists travelling to Dubai. Although there is a lot of research that assumes relationships between motivation and attractions, not many were able to establish a relationship between them. This research attempted to measure this relationship by looking at differences of travel motivations with respect to activity participation and attraction visitation.

This paper is of value to the tourism industry in Dubai and in specifically to the Dubai destination management organization. From this thesis the destination management organization (DMO) in Dubai can use the information on the most visited attractions and most done activities paired with the different type of travellers based on motives, perceptions and satisfaction. This information will enable the Dubai DMO to market attractions and activities to specific groups of potential tourists more efficiently in order

to gain and increase the amount of tourists travelling to Dubai as certain activities have the potential to draw interest for certain tourists. Based on the cross tabulations run for activities/ attractions and travel purpose the DMO can determine which activities and attractions are most beneficial for travellers with a specific travel purpose. The most common activity amongst travellers visiting friends and family, leisure, business and religious travellers is shopping therefore the DMO should put an emphasis on shopping in their marketing activities in order to appeal more of these tourists. They could market the various shopping malls on booking platforms, social media and on flights. In the case of attractions paired with travel motivations the most common attraction visited by leisure travellers, business travellers and people travelling to visit friends and family was the Dubai mall fountain so the DMO should market Dubai mall and the fountain to these type of travellers. However, for travellers with the purpose of religion the most popular attractions were Dubai museum, Global village and Dubai Creek therefore the DMO should market these attractions towards religious travellers. The DMO could market the segment by posting ads on religious websites/ forums and by advertising to Islamic regions. Based on the T-tests for travel motivation and attractions/ activities the DMO is also able to see statistically significant differences which exist among tourists who did or did not visit or do the specific attractions/ activities with respect to the travel motivations. This will also provide the possibility to market specific attractions / activities to specific tourists. For example swimming at the beach could be marketed better to leisure travellers by providing free water activities at hotels to leisure travellers staying at those hotels on the beach. The DMO will also benefit from this paper as it identifies the top motivators and special interest motivators for tourist in Dubai, which could assist in targeting tourists based on their motivations. Lastly, this paper benefits the tourism industry in Dubai as it identifies the perceptions that different travellers have on a variety of aspects of Dubai, with this information the DMO is able to improve on aspects that are rated lower than others and attract more tourist in return.

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## **Appendix**

### **Appendix 1. Questionnaire**

Dear Sir/Madam:

I am a Bachelor's student at the Modul University of Vienna, conducting my bachelor thesis research. I would like to invite you to participate in a survey on whether attractions are the main influencing factor for attracting tourists to Dubai. In order to participate in this survey you should have previously travelled to Dubai.

I would be highly appreciative, if you could complete this survey, as it will provide essential information for my bachelor's study. The survey will take about three to five minutes to complete. All the responses to the survey will remain confidential and will be used for research purposes only. Thank you in advance for participating in the survey!

Kind regards,  
Donny de Wijs

Contact information: 61901296@modul.ac.at

#### **Section 1**

Q1. Have you ever been to Dubai?

- Yes
- No

Q2. Please indicate your gender:

- Male
- Female

Q3. Please select your age category:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or above

Q4. What is your highest level of education?

- Vocational education
- High school
- Associate's degree
- Bachelor's degree
- Master's degree
- Ph.D.

- Other

Q5. How often have you been to Dubai?

- Once
- 2-3 times
- 4-5 times
- 5 or more times

Q6. From what source did you find travel related information about Dubai?

- Family and friends
- Travel blogs
- Booking platforms
- Social media
- Books and guides
- Other, please specify: \_\_\_\_\_

Q7. What was the purpose of your last visit to Dubai?

- Leisure
- Business
- Visiting friends and relatives
- Religious

Q8. With whom are you traveling? (You may check more than one box)

- 1. Spouse
- 2. Family/relatives
- 3. Business associate(s)
- 4. Tour group
- 5. Friends
- 6. Traveling alone

Q9. What was your length of stay?

- 1-3 days
- 4-6 days
- 7-9 days
- 10-12 days
- 13-15 days
- 16 or more days

## Section 2

Q10. Travel motivations are factors that drive you to visit a place. I would like to know how important are the following factors in influencing your decision to travel to Dubai.

Please rate the following statements with 1 = very unimportant, 2 = unimportant, 3 = somewhat unimportant, 4 = neither important nor unimportant, 5 = somewhat important, 6 = important and 7 = very important.

1. Spend time with family, friends or relatives	1	2	3	4	5
2. Meet different people	1	2	3	4	5
3. Rest and relax	1	2	3	4	5
4. Get away from daily routine/role obligations/stress/troubles	1	2	3	4	5



5. Discover new places and/or things	1	2	3	4	5
6. Increase my knowledge	1	2	3	4	5
7. Business	1	2	3	4	5
8. Health and therapy	1	2	3	4	5

Q11. Please rate Dubai as a place to visit on the following.

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
1. Makes you feel welcome	1	2	3	4	5
2. Beautiful, clean city	1	2	3	4	5
3. A place to relax	1	2	3	4	5
4. A place to do and see interesting things	1	2	3	4	5
5. Excellent places to stay	1	2	3	4	5
6. Great value for your money	1	2	3	4	5

Q12. At the PRESENT TIME, how would you rate Dubai's **attractiveness** as a place to visit?

Very unattractive	Unattractive	Neither attractive nor unattractive	Attractive	Very attractive
1	2	3	4	5

Q13. Based upon the experiences you had in Dubai, how **satisfied** were you with your most recent visit to Dubai?

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1	2	3	4	5

Q14. Based upon the experiences you had in Dubai, how would you rate the overall attractions you visited in Dubai on the following rating scale?

Very poor	Poor	Neither good nor poor	Good	Very good
1	2	3	4	5

Q15. Do you agree that the accommodation you stayed at in Dubai was good **value for money**?

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	2	3	4	5

Q16. How **LIKELY** is it for you to return to Dubai for leisure travel?

Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very likely
1	2	3	4	5

Q17. Which of the following special interests motivate you to travel to a destination?

- Sports and events
- Challenges and excitements
- Exploration and discovery
- Cultural or religious education
- Hobbies

- Health and therapy
- Social
- Relaxation

Q18. What activities did you do in Dubai during your last visit?

- Quad Biking
- Desert safari tour
- Skiing/ snowboarding
- Theme parks
- Waterparks
- Swimming at the beach
- Ski diving
- Shopping
- Horse riding
- Boat tours
- Golfing
- Helicopter tour
- Other, please specify: \_\_\_\_\_

Q19. What attractions did you visit during your most recent trip to Dubai?

- Burj Khalifa
- Dubai Frame
- Ski Dubai
- Dubai Museum
- The Dubai Mall Fountain
- Global Village
- Burj al Arab
- Miracle Garden
- Atlantis Water Park
- La Mer
- Dubai creek
- Dubai Aquarium
- Motion Gate Dubai
- Other

Thank you for your participation!