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 where 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.